



 **our vision**

a vibrant connected community  
**where age is just a number**

 **our mission**

to inspire and enable people to live a happy life  
**based on health, wellness, purpose and meaning**

 **our values**

the Board, Management and staff all work together to achieve our Vision and Mission guided by our Values  
**integrity, honour, empathy, creativity and inclusive**



# strategic statement

To develop a community integrated, intergenerational, arts themed, assisted living village offering a continuum of care model for people aged over 75 in Central Queensland from all socio economic backgrounds, by 2024. We will grow in scale by activating our provisional bed licenses and diversify our revenue streams by establishing a co-located retirement village and user pay services. The value proposition to the consumer is the ability to age in an active community of support and friends, where they can choose a range of accommodation, care and services tailored to suit their individual needs, budgets and lifestyle preferences.

# our future

At Benevolent Living we saw a real opportunity to provide the Central Queensland community with something more than just a 'nursing home' or isolating, gated retirement village. We know that seniors prefer to age in their own communities surrounded by places that are familiar to them and close to family and friends. That is what we are creating at Benevolent Living, an engaging, connected, intergenerational community that brings together people from all ages and all walks of life.

**We are empowering our residents and seniors of our community to live happy healthy lives thanks to their age, not despite it.**

## strategic initiatives

Benevolent Living is committed to achieving the following **four strategic initiatives by 2024:**

1

### Enhance Our Service Design

Our new Model of Care will diversify our revenue streams and guide the development of our service models in a financial and sustainable way.

#### KEY PERFORMANCE INDICATORS

- Hybrid Model of Care designed and implemented
- Enhance current service design for new development
- Diversify our revenue streams by introducing 'Assisted Living' to the community
- Introduce Additional Services to both residential care and assisted living

2

### Expand & Enhance Our Infrastructure

Our continued improvement of our building infrastructure will support our Vision, Mission, Model of Care and individual service model streams.

#### KEY PERFORMANCE INDICATORS

- Progress in our Masterplan Project
- Construction and Commission of Buildings A, B & C
- Assisted Living units pre-sold
- Introduction of new IT systems

3

### Raise Our Profile in the Community

Benevolent Living will raise and enhance its profile in the community, we will be widely known, aspirational, attract new residents, staff, volunteers and local partners.

#### KEY PERFORMANCE INDICATORS

- Enhance our staff skill mix
- Facilitate a number of partnerships with local businesses and organisations
- Sales targets met or exceeded
- Occupancy rates met or exceeded

4

### Develop Leaders & Grow our Team

We recognise our competitive advantage comes from good governance and our skilled team, we will invest in the development of our people, leaders, emerging leaders, the board and volunteers to ensure we have the right skills, knowledge and culture.

#### KEY PERFORMANCE INDICATORS

- Enhance our staff skill mix across all designations
- Increase Staff Satisfaction and employee recognition
- Continue our exceptional Accreditation record