

VISION

To enrich the lives of everyone
in our community.

PURPOSE

To provide a caring community where every person
feels safe and has the freedom and choice to live
the life they desire.



Client Experience

We will be known for our leading products and services and the delivery of exceptional client experiences.

Achieved by:

1.1

Actively engaging our clients, their families and the community to understand what's important to them.

1.2

Embracing a customer service culture that responds and adapts to our clients' needs and expectations.

1.3

Leveraging technologies and partnerships to innovate and continually enhance our service offering.

Client NPS >50



Employee Experience

Our passionate and engaged workforce will be rewarded with an employee experience that is second to none.

Achieved by:

2.1

Maintaining and enhancing our culture, guided by our vision and underpinned by our values.

2.2

Equipping our people with the tools, knowledge and skills to help them succeed and realise their potential.

2.3

Ensuring we have a leading employee value proposition to attract and retain the industry's best.

Employee Satisfaction >85%



Sustainability

By proactively managing our risks and being financially responsible we will be able to deliver on our purpose forever.

Achieved by:

3.1

Using our scale, and exploring process and technology-led improvements, to drive efficiencies.

3.2

Optimising our assets and services to generate sustainable revenues and margins.

3.3

Demonstrating an ability to make the hard decisions to manage risks and protect our long-term future.

EBITDA/Revenue >15%

R

RESILIENT

We have the strength to overcome challenges, learn from failures, and persist with hope and determination.

E

ETHICAL

We act with fairness, integrity, and honesty, by acknowledging mistakes, respecting boundaries, and treating others with empathy.

S

SAFE

We uphold a SwanSafe way of working to ensure we provide an environment free of harm for everyone.

P

PROFESSIONAL

We interact with respect, dependability, and punctuality, ensuring clear communication, fairness and trust.

E

EMPOWERED

With ongoing support, training, and education, we grow into the best versions of ourselves.

C

COMPASSIONATE

We demonstrate courtesy, kindness, and understanding to everyone, consistently applying a person-centered approach in all that we do.

T

TRANSPARENT

Our collaborative approach fosters a workplace committed to being open, honest and approachable.