

## 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

RELIABLE

We are dependable, trustworthy and can be relied upon.

# E

ENTHUSIASTIC

We always try to do the best that we are able, and that we are happy and proud of our efforts.

# S

SUPPORTIVE

We will always help, encourage and support a resident or colleague that is in need.

# P

PROFESSIONAL

We maintain a high level of professionalism and integrity when dealing with all persons.

# E

ETHICAL

All our decisions and actions are based on fairness and honesty.

# C

COMPASSIONATE

Courtesy and kindness are extended to each person in every circumstance.

# T

TEAM

We are all working towards the same goal, and we are all part of the same team.