

Advocare Strategic Plan

2024 – 2027



Vision

A society where older people are safe, empowered and cherished ❤️



Purpose

To transform lives and communities through education, collaboration and advocacy, supporting older Western Australians to live the lives of their choice.



Values

Integrity – We will act with integrity to support an environment of honesty, confidentiality and mutual trust.

Empowerment – We will work with our clients to ensure they are well informed to make choices and we will advocate with and for them.

Social Justice – We are here to protect the rights of older people. Human rights do not diminish with age.

Equity – We will support all older people, respecting the diversity of our community.

Our strategic priorities and initiatives



Reach and impact

Positively impact a larger portion of our society.

Identify and measure the benefits of our service offering, leveraging the results to increase awareness of our value with stakeholders.

Engage other stakeholders to leverage impact (toward vision).

Contribute to policy development which creates age friendly communities and society.



Culture and safety

Provide a safe, engaging and rewarding environment for staff and volunteers.

Embed a holistic safety-first culture across the organisation.

Provide enhanced professional development opportunities in line with organisational need.

Implement a recognition and reward program.



Sustainable growth

Diversify funding in line with our core vision, values and purpose.

Secure and build on existing funding contracts.

Identify, assess and elect an opportunity to pursue an independent funding stream.

Enhance operational systems and structure to improve outcomes for stakeholders and older people.