

# Our Strategy



**NOVEMBER 2023**

# Our Why

To create a world where older people thrive.

## Mission & Values

We promote the dignity, life and spirituality of older people through connected and inclusive communities



**COURAGE**



**COMPASSION**



**INTEGRITY**

## Strategic Priorities



**catholic Connected Communities (cCCs)**

We are creating networks of integrated multi-service campuses, Healthy Ageing Centres and Home Care and Services that enable CHL to support clients to live life abundantly and with love free from the fears of ageing and loneliness.



**Product and Services**

We will balance CHL's service mix to meet consumer preference and respond to an unmet need for people wanting to maintain a greater level of independence as they age. We will grow our specialised offerings to accommodate the different needs of our cohorts.



**Mental and Spiritual Wellbeing**

We see a need for a holistic approach to Wellbeing including the body, mind, and spirit. We will elevate the importance of Mental and Spiritual Wellbeing through our offerings and MoC (Inspirit). Our MoC will be the foundation for everything that we do and the way that we do it.



**Vulnerable Communities**

CHL's commitment to the vulnerable lies at the core of its mission. We have confirmed three vulnerable communities that we will provide more services for: those that are at risk of or experiencing

- (i) crisis in housing,
- (ii) financial disadvantage and
- (iii) social isolation and abandonment.