



# DELIVERING OUR STRATEGIC PLAN

OCTOBER 2021



## Acknowledgement to Country

In the spirit of reconciliation, genU acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past, present and emerging, and extend that respect to all Aboriginal and Torres Strait Islander peoples.



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# MESSAGE FROM THE CEO



2020/ 2021 has been about setting the foundations from which the continued delivery of the Strategic Plan would build.

To this end it has been a successful year which has seen the completion of key strategy pieces, the start of some important major projects and the delivery of some small yet impactful improvements.

The foundations are now in place and the strategic directions are set. This next year will be about delivering real change and benefit both to our clients and our staff.

Thank you for all of your hard work, we are looking forward to continuing the journey.

**– Clare Amies, CEO**

# OUR VISION

Build inclusive communities

# OUR MISSION

Create and deliver innovative services and supports that empower people to reach their full potential



# OUR REFRESHED VALUES



## WELCOMING

We are friendly and inclusive.



## INNOVATIVE

We are courageous,  
inspired and creative.



## SAFE

We care for our people,  
our clients, our communities  
and the environment.



## EMPOWERED

We are capable, confident  
and supported.



## RESPECTFUL

We are caring, honest  
and professional.

# STRATEGIC PILLARS



## CLIENT FOCUSED

- Recognised as a trusted partner in the design and delivery of quality services.
- Client outcomes are evaluated through appropriate measures.
- Clients become promoters of genU.
- Actively advocate for clients.



## PASSIONATE & CAPABLE PEOPLE

- Build a culture that attracts, motivates and retains highly engaged workers.
- Ensure our people have the right skills, tools and systems to work productively now and into the future.
- "All Safe, All the Time" We care for our people, our clients, our communities and the environment.



## INNOVATION

- Promote a culture of innovative thinking to improve client services.
- Drive internal efficiencies.
- Build external strategic partnerships.
- Increase investment in innovation.



## SUSTAINABLE GROWTH

- Ensure a balanced portfolio of activities that support financial sustainability and continued investment.
- Measured growth that increases our impact.
- Access diverse funding streams.
- Greater financial awareness internally and externally, promoting 'profit for purpose'.

# STRATEGIC INITIATIVES PLANNING



This year has set foundations and strategic direction across the business, creating a roadmap for the next three years to achieve our overall strategic objectives and priorities.

To aid in narrowing down our focus on those objectives, a series of strategic ambitions and value propositions have been defined. The strategic ambitions define what we are looking to achieve, the value propositions define why our clients should come to us.

To complement the ambitions, measurements are also being established to enable us to track and report our progress.

The foundational work to date has enabled the definition of further initiatives that will be tackled over the next three years.

The following summary provide an overview of the strategic initiatives that we will undertake to achieve them.

The initiatives, that each target our strategic pillars, will be addressed both through core business delivery and targeted strategic projects.

# OUR FOCUS

for the year ahead

Strategic pillars	Initiatives	Deliverables
	PayU Project	Select and implement system for Payroll, HRIS and Rostering.
	Client Engagement	Implement the Client Experience Strategy, including a clear vision for digital service offerings at genU, within a broader omnichannel approach.
	Centralised Planning	Improve our capacity and capability to ensure that all clients full needs are identified and where genU can provide services, that these are detailed.
	Branding / Marketing	Redesign of our brand hierarchy, marketing approach and brand linkage to increase client awareness of services available.
	National Training Strategy	Implement the National Training Strategy.
	IPA Strategic Review	Implement agreed strategic direction for IPA division, following strategic review.
	Change Plan	Provide change management support to enable success of strategic initiatives
	Aged Care	Investigate future options for aged care within the genU portfolio of services.
	Ageing and Disability Innovation	Investigate the intersect between Disability and Aged.
	Technology Implementation Strategy	Identify future system architecture to ensure internal efficiency and to support external digital interface, and commence implementation via vendor engagement. Includes data warehouse/ lake and CRM.



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