**[[1]](#footnote-1)**

**ZedCare Ability Services Pty. Ltd**

***Bringing Care to your door***

Operational & Strategic Plan

**Developed on: 25/07/2020**

1. **ABOUT US**
   1. Who we are

ZedCare Ability Services Pty Ltd is a disability support services provider based in Castle Hill, NSW.

ZedCare Ability Services is motivated to deliver the best and reliable support to others with compassion and care. We understand the desires and necessities of our participants and promise to be there for them when they need us the most. Our goal is to make a real difference and provide an empathetic heart and voice for those who are excluded and discriminated against because of their disabilities.

We have always felt that the disability care available was never flexible enough to cater towards our needs, especially in regards to the ways in which we were unable to facilitate care towards my elderly parents in their last years. I always felt that more could be done in order to create inclusion and a true difference. This encounter was the driving force behind my passion in creating ZedCare Ability services Pty Ltd.

ZedCare Ability Services Pty Ltd is an NDIS provider, allowing participants to exercise choice and control. ZedCare Ability Services Pty Ltd focuses on offering special services tailor-made to meet the needs of the individual, with locally delivered help and support. We love what we do and we are committed to delivering the highest possible care to every single participant. Our services are available from as little as two hours per month, to 24 hours a day seven days a week.

**1.2 Our Statements**

**Values Statement**

People First, Community, Inclusion, Privacy, Respect, Empowerment, Advocacy, Transparency, Integrity and Honesty.

**Vision Statement**

ZedCare believes every person has the potential to offer and deliver something unique to the world we share. Through aid, support and care we can develop their potential by believing in them as capable individuals.

**Mission Statement**

To contribute towards and enhance the lives of people with a disability, by making a difference, delivering high quality support and services to those who need it.

1. **PLANNING & PURPOSE**

**2.1 Our Planning Process**

ZedCare Ability Services Pty Ltd is motivated to deliver the best and most reliable support to our participants. We, the employees of ZedCare Ability Services believe in looking after our participants with passion, care, integrity and efficiency.

In delivering that best care to our participants our most initial and important task is to create a platform where participants should be given full opportunity to define their complete requirements in receiving support & help. This would be only achievable if we reach out to them with our full opportunities and help. For this purpose, a network should be created through digital media and also by face to face meetings with our participants or their guardians. A user friendly website showcasing our services and support categories must be created in order to make it visually understandable for them and obviously hard copies of brochures/information packs as well. Moreover, our website should ideally be in different languages for the participants of diverse backgrounds. Similarly, hard copies of information booklet should in simple words to be fully comprehended by everyone.

We aim to provide care with compassion to our participants which would only be achieved when their needs would be addressed precisely. The Participants can only accomplish their potential capabilities if they would be fully understood by our health care workers. Therefore, we need to hire not only experienced carers but also who are devoted to help others and commit themselves to bring positive changes in our participants lives. They should also be from diverse backgrounds for a better understanding of our bilingual participants.

Obstacles; to operate a business with compassion and responsibility we need to follow our governance and management policies & procedures. ZedCare Ability Services Pty. Ltd could face the challenge of building a team of appropriately trained people with clearly defined roles and responsibility to assist the participants with compassion and care. Appropriate software programs and various applications would be required to run the organisation without any complexities. Funding is another obstacle in having adequate and enough budget to conduct its activities.

Opportunities; having access to the network of NDIS, meeting with people from different backgrounds with their special needs, gaining the knowledge of knowing people with disabilities and how could they be helped to overcome their obstacles. We will learn from our experiences, training and would learn to run business successfully by making enough revenues to cover our expenses.

To achieve our goal we would need atleast one to two years time.

**2.2 Our Aim for the Strategic and Operation Plan**

Our Aim for Strategic/Operational plan is set up a business that would run successfully. It would include set up of client & staff management system, book keeping, marketing &

growth and sustainable revenue model all running expenses can be covered. Our Goal is to have atleast 30-50 participants within next 6 months of time.

ZedCare Ability Services Pty Ltd also aim to build SDA and SIL as part of our Strategic plan. Also aiming to support special sporting events in our outreach community goal.

1. **2020 STRATEGIC PLAN (3 Year plan)**

**3.1 Organisations Short-Term Goals**

|  |  |  |  |
| --- | --- | --- | --- |
| **NAME OF GOAL** | **DESCRIPTION OF GOAL** | **DATE TO BE ACHIEVED BY** | **HOW TO IDENTIFY IF THIS GOAL HAS BEEN ACHIEVED** |
| Market & Growth | Focused to get participants and partner with other services; like support coordinators and plan managers & service managers | 01/09/2020 | A spreadsheet of Support Co-ordinators and Plan Managers in our suburbs and outcomes will be ticked against this spreadsheet. |
| Aim to provide high quality services to our Clients and their families and guardians | Recruitment of educated and skilled staff and continuous training to build better skills | Ongoing | Feedback from participants, family or guardian and other stake holders.  Staff satisfaction |
| Revenue Goal | Making business successful by creating financial model that covers all operational expenses.  Staff growth and marketing expenses all ongoing compliance requirements.  Generate enough profits to grow our business to achieve strategic goals of expansion of our services. | Ongoing | By number of enquiries from clients and their stake holders,  Increased number of referrals o our service  Increased number of participants will lead to increase revenue |
| Community outreach goal | ZedCare Ability Services Pty.Ltd will identify one charity event to participate and contribute to by giving time & contribution like ‘Are you ok’ or ‘Movember’ | Annually | Membership to one or more of the charities |
| Website Traffic goals | Hire a web consultant for Setting up a website in easier, visual & multi lingual languages for clients to understand  Hiring someone to develop website with ongoing support for feed back, blog and ongoing optimisation | Ongoing | Increased enquiries and visits to our website.  Increased number of participants. |
| Advertisement other than Website | Putting out flyers to our main market, therapy services like lifestart, SSPs, to reach participants & communities.  Displaying ads in SSP magazines | Ongoing | By increased enquiries and referrals by professionals |
| High staff satisfaction | Support, supervision and ongoing training to staff  Regular one to one staff meetings  Staff feedback to resolve issues relating to services  Progression path  Staff satisfaction survey | Ongoing | Develop training methods  Annual KPI (Key performance Indicators)  Staff social activities and team bonding exercise. |
| Develop Client Management System | Source client management system to keep record of participants activities, care notes and tasks to be performed by staff during every shift | Ongoing | Implementation of the system like shift care to record all these details or any other applications |
| Builduing High reputation of ZedCare Ability Services PTY.Ltd | High service standards and compliance and community engagement. | Ongoing | Informal and formal feed back from all participants and stake holders. |

**3.2 Long-Term Goals**

|  |  |  |  |
| --- | --- | --- | --- |
| **NAME OF GOAL** | **DESCRIPTION OF GOAL** | **DATE TO BE ACHIEVED BY** | **HOW TO IDENTIFY IF THIS GOAL HAS BEEN ACHIEVED** |
| Business Expansion | To successful service provider |  |  |
| Market share | Target more clients to increase overall markt share |  | Increased number of participants in our service |
| Maintain Profits | Balance between profitability and investments. |  | Growth of the service  Increased profits  Improved and additional support to the participants |
| High staff satisfaction | Support, supervision and ongoing training to staff  Regular one to one staff meetings |  | Develop a Training register  Individual Support and supervision times arranged  Staff meeting dates  Feedback from staff  Staff retention and a motivated team |
| High Reputation | Ensure ZedCare Ability Services has a high reputation among participants and all stake holders due to High service standards and compliance and community engagement | Ongoing | Informal and Formal feedback  Website reviews  Feedbacks forms received from participants and stakeholders  By word of mouth |
| Client Management Systems (CMS) | Source a CMS to capture all participant activities, case notes and tasks to be performed by Staff during every shift record incident or behaviour reports or any other reports as required by all stakeholders |  | Implemention of the system, staff trained and usage |
| Revenue Goal | Double revenue | BY July 2021 | Expansion of business |
| Customer service goal | Achieve at least 90% positive participant (guardian or family) positive feedback | Ongoing | Positive feedback and referrals to the service |
| Community outreach goal | ZedCare Ability Services Pty. Ltd will identify an annual charity event to participate and contribute towards both in time and finance, for example support “Are you Ok” | Annually | Membership to one of the charities |
| Website traffic Control | Increase traffic to our company’s site by at least 70% | By July 2020 | Increased enquiries  Increased referrals  Service growth |
|  |  |  |  |

1. **2020 OPERATIONAL PLAN (1 Year Plan)**

**4.1 Operational Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **GOAL** | **TARGET** | **DATE TO BE COMPLETE** | **ACTION REQUIRED** | **FEEDBACK** |
| Provision of High-Quality service to our participants and families | ZedCare Ability Services Pty. Ltd participants and families and all stake holders | Ongoing | Continuous service improvement  Compliance will all NDIS regulations and policies  Working in partnership with participant’s families  All perfect staff members have undergone required screening |  |
| Training and skill development | All ZedCare Ability Pty. Ltd Services | Ongoing | Identity training requirements for the staff  Organise training with accredited trainers  Continuous improvement sessions |  |
| Website Developments | Website already developing | Ongoing | Engage a website designer |  |

1. **2020 Operational Risk Plan (1 Year Plan)**

**5.1 Operational Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Risk Identified** | **Impact** | **Likelihood** | **ACTION REQUIRED** | **Contingency Plan** |
| Example: Being sued by a client. | HIGH | Likely | Get Public Liability Insurance & maintain/implement all Policies & Procedures to minimise risk. | Contact insurance company, also review the incident and implement structures to prevent it for future service. |
| Example: Going bankrupt | HIGH | Highly Unlikely | Ensure that we have an emergency fund of $10,000 | Implement the emergency fund while supporting clients to transition to another service provider. |
| Example: Key personnel becomes ill or deceased | Medium | Unlikely | Ensure we have implemented a succession plan and have suitably qualified people ready to step in when required. | Implement the succession plan and have a suitably qualified person take the role. |
| (Description of Risk) | (High, Medium, Low) | (Highly Unlikely, Unlikely, Likely, Highly Likely) | (What actions will you take to minimise risks) | (What to do if risk happens) |

1. [↑](#footnote-ref-1)