



**GEMCARE**  
**SUPPORT SERVICES**  

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**WITH YOU FOR THE JOURNEY**

***Strategic Plan***  
***2024 - 2026***

We are passionate about providing you with high-quality support that is individualised to your needs. At GemCare we care not only about our services, but the communities and individuals we serve

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## ACKNOWLEDGEMENT OF COUNTRY

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We, Gemcare acknowledge and respect Aboriginal peoples as South Australia's First Peoples and the Traditional Owners and occupants of lands and waters of South Australia. We respect and celebrate the varied cultural and spiritual identities of Aboriginal communities. Aboriginal people have the right to live free from discrimination of any kind, and to exercise and enjoy their rights to family and culture in accordance with the principles of the United Nations Declaration of the Rights of Indigenous Peoples.



# 1. EXECUTIVE SUMMARY

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GemCare was created 2022 in support of South Australians with a Disability wanting a difference. GemCare Support Services Pty Ltd is a leading NDIS registered company dedicated to providing comprehensive and compassionate support services to individuals living with disabilities. With over a decade of experience in the industry, Gem Care has established itself as a trusted provider known for its commitment to excellence, personalized care, and client-centered approach.

### **Why the GemCare difference:**

At GemCare we take the time to get to know you, understand and connect through a satisfaction customer consultation process either at your residence, place of choice or at our office. We actively recruit support workers and train staff to your specific requirements, so we can facilitate tailored support around your needs. Through interconnection we work closely with key stakeholders to ensure supportive outcomes for all people who we support. We like to call all this person centered supports.

### **Message from the Service Manager**

I joined GemCare to help lead the GemCare difference, I have been providing services for all South Australians with a disability for over 25 years gaining extensive experience in the disability sector, starting as a support worker. My experience supporting people has been varied, including those with complex needs, psychosocial disability, personality disorders and significant mental health disorders. I like to lead a team through empowerment and guidance to ensure GemCare staff continue to provide their full potential in delivering top grade quality service delivery.

## 2. STRATEGIC PLAN

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**GemCare Support Services are passionate about providing all South Australians with high quality disability support that is individually tailored to the needs of the participants.**

- Community Social Inclusion

Providing 1:1 consultation support for choice of social recreation activities through our goals program you will not only be supported but also offered a range of local community participation of your choice.

- Independence

We want to empower our participants with daily life decisions. Everyday decisions like when to wash the dishes and what to cook for dinner, to making healthy food choices. As our participants build up their confidence in their decision making skills we see them not only develop but maintain and protect their independence with pride and joy.

- Supported Independent Living (SIL)

GemCare creates the space for individuals seeking greater independence or a caregiver in need of some support through our Supported Independent Living services. We can empower our participants and provide the respite carers sometimes need and deserve. At Gem Care we are committed to providing Individualised Support Plans, Skill Development and Training (cooking, meal plans, cleaning, financial management etc), Community Integration, 24/7 supports in a safe and supportive home environment.



**Personalized Care Plans:**

We work closely with each client to develop customized care plans that address their specific needs, goals, and preferences. Our multidisciplinary team collaborates to ensure that every aspect of the client's care is carefully considered and implemented.



**Holistic Approach:**

We recognize that each individual is unique, and we take a holistic approach to support that considers their physical, emotional, social, and psychological well-being. Our services encompass a wide range of areas, including personal care, household assistance, community access, social inclusion, and therapeutic support.



**Continuous Improvement:**

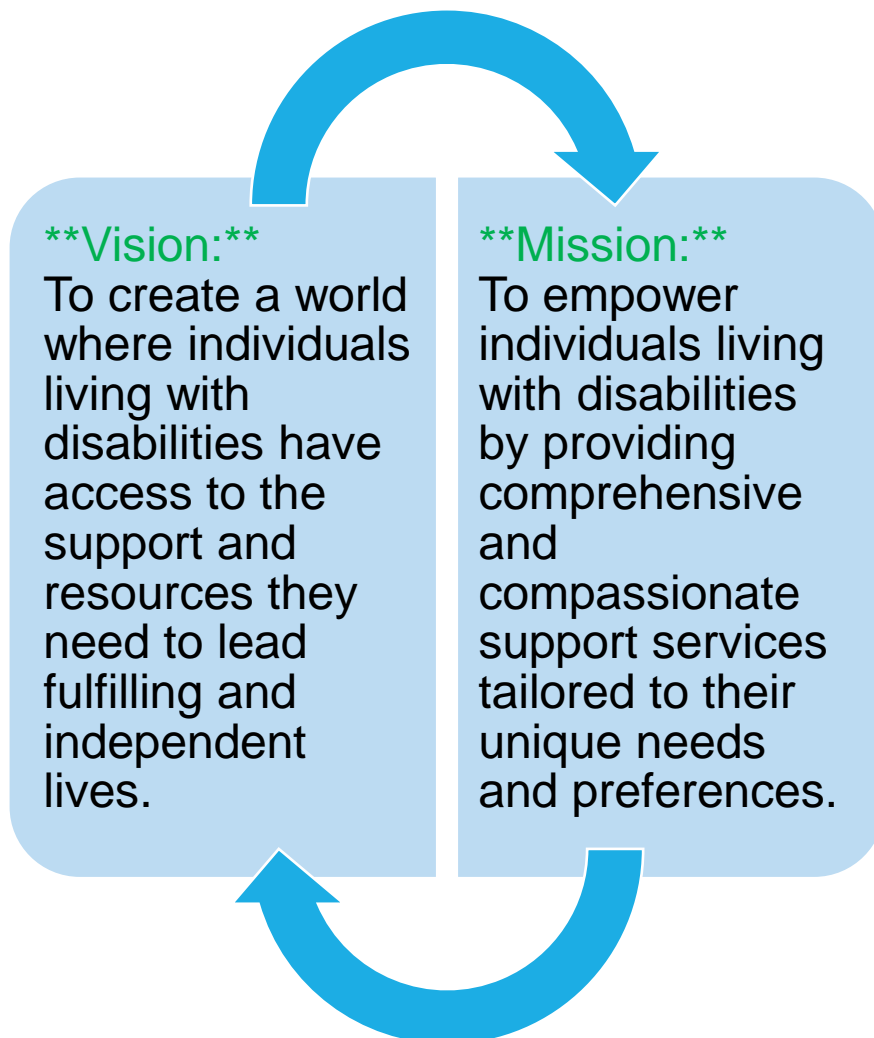
“We are dedicated to continuous learning and improvement, regularly seeking feedback from clients, families, and stakeholders to identify areas for enhancement and innovation. Our team participates in ongoing training and professional development to stay abreast of the latest developments in the field and deliver the best possible care to our clients.





### Professional Relationships

At Gemcare, we provide person centred approach in an interpersonal connection influenced by the work culture for professional expectations.

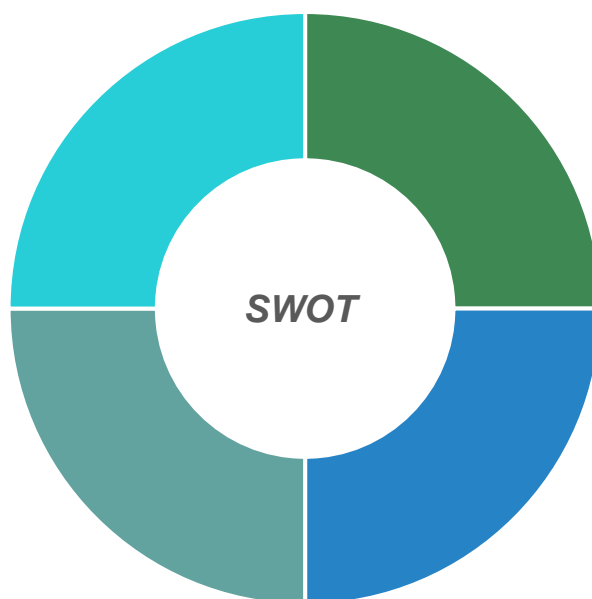


### 3. SWOT ANALYSIS:

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#### STRENGTHS

- Experienced and dedicated team of support workers with a passion for empowering individuals with disabilities.
- Strong reputation for delivering compassionate, personalized, and high-quality care that exceeds client expectations.
- Extensive network of partnerships with NDIS, government agencies, healthcare providers, and community organizations.



#### OPPORTUNITIES

- Expansion into new geographic areas and client demographics to meet the growing demand for disability support services.
- Diversification of services to include

#### WEAKNESSES

- Reliance on government funding and NDIS reimbursements, which may be subject to changes in policies or budget allocations.
- Staff turnover and recruitment challenges in the disability support sector, which may impact service continuity and client satisfaction.
- Compliance with NDIS regulations and standards, which may require ongoing training and investment in staff development.

#### THREATS

- Changes in government policies, funding priorities, or regulatory requirements that may impact the availability and accessibility of funding for



## Services

### *Business Plan*

specialized support programs, such as mental health support, aged care services, and assistive technology solutions.

- Integration of technology and innovation to enhance service delivery, improve client outcomes, and optimize operational efficiency.
- Collaboration with allied health professionals, service providers, and community organizations to offer holistic, integrated care solutions.

disability support services.

- Competition from other NDIS registered service providers vying for the same pool of clients and resources.
- Economic downturns, financial constraints, or external factors that may affect the sustainability and viability of the disability support sector.
- Reputation damage from negative publicity, client grievances, or compliance issues that may erode trust and confidence in Gem Care's services.

## 4. OPERATING PLAN

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1. **Expand Service Offerings:** Gem Care will diversify its service portfolio to meet the evolving needs of clients and families. In addition to our current services, which include:

- Supported Independent Living (SIL)
- Respite housing and care
- In-home support
- Community access and participation
- Community nursing
- Referrals to support coordination

We will explore opportunities to introduce new programs and initiatives that address emerging needs in the disability sector. Our goal is to offer a comprehensive range of services that can accommodate participants with varying levels of support requirements and preferences.

2. **Enhance Service Delivery:** We are committed to maintaining the highest standards of quality and professionalism in our service delivery. Gem Care will invest in staff training and development to ensure that our team members are equipped with the knowledge, skills, and resources needed to provide exceptional care and support to our clients. We will also implement robust quality assurance processes to monitor and evaluate service delivery outcomes and identify areas for improvement.

3. **Increase Accessibility and Inclusion:** Gem Care will work to increase accessibility and inclusion for individuals living with disabilities in their communities. We will collaborate with community organizations, local businesses, and government agencies to advocate for the rights and needs of people with disabilities and promote greater awareness and understanding of disability issues. Our goal is to create a more inclusive society where everyone has the opportunity to participate fully and contribute meaningfully.

4. **Strengthen Partnerships:** We recognize the importance of partnerships in achieving our mission. Gem Care will seek to strengthen existing partnerships and forge new collaborations with like-minded organizations and stakeholders in the disability sector. By working together, we can leverage our collective

expertise and resources to maximize our impact and better serve the needs of our clients and communities.

5. **Foster Innovation and Best Practices:** Gem Care is committed to fostering innovation and best practices in the disability support sector. We will invest in research and development initiatives to identify emerging trends, technologies, and approaches that have the potential to enhance the quality and effectiveness of our services. By embracing innovation, we can stay ahead of the curve and continue to deliver cutting-edge support solutions that meet the changing needs of our clients and families.

## 6. MARKETING AND SALES PLAN

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### Marketing and Sales Plan

#### Our Objective:

The vision of GemCare Support Services is to provide tailored and participant focused services to those living a disability in South Australia.



with

#### Key Results:

- Complete and new website and have it live by 26<sup>th</sup> February 2024
- Increase traffic to our website by 500 within 6 months
- On board 8 participants by November 2024
- Help our participants access healthy physical activity options within the local community and boost their mental health
- On board a new client to the Athelstone Site by June 2024
- Have the Enfield site rented out via MTA or STA May 2024



by

Our key demographic are people living with a psychosocial, neurological, behavioural and physical disability. Our purpose is to provide the space for our participants to be able to live an ordinary life with confidence to make their own decisions knowing they are supported, accepted and belong every step of the way.

## Services

### Business Plan

				
<b>I feel safe</b>	<b>I am healthy</b>	<b>I achieve my goals</b>	<b>I love where I live</b>	<b>I enjoy my life</b>
I feel safe within, and valued by, the community in which I live and the environments I am in.	I have equal opportunities to good health and wellbeing	I am aspirational in my life goals which are purposeful and valued	I live in a home that I choose, with who I choose, that meets my needs.	I have equal opportunities to a good quality life, to feel included in my community and enjoy my life.



### Marketing Ideas:

The following activities and promotions options provide GemCare the best chance of product recognition, qualified leads and increased participant engagement, retention and satisfaction.

- Focus on quality and safety, measures to build trust with clients and improve GemCare's reputation
- Creating a website that clearly explains our services and is accessible
- Utilise social media platforms such as Facebook, LinkedIn, Instagram to engage with potential clients
- Establishing a cross-referral collaboration relationships with Support Coordinators, Medical Health Professionals and Allied Health Professionals.
- Expand our network to reach more clients
- Word of Mouth

## Services

### Business Plan

- Invest in our staff to ensure we have the necessary skills and knowledge to provide high-quality services
- Track client satisfaction, revenue growth and staff turnover
- Identify areas for improvement
- Stay up to date with industry trends, policy changes and new technologies
- Offer innovative services to remain competitive
- Use targeting advertising, referrals and client testimonials to attract and retain clients
- Participate in quality assurance programs
- Participate in disability expos and conferences

### Important Supports and Competitive Comparison

The most important competitive feature of our supports is that we pride ourselves of providing tailored supports. We take the time to listen and understand our participants needs, wants and goals – then we recruit and form a team especially for that participant. Then we ensure that team is qualified and trained and upskilled to be able to provide high quality supports.

Because we truly value our participants, we do not and never will see them as a number. They are unique individuals that have every right to feel as such. Our participants come visit us in the office during the day and are always welcomed with open arms. Our staff on site and in the office provide a supportive and professional space so our clients can grow and develop at their on pace with the knowledge and trust we are here for them.

We always ask ourselves, is this the best we can do?

