



Mayflower Group

Strategic Plan

2010-2013



Vision statement

To be a leading provider of care and services that will enable people to enhance their independence, health and lifestyle

Statement of Intent

In stabilising our future the Board will seek opportunities to expand its area of operations and range of services. The key initiatives will ensure the ongoing viability of Mayflower as a leader and provider of care services recognising the benefits of our community's independence, lifestyle needs and their well being.

The adoption of improved governance arrangements will ensure that the decisions taken by the Board are timely, in the best interests of our organisation and community, meet our statutory obligations and align with our corporate vision. Our facilities will continue to improve to meet the changing needs of our community in line with our growth.

In developing our future, we will maximise our alliances and partnerships, enhance our relationships with stakeholders and build on our reputation as a leader in care and services.



Background

The Mayflower Group is made up of two companies, Mayflower Brighton and Mayflower Reservoir. Each company has a long and distinguished history in its region. Mayflower Brighton is presently in the middle of a staged redevelopment plan which will see the site grow and offer new facilities and new services to those living at Mayflower and in the surrounding community. Mayflower Reservoir is in desperate need to change. The facilities are dilapidated and whilst the care is excellent the levels of care we are able to provide are limited by the physical surroundings and nature of the building.

The Directors at Mayflower have undertaken a strategic planning exercise to map out the future of the two organizations. Their futures are intertwined and each company will rely on the other for future growth in their various communities.

Mayflower 2010

As part of the preparation for the planning session a survey was sent out to key stakeholders of Mayflower. These included, staff, volunteers, residents and colleagues of industry. Their responses were independently collated and presented to the Board for use throughout the session.

Today Mayflower is characterized as an organization that provides a broad range of services to its client base. Utilizing its strong financial capacity in launching the master building plan to provide improved community support asset base amplifies the wider community view of Mayflower's reputation and standing as a leader in community care. Of course any business is only as good as its leadership. Mayflower's contemporary human resource practice, standards of care and financial management are recognized as key drivers of its future. It is little wonder that Mayflower's future community is already seeking to a part of it through a waiting list.



Like any business Mayflower recognizes that it can always improve. As a result, the Board has its eyes on external influences that may impact future operations. It is recognized that Mayflower will need to:

- ∞ Expand to contain costs.
- ∞ Ensure we have the right mix of skills to assist Mayflower move forward
- ∞ Improve Board Governance
- ∞ Develop succession mechanisms for key staff.

The future as indicated is characterized by our statement of intent.

Looking to toward a bright future, Mayflower is seeking opportunities to:

- ∞ Acquire new and improved infrastructure in an environment of increasing demand.
- ∞ Maximize Government policy initiatives through partnerships with like minded organizations.
- ∞ Enhance our Governance arrangements and move to a skills based board.

We recognize that there are risks within our industry.

- ∞ Aging infrastructure
- ∞ The potential loss of key staff
- ∞ Loosing sight of our core business and why we exist
- ∞ Compliance

In building Mayflowers future we will focus on 3 key strategies building on our current level of service and care

- 1 Innovation and Growth
- 2 Our profile
- 3 Our resources



Mayflower Group Strategy 2010 – 2013

Mayflowers strategy will over the next three years will focus on the following three areas:

Strategy 1:

Maximise opportunities for Innovation & Growth

Strategy 2:

Improve Mayflowers profile

Strategy 3:

Maximise existing site usage