



Strategic Plan 2023

Our collective job is about shaping, creating and guiding a future state for MercyCare that is true to our heritage, story and mission and is contextual to today and tomorrow’s environment.

We have developed this Plan knowing that our environment is everchanging and that we need to be flexible, adaptive and responsive to opportunities for further growth and development in this ‘new world’.



We must strive to do ordinary things extraordinarily well.

— Catherine McAuley

Our key focus areas



Why are we growing?

The 2023 Strategic Plan has been developed to replace the 2017 Growth Strategy. During the period of the plan MercyCare has an aspiration to continue to grow its services for the purposes of:



Increasing **Mission impact**.



Achieving scale to enable appropriate **investment in quality**.

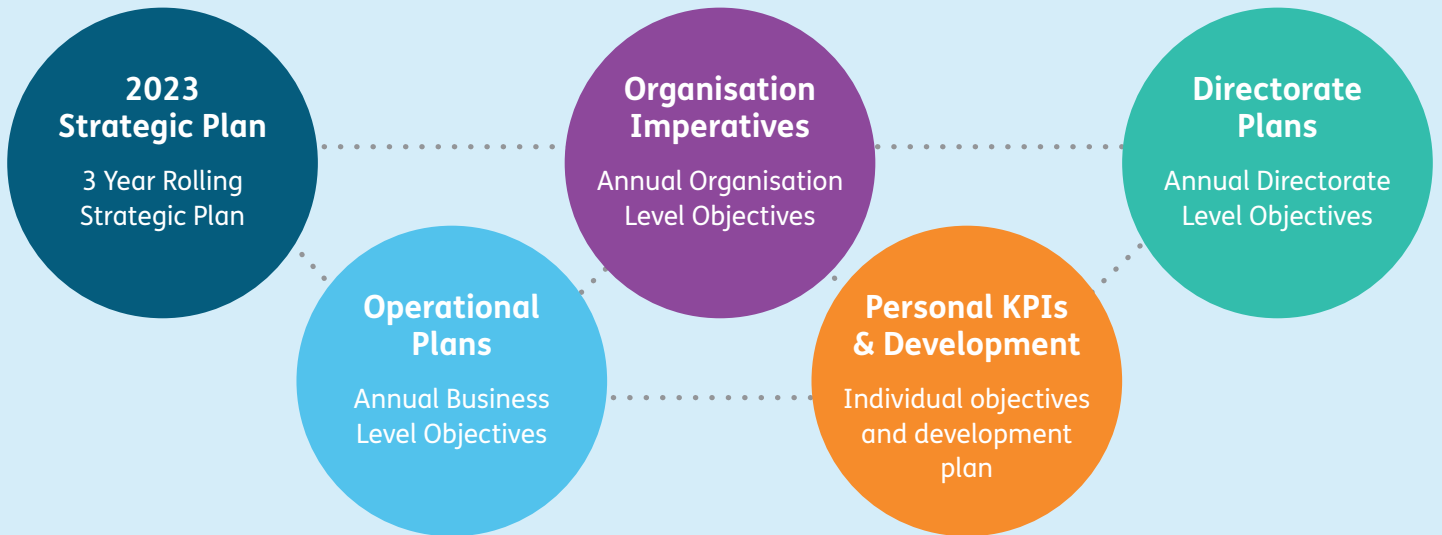


Strengthening a **diverse financial position** that supports **sustainability**.



The ability to invest back into **services and people** that will strengthen Mission capability.

Every person has an impact on the Strategic Plan



As we work toward our goals, MercyCare's vision, mission, values and mission ethos shapers underpin everything we do.



Vision

For people and communities to thrive.



Mission

To bring compassion and justice to life and break cycles of significant disadvantage.

Values

- **Respect**
We value the inherent worth of each person and the natural environment.
- **Integrity**
We are honest, genuine, accountable and reliable.
- **Compassion**
We respond with open hearts and minds to people's needs.
- **Justice**
We recognise everyone's right to a fair share of resources and opportunities.
- **Excellence**
We strive for outstanding performance and creativity.
- **Courage**
We promote a mind and spirit that faces up to and engages with challenges.



Mission Ethos Shapers



Person Centred Approach



Aboriginal Reconciliation Journey and Pathway



Ecological Awareness and Behaviours



Safeguarding Children and Young People



Race Awareness and Cultural Diversity

The simple and most practical lesson I know is to **be good today, but better tomorrow.**

— Catherine McAuley