

therapy and assistive technology

leisure and independence

home and community

training and employment

2014 to 2017 Strategic Plan

Optimising the quality of life for people living with disability



About Rocky Bay

Rocky Bay is a leading provider of disability services, offering choice and independence to thousands of people of all ages living with disability in Western Australia. With a focus on quality and service excellence, our dedicated team works with individuals and families to deliver relevant therapies, support, equipment and technology, innovative leisure and social programmes, training and employment opportunities – in the home, at our centres and in the community.

Our Purpose

Optimising the quality of life for people living with disability

Our Values



Providing Excellent Customer Service

We place paramount importance on customer needs in the planning and delivery of our services and communications. We aspire to being the best. We want customers to feel satisfied they are receiving the highest quality support to meet their individual needs.

Looking for Better Ways

We are not content with the status quo. We review our performance and look for ways to improve. We keep informed on advances in practices and technology and seek to implement new ways of delivering solutions to the challenges of our organisation.



Working Together

We understand that our success is underpinned by our ability and willingness to work together - with our customers, our stakeholders, within our own departments and across the teams of Rocky Bay.

Being Professional and Accountable

We model the professional standards appropriate to our role, whilst demonstrating respect and courtesy in our treatment of others. We take responsibility for the things we are accountable for. We take the lead in finding solutions, not focusing only on the problems.



2014 to 2015 Strategic Focus

We will develop the capabilities to thrive in an expanding and competitive Western Australian marketplace.

2014 to 2017 Strategic Intent

To provide a broad, innovative, quality-focused disability service that leads the industry. We will seek growth in order to ensure sustainability and further our aim of being a provider of choice for all of our services.

2014 to 2017 Strategic Plan

Optimising the quality of life for people living with disability

Customer service

Optimise the customer experience



- Design our services with the customer
- Deliver innovative and quality services across Western Australia

- Apply structured and documented governance and risk practices
- Develop consistent quality management information to aid good decision making

Governance

Processes and decisions that define actions, grant authority and verify performance



Financial capacity

Maintain operations support growth and raise capital



- Deliver diverse services of an appropriate scale and productivity
- Diversify income streams
- Develop new and improved facilities

- Deliver an attractive employee value proposition
- Engender passionate, effective, highly skilled staff

People

Spirit of the organisation



Brand

Distinguish ourselves from competitors in the market



- Be widely recognised as a leading disability service provider across Western Australia