

# Business Profile



"Living it, Loving it!"

**Age Concern Albury Wodonga Inc**

**November 2008**

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## *About Us*

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### **What is Age Concern?**

Age Concern is a not for profit organisation that operates in the mostly Albury-Wodonga area, although some programs are available across the Riverina Murray Region. Essentially, Age Concern provides services and activities for frail older people or people with disabilities and their carers.

Age Concern is a membership based association operated by a voluntary Committee of Management and employs 14 staff and engages the services of approximately 200 volunteers. It conducts more than 40 different programs and uses more than 10 different venues around Albury Wodonga.

It also has a range of meeting rooms available for hire.

### **Services**

The services Age Concern provides are funded by a range of Government initiatives and each of these has particular eligibility criteria and entry to the service is via an assessment process. A person does not need to be a member of Age Concern to access these services. These services operate under guidelines that acknowledge and protect the client's:

- Rights to be represented in service planning
- Confidentiality
- Access to information, including their own records
- The right to make a complaint

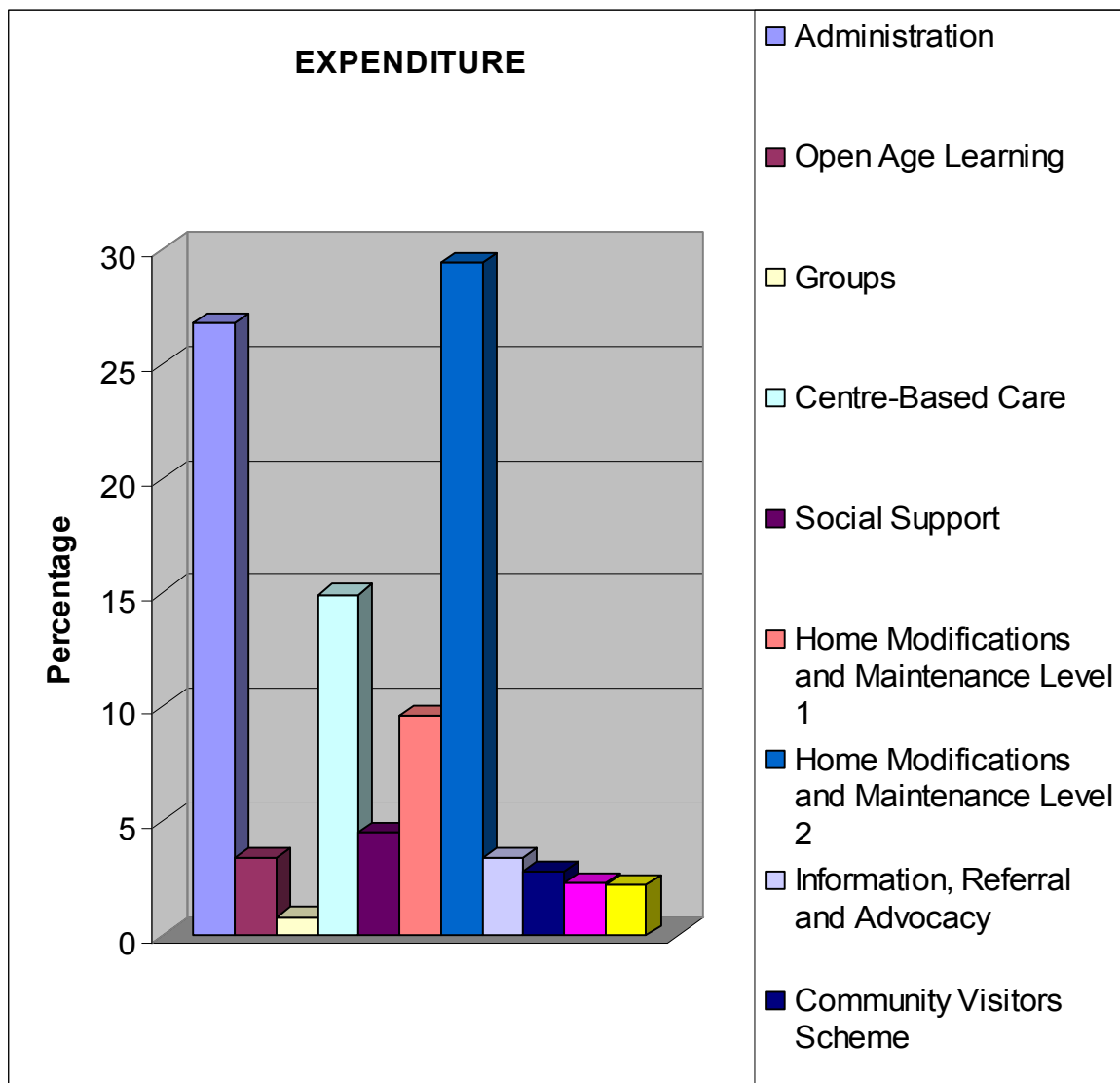
The services include Home Modifications and Maintenance, Centre-based Day Care, Social support and Information, Referral and Advocacy that are funded by the Department of Ageing, Disability and Home Care (NSW) (DADHC). The Department of Human Services (VIC) funds a Centre-based Day programme in Wodonga and the Department of Health and Ageing funds a Community Visitors Scheme that addresses the socialisation needs of people in supported accommodation.

### **Activities**

The Activities Age Concern provides include computer training, music, art, crafts, book club, gentle exercise such as Yoga, Tai Chi and strength training. These are supervised by skilled tutors and are run on a fee for service

basis. They operate during four eight-week terms throughout the year. Age Concern also supports community groups offering activities such as bushwalking, old time new vogue dancing, woodworking and needlecraft and walking for pleasure.

Age Concern is an active community partner on a range of local and regional initiatives. These include the Riverina Murray Older Mens' Group, the Volunteer Resource Bureau and the annual Information for Seniors Week.



## Mission Statement

Age Concern Albury Wodonga Inc. will enhance the independence, participation and lifestyle of people living within the community.

## Age Concern Albury Wodonga Inc. Statement of Values

*In everything Age Concern does, we will:*

Respect the dignity and rights of others and value difference

Be an open, welcoming, sharing and accessible organisation

Act with honesty and integrity

Be fair and equitable

Encourage teamwork and cooperation

Strive for continuous improvement and actively seek feedback about our performance

Value community participation

Be aware of and responsive to the broader community

Value collaborative decision making

## ***Strategic Direction***

In order to realise the Mission of enhancing the independence, participation and lifestyle of people living in the community, Age Concern is developing in four strategic areas.

### **Service Delivery**

Age Concern is committed to provide the highest quality services to clients. To achieve this we will consult with clients, carers, funding bodies and health professionals to ensure the development of services is consistent with client needs. We will also be mindful of new and innovative developments across the aged care sector that may be applied to the improvement of services.

Age Concern will also participate in local, regional and state forums to contribute to the broader planning of the primary health care service system. These mechanisms provide awareness of broader community needs and inform Age Concern how to best work with other agencies to ensure service delivery is appropriately coordinated.

We will ensure that service delivery is supported by quality governance systems that include comprehensive and dynamic policies and procedures. These will be underpinned by a robust financial management regime.

### **Leisure-based Activities**

The provision of appropriate leisure-based activities is considered fundamental to creating opportunities for people to remain actively engaged with their community. The current range, location, time and format of activities and programs have been designed to meet participant need.

The needs of people not currently participating in Age Concern activities may be quite different and will most likely reflect a generational change. We must, therefore, be conscious when planning new initiatives that they are relevant in all aspects to identified community needs.

In addition, Age Concern is aware that the availability of activities in the community is changing. With much of educational funding directed to vocational learning, there has been a movement away from 'recreational' learning by some providers. Age Concern is well positioned to develop and expand its recreational activity operations to meet com-

munity demand. To meet this aim, current work is progressing to expand the range of activities and how they are presented.

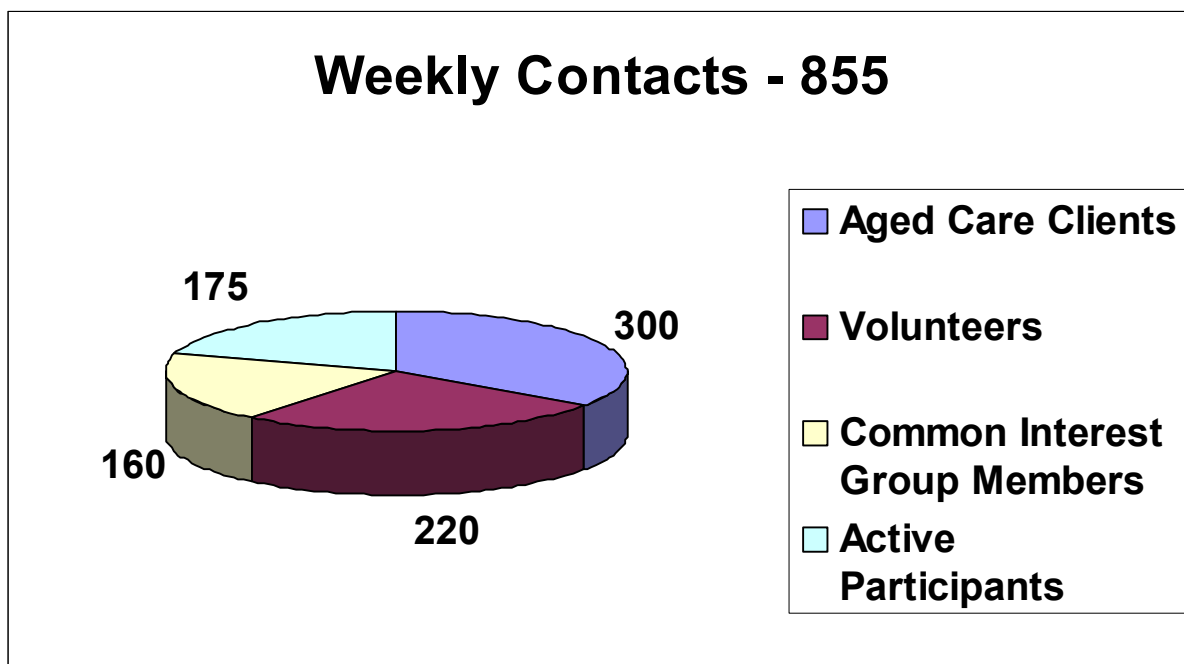
### Advocacy

As Age Concern is the largest provider of aged Care services in Albury, it has regular contact with a large number of older people and people with a disability and their carers. These people as a group face some common challenges in enjoying a quality of life expected by all Australians.

While individuals may make representations regarding their issues, Age Concern is ideally placed to advocate on behalf of the sector as a whole.

This will involve the strengthening of Age Concern’s profile as an advocate and ensuring that the mechanisms in place capture the issues that are relevant to the group.

Further, Age Concern will build on its existing partnerships with key local, regional and state authorities to enable issues to be voiced and processed in the most effective way.



## ***Management Committee***

The Age Concern Management Committee is constituted by 10 members. The President, Celia Bevan brings to the position, extensive experience in working in the field of ageing and aged care. Before retirement, Celia was a Senior Lecturer of Gerontology at Charles Sturt University. Along with a strong sense of social justice and advocacy, Celia brings sound business acumen to the position.

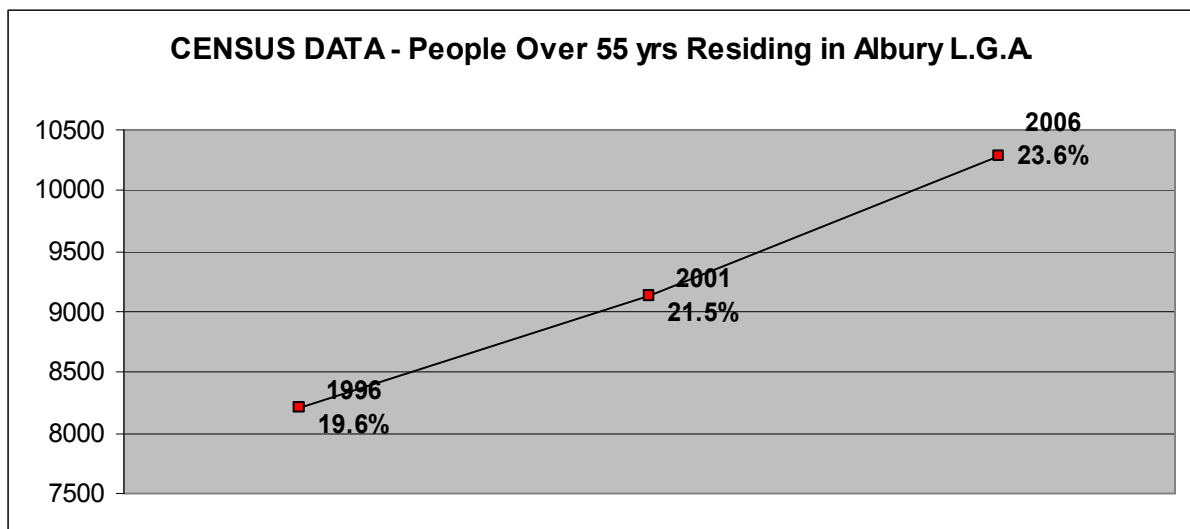
The Committee is comprised of a range of professionals from both the public and private sector. The current Committee boasts representatives from the finance, engineering, small business, academic, aged care and volunteering sectors. The broad skill base of the Committee ensures a balanced approach to decision making and enables the achievement of quality Governance.

The Management Committee is committed to ensuring that Age Concern meets the highest standards in administration and service provision. It also works hard to ensure that the needs of older people in the community are recognised and addressed.

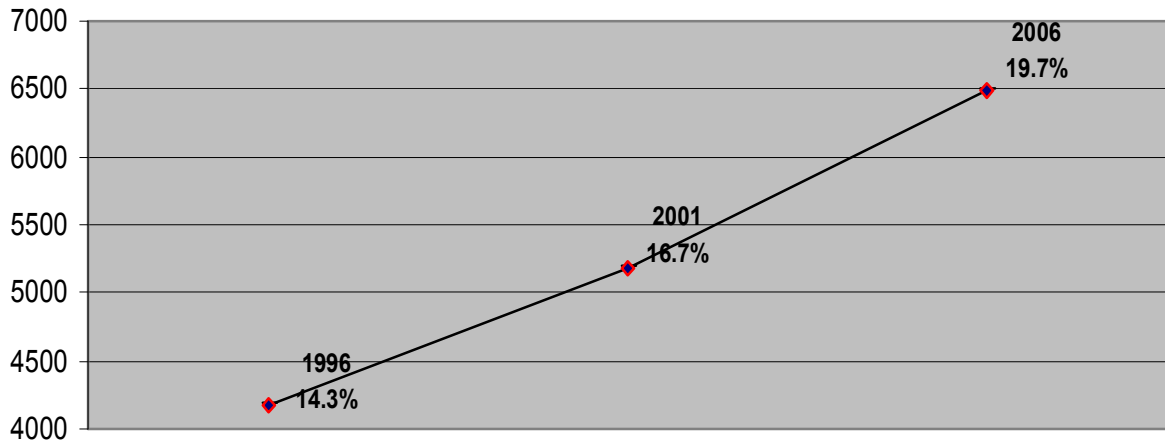
The Committee is also mindful that the projected demographics indicate a steep increase in the percentage of the population over 55 will occur in the next few years and that the needs of this group may be different from the current group of over 55s.

Hence the recognition that consultation is an essential ingredient for Age Concern to continue to provide relevant services and activities.

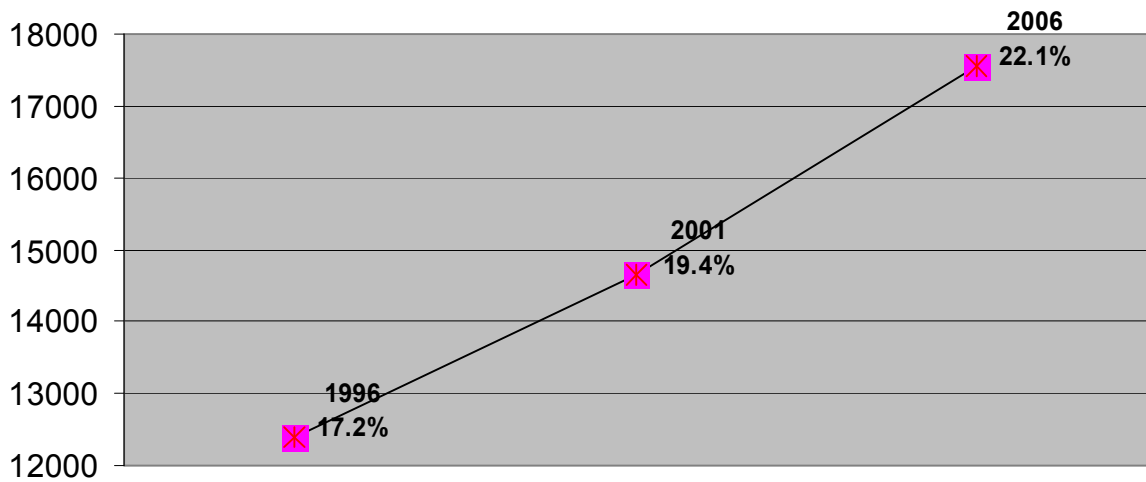
In the context outlined above, the Committee is in the process of developing longer term strategic plans. The development of these plans recognises the historical context of aged care service provision, the importance of community partnerships, the ongoing need for consultation and evolution of the demography, sociology and technology of the community.



### CENSUS DATA - People Over 55 yrs Residing in Wodonga L.G.A.



### CENSUS DATA - People Over 55 yrs Residing Overall in Albury/Wodonga Area



## ***The Staff***

The team at Age Concern is led by Manager, Michael Thompson. Michael has a background in State and Local Government and the private sector. He has worked in the fields of Environmental Health, Aged Care [both residential and home based] and small business. Michael has wide experience in the preparation and implementation of tender proposals and the associated performance monitoring. He has also been responsible for successfully managing program and contract budgets for up to \$5M per annum.

Michael has a keen interest in Organisation Development and has supported this with study in Organisation Behaviour. He sees the development of people and systems as the cornerstone to the success of any business. Michael believes in robust strategic planning, based on comprehensive research, that aims to produce ongoing quality customer service.

The Age Concern Team is comprised of a mix of Health Professionals, Project Managers, Administrators and Technicians. Staff work in a diverse range of areas from social support for frail older people and people with disabilities to the provision of home maintenance and modifications.

As a major provider of aged care services in Albury, Age Concern and its staff recognise the importance of working in partnership with other organisations to ensure that service provision is adequately coordinated. To this end, Age Concern staff are actively involved in local, regional and state networks and often conduct activities in conjunction with other organisations.

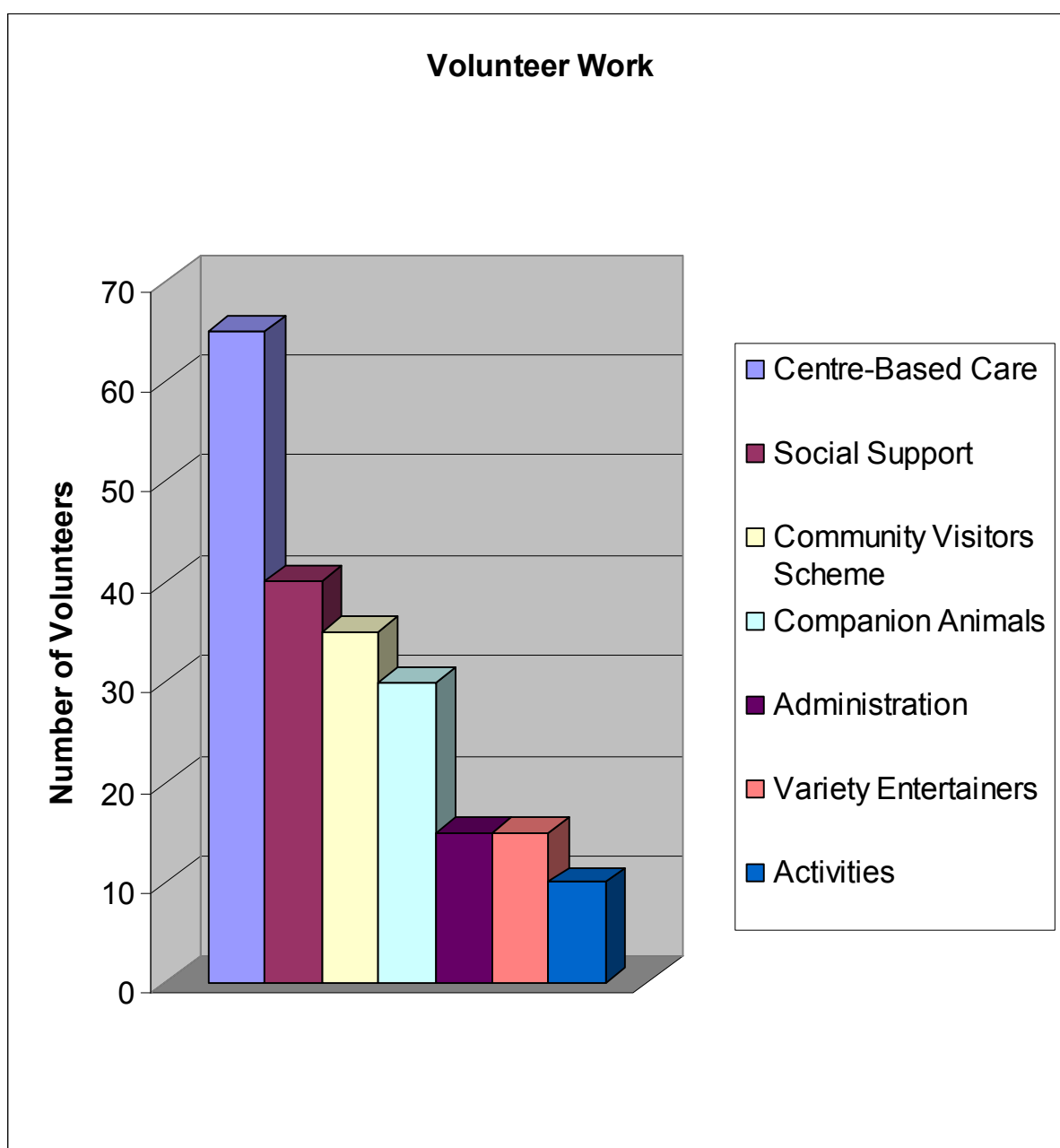
Age Concern staff are committed to continuous improvement and are frequently involved in training to upgrade skills in accordance with the Organisational Training Plan. Staff operate within a framework of Key Performance Indicators that are designed to develop both the individual and the organisation.

## ***Volunteers***

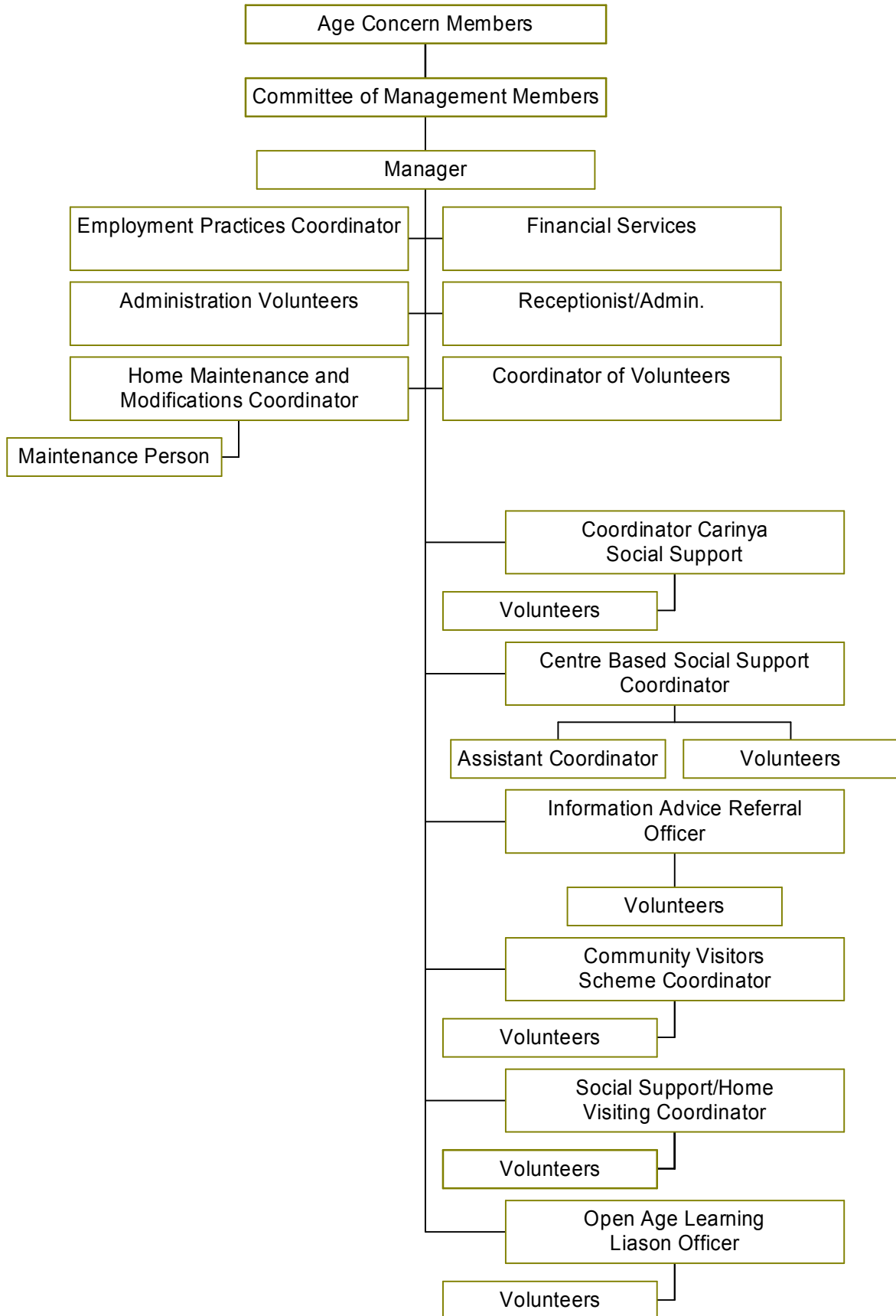
In addition to the paid staff, Age Concern engages approximately 200 volunteers that operate across most program areas. The volunteers coordinate programs, drive buses, prepare and serve meals, visit people in their own homes and in supported accommodation, serve on the Management Committee, provide entertainment and assist in office administration. Vol-

unteers have access to training opportunities to ensure their skills are up-graded to meet the needs of the specific tasks in which they are involved.

Volunteers have input into service planning and development at all levels and are included in most facets of Age Concern's operations. The volunteers are engaged within the same parameters as paid staff.



# Age Concern Albury Wodonga Inc Relationship Diagram



## ***Financial Performance***

Age Concern is a not for profit, Incorporated Association. The main streams of income are Government Funding, Client Fees and Commercial rental.

Age Concern has a mortgage property at 432 Townsend St. The property has been recently valued at \$1.3M

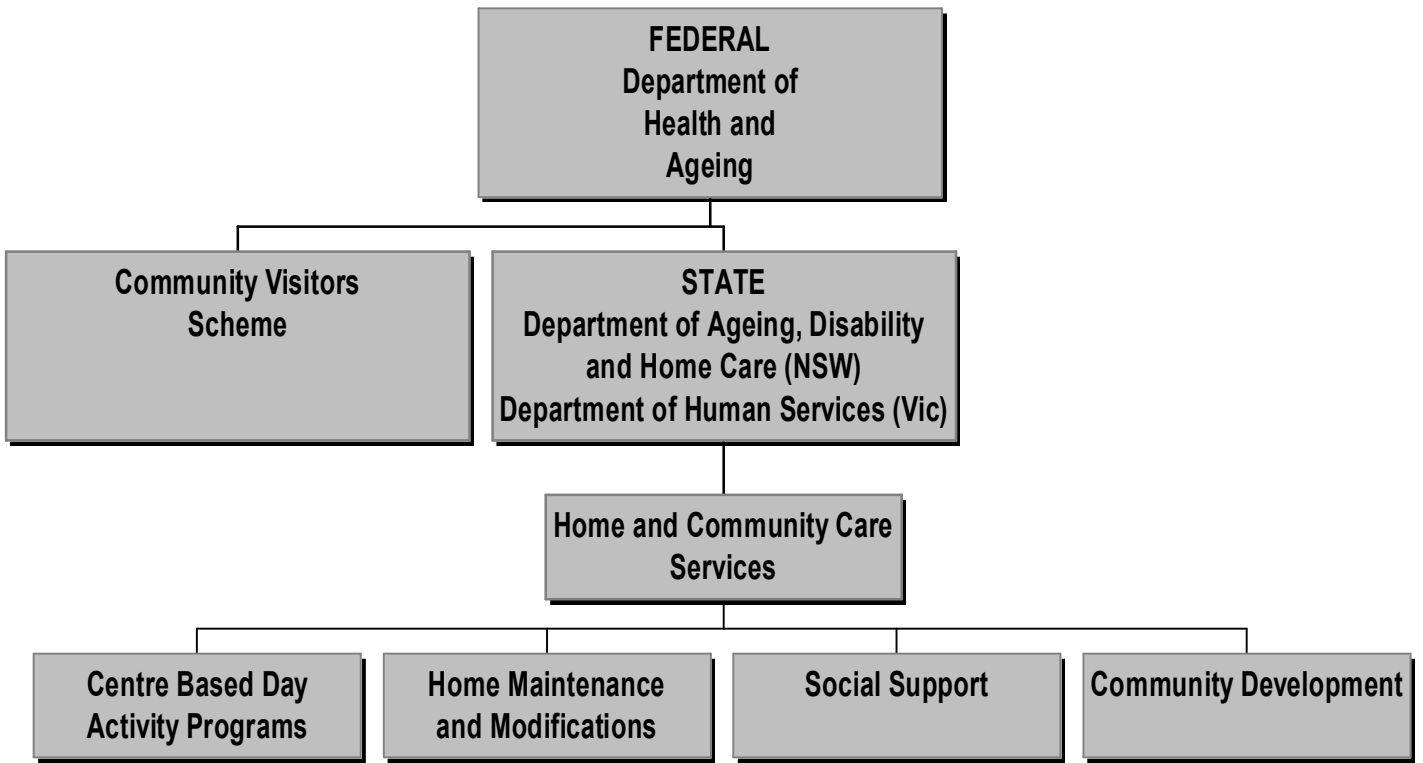
Over the past three years, there has been a detailed analysis of Age Concern's financial performance. As a result of the analysis, many changes have been initiated and those changes are starting to have an impact. Significant inroads have been made in the reduction of operational deficits and in the most recent reporting period, there has been a break even result recorded. A similar outcome is projected for the current financial year and future budgets will aim to sustain growth.

With the rationalisation of recording and reporting systems, Age Concern is now able to accurately identify unit costs for service provision. This enables Age Concern to be in the position of developing tender proposals for appropriate projects

## ***Government Funding***

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## ***Age Concern Alliances***

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- ABC Goulburn Murray
- Albury City Council
- Albury Police
- Albury TAFE
- Alliance Francais
- Arthritis Foundation
- Belbridge Hague
- Border Division of General Practitioners
- Border Mail
- Centrelink
- Charles Sturt University
- Commercial Club
- Consumer Affairs Vic
- Continuing Education Centre
- Creative Learning
- Department of Ageing, Disability and Home Care NSW
- Department of Health and Ageing
- Department of Human Services Vic
- Disability Advocacy and information Service
- Diabetes NSW
- Greater Southern Area Health Service
- Homecare
- Ian Potter Foundation
- Jardine Lloyd Thompson
- Johnson's MME
- Latrobe University
- Lifeline
- Lutheran Aged Care
- Masterfoods
- Mission Australia
- Mungabareena
- Rotary Club
- SS&A Club
- The Forms Company
- U3A
- Upper Hume Community Health Service
- Upper Hume Primary Healthcare Platform
- Vision Australia
- Volunteer Resource Bureau
- Wodonga City Council
- Wodonga TAFE
- Youth Retro Café

## ***Facilities for Hire***

9 Meeting Rooms of varying sizes with audio visual equipment available

**The rooms are suitable for**

- Meetings
- Training
- Seminars
- Community Activities
- 2 Kitchens
- Manual Activities Centre

## ***Products and Services***

### **Home and Community Care Services**

- Home Visiting
- Centre based social support
- Home Maintenance
- Home modifications
- Information, Advice and Referral

### **Other Services**

Visiting Residents in Hostels and Nursing Homes

### **Open Age Learning**

Computer Training  
Yoga  
Tai Chi  
Painting - oil and water  
Strength Training  
Mobile phones  
Embroidery  
Book Club  
Countries and Cultures  
Creative Writing  
Reading Music  
Drawing  
Jewellery  
Card Making  
Cloth Dolls and Teddy Bears

## ***Community Activities***

- Bushwalking
- Walking for Pleasure
- Manual Activities Centre
- Variety Entertainers
- Companion Animals
- Old Time/New Vogue Dance