

Towards Tomorrow

Jewish Care Strategic Direction 2011





Supporting and enhancing the wellbeing of the Jewish community of Victoria

Vision

Benefiting the community by providing excellent support and care for individuals and families.

My Community. My Choice.

Jewish Care Victoria belongs to the community – each of us owners and stakeholders. With ownership comes responsibility. We each play a role in ensuring the care of those in need.

The strength of our community is in our diversity and in our togetherness – young and old, rich and poor, healthy and sick, religious and unaffiliated. Together we are one.

Jewish Care's mission speaks to all of us, not just the vulnerable. Through the delivery of the highest quality of care, coupled with real choices and real options, we will transform Jewish Care from a provider of necessity to a provider of choice.

Customer Service Principles

Choice

We empower you to access the right support for you.

Accessibility

Our services are affordable to all and are conveniently located close to the majority of the Victorian Jewish community.

Partnership

We work in partnership with you, your family, friends, doctors, shuls and all the various individuals and organisations that influence your quality of life.

We actively build partnerships with other professionals and service providers to extend the network of support available to you and your family.

Independence

We embrace and advocate the principles of active support in all our services, fostering independence, empowerment and healthy living through all life stages.

Evidence-based

We ensure that service delivery and development is guided by robust research and innovation.

Advocacy

We advocate with and on behalf of our clients, actively informing government of the issues facing our community, influencing social policy and effecting social change.

Diversity

We recognise the diversity of the Victorian Jewish community and deliver services that are respectful, responsive and inclusive of all.

Our Jewish Ethos

To embody everything we do with the spirit and cultural aspects of Jewish life. To purposefully live our Jewish values and to be responsive, respectful and inclusive of the unique and diverse needs of the Jewish community.

Our People

To support a vibrant, professional, contemporary environment where people with a passion and initiative will thrive. To attract and invest in the best and the brightest.

Our Customers

To deliver outstanding customer experiences, creating value through service coordination and case management. To provide customer focused service underpinned by the principles of Choice, Accessibility, Partnership, Independence, Evidence-based, Advocacy and Diversity.

Strategic Direction

Our Reputation and Brand

To position our brand to be 'top of mind' in the Jewish community for service provision, giving and volunteering. To ensure reputability, relevance and engagement in our immediate and broader communities.

Our Systems and Sustainability

To provide efficient and effective processes and systems that enable quality service provision and accountability. Ensuring financial sustainability that will secure the future delivery of vital services.

Our Products and Partnerships

To provide quality services and facilities that are relevant, innovative, evidence-based and accessible to all members of the Jewish community, supported and enhanced by robust community partnerships.

Values

Jewish Care's values are universal and enduring in nature, but are also particular to the Jewish approach to creating a meaningful life and a strong, cohesive community.

Our values define who we are and underpin everything we do.

חסד chessed *kindness*

is a concern for others. By focusing our efforts in practical ways that really make a difference, we take kindness to the highest level and help others to help themselves.

משפחה mishpacha *family*

is about all-inclusive, unconditional belonging. We are a diverse community: young and old, affluent and disadvantaged, Australian-born and migrant, observant and secular. Despite these differences, we are all members of the one family. We all matter, and we all belong.

דרך ארץ derech eretz *respect*

is the foundation of all human relationships. There is something special about each and every one of us, regardless of age, ability, status or background. Derech eretz acknowledges that specialness in everyone.

צדקה tzedakah *charity*

from the Hebrew, meaning justice, tzedakah is about making the world a better place. While often financial in nature, tzedakah is also about sharing what you have with others, be it your time, skills, experience or unique qualities. The reward is in the giving.





JewishCare

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