

The Selwyn Foundation



*Strategic plan
2018-2022*

Our Charitable Mission

To deliver quality services that are responsive to the ageing person and their family, ensuring that our charitable outreach supports those who are vulnerable or in need.

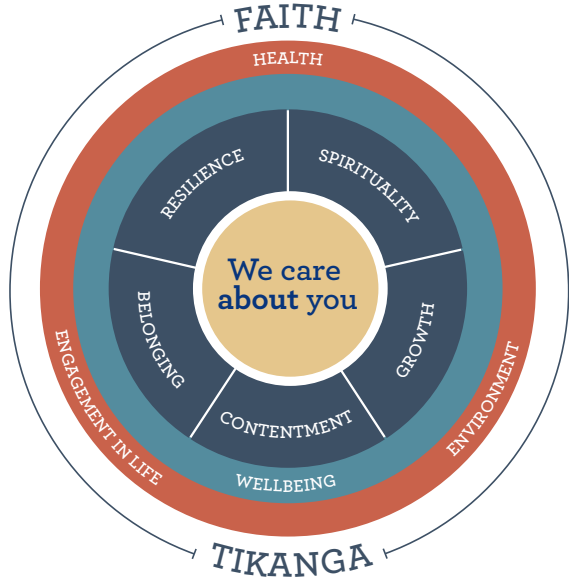
www.selwynfoundation.org.nz

The Selwyn Way

Our approach to the care and wellbeing of all who connect with us

To care for older people, you have to care about them

Me mātua aroha ki te tangata, hei manaaki tika i a rātou



The wellbeing of any person we connect with, is defined by the following five domains:

Spirituality (Taha Wairua)

A dimension that brings meaning to life.

Growth (Te Haere Whakamua)

Continuing to learn and flourish as a person.

Contentment (Te Taunga Manawa)

A state of satisfaction with life.

Belonging (Whanaungatanga)

A sense of meaningful connection with others, being part of a community.

Resilience (Te Oranga)

Capacity to overcome adversity, stress or uncomfortable change in ourselves or our circumstances.

Wellbeing is impacted by:

- The environments we create for you
- Your physical and mental health status
- The opportunities you have to engage in life

Working towards 2022

Charitable Mission

To deliver quality services that are responsive to the ageing person and their family, ensuring that our charitable outreach supports those who are vulnerable or in need.

Three key priorities:

Loneliness and Social Isolation | Hardship Support | Affordable Housing

COMMUNITY

VILLAGES

LEARNING

Goals to care for older people

- To grow our capability and capacity to positively impact the lives of older people in their community.
- To create thriving village communities that meet the changing needs of older people.
- To foster partnerships, facilitate education, and be acknowledged as an advocate and reference point for the wellbeing and the care of older people through The Selwyn Institute.

Strategic goals

- To invest in our people to deliver better outcomes for older people.
- To be known as an innovative and agile organisation with a focus on responding to the evolving needs of the older person.
- To establish a range of sustainable and growing revenue streams that will support the implementation of Selwyn's charitable mission.
- To work towards self- and environmentally- sustainable practices, services, facilities and sites.

Working towards 2022

Charitable mission

**Enhancing the lives
of older people who
are vulnerable or
in need**

Our charitable outreach supports those who are vulnerable or in need. We reappraised our definition of 'vulnerability' and developed new, practical ideas on how our charitable mission could affect the quality of life of older people. We identified three particular areas where our help can make a substantial difference to those in need: social isolation and loneliness, affordable housing and hardship support. The Selwyn Foundation supports as many vulnerable and older people in need as possible through revenue generated from commercial ventures, fundraising, donations and bequests.

Charitable Mission:

To deliver quality services that are responsive to the ageing person and their family, ensuring that our charitable outreach supports those who are vulnerable or in need.

Objectives:

1. To reduce loneliness and social isolation of older people
2. To increase support to more older people suffering from financial hardship
3. To establish and grow affordable housing accessibility



Goals to care for older people

Community

Providing care and support to older people in their community

Recognising that village life is not for everyone, The Selwyn Foundation is looking to expand its care and services to those who choose to remain living in their communities. Helping older people to remain connected, providing cost effective transport, health and fitness programmes, and providing products and services that they both need and want. All of this delivered through The Selwyn Way – our approach to care.

Community Goal:

To grow our capability and capacity to positively impact the lives of older people in their community

Objectives:

1. To expand our services to older people living in their community
2. To create a unique experience for older people in the community that reflects our heritage and The Selwyn Way
3. To ensure that everyone we connect with is heard which informs everything we do



Goals to care for older people

Villages

Creating thriving communities that meet the changing needs of older people

The Selwyn Foundation seeks to create positive environments that promote residents' independence, eliminate loneliness and add variety to the daily experience. We aim to create open, engaging communities where people have purpose, enjoy choice, and an active lifestyle with family and friends. By developing contemporary new environments and modernised styles of care, we'll take forward into the future the vision our founders began over sixty years ago.

Villages Goal:

To create thriving village communities that meet the changing needs of older people

Objectives:

1. To create a unique experience for Selwyn residents that reflects our heritage and The Selwyn Way
2. To ensure the 'resident voice' is heard and informs everything that we do
3. To manage our retirement village assets to ensure continued viability
4. To improve the performance of retirement village operations
5. To acquire new village site(s) to sustain continued development of Selwyn retirement villages



Goals to care for older people



Learning

Investing in knowledge and research, and sharing all that we know to achieve better outcomes for older people



The Selwyn Institute is the knowledge hub - a source of information to support older people and their families. It also informs the Foundation on the way we care for older people. The Institute explores and understands the challenges and desires faced by older people and keeps abreast of global best practice for Aged Care, making it relevant for all who need it.

Through the Institute, The Selwyn Foundation supports a wide range of gerontology research, in addition to assisting universities with studies that influence the wellbeing of older people. By investing in quality learning, teaching and research opportunities, we aim to enhance the wellbeing of our residents, and of New Zealand's ageing population as a whole. The Selwyn Foundation is committed to opening up growth and skill opportunities that help our staff, the staff of other Aged Care providers, and our residents and their families. We also seek to be the reference site for all people facing the challenge of ageing.

Learning Goal:

To foster partnerships, facilitate education and be acknowledged as an advocate and reference point for the wellbeing and the care of older people through The Selwyn Institute

Objectives:

1. To evolve The Selwyn Institute as a credible and leading source of learning and knowledge about older people and ageing well
2. To contribute to the training of existing and new generations of Aged Care professionals
3. To facilitate relevant research by Selwyn and support other researchers by providing access to Selwyn cohorts
4. To keep The Selwyn Way relevant to all those Selwyn connects with
5. To advocate for vulnerable older people

Strategic goals



People

Investing in our people through learning, teaching and self-development to deliver better outcomes for older people



We understand that to care for older people, you have to care about them, and that the quality of services we provide to those in our care relies on the passion, care, skills, professionalism and knowledge of our employees and our volunteer force. The Selwyn Foundation is committed to articulating, embracing leadership and staff behaviours which support our charitable mission, The Selwyn Way and promote a diverse, inclusive and enabling culture. Engaging our employees and ensuring they understand what the Foundation stands for, and how their role impacts the lives of those we care for is imperative.

People Goal:

To invest in our people to deliver better outcomes for older people

Objectives:

1. To transform the organisation to embrace and reflect The Selwyn Way
2. To develop world-class leadership by building current and future capability to achieve our long-term vision
3. To develop our employment proposition, to become an employer of choice
4. To engage and employ the older workforce
5. To continuously transform the organisation through effective learning and innovation

Strategic goals



Innovation

Responding to the evolving needs of the older person through innovative and agile solutions

The Selwyn Foundation aims to foster and encourage innovation in everything we do, so that it becomes part of our DNA. This we do by identifying the challenges facing older people and searching the globe for new and innovative solutions and technologies, adapting them to the New Zealand environment and delivering them to older people in our care. Whether it's new services, approach to care (The Selwyn Way), use of robotic artificial intelligence, how we design our buildings or deliver 'business as usual' operation efficiencies - we are open to solving issues through new and innovative technologies and processes.

Innovation Goal:

To be known as an innovative and agile organisation with a focus on responding to the evolving needs of the older person

Objectives:

1. To foster and encourage innovation in everything we do
2. To create new and enhanced services/products to meet the changing needs and wants of older people
3. To create inclusive communities where older people and staff of varying cultures, lifestyle and belief systems feel they belong
4. To use technology to support business processes and provide better outcomes for older people
5. To implement information technology solutions to enable the business to operate effectively and efficiently.



Strategic goals



Financial

Improving the financial performance of The Selwyn Foundation to continue supporting vulnerable older people well in to the future

The Selwyn Foundation's core purpose is to promote the welfare of ageing people and provide resources for the relief of distress to those who are vulnerable or in need. This can only be achieved if the Foundation is financially sustainable going forward. Diversification is critical to our ongoing sustainability and achieved through sound asset and investment management. With the continual review of financial performance across all business units, development of new services, businesses and revenue streams and an effective fundraising strategy, Selwyn will be able to extend our charitable mission and objectives.

Financial Goal:

To establish a range of sustainable and growing revenue streams that will support the implementation of Selwyn's charitable mission

Objectives:

1. To diversify the Foundation's asset base and revenue streams
2. To improve the financial performance of investments and existing 'other' businesses and services
3. To implement an effective fundraising strategy



Strategic goals



Environment

Playing our part
in reducing the
environmental
footprint for
New Zealand

To care for older people, you have to care about them. For Selwyn, that also means the older people of the future. The Selwyn Foundation wants to actively contribute to protecting our environment, by implementing sustainable practices across our services, facilities and sites, wherever possible. We are committed to pursuing environmental sustainability by engaging with our stakeholders to reduce the impact of our operations on the environment, so that all people might live well, now and in the future.

Environmental Goal:

To work towards self- and environmentally-sustainable practices, services, facilities and sites

Objectives:

1. To collect and analyse sustainability data and provide information for prioritising and improving initiatives
2. To reduce the impact of operations and services on the environment (nature, community, resources)
3. To engage all stakeholders and the community in our pursuit of environmental sustainability





As a Charitable Trust, The Selwyn Foundation continues to rely on the generosity of donors to increase the number of vulnerable older people we are able to assist.

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