

# ADSSI's Aligned Mission, Vision and Values



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## Mission

To help individuals live their best lives by providing exceptional care, support, and services tailored to their unique needs in the comfort of their own homes. We are committed to fostering a culture of respect, empathy, and continuous quality improvement, supporting the safety, well-being, and dignity of all our clients and staff.

## Vision

To create a community where everyone feels valued, supported, and empowered to thrive, living life to the fullest with respect and **dignity**. We aspire to be the leading provider of aged and disability home care services, renowned for our commitment to excellence, compassion, and innovation.

## Marketing Tagline

Live your best life with care at home.

## Values

We are committed to fostering a culture of Continuous Quality Improvement, Respect and Integrity, Empathy, Safety and Well-being, Service, and Teamwork.

Together, these values form ADSSI's CRESST. They represent the pinnacle of the organisation's ethos and principles. Like the peaks of a crest, these values reach the highest standards of care and service delivery, guiding every action and decision within the organisation.

By prioritising these values, we strive to deliver exceptional care and services that enhance lives and empower independence.

### ADSSI's CRESST (Values):

**C**ontinuous Quality Improvement

**R**espect & Integrity

**E**mpathy

**S**afety & Well-being

**S**ervice

**T**eamwork

## **Continuous Quality Improvement**

Continuous Quality Improvement reflects our commitment to delivering the highest standards of care and service. We believe in **striving for excellence** in all aspects of our **work**, fostering a **growth mindset** that encourages **upward** progress and **long-term sustainability**. By consistently aiming to provide the **best quality**, we ensure that our efforts are **measurable** and impactful, driving us toward ongoing improvement and success.

## **Respect + Integrity**

Our commitment to **respect and integrity** is reflected in our **ethical leadership** and dedication to **transparency** in all aspects of our **work**. We prioritise **treating** our **clients, colleagues**, and all **people** with **dignity** and **respect**. We uphold the highest standards of honesty and ethical practices by fostering an environment where everyone feels valued and appreciated. This commitment ensures that our interactions with everyone are guided by these core principles, strengthening our relationships and enhancing the quality of our services.

## **Empathy**

We value **empathy**, which involves **understanding** the feelings and experiences of **others**. We approach our work with **compassion**, ensuring we respond to the needs and values of our clients, colleagues, and community. Embracing **diversity and inclusion**, we recognise the unique perspectives and backgrounds of those we serve, fostering an environment where everyone feels seen, heard, and valued. Through empathy, we build stronger connections and provide more effective, personalised care.

## **Safety & Well-being**

We prioritise the **safety and well-being** of our **clients** and **colleagues**. Under our **duty of care**, it's our goal that everyone feels **safe** and **valued** in all interactions and settings. We deliver our **services** with a strong **respect for safety**, making sure that our clients and staff feel secure and **happy**. By maintaining this commitment, we create an atmosphere where **feeling safe** is paramount, enhancing the overall quality of life and fostering trust within our community.

## **Service**

We provide exceptional **service** by prioritising and **understanding** the needs of

**others.** We **think** beyond routine tasks to foster genuine **connection** and effective **communication** with our **clients** and communities. We aim to enhance the overall **experience**, ensuring that each interaction reflects our commitment to quality care and meaningful relationships.

## **Teamwork**

**Teamwork** is the foundation of our success. We believe in supporting **others** and fostering a culture where everyone feels that colleagues have **got your back**. Through **mutual trust**, strong **connection**, and open **communication**, we achieve effective **collaboration**. Working together enhances our ability to provide exceptional care and service.