



Capecare Strategic Plan 2025-2028

Caring for Our Community, Growing for the Future

We are entering an exciting new era at Capecare - one of innovation, resilience, and growth. As a trusted leader in aged care in the South West, we are committed to enriching lives, embracing change, and securing a strong future for our organisation and the communities we serve.

Our Vision

To be a leading provider of high-quality care and end to end services and programs for people in the South West as they age.

Our Strategic Priorities



Strengthen Governance & Leadership

We will sharpen our strategic focus, enhance decision-making, and ensure resources are allocated where they make the biggest impact. Clear governance structures and strong leadership will drive our success.



Build Community Connection & Fundraising Capability

We are deepening our ties with the community by increasing engagement, partnerships, and volunteer programs. This will include expanding fundraising efforts to help fund key initiatives. Growing volunteering supports our services and programs, and therefore our residents and clients. Deepening our engagement and partnerships with the broader community benefits both Capecare and the community through more relevant and expansive programs.



Secure Financial Sustainability

By optimising operational performance and assessing service viability, we will strengthen our financial position. Our goal is to achieve a sustainable financial position by 2026, to ensure we can continue to invest in our people and programs to create a stable future.



Drive Sustainable Growth

Capecare will expand services to meet the growing needs of the community and to establish the scale needed for our future success. This will include fully utilising existing facilities, substantially expanding our Support at Home programs and developing a Capecare Busselton campus Master Plan that will ensure all services and programs that form part of the continuum of care for older people can be delivered from this site.



Empower Our People & Culture

A strong workforce is the heart of Capecare. We will invest in staff development, leadership programs, and a thriving workplace culture to ensure our people feel valued and supported.

Looking Ahead

The aged care sector is evolving rapidly, and we are ready to lead the way. Through innovation, resilience, and community collaboration, Capecare is building a future where older people receive the care, dignity, and support they deserve.