

# Strategic Directions 2021 - 2026

The Older Persons Advocacy Network (OPAN) is the peak for aged care individual advocacy and works to advance older people's human rights in Australia. As a network, OPAN was formed by the nine organisations who have delivered aged care advocacy for nearly 30 years and continue to deliver the National Aged Care Advocacy Program.

## Our vision:

A society where older people are heard, informed and respected and where they enjoy and exercise their human rights.

## Our purpose:

To facilitate an environment that promotes the human rights of older people and the ability for all older Australians to live well and be respected.

In delivering on the OPAN strategy, we follow these principles:

- ★ In everything we do, we advance the human rights of older people, particularly those seeking and receiving aged care, and those who are marginalised and the most vulnerable.
- ★ We support older people to bring their voices to the table, to advocate for themselves, and to enable systemic advocacy based on their voices and experiences to drive the transformation of aged care.
- ★ We support older people to make choices, decisions and take action. We provide information and support for older people and the community to prevent abuse, promote respect and support the human rights of older people.
- ★ We establish strategic partnerships and alliances, which enable OPAN to advance and uphold the human rights of older people and embrace diversity, while protecting our independence.
- ★ We build OPAN's capability and strive to provide a broad range of information, education and advocacy services for older people (and their families and representatives) that are culturally safe and respectful, trauma-informed, and responsive.
- ★ We work with our network of members, and as a peak body, to deliver information, education and advocacy for older people receiving or seeking aged care, their families and representatives. Our services are accessible, free, independent and of consistently high quality.

All who are within our network, work with us or volunteer, commit to our values:

- ★ Respect
- ★ Integrity
- ★ Justice & equity
- ★ Accountability & transparency
- ★ Working & learning together

OPAN service delivery organisations by state or territory

ACT	VIC	NSW	TAS	WA	QLD	NT - Top End	NT - Central	SA
								

# Strategic Directions 2021 - 2026

**A**

## Our Focus

Champion older people's human rights, embrace diversity, and prevent abuse

## Strategic Directions

**SD1:** Advance the human rights of older people, particularly those seeking and receiving aged care, and the most vulnerable.

**SD2:** Improve advocacy and support for older people with diverse needs.

**SD3:** Provide information and advocacy support to prevent the abuse of older people, including those receiving aged care.

**B**

## Our Focus

Expand and innovate aged care advocacy

## Strategic Directions

**SD4:** Expand service reach and develop innovative advocacy models grounded in individual needs and human rights.

**C**

## Our Focus

Enhance quality, data, and the voice of older people

## Strategic Directions

**SD5:** Embed advocacy quality standards and assurance across OPAN systems and services.

**SD6:** Enhance information and knowledge management to increase the impact of systemic advocacy.

**D**

## Our Focus

Drive operational improvement and impact

## Strategic Directions

**SD7:** Enhance OPAN's effectiveness as the peak body for older person's individual advocacy.

## A Champion older people's human rights, embrace diversity, and prevent abuse

### Strategic directions (SD)

**SD1:** Advance the human rights of older people, particularly those seeking and receiving aged care, and the most vulnerable.

**SD2:** Improve advocacy and support for older people with diverse needs.

**SD3:** Provide information and advocacy support to prevent the abuse of older people, including those receiving aged care.

### Strategic activities

- a. Deliver systemic advocacy, campaigns, education and training to support older people and the community to:
  - understand and exercise their human rights
  - be supported in their decisions
  - prevent abuse.
- b. Develop and operationalise a network diversity and inclusivity framework, linked to the Aged Care Diversity Framework.
- c. Increase awareness, outreach, and access to advocacy by older people from diverse populations.

## B Expand and innovate aged care advocacy

### Strategic directions

**SD4:** Expand service reach and develop innovative advocacy models grounded in individual needs and human rights.

### Strategic activities

- a. Deliver tailored approaches to aged care system navigation, individual advocacy, and abuse prevention through OPAN members, including in rural and remote locations.
- b. Promote expansion and innovation in aged care advocacy and abuse prevention, and embed improvements in aged care transformation.
- c. Grow and diversify funding to increase the reach and availability of aged care advocacy nationally.

## C Enhance quality, data, and the voice of older people

### Strategic directions

**SD5:** Embed advocacy quality standards and assurance across OPAN systems and services.

**SD6:** Enhance information and knowledge management to increase the impact of systemic advocacy.

### Strategic activities

- a. Promote, support and strengthen participation mechanisms for older people which deliver the direct voice of older people into OPAN and the aged care transformation process.
- b. Embed aged care advocacy quality standards and practice support models within the network.
- c. Enhance OPAN data governance, assurance and analysis to contribute to systemic advocacy on the human rights of older people and aged care transformation.
- d. Develop and promote strategic systemic advocacy positions based on the voice and experience of older people, credible data, and available evidence.
- e. Develop and implement advocacy outcomes and impact measures to demonstrate the value and impact of aged care advocacy.

## D Drive operational improvement and impact

### Strategic directions

**SD7:** Enhance OPAN's effectiveness as the peak body for older person's individual advocacy.

### Strategic activities

- a. Deliver the OPAN Work Plan at the national and Service Delivery Organisation (SDO) levels.
- b. Participate in national forums and influence and contribute to the aged care transformation agenda.
- c. Facilitate and support collaboration and the two-way flow of information to and across the OPAN SDO network.
- d. Embed contemporary corporate governance and quality processes in OPAN operations.