

Sundale FY2025-2030 Strategy

Sustainable Business Growth & Scaling Model



FY25
Foundational work

FY26
Build momentum

FY27-29
Accelerated performance
& investment

FY30
Unlock property pipeline

Our Vision | To be recognised as a leading integrated continuum of care seniors living provider in our local communities.

People at the heart

We enable our customers to live their best life.

Compelling customer value proposition

We provide personalised and engaging care and hospitality experiences.

Competitive Advantage

Our care continues seamlessly through every stage of senior living.



People

Better together. One Team. One Sundale

Compassionate and qualified people

Leadership training and development

Attract and retain the best talent and qualified people

Prioritise people's well-being

Embrace diversity



Product

Integrated continuum of care across all service offerings

Ongoing commitment to safety for everyone

Exceed expectation on personalised and engaging customer experience and holistic care

Supportive and secure environment

Independence and freedom over the way you live

Exceed best practice in Quality Care Standards



Property

Creating beautiful places to live and work.

Energy efficient and environmentally sustainable buildings and materials

Relevant and contemporary property development and selective acquisitions

'Local Matters' procurement and supply chain

Continuously improve our property and services to ensure quality and variety in seniors' accommodation options.

Customer-centred and secure environment

Affordable living options for every senior



Positioning

Reputable brand as a recognised leader in retirement and care

Marketing and social media channels to better connect with our customers and community

Embrace service-led technology, supporting better living for staff and residents

Implement data analytics and real-time reporting to gain insights into reputation, brand awareness, and customer sentiment

Continued investment in community events and initiatives strengthening our reputation as a people-focused brand



Profit

For purpose, to enable reinvestment into the business

Increased operating intensity, accountability and solutions-driven collaboration

Disciplined capital management planning

Leverage advanced data analytics and real-time reporting to gain insights, boosting profit and aligning financial goals with organisational values

Technology / Process / Governance / Risk

We believe every Senior in Australia should have access to a safe and comfortable place to live.

Why we exist

At Sundale, we exist to redefine aged care by **creating a true sense of home**.

A place where care is personal, choice is respected,
and people are at the heart of everything we do.

Our Values



Care

by creating quality,
meaningful experiences for
everyone in the Sundale
community.



Connection

by listening and responding
to the needs of others.



Creativity

by finding different and
better ways to do things and
be in the community.

Our Care Journey

We support every senior's accommodation choice and individualised care journey.

Customer Living Journey	Customer Living Choice	Sundale	Customer Care Journey
	Care Hub	✓	Personalised respite; post-op recuperation; short-term stay
	Care Community Living	✓	Individualised holistic care
	Retirement Living	✓	Sundale Retirement Village + Sundale Home Care Plan
	Rental Living	✓	Sundale affordable rental accommodation + Sundale Home Care Plan
	Private Residence	✓	Sundale Home Care Plan
	Supported Independent Living	✓	Sundale Home Care Plan

Ambition Statement

At Sundale, home isn't just a place, it's a feeling. Whether you're in a retirement village, receiving care in your own home, or part of a residential aged care community, we're all about creating a welcoming, warm and safe environment where you have choice and freedom over the way you live. With thoughtful care and support that fits around your life, our focus is on creating a comfortable environment that makes everyone feel at home.

Operating Model

