SOCIAL IMPACT STRATEGY
2018 – 2020

Empowering older Australians to live free from disadvantage
The IRT Foundation mission is to provide disadvantaged older Australians with access to supported housing and services and to enhance the lives of older people through social and civic participation.

We achieve this by

1. Increasing client access to IRT foundation services
2. Creating an evidence-based learning environment
3. Building partnerships
4. Creating Foundation sustainability and growth
5. Advocating for change

Across three need-based priority areas

- Provide disadvantaged older Australians with access to supported housing
  - Assistance with care & housing
  - Social housing & rentals
  - Pathways model

- Link disadvantaged older Australians to relevant services
  - Service linkage
  - Community design
  - Integrated Aboriginal home care

- Enhance the lives of older Australians through social and civic participation
  - Mature workforce participation
  - Career check up expo
  - IRT Foundation Volunteering program

Through the provision of

Appropriate services for our clients

Which will create measurable improvements in

- Safety
- Social networks | Empowerment | Resilience
- Employment participation

Which will lead to

Better mental health, life satisfaction and social inclusion for our clients

We will leverage this evidence to

Increase awareness of our Social Impact Program to drive sustainability and growth

Which will create

Social impact: Measurable improvements in social outcomes for the populations we work in

Our enablers
- Sufficient evidence to support most programs
- ACH coordinator
- Collaborative relationships are in place or are being developed
- Strong support from Foundation partners
- Standardisation of processes
- IRT Volunteers
- IRT Customer Insights
- IRT People and culture

We will use evidence to test our assumptions
- We have the right knowledge, networks and experience to promote positive change
- Our partners have the resources to replicate our work
- Our advice and knowledge we provide is adopted by appropriate organisations
- Programs we develop and tested will be replicable in other contexts
- Our programs will produce the anticipated outcomes and impact
IRT Group is a social purpose organisation that has supported older Australians for almost 50 years. We provide aged care, home care and lifestyle solutions to customers in NSW, Qld and the ACT. One third of the surplus generated by IRT Group’s businesses is given back to the community via IRT’s social impact activities.

IRT Foundation is responsible for delivering IRT Group’s social impact. We believe in creating a better world for all older Australians. We combat disadvantage and promote older people as valuable contributors to society.

Our work is based on evidence. We seek out best practice that is backed up by sound research. When relevant data is not available, we invest in research in order to maximise our social impact.
Issues facing older Australians

**Housing:**
- $440 = single age pension per week
- 60% = portion of pension needed to rent in Sydney
- Declining home ownership - mortgaged or renting
- Inadequate supply of social housing
- Increasing cost of private rental
- 64% of homeless older Australians will die within 5 years

**Services:**
- Government support
  - Aged care costs
  - Housing costs
  - Services to find housing
- NO Government support
  - Community integration
  - Navigating aged care and social service systems
  - Supporting wellbeing and independence

**Social & Civic Participation:**
- Social isolation increases mortality risk by 50%
- Social isolation is as dangerous as smoking 15 cigarettes a day
- 44% of people who receive home care suffer from depression
- Paid employment enables older people to fund their lifestyle and care as they age
- Men aged over 85 are 3 x more likely to commit suicide
- Paid or unpaid work has many physical, psychological and emotional benefits

People with no support from friends and family use emergency services 60% more often.
Our Vision:
For all older Australians to live free from disadvantage.

Our Mission:
To provide disadvantaged older Australians with access to supported housing and services and to enhance the lives of older people through social and civic participation.

Our Approach:
- Collaboration
- Outcomes focussed
- Challenging stereotypes
- Social innovation

Our Principles:
- Issues are significant and increasing in prevalence
- There is a gap in current service provision
- We have the capability to have an impact on the issue
- Activities are targeted and measurable
- Activities are relevant to our customers and employees
Strategic priority 1: Provide disadvantaged older Australians with access to supported housing

Creating impact

- Reduced number of older Australians that are homeless or at risk of homelessness, through the provision of homelessness placement services
- Increased stock available for housing disadvantaged older Australians

Strategy

- Investigate additional funding options to grow IRT’s ACH Program
- Grow the ACH Program through referral partners
- Increase the availability of social housing units available for ACH clients and other disadvantaged older people
- Improve the placement process for social housing units within IRT Communities
- Work with IRT Communities to replicate the Pathways model

Our Targets

- Increase the number of people housed via the ACH Program
- Increase the number social housing rentals available at IRT and also through referral partners
- Work with IRT Communities on a plan for best practice allocation of rental units

Our Programs

- Assistance with Care & Housing (ACH)
- Social Housing and Rentals (NRAS/PICBI/Gunyah)
- Pathways model (Kemira at IRT William Beach Gardens)

Measuring Progress

- Number of clients housed in appropriate accommodation
- Funding received for delivery of programs
- Percentage of clients who gain and/or maintain independence following placement
- Improved Quality of Life measures for program participants
Strategic priority 2: Link disadvantaged older Australians to relevant services

Creating impact

- Disadvantaged older people regain independence and control
- Service partners build capacity to assist disadvantaged older Australians

Strategy

- Map the priority service needs for disadvantaged older Australians
- Develop a referral network of relevant partners
- Identify funding available for the provision of services to older Australians
- Create a delivery model for linking older Australians into relevant services
- Implement a proactive intervention approach for ensuring clients are taking up service offering

Our Targets

- Increase the number of clients receiving services
- Build a network of referral organisations we partner with
- Increase security of tenure for clients
- Reduce complaints from neighbours and community members

Our Programs

- Service Linkage
- Community Design
- Integrated Aboriginal Home Care

Measuring Progress

- Number of referral partners involved in the program
- Percentage of clients retained in the program and length of retention
- Improved Quality of Life measures for program participants
- Number of complaints related to social housing programs
Strategic priority 3: Enhance the lives of older Australians through social and civic participation

Creating impact

- Older Australians are engaged and live active, purpose-filled lives
- Older Australians are able to participate in paid or unpaid employment, should they wish to

Strategy

- Implement targeted mature workforce participation programs
- Engage public and private partners to implement mature workforce participation programs
- Partner with the community to develop volunteer programs
- Engage IRT customers as part of the broader community to participate in volunteering

Our Targets

- Increase the number of organisations participating in mature workforce programs
- Increase the number of older Australians benefiting from mature workforce programs
- Increase the number of volunteer-led programs
- Increase IRT customers’ participation in volunteering

Our Programs

- Mature Workforce Participation (Advocacy and Education)
- Career Check Up Expo for Mature Workers
- IRT Foundation Volunteering Program

Measuring Progress

- Number of organisations involved in implementing mature workforce programs
- Unemployment rates of mature workers within communities
- Employment ratios of mature workers within organisations
- Number of volunteer-led programs that assist in delivering IRT Foundation’s Social Impact
- Volunteer retention and growth rates
**Strategic priority 4:** Increase awareness of our Social Impact Program to drive sustainability and growth

**Creating impact**

- We will advocate on behalf of older Australians
- We will shift the stereotype of older people and of ageing
- We will connect and communicate with our partners and stakeholders to increase their support of our Social Impact Program
- We will be a sustainable, solution-oriented social impact organisation

**Strategy**

- Develop a communications strategy to better tell the story of IRT Foundation and its activities
- Develop a fundraising strategy with multiple ways of supporting IRT Foundation and its work

**Our Targets**

- Increase the citizenship score in IRT Group’s annual Brand and Reputation survey
- Increase grant funding received to support IRT Foundation’s work
- Increase donations by organisations and individuals

**Our Programs**

- Employee communications
- Customer communications
- Event fundraising strategy (e.g., annual Neverland Ball)
- Regular giving, major gifts and bequest strategy
- Grant-funded programs

**Measuring Progress**

- Grant funding received
- Donations received
- Citizenship score in annual IRT Brand and Reputation Survey
CONTACT

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