

# CONCURRENT SPEAKER



Steve Teulan – Uniting  
*Wednesday, 07 September 2016*

**Bio:** Steve Teulan was appointed in September 2011 as Director of UnitingCare Ageing NSW.ACT, one of Australia's largest aged care providers. On 1 July 2016, Steve was appointed Director of Strategic Growth for the re-named Uniting. Over the last five years, Uniting has become a leading national advocate for older members of LGBTI communities being able to receive acceptable and appropriate aged care. It is also has a special commitment to implementing culturally sensitive services to aboriginal communities and aboriginal employment programs. In addition to these initiatives, Uniting is a provider of specialist ethno-specific services to many communities. In all of these commitments, Uniting combines engagement and partnerships with diverse communities, appropriate services, workplace inclusion and advocacy.

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**Title:** Creating customer value through organisational values

**Abstract:** Peter Drucker defines the role of organisations as "to find a customer". Not for profit organisations in a more dynamic aged care market create the greatest value for their target customers by being authentic, leveraging their own values, identity, history, capabilities and relationships. While operating methods change in a more competitive environment, the challenge is to "be yourself" as well as you can be. Uniting's approach to the aged care market is to leverage its commitment to the inherent dignity of each person, social justice and inclusion. That creates distinctive value for the people and communities Uniting serves.