



Culture Book

afea[♥]
Caring for people you love

JUST AS THE SUN RISES
EACH & EVERYDAY TO
SHINE LIGHT INTO
THIS WORLD

SO WILL WE



Preface

Welcome to Afea Culture Book 2020!

This book is dedicated to you, the compassionate, caring, hard-working, authentic, purposeful, responsible and understanding Afeans and potential Afeans! We want to thank you for continuing to embrace our values and mission, to empower people, in your own unique way.

Let's continue to make a difference together.

JUST AS THE SUN RISES
EACH & EVERYDAY TO
SHINE LIGHT INTO
THIS WORLD

SO WE





Contents

Preface	3
Our Story	6
Afea, Yesterday and Today	7
Afea is Empowerment	10
Organisational Chart	11
We empower our Office Team	12
We empower our Carers	15
We empower the Community	18
What do you love about working with Afea?	20
Afea is a Tribe	21
We share the same values	22
We celebrate diversity	24
We support each other	26
Afea is Growing	28
Afea, Today and Tomorrow	29
Self-care Program	31

Our Story

2011

We were granted our approval for the ISO9001 Quality Management System certification.



2020

We expanded to Melbourne and created our new division, Inebura. We also launched EAP and our very first Culture Book!



2008

The start of the Afea journey. Anj, Esha's mum joined as Afea's first employee.

2014

Esha became a finalist for the Telstra Women's Business Awards, Young Business Women of the Year Award.

2017 Jan

3 months after the transition, we onboarded our first 50 NDIS clients.

2018 May

Afea Online Client Portal and Carers Mobile App launched.

2010

We invested \$80,000 of our earnings into launch of ABMS

2016 Oct

We transitioned from a care agency to a direct care services provider 3 months after the NDIS rolled out nationally.



2019 Oct

We became approved for Supported Independent Living, Plan Management and Support Coordination.



2013

The team kept growing and we moved into a new office in North Sydney.



2017 Nov 11

We moved into our brand new purpose-built office on Help St. in Chatswood.



Afea, Yesterday, and Today.

Founder & CEO Esha

I had a number of jobs in my early twenties that were not particularly meaningful to me personally. I had struggled with poor mental health and found myself in some destructive relationships, leaving me feeling alone and sometimes helpless.

It wasn't until I began working as a Carer that I found a sense of purpose through helping others.

I was working in a nursing home and realised a lot of people I was caring for actually could have continued living in the comfort of their own homes with a little support. They weren't in the need of full-time care and they could have managed with a couple of in-home care visits a few times a week. This is an option a lot of people aren't aware that they can have from

providers like Afea. This for me sparked the idea of a loving, compassionate care service that would redefine the experiences of the most vulnerable people in the communities.

So, at 24 I started Afea, and proudly, it is now a leading Disability and Aged Care provider, having over 550 Carers and helping over 800 families each week.

My work healed me. I found purpose in my life through helping others.





*Mental health begins
in the heart...*

Caring for others helped me understand the significance of self-care and hence I continue to build this business around the principals of nurturing love and compassion. It is now our purpose through our work that we empower people to continue living at home for longer, with the support they need when it's required.

Having overcome mental health challenges myself, I can empathise with our clients and their health needs. It is also very important to me that Afeans feel safe and stable, which

is why we often partake in mindfulness sessions together and meditate before meetings. I find it helps boost creativity and provides a calm and nurturing environment.

My learnings from my experiences are: never multi-task, set your mind on one activity and provide your full attention to it; spend time on yourself – exercise, meditation, whatever that means for you; and finally, write your goals as if you have already achieved them. If you believe in yourself, you're halfway there!

Our Mission
To Empower People

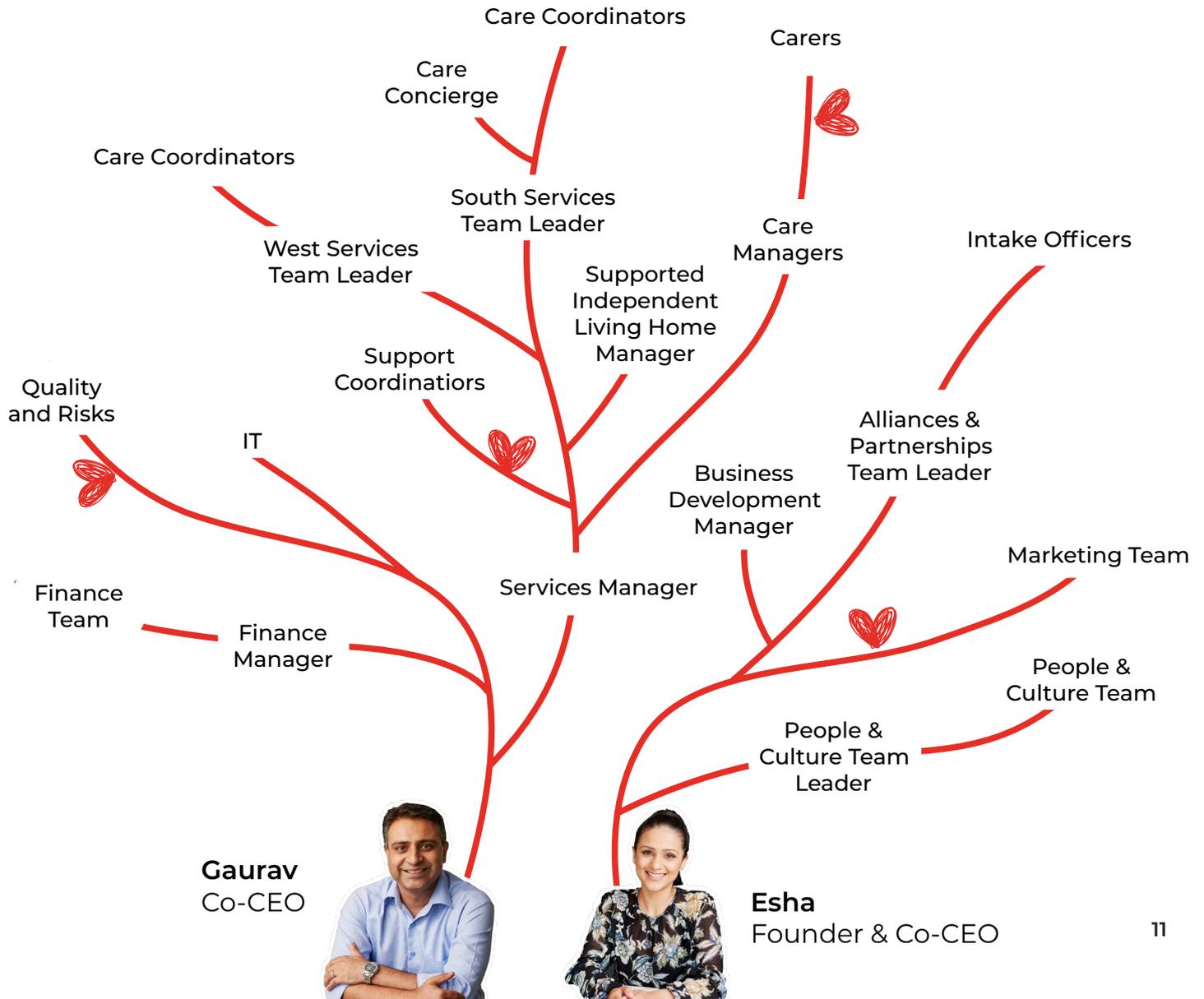
Afea is Empowerment

- We empower our Office Team
 - We empower our Carers
- We empower the Community



Organisational Chart

Afea believes in empowering you to reach your potential for growth. We've designed a nurturing organisational structure to provide opportunities for development and to support you in your journey.



Anna

Services Manager

You really get a sense of fulfillment knowing that the work that we do genuinely helps people in the community. Through the opportunities offered to me, the mentorship and guidance from my managers, and the support from my colleagues, Afea has helped me realise my potential. I'm continuously

supported while I work to become the best version of myself as an employee, a colleague, and a leader.



Services Manager
Oct 2018 – Present

- **Executive Assistant to CEO and CFO / Quality & Risk Management**
Jul 2017 – Sep 2018 | 1 year 3 months
- **Quality and Compliance Manager**
2015 – Sep 2018 | 3 years
- **Operations Team Leader**
2013 – 2015 | 2 years
- **Care Coordinator**
Jan 2012 – Jan 2013 | 1 year
- **Receptionist and Admin Officer**
Oct 2011 – Jan 2012 | 4 months



Finance Manager
May 2017 - Present

● **Finance Officer**
Nov 2013 - Apr 2017 | 3 years 5 months

● **Accounts Officer**
Sep 2012 - Oct 2013 | 1 year 1 month

Sam

Finance Manager

Since the beginning, I was given a lot of support both in my professional life and personal. Whilst I was working full time and giving my all to the company, I also wanted to learn. With the support from Esha and Gaurav, I completed my CPA while working. I still remember at that time I didn't have enough space at home to study. Afea gave me the trust and freedom to use the office space to study over the weekends. This helped me grow personally.



Rewards and Recognition

We want to encourage your growth and acknowledge your achievements. If you are in our office team, you will receive a compounding bonuses for your anniversary. We also have multiple quarterly and annual award categories. Be the next Afean of the year!



If you are one of our Afea Carers, we offer rewards for outstanding achievements for the most loyal, compassionate and hardworking you. We also care for your growth, and therefore provide regular training courses and a buddy program where you receive on the job coaching from our Registered Nurses.



We empower our Carers





All About Making a Difference

Afea Carer *Girlie*

I have always enjoyed interacting with people but when my son was diagnosed with Autism, my whole world fell apart. They were the darkest moments of my life, but I love my son so I vowed to do everything in my power to help nurture and support him. My son has extremely challenging behaviours and during that time, I met a lot of amazing care workers who helped me

along the way.

My life changed a great deal when I started working for Afea in 2017. Helping people suddenly took on a new meaning. Meeting the CEO of Afea, Esha, and the rest of the staff who have a genuine desire to help and make a difference in the community made me feel so grateful that I am part of the team.

Growth with Empowering People

Supported Independent Living House Manager Sri



Two years ago, I chose to migrate to Australia from New Zealand in the hopes of finding new opportunities, and Afea became the start of my journey of growth.

I can still remember my first day. I was so excited about the job and my teammates, but also a bit nervous as it was a new industry for me, and I did not know what might happen. But it turned out that the team was so welcoming and everyone was willing to assist me to get settled into my new role. With the support of the teams, I am

always learning new things and growing my skillsets. In my first year, I have maintained a close relationship with all of my clients.

After working as a Care Coordinator for some time, Gaurav and Anna informed me that we were going to open a Supported Independent Living Home in Oxley Park, and offered me the opportunity to work as the House Manager.

Along with my growth, I also saw a lot of improvements in our clients' lives during my

career at Afea. There were clients with disability leaving Nursing Homes with the help of Afea Carers. There were clients rebuilding confidence with the encouragement of our team. There were so many times our clients told me that they have established a great connection with our Carers and that they are so pleased with the service provided.

This is my journey so far and why I've loved working with Afea, where people are empowering each other and the community all the time.

Our Vision

To be the Most Trusted Care Provider



Afea provides me with opportunities to grow. The industry is booming and I believe that Afea has grown so much and the opportunity in this company is massive. **Dale**



Transparency, respect, and continuous development. After I joined Afea, I have seen many success and the acknowledgment of the success. All the achievements will be appreciated. **Rupa**



Afea has allowed me to explore my strengths and abilities further whilst caring for vulnerable individuals. **Aparna**

What do you love
about working with Afea?



When I first started, I had no idea about the industry. It was with the help of my leader and my colleagues who have continuously put in effort to educate me. If something goes wrong, they are always there and have my back. **Madhav**



Afea is a Tribe

- We share the same values
 - We celebrate diversity
 - We support each other





We Are

AUTHENTIC



PURPOSEFUL



RESPONSIBLE



UNDERSTANDING

Maria

Alliances & Partnership
Team Leader

I come from a background in finance and in call centres, but was drawn to this industry because of my desire to help people. Working with Afea has given me the chance to work with a team that practices the same passion as me – to make a real difference in the community.





Alex

Support Coordinator

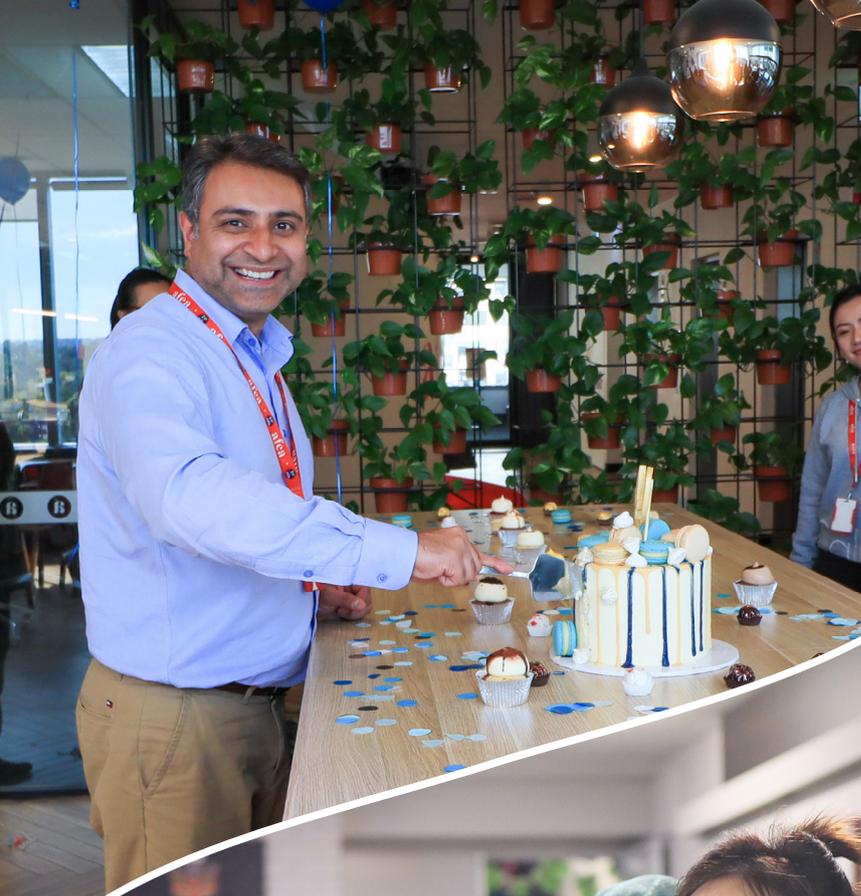
What I like most about working at Afea is the culture. We all share the same values, and everybody is willing to help each other which creates a welcoming environment. We are just like a family.



Unique

Accounts Officer

To be honest, at first, I didn't really think about which industry I wanted to be in. I just knew I wanted to start my career in the corporate world, so I took up an internship at Afea. I went from being an intern to being hired as a 'full-timer' in December 2017 and I've loved it since. The people, the culture, and the values are really amazing.



Celebrating Diversity

People & Culture
Team Leader Aanchal

People, culture, supportive management, close-knit teams, growth and learning opportunities, personal satisfaction that you are giving back to the community..... There are countless things to love about working at Afea.

We are always trying to offer you the best working environment whilst constantly striving for improvement.

Since I joined, I see a noticeable difference in the work culture with more diversity in our workforce. No matter what background you are from, Afea can always be your home – to make you feel supported and



included. We care about your growth and your wellbeing.

Like myself, I am a perfect example of what you can achieve here if you have the passion to grow and want to spread your wings. I came from a large corporation, so it took time to adjust to a family-owned business, but now I am loving it. I was promoted to lead the P&C team after working as an internal recruiter and HR generalist for 2 years. Afea will provide you with an opportunity to realise your true potential and support you unreservedly.

We understand that when people with different backgrounds, experiences or points of view are working together, we can create better value for our clients. We speak 40+ languages and we celebrate cultural festivals, events and charity days, such as Australia Day, Diwali, Chinese New Year, Jeans for Genes Day and so on. Also, for our regular celebrations, we are always planning around a cultural theme, like African Tribe and Indian Bollywood.

There are countless things to love about working at Afea.





We support each other



Birthday Celebrations



Compounding Anniversary Bonuses



Mindfulness Sessions

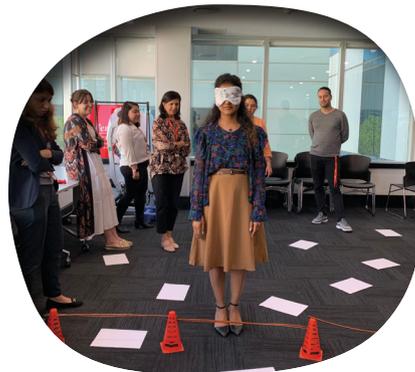
What will you love as an Afean?



Employee Assistance Program



Employee Discount for CBHS Health Fund



Team-bonding Activities

Afea is Growing



Afea, Today, and Tomorrow

Co-CEO Gaurav

To begin, I would like to thank you all for what you do best, which is Care; caring for our clients, their families and for each other so we can make our community a better place to live.

It is a collective effort of this team – our loving carers and support office staff that people in our community are able to trust us with the lives of their loved ones. This is huge, and you should all be very proud of yourselves.

We together have been caring for people for the past 11 years. From what began as a journey of one woman has transformed into a growing family of over 50 office staff and 500 carers providing compassionate care to over 750 families each week. NDIS is the biggest reform

since the introduction of Medicare in Australia, and its launch in 2016 has been transformative in many ways. For us, overnight Afea evolved from an agency to a service provider; fully responsible for the wellbeing of its clients. It was a growing-up moment.

Like any big change, it wasn't easy. We together learned on the job, refined our processes, created new functions and built new systems on the go. It is a testament to this team's 'can do' attitude that today Afea is regarded as a leading service provider in NSW.





2019 has been absolutely phenomenal, on many fronts:

Client Care Experience

Our Services team is known for its responsiveness and ensures our clients receive a personalised care experience – they identify skills required for a service as well as match the interests, language, ethnicity and many other elements that make a service successful. Our services are well appreciated by our clients and this can be seen in rating score going from a low of 3.5 to 8.8 out of 10 over span of 12 months.

For our field carers, in 2020 we will be launching a dedicated care coordinator program. This

will ensure our carer team gets the well-deserved support to be effective in their role as well as get career progression opportunities.

Expertise

Our work is very rewarding and highly interdependent. Over the past year, we have formed and evolved new functions – Care Management, Intake and Quality to name a few; we have streamlined our processes as well as added clinical and non-clinical capabilities to serve our high care need clients.

Transparency & Empowerment

We have introduced new technical capabilities in the care centre - ABMS and financial

system enhancements, as well as adoption of 'Afea Carers' mobile app, allow us to deliver services with full transparency. Today with our staff leveraging technology, we are able to ensure our carers get paid correctly and on time.

We are looking forward to seeing seamless client onboarding and renewals process via ABMS as well as our clients empowered to make changes to their services – including time, duration and etc through Afea Client Portal.

Be a Wellbeing Specialist

Afea is respected for the quality of our home care services. We understand our clients have varied needs, and often it is challenging for them to navigate between multiple service providers to seek services prescribed on their NDIS plan. We now are able to assist our clients with Support Coordination, Plan Management as well as Supported Independent Living Accommodation.

Thank you again for being here and for your commitment. I can't wait to see us growing together in the future! - Gaurav



Self-Care Program

While you are taking care of our clients, your health is important as well!

We've provided the following self-care program to help you enhance your health and wellbeing, manage your stress, and maintain professionalism.

Continue reading to find the Tibetan Rites exercise system, tips on practicing mindfulness and a self-care plan.

Simply spend 15 to 20 minutes a day on yourself and you will see positive effects in all facets of your life!

♥ Tibetan Rites

- To restore health & youthful vitality to your body
- This simple Yoga routine has immense potential value for you when you clear 10 minutes to practise daily



Tibetan 1 - Spinning



Tibetan 2 - Leg Raises



Tibetan 3 - Camel



Tibetan 4 - Tabletop



**Tibetan 5 - Upward Dog to
Downward Dog**

Why Mindfulness?

- Mindfulness is the process of focusing all of your attention on the present to achieve clarity, perspective and a sense of calm.
- Like everything, it takes practice to improve, but by following these simple steps regularly, you will focus better, think more clearly, be more relaxed, reduce stress and improve sleep.

1. Stop and Sit

- Stop what you are doing and get yourself into a comfortable position, whether it be on a chair, a couch or the floor. You do not need any special equipment or to lie down, but you do need a comfortable space and a little time. Start with five minutes and build up to as much time as you can.

2. Still Yourself

- Focus your attention on the present. The aim of mindfulness is not to empty your mind, but to pay attention to the present moment, without judgement. It can help to focus on a sound such as your breath, or other background noises. Listen to them, notice their patterns, simply be aware of them.

3. Other Thoughts are OK

- It is completely normal to become distracted and have other thoughts. If you notice any judgments arise, let them pass. Try not to react to these distractions at all, just notice them pass by while you return your focus to the present again.

4. Practice Makes Perfect

- You will become better at mindfulness the more you practise it. You will become less distracted whilst doing it, and you notice the overall impact on how you perceive, react and handle situations generally.



Developing a Self-Care Plan

Identify three activities that you currently do and/or plan to engage with to take care of yourself physically, emotionally, socially and mentally.

Physical Self Care

The things you can do to take care of your body and physical health. Examples include nutrition, regular health care visits and exercise.

- 1.
- 2.
- 3.

Emotional Self Care

The things you can do to take care of your feelings. Examples include personal and professional support systems, professional therapy, journaling and talking about feelings in healthy ways to trusted friends/family.

- 1.
- 2.
- 3.

Social Self Care

The things you can do to build long-lasting relationships with others, your community, and the environment. Examples include spending time with friends and family, joining social groups and taking part in activities that encourage positive social connections.

- 1.
- 2.
- 3.

Mental Self Care

The things you can do to take care of your mind and understand yourself better. Examples include reading for leisure, writing, meditation and engaging in continued education.

- 1.
- 2.
- 3.



Afea Care Services

Sydney Office

Level 6, 11 Help Street,
Chatswood NSW 2067

Melbourne Office

Ground Floor, 737 Burwood Road,
Hawthorn VIC 3122

1300 65 11 33 | afea.com.au



