



Strategic Plan 2024 – 2027

Karuna's 2024–2027 Strategic Plan builds upon our strong operational foundation to embrace a values-led vision that is shaped by innovation, inclusion, and long-term impact. Grounded in humility, guided by kindness and respect, and carried forward with courage, this plan sharpens our purpose and strengthens our commitment to compassionate leadership.

It supports all people, including those who are dying, grieving or caring, on a path toward peace within. When communities are supported to approach death with clarity and confidence, they become better equipped to care, to connect and to heal; individually and collectively.

VISION

A world where people with life limiting illness live well and die peacefully.

PURPOSE

Supporting people affected by life limiting illness to receive person-centred care in their place of choice.

VALUE PROPOSITION

Person-centric service model that delivers choice, independence and quality of life when faced with a life limiting illness, guided by Buddhist principles.

VALUES

How we think: Humility. How we act: Kindness. How we relate: Respect. How we find meaning: Courage.

FIVE PILLARS



1. GROWTH AND SUSTAINABILITY

We are shaping a future where compassionate care reaches further. We will grow in reach, capability and maturity while deepening our impact through innovation, collaboration and considered investment. We will evolve with humility and care, ensuring our growth remains sustainable for our people, our environment and the communities we serve.



2. INNOVATION AND TECHNOLOGY

We will harness technology and innovation to extend our care. Using data, curiosity, and a deep understanding of community needs, we will evolve our systems and shape decisions that reflect both clarity and compassion.



3. PEOPLE AND CULTURE

We will live our values through a culture of belonging and inclusion. Every person will be respected, empowered to lead with courage and supported in an environment where kindness, diversity and human connection are actively nurtured.



4. CORPORATE SYSTEMS, QUALITY AND GOVERNANCE

We will uphold excellence and safety through strong systems, ethical governance and a commitment to quality. We honour the trust placed in us through transparency, accountability and the courage to act with integrity, ensuring every decision is grounded in compassion.



5. BRAND BUILDING AND COMMUNITY ENGAGEMENT

We will strengthen our identity as a trusted and authentic leader. Through humility in our message, sincerity in our relationships and kindness in our actions, we will amplify our voice and deepen community connections that bring our vision to life.

