



Home Care Expansion



Home care expansion requires clear strategic intent, sound commercial judgement, and a deep understanding of the unique dynamics of home care models.

Our work helps organisations assess opportunities, manage risk, and make informed decisions about where and how to expand, ensuring growth is commercially viable and operationally sustainable.

Better growth decisions are achieved with our:

Experience at driving strategy in a rapidly evolving external landscape.

Clear analysis of market demand, funding, and commercial viability.

Practical advice grounded in operational capability and risk.

Evidence-based recommendations to support informed decision-making.

Take pride in your success



Jason Howie
Partner

We support aged care providers with:



Business Cases

We assess the financial viability of entering the market or new channels.



Market Entry

We project manage your entry into the Support at Home market for sustainable new revenue and cashflow opportunities.



New Channel Entry

We create new revenue and cashflow opportunities in channels that offer high likelihood of success.



Channel Optimisation

We review and refine your existing channel strategies to improve performance and identify additional revenue opportunities.

Why partner with Pride Aged Living?

- We have 20+ years of hands-on commercial experience in running organisations in the industry.
- We have supported providers to expand and grow successfully in home care.
- We test funding, demand, pricing and workforce assumptions before you commit capital.
- Our recommendations are commercially grounded and aligned to your organisation's capability.

Get in touch

To find out more about how we can assist, please contact us at clientservice@prideagedliving.com.au or [02 9068 0777](tel:0290680777).

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PrideAgedLiving.com.au

