Strategic Management Inputs in the Unit

[Author Name(s), First M. Last, Omit Titles and Degrees]

[Institutional Affiliation(s)]

Author Note

[Include any grant/funding information and a complete correspondence address.]

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**Executive Summary**

This report is an individual report that is aimed to report the aged care sector of Australia from different perspectives. The industry is reported by covering the analysis of the industry or sector from every possible aspect that mainly includes external and internal analysis of the company while covering the competitive environment and its analysis. The report also has Aged Care Company at hand to analyze from a different perspective by performing an internal analysis. The format of the report is it includes a brief introduction, analysis, and conclusion at the end.

**Introduction**

This report is about the analysis of the healthcare sector that specifically analyzes the aged care sector of Australia. In this paper, the Australia Aged Health Care Industry or Sector is analyzed which covers the analysis of the external environment of the industry and figuring out the competitive environment footprints. The report also analyzes the Regis Aged Care. The analysis of Regis Aged Care includes that analysis of its resources, capabilities, and core competencies that differentiate the company from others in the sector/industry.

**Industry External Analysis**

The Australia Aged Health Care Industry or Sector is one of the top contributors to the economy of the country. The industry is also ranked as one of the top healthcare sectors of the world. The industry is one of the largest industries that operate in more than a single region or state of the country. The number of old aged people (aged for 65 years or more) are getting higher in Australia. The ratio of the growth of aged people in Australia is one in every six people since 2016. Due to this figure, the sector of aged care is very broad and wide in Australia that has more than 2000 aged health care service providers operating in different regions or states of the country (Deloitte, 2019). It means that the aged care industry is enough large when it comes to the number of players (aged care providers) in the industry or sector. The healthcare services that are offered to the aged care by the sector are; 1) residential care, 2) home care, and 3) community care.

The population of aged people in Australia is also projected to be growing with a strong pace that is projected to cross 8.9 million in 2055. Hence, the demand for aged care increases accordingly and it would lead to the expansion of this industry/sector.

In short, the aged care industry is a top entity that ensures individuals’ (aged) health while ensuring a huge contribution to the economy. As well as the trends and policies of the industry are very fine and strategic, while it cannot be hidden that the sector also has some challenges such as providing/ensuring care service to such a large community is not an easy task (Ken, 2017).

**Industry Competitive Environment/Competitor Analysis**

As mentioned and analyzed above, the industry is one of the top contributors to the Australian economy. Many factors lead to shape the competitive environment of the aged care industry or sector. But one and the most credible point or factor here is the contribution of the industry to the country’s (Australia) economy.

This factor shapes the competitive environment of the industry because the industry does not only offers health care services. But it has employed more than 350,000 people in the current time which cannot be done when looking at some other industries or sectors (Kalkine, 2020). Further, the amount of $s that the sector contributes to the economy each year accounts for higher than 13 billion.

Beyond above, many other facts and stats are there which clarifies that the industry has a competitive as well. One is Australia’s aged care industry is a social necessity while it works as an economic powerhouse even it delivers aged care services by a large number of providers that includes not-for-profit organizations (Deloitte, 2019). Furthermore, the average growth rate of the industry is also very positive and stable and it also becomes a competitive advantage almost for the entire industry. The growth rate of the industry is 4.3% from 2014 to 2019 while it is expected to grow progressively. The market size is $22 billion while the key players of the industry are;

|  |  |  |
| --- | --- | --- |
| Firm/Organization  | Revenue | Employees |
| Regis Aged Care | $594,397,000 | 7,811 |
| Benetas | 300 Million | 1,500 |
| ECH Inc. | 144.2 Million | 555 |
| The Whiddon Group | 5 Million | 1,758. |
| Blue Care. |  | 10,656 |
| Accurate Home Care LLC. |  | 4,462. |
| Anglican Care. | 2.8 Million  | 672 |
| Resthaven Incorporated. |  | 2,400 |

**Regis Aged Care Internal Environment (Resources, Capabilities and Core Competencies)**

Regis Aged Care is an Australia based aged care provider that provide healthcare services to the community of aged people of Australia. The company has operational places across different regions and states of Australia such as New South Wales, Victoria, Queensland, South Australia, and Western Australia. The services offered by the company are cover ageing in place, home, palliative, specialist dementia and respite care along with wide access to the retirement villages.

The company can be found a high well-performing entity of the aged care sector in terms of its operations and performance. The company can be found so well-performing because they have some credible and unique strengths. While, the company also have more than 25 years of experiences in this particular field and have a strong and positive reputation in the industry or sector (Regis Aged Care, 2020).

By resources and capabilities and core competencies, Regis Aged Care can be found highly competitive than other aged or health care companies in the industry. The company has different programs that are designed only to support residents of the company with newer activities and opportunities to help them get socially engaged.

The core competencies of the company are the core values of the company state that the Optimism, High-Level Passion, and Integrity defines the company’s actions and operations which cannot be met by any other company. Additionally, other areas include; top quartile operating performance augmented by stable cash flows and a conservative capital structure, portfolio optimization and expansion capability, broad suite of services, diversified portfolio, and vertically integrated business model adopted by the company that ensures future growth (Regis Aged Care, 2020).

**Conclusion**

After an in-depth analysis of the Australia Aged Health Care Industry or Sector, it has some to conclude and state that the Australia Aged Health Care Industry or Sector is highly well-performing industry or sector when compared to other sectors of the country. It is so because the contribution of the sector to the country and nation are very credible. It means that the economic contribution of the sector is impressive and the services it offers to the aged people are of top-notch. Furthermore, it has been also concluded that the industry also has some challenges as well such as ensuring the care of entire aged community but still the internal environment is enough competitive and well operating. By analyzing Regis Aged Care, it has been found that the company is a well-performing player of the industry because of its unique and top resources, programs, capabilities, competencies such as a broad suite of services and diversified portfolio etc.

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