Each year, the REX Regional Woman of the Year Award shines a light on hardworking women devoted to supporting regional and rural communities across Australia. Catherine Daley is one such remarkable woman, CEO of not-for-profit community care enterprise integratedliving, and finalist for this year’s prestigious Woman of the Year Award.

“integratedliving has always been proactive and innovative and filled with people seeking to reach their potential,” Catherine Daley

Under Catherine’s leadership the small regional organisation has grown from its humble rural beginnings into a remarkable success story. Today, integratedliving is a multi-state business with 45 office locations from Cape York in Far North Queensland to South East Cape in Tasmania, with an expected turnover of more than $55 million this financial year.

“integratedliving has always been proactive and innovative and filled with people seeking to reach their potential, and who are proud of the services they provide to clients,” Catherine tells Liquid Learning.

“We provide learning opportunities for the rural and regional workforce and wider community through our own Registered Training Organisation and through Riverina Community College.”

In fact, following several amalgamations in NSW and Tasmania, integratedliving currently employs over 800 staff with 315 volunteers and provides support to more than 6000 consumers. As well as facilitating health and wellbeing services to support older Australians, the organisation enables people living with a disability and their carers to contribute to their communities.

Catherine is also a firm advocate of embracing technology to pave the way forward. By employing the latest, cutting-edge systems, Catherine has been able to create greater efficiencies in rural areas, and provide a deeper medical knowledge of her customers.

“We expect a great deal from ourselves and our staff,” Catherine Daley
“We are especially proud of the growth in our eHealth services, offering the ability for people with chronic diseases to monitor their own vital health signs, and being monitored remotely they feel that someone is watching out for them every day,” she says.

Since becoming CEO four years ago, Catherine has helped grow the business more than 200 per cent, winning significant government contracts that will see critical health and training dollars flow through to rural Australians.

But it is not the money or the technology that counts the most. Ultimately, Catherine’s focus is on the staff and the people they support, and how the organisation contributes to and enriches their communities.

“We expect a great deal from ourselves and our staff, however for our staff, knowing those leading our organisation are also part of the fabric of local rural communities, means their efforts and commitment to the organisation and clients are truly understood and appreciated. It is easy to live our values,” she says.

“"We are especially proud of the growth in our eHealth services," Catherine Daley

And that support and respect goes both ways. Alicia Eugene has worked with integratedliving for the past three and a half years, and didn’t hesitate to put forward Catherine’s name for the prestigious prize.

According to Alicia’s award recommendation, “Catherine Daley is the true embodiment of integratedliving’s vision of supporting individuals and enriching communities in regional and rural Australia.”

Catherine lives in a small village in the Upper Hunter of NSW.

If you want to vote for Catherine, please follow this link: Vote now for REX Airline’s Regional Woman of the Year

Catherine Daley will present a case study at The Regulatory and Compliance Readiness for Consumer Directed Aged Care Conference from the 25th to the 27th of February, at the Melbourne Marriott Hotel. Bookings are still open, click here for the brochure.

Liquid Learning is also delighted to present the Women in Aged Care Leadership Summit 2015, an inspirational networking and professional development opportunity for existing and emerging female leaders across the
Aged Care Sector.

Along with the **Women in Health Leadership Summit 2015**, an inspirational networking and professional development opportunity for existing and emerging female leaders across the Health Sector.

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The Regulatory and Compliance Readiness for Consumer Directed Aged Care Conference

VIEW THE AGENDA HERE »