Leora.

Healthcare for every body and every mind

CULTURE BOOK 2025

clients first

masterful simplicity

private care

home & community care

disability accommodation

unleash potential

mental health

attendant care

do the right thing

Preface

Hello!

Thank you for being curious about the culture that drives Leora Healthcare.

This book is dedicated to all Leorans – past, present and future – who bring our values to life and champion our mission to empower people.

They say, *'people make the place'* and Leora is passionate, high-performing and unique.

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Our Journey

2008
The start of the Afea journey. Anju joined as Afea's first staff member.

2010
We invested the first $80,000 of our earnings to launch ABMS.

2011
We achieved ISO9001 Quality Management System certification.

2013
The team kept growing and we moved into a new office in North Sydney.

2014
We were a Telstra Business Awards Small Business Finalist.

2016 Oct
We transitioned from a care agency to a direct care services provider 3 months after the NDIS rolled out nationally.

2017 Jan
3 months after the transition, we onboarded our first 50 NDIS clients.

2017 Nov 11
We moved into our Chatswood office.

2018 May
Afea Online Client Portal and Support workers Mobile App launched.

2019 Oct
We decided to extend our services line and received approval for NDIS Supported Independent Living.

2021
We opened two new hubs in Liverpool and Parramatta, bringing our services closer than ever to our clients in western Sydney.

2021
We were recognised as one of Australia and New Zealand's Best Places to Work by Australian Financial Review (AFR), ranking #3 on the Health list.

2021 Nov
Afea ranked #94 on the AFR Fast 100 Companies List. The list ranks organisations across Australia that have shown the most growth over the past three financial years.

2022 We opened new SIL and SDA homes in Penrith, Jordan Springs, and Blacktown

October 2022
We were named Outstanding Employer of Choice at the Western Sydney Awards for Business Excellence.

2022
Esha launches Leora AI, a mental health platform and modern EAP service, with Afea as its first client.

2023 Apr
For the third year in a row, Afea was #3 for Health on the Best Places to Work list.

2023
Afea celebrates 15 years of service!

2023 May
Afea launches services in Melbourne

2024
For the fourth year in a row, Afea appears on AFR's Best Places to Work list.

2024
Afea Care Services and Leora AI unite to become Leora Healthcare.

2024
Esha named Most Outstanding CEO/ Director at the Australian Disability Service Awards

2025
Leora Healthcare appears on the AFR list of Best Places to Work for the fifth consecutive year.

AFEA HOME NURSES

afea
Caring for people you love

Leora.

Leora, Yesterday and Today

Founder & Co-Chief Executive Officer

My formative years were incredibly tough – arriving in Australia as a young migrant at 7 years of age. I experienced bullying and isolation from my peers and this created a host of mental health challenges throughout my teenage years. I dropped out of school and spiralled aimlessly for years until my father encouraged me to start working in an aged care home. It's here that I began to reimagine how care is delivered.

I 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 Leora. This sparked my idea of a loving, compassionate care service that would redefine the experiences of the most vulnerable in the communities. Over time, I healed myself through my work and found a passion for helping others.

So, at 24, I founded Afea Care Services, which has now evolved to Leora Healthcare, a trusted provider of disability, aged care and mental health services.

Now nearly 2 decades, we continue to empower people to be independent and live at home for as long as possible, with the support they need when it's required.

Caring for others and overcoming mental health challenges helped me understand the significance of self-care and emotional resilience.

The journey begins from within.

You can only give from a place of truth if you have prioritised yourself and connected deeply with your purpose first.

This focus is demonstrated by Leora's innovative employee benefits and unique workplace culture, which you'll soon discover in these pages.

We are proud of the work that we do and the positive impact we have on the lives of those we serve. I would like to express my heartfelt gratitude and appreciation for all Leorans, whose tireless work is celebrated in this Culture Book. You are the backbone of our organization, and it is because of your dedication and commitment that we are able to make a positive impact in the lives of those we serve.

We look forward to continuing to provide exceptional care and support to our clients for many years to come.

OUR MISSION IS

to empower people

network effect

Our superpower is how we build vibrant communities of clients, staff and alliances, who are proud to be with Leora. As we grow, our impact amplifies.

our values

clients first

masterful simplicity

unleash potential

do the right thing

Success is When our People Grow

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, Leora 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.

Anna
Quality & Risk Manager

- **Quality & Risk Manager**
  Jan 2022 - present
- **Services Manager**
  Oct 2018 - Jan 2022 | 3 years 3 months
- **Executive Assistant to CEO and CFO**
  Jul 2017 – Sep 2018 | 1 year 3 months
- **Quality and Compliance Manager**
  Mar 2015 – Sep 2018 | 3 years
- **Team Leader / Operations**
  Jan 2013 – Mar 2015 | 2 years
- **Care Coordinator**
  Jan 2012 – Jan 2013 | 1 year
- **Receptionist and Admin Officer**
  Oct 2011 – Jan 2012 | 4 months

Sam
Chief Financial Officer

- **Chief Financial Officer**
  Present
- **Finance Manager**
  May 2017 - Feb 2023 | 5 years 10 months
- **Finance Officer**
  Nov 2013 - Apr 2017 | 3 years 5 months
- **Account Officer**
  Sep 2012 - Oct 2013 | 1 year 1 month

From my very first day at Leora, I've been well supported in both my professional and personal endeavors. I completed my CPA while working and I didn't have enough space at home to study. Leora gave me the trust and freedom to use the office to study over the weekends. Now, twelve years into this journey and proudly serving as CFO, I'm commited to extending the same generosity to all our staff to help them grow.

Rajee
Accommodation Manager

- **Accommodation Manager (Victoria)**
  Sep 2024 – present
- **Team Leader**
  Jul 2022 – Mar 2024 | 2 years
- **Care Coordinator**
  Nov 2020 – July 2022 | 2 years
- **Support Worker**
  Mar 2020 – Nov 2020 | 8 months

It's a unique experience to be a part of something so big that Esha envisioned in an early stage of her life. It's inspiring. And it makes me proud to be a part of this strong family and also a part of a legacy we are creating.

Rewards and Recognition

We're here to celebrate you, to support your growth and recognise the milestones you achieve along the way.

Each month and every year, we honor excellence through special award categories, designed to highlight dedication and impact. **Will you be the next Leoran of the year?**

Onsite sessions are supplemented by an online Learning Management System packed with professional development modules to build Leorans' skills and knowledge!

Learning and Development

Learning never ends at Leora. We nurture your growth by prioritising continuous improvement and supporting diverse career pathways.

Upskill to support others and have fun doing it!

Staff are offered many formal learning opportunities and are encouraged to set their own growth goals and share their learnings with their team along the way.

We provide our support workers free training on various topics, including manual handling, bowel care, catheter care, PEG feeding and medication management. It's also a chance for support workers to ask questions, watch clinical demonstrations from our RN and bond with each other.

Ignite Your Inner Flame

Personal Interest Program for Leorans

At Leora Healthcare, we support our people holistically, with initiatives in place to support your professional, physical, mental and even financial wellbeing. To further empower you to pursue your personal interests and passions outside of work, we've introduced a unique and exciting program called Flame Fund.

Flame Fund is a perfect complement to our existing professional development program, and is part of our ongoing commitment to support you wherever we possibly can.

What is the Flame Fund?

Under this innovative program, full-time office staff are given access to an individual grant. This Flame Fund grant ($100) is exclusively for you to explore and invest in activities that truly ignite your personal passions, all outside of your professional life.

Whether it's picking up a new hobby, learning a new skill or simply indulging in activities you're passionate about, we've got you covered.

You could choose to enroll in a cooking class, a sewing course, a cheese-making workshop, or even a badminton bootcamp! The choice is entirely yours. Virtually any conceivable hobby or activity can be funded through this unique program.

Scan to learn more

Fireside Chats

Join Leora's regular Fireside Chats designed to bring people together in a space of collaboration and curiosity. Each gathering is an opportunity to connect with like-minded professionals and expand your network in meaningful ways.

Hear directly from respected thought leaders and industry experts who share valuable insights, emerging trends and real-world experiences. These conversations are designed to spark fresh ideas and offer practical takeaways you can apply in your own journey.

Your voice matters. These sessions aren't just about listening, they're about engaging. Contribute your perspective, ask questions and exchange ideas in an open, inspiring environment that fosters growth and innovation.

DR KULJIT SINGH

TAYLOR BIRD

TRAIDY BUGEJA-NAIDOO

Achieving the Perfect Life Balance

Words by Leora Support Worker
Maggie

Before I worked as a support worker, I didn't realise I could be this good in this line of work.

I used to work in retail, but I lost my job when the pandemic hit Sydney and businesses had to close. During that time, I realised that life was a struggle for the elderly and people living with disability in my local community. I became a support worker to help them.

My son, Ethan, is my everything. I chose to work as a support worker because being a support worker gives you a flexible chance to balance out everything. I know I will never miss any important moments in his life.

During weekdays, my son goes to school, and he knows he can call me anytime if there's a problem. I make sure I have free time during the weekend to spend time with my son.

I've had a lot of amazing moments as an Leora Support worker, but one stands out. I once had a client who is a ten-year-old boy with autism, and it was hard for us to get along in the beginning. As a mum, I knew I needed to do something to gain his trust.

I realised he is quite fond of Lego. I picked some of Ethan's Lego from home and started playing with the client.

He gradually opened his heart and started talking to me. How wonderful is that?

Something I learned from my work which I want to share with my son is just to open your heart and to be open-minded, to try to treat everybody kindly and with patience.

Purpose through Meaningful Work

Words by Leora Support worker
Richard

I had a life changing experience 20 years ago when I was diagnosed with brain cancer and had to leave my job as a software engineer. I would not be working for Leora if I did not receive support from the community around me.

As a support worker, I want to give something back to the community. Leora's values aligned strongly with mine.

My work at Leora is all about having that personal connection and making a difference.

Words by Leora Support worker
Bonnie

Leora has been great to me. Being a support worker is meaningful work that also offers flexibility around my study schedule.

I study nursing at university and Leora allows me to pick up work when I am able to, and also allows me to press pause on my work hours to focus on my studies. I really appreciate that.

My proudest moment as a support worker would be seeing people improve their communication skills and their independence, especially in children. Seeing them reach their full potential is very rewarding. Having the privilege to be openly welcomed into people's homes and become a part of their life is very humbling.

OUR VISION IS

to be the most trusted care provider

Leora stands out because of its wonderful culture and the people within it. Heard a lot about it before I started, and it's 100 percent true. If you have an organisation that lives and breathes a positive culture and the people within it are passionate, it makes you want to achieve more for them.
Peter

Everyone here is so nice and so supportive, it's such a great environment to work in.
Bianca

What do you love about working with Leora?

A sense of care and connection permeates throughout the entire organisation, from the office staff to the support workers, and ultimately to our clients who are the ones who benefit most from it.
Tayla

OUR VALUES ARE

clients first

We are nothing without our clients. Care and connection underpin our quest for client centricity.

✨ *Does this serve our clients' best interests?*

masterful simplicity

We excel through perfecting the fundamentals, delivering superior healthcare with purposeful clarity.

✨ *Can this be simplified?*

unleash potential

We fearlessly dream big and venture beyond our comfort zone. In pursuing growth, we shatter limitations.

✨ *Where am I standing in my own way?*

do the right thing

Be a good human, it's that simple.

✨ *Would I want this for myself or loved one?*

Celebrating Diversity

How do we view and approach diversity and inclusion in our workplace?

Diversity and inclusion is much like a puzzle. Pieces of a puzzle are diverse. They come in various shapes, sizes, colours and they each connect together in distinctive ways.

It takes time, effort and focus to put the pieces of the puzzle together but once the puzzle is complete, it forms a whole picture—an inclusive unit where every piece of the puzzle feels like it belongs!

We are proud to see the pieces of the puzzle coming together at Leora every day.

This is never more exemplified than through our everyday interactions and multicultural celebrations which include Harmony Day, Diwali, Eid al-Fitr, Lunar New Year and NAIDOC, to name a few.

We make a concerted effort to recognise and celebrate the diversity of our workforce in an environment that is courteous, harmonious and unified.

Even though we come from different backgrounds, cultures and religions and share in different opinions or ideologies, we are very respectful of the views of our colleagues and are determined to support these differing perspectives.

DIWALI

LUNAR NEW YEAR

MARDI GRAS

HARMONY DAY

From the Heart

#SOCIAL**RESPONSIBILITY**

Leora is committed to giving back to the community in ways beyond our jobs. We want to support the causes our team is personally passionate about.

We support different charitable causes nominated by Leora employees.

As part of our From the Heart initiative, we have a **Blood Donation Leave** every year on World Blood Donor Day, enabling staff to donate blood and plasma at their nearest donor centre.

For STEPtember, Team Leora walk together to raise funds **donated to the Cerebral Palsy Alliance** to support vital cerebral palsy research and assist thousands of people in accessing therapy and support. Work that is certainly close to our heart!

We launched our **Christmas food drive for the Salvation Army**. Donations of tinned foods, cleaning and hygiene items and special gifts from staff will be packaged into hampers and dropped at our local Salvos to provide a feast to individuals and families, just in need in time for the festive season.

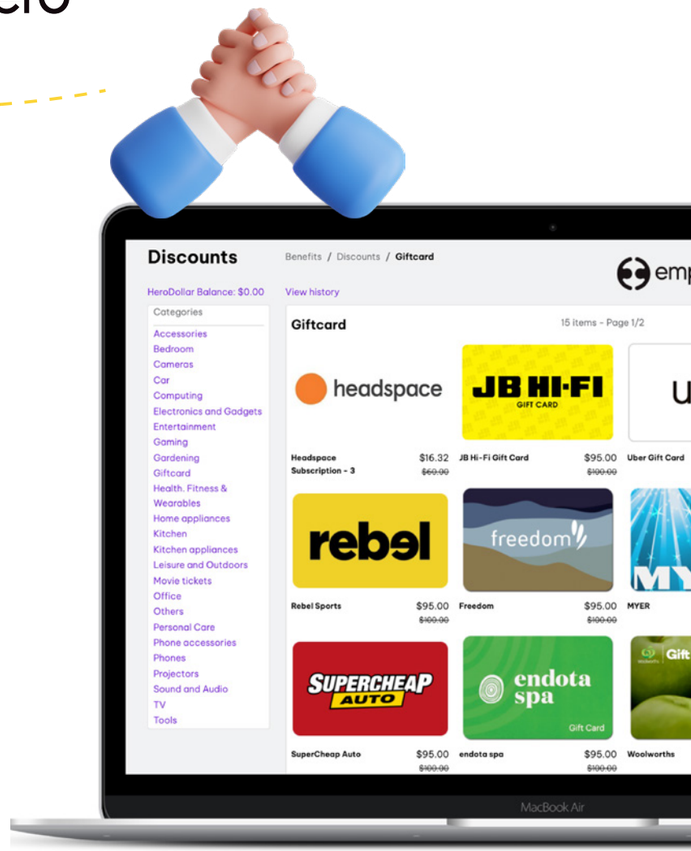
On **Foodbank Volunteer Day**, we are joined by our clients, support workers and valued partners in the sector to pack thousands of meals to ensure no family goes hungry.

we support

EACH OTHER

#RUOK

employment hero



All our support workers and office staff have access to a powerful employment platform called Employment Hero.

With Employment Hero, health and wellness resources are at your fingertips!

Enjoy perks such as Earned Wage Access, where you can access your money as soon as you've earned it. No more waiting for payday. Perfect for one-off bills, emergency expenses and when you're trying to avoid digging into your savings.

You also have immediate access to exclusive discounts at major retailers such as Woolworths, Uber Eats, Event Cinemas, JB Hi-Fi and more!

Leora.

We're taking our employee assistance program (EAP) to the next level with Leora. Leora's easy-to-use platform provides access to qualified therapists and personalised support, all from the comfort of your smartphone.

We believe mental health deserves your consistent attention. That's why we built our platform with ease and convenience at its core, offering personalised wellbeing and psychological support just a click away.

Whether you need a moment to check in or continuous guidance, Leora makes it simple to prioritise self-care whenever you start feeling overwhelmed.

With Leora's help, you can:

- Browse our network of qualified psychologists, therapists and counsellors and conveniently book an appointment at the click of a button.
- Access evidence-based self-care programs that can provide instant relief from anxiety loops. Plus enjoy meditation guides, yoga exercises, mindfulness music and more!

All Leora staff and their immediate families can enjoy the benefits of Leora!

Get moving with Fitness Passport!

Fitness Passport entitles you to visit a multitude of health facilities, whenever you like and without being limited to just one.

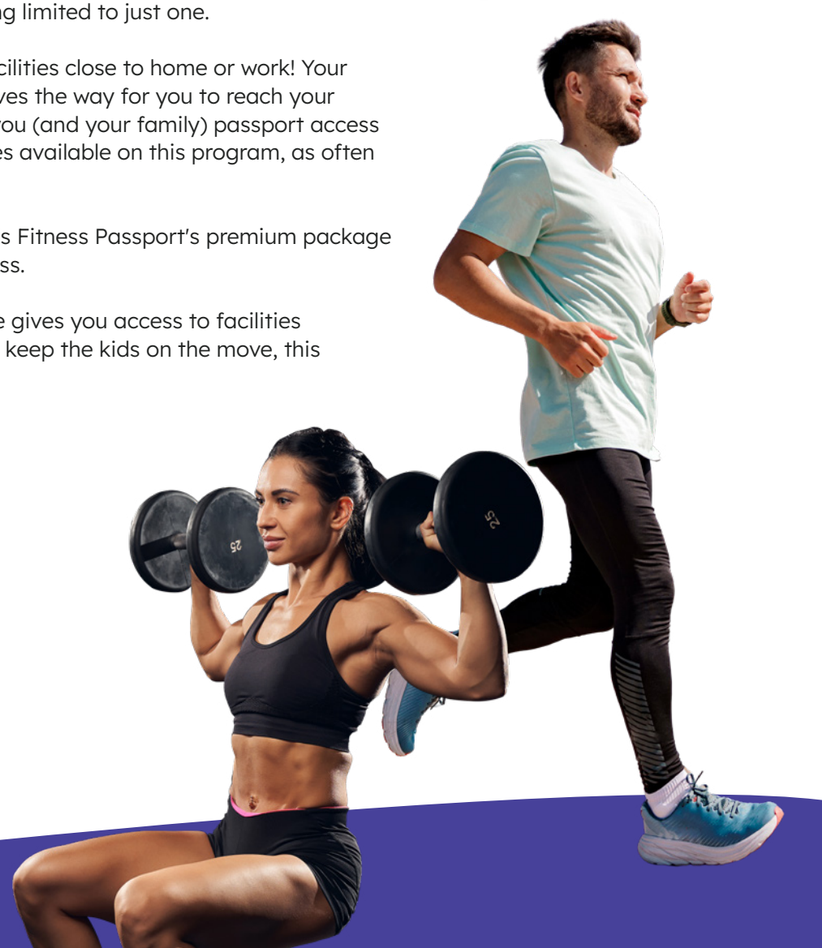
Choose one, two or more health facilities close to home or work! Your exclusive Fitness Passport card paves the way for you to reach your health and fitness goals; allowing you (and your family) passport access to ALL the gyms, pools and facilities available on this program, as often as you like.

Gold Package: The Gold package is Fitness Passport's premium package and offers you Australia-wide access.

Silver Package: The Silver package gives you access to facilities statewide, so if you like to travel or keep the kids on the move, this package is the one for you.

Watch this video to learn more!

Scan to watch



Self-Care Exercises

In healthcare, you dedicate so much of yourself to others, but *your* wellbeing matters too! At Leora, we believe that self-care isn't selfish; it's essential for sustaining the compassion and strength you bring to your work every day. Growing personally, not just professionally.

Prioritising yourself isn't just good for you, it allows you to continue giving your best to those who rely on your care. Here are some exercises to help you stay resilient, present and fulfilled.

The Four S's Resilience Plan

Think about a time recently when you overcome a challenge or set back in your life. Perhaps you injured yourself, or received some negative feedback at work, or had an argument with a friend or family member. Work through this challenge through the Four S's.

Supportive people

What 'supportive people' in your life kept you standing when it would have been easier to fall down? For instance, did you call an old friend, or ask your manager for advice, or perhaps a parent or grandparent gave you a pep talk.

Strategies

What 'strategies' did you use to help yourself cope with any negative thoughts and feelings that showed up in response to the difficulty? For example, did you meditate, or write in a gratitude journal, or go for a walk, or listen to a particular song or type of music, or have a massage to release tension?

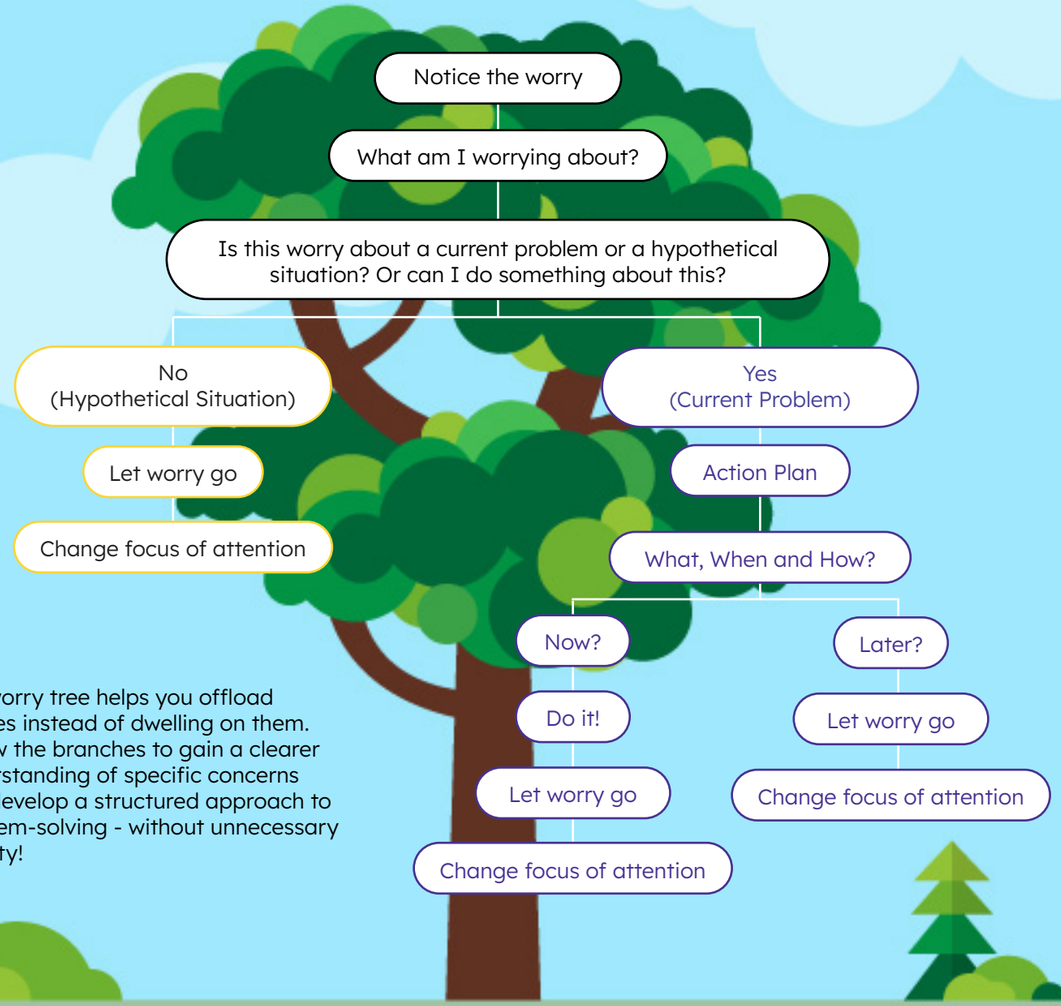
Sagacity

What 'sagacity' helped you bounce back from this difficulty? Sagacity is the wisdom and insight that you hold onto. It can come from song lyrics, novels, poetry, spiritual writings, quotes from the famous, the sayings of one's grandparent, or learning from one's own experience.

Solution-seeking behaviours

What solution-seeking behaviours did you display to help you actively deal with the problem? For example, did you problem-solve, or seek out new information, or plan ahead, or negotiate, or speak up and voice your opinion, or ask others for help?

The Worry Tree



The worry tree helps you offload worries instead of dwelling on them. Follow the branches to gain a clearer understanding of specific concerns and develop a structured approach to problem-solving - without unnecessary anxiety!

Leora, Today, and Tomorrow

Gaurav Oberoi
Co-Chief Executive Officer

I would like to thank you all for what you do best: caring. Caring for our clients, their families and each other.

It is the collective effort of this team – our loving support workers, support office staff and valued industry partners – that the people in our community are able to trust us with the wellbeing of their loved ones.

Together, we have been caring for people for the past 16 years. What began as Esha's journey of personal growth and discovery has transformed into a growing family of more than 80 office staff and hundreds of support workers and therapists, providing compassionate care to thousands of families each week, united in the goal of making our local communities a better and more inclusive place to live.

A decade and a half since we started, we now provide a more streamlined and holistic experience for our support workers and clients. We continue to form and evolve new functions. We are expanding our portfolio of Supported Independent Living properties and enhancing our partnerships in the Specialist Disability Accommodation space, to build our clients' capacity to live independently and with dignity.

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

Leora.

Leora Healthcare

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