### Cover Letter

Alanna Perry

0413 267 578

perry\_alanna@yahoo.com

Dear Hiring Manager,

I am writing to express my interest in the Operational Management and Business Development role at your organisation. With a diverse and extensive background in community services, aged care, and team leadership, I am eager to contribute to your mission of delivering high-quality services while driving business growth and fostering a positive workplace culture. My experience has equipped me with the skills to lead teams effectively, innovate service delivery, and enhance client outcomes, making me confident in my ability to positively impact your organisation.

In my current role at Footprints Community as a Care Finder, I have honed my leadership abilities by overseeing service delivery teams and engaging with vulnerable populations, such as seniors experiencing homelessness, mental health challenges, and substance misuse. I am responsible for managing complex caseloads and working closely with individuals to help them access critical services. One notable example of my commitment to innovation occurred when I identified a significant barrier for rough sleepers seeking housing access. The lack of direct access to QHIP, the housing information system, caused delays in their placement on crisis accommodation waitlists. Recognising the impact this was having on client outcomes; I took the initiative to collaborate with a men's crisis accommodation team leader to streamline the referral process. As a result, Footprints Community was able to reduce wait times and expedite housing placements, improving the immediate wellbeing of these vulnerable individuals and demonstrating my ability to lead change that directly enhances service delivery.

In addition to managing operational processes, I am passionate about fostering a supportive and inclusive team culture. I take pride in mentoring colleagues, conducting regular performance evaluations, and providing ongoing professional development opportunities. I believe in leading by example and empowering team members to achieve their potential. For instance, when working with individuals facing mental health and trauma-related challenges, I co-designed recovery plans with clients that considered their unique needs and strengths. Through this collaborative approach, I helped clients build essential self-management skills, such as problem-solving and communication, which facilitated their journey toward independence and stronger engagement with support networks. This focus on empowerment and effective communication is central to my leadership style, ensuring both staff and clients receive the support needed for growth and success.

My background also includes extensive experience working in multidisciplinary teams involving key stakeholders from diverse sectors, including aged care, healthcare, homelessness, and NDIS services. I understand the importance of collaboration in delivering integrated services and have developed a keen ability to build referral networks and forge partnerships that drive both operational performance and business development. For example, in my role at Footprints Community, I led targeted information sessions that raised awareness about barriers to accessing aged care and homelessness services. By educating both vulnerable populations and service providers about available resources, I enhanced the accessibility of essential services for senior Australians, further positioning the organisation as a trusted partner in the sector. I have also been involved in securing funding opportunities by building relationships with stakeholders across various sectors, which has contributed to the growth and sustainability of the services provided.

I am particularly drawn to the opportunity to manage and optimise operational processes within your organisation while fostering a culture of continuous improvement. My experience in team leadership, process innovation, stakeholder engagement, and compliance aligns well with the responsibilities outlined in the job description. I am confident that my skills in managing service delivery teams, ensuring regulatory compliance, and driving business development initiatives will contribute to your organisation’s success and growth. I am eager to take on the challenge of developing a dynamic business strategy, strengthening partnerships, and leading teams to deliver exceptional client outcomes.

Thank you for considering my application. I look forward to the opportunity to discuss how my background, leadership skills, and commitment to service excellence can contribute to the continued success and expansion of your organisation.