

PeopleKind
Group



Our 10 year Strategic Plan

A bold decade. A clear direction. For people.



A first for PeopleKind

Ten years.
One ambition.

This is the boldest plan in our history – our first ever 10 year strategic plan. It sets a clear, confident course for the decade ahead; growing a portfolio of diverse, sector leading organisations that together build inclusive, thriving communities across Western Australia and beyond.

Our 2036 Vision

By 2036, PeopleKind Group will be the go-to organisation in Western Australia for people who want to make a real difference.

For government, community partners and individuals alike, PeopleKind will be the organisation people turn to when they want to create meaningful change.

We would like to acknowledge the Traditional Custodians of the lands on which we operate.

PeopleKind Group recognises the ongoing connections that First Peoples possess with Country, and the significant contributions they make to our organisations and to the people we support.

As a group of organisations, we'll continue to provide a diversity of services that reflect the rich diversity of cultures that exist in the areas that we operate.

We pay our respects to Elders past, present and emerging and extend these respects to all First Nations peoples within our sphere of influence.

Artist credit
Warlang (Healthy) – by Joanne Ugle



We will be trusted, diverse, sustainable and forward thinking – powered by smart technology and, above all, known for putting people first.

The decade ahead

Our 10 year strategy gives us a clear path from where we are today to where we want to be by 2036.

Across these milestones - from our current foundations, through the five year mark, to our 2036 ambition - our key indicators show how we will build scale, strengthen sustainability and grow our impact, reflecting our commitment to becoming Western Australia's go-to organisation for people.

2026

Today

6

Organisations

1,200+

Employees

7,000+

Clients served

64%

Income from a single source

~ \$124M

Annual revenue

2031

5 Years

9

Organisations

1,700

Employees

12,000

Clients served

<55%

Income from a single source

\$180M

Annual revenue

>2.5%

Operating margin

2036

10 Years

12

Organisations

2,250

Employees

20,000

Clients served

<40%

Income from a single source

\$300M

Annual revenue

100,000

People positively impacted across WA

Revenue figure is indicative only*

Over the next five years

In the next five years we will build scale, capability and diversification that bring our 10 year vision to life.

The first five years of our plan will lay the foundation. From 2026 to 2031, three strategic priorities will strengthen, connect and grow the Group turning bold ambition into measurable impact.

STRONGER TOGETHER

Strengthening Group capability & efficiency

Building scalable Group capability and operational efficiencies to enable sustainable growth, effective governance and high performing organisations.

- Investing in technology and data so every decision is well informed
- Establishing the Group leadership academy where the best minds choose to lead
- Enhancing efficient shared services and systems, so more resources are available where they matter most

GREATER IMPACT

Empowering impact & performance

Harnessing the strengths of the Group to improve impact, sustainability and growth through collaboration, innovation and targeted diversification.

- Developing a sector first Community Impact Index to measure and grow meaningful outcomes
- Co-designing innovative cross subsidiary service models built around the people we serve
- Investing in ways to apply our skills in new markets, maximising the measurable, life changing outcomes our organisations deliver

GROWING FOR THE FUTURE

Driving diversification & sustainability

Growing and diversifying the Group through the selective development, scaling and welcoming of sustainable, impactful organisations and ventures.

- Welcoming values aligned organisations into the Group
- Developing social enterprise as a sustainable driver of impact
- Diversifying our income through innovative opportunities for long term sustainability

Stronger together

Our strategy will come to life through the everyday decisions we make. How we lead, support one another, use data, partner and improve outcomes for the people and communities we serve.

Our strategic initiatives are underpinned by community impact, workforce capability and culture, financial strength, market position and partnerships, and innovation leadership.

Together, these indicators give us a shared measure of progress as we turn ambition into action and create lasting impact for the people we support, the communities we strengthen and the future we are building together.



CAHOOTS

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Positive Behaviour Support

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OUTCARE



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