

Strategic Plan 2024 - 2028



Our Belief

What is central to our work

We believe that every person's journey should be extraordinary.



Our Aspiration

What we are striving to achieve

We aspire to be a thriving and trusted brand improving lives through therapy excellence.



Our Guiding Principles

What underpins our actions and decisions

- Stronger together
- Be courageous
- Make today count
- Make it personal
- Keep it simple
- Be exceptional

Our Strategic Pillars

The key focus areas that will help us deliver our strategic objectives



Customer Experience

Provide exceptional experiences that create meaningful outcomes



People, Talent and Culture

Nurture a truly great workplace where everyone can flourish



Business Excellence

Steward a high-performing, responsive and financially secure business



Community Impact

Expand relationships and amplify our impact



Thriving Future

Foster a thriving, sustainable and generous organisation

What success will look like

Our people and systems deliver top-notch therapy in specialised streams

- ✓ Tailored experiences that respond to customer needs
- ✓ Extended reach of services across WA
- ✓ Investment back into the community with meaningful initiatives
- ✓ Expanded revenue streams and systems
- ✓ Strong advocate for the positive impact of therapy for people with disability
- ✓ Consistent use of environmentally responsible practices
- ✓ Collaborative and enduring external partnerships