



Carers WA



Strategic Plan

2026 - 2028



Strategic Initiatives by Horizons

Horizon 1

Protect and evolve the core

Horizon 2

Build engagement, research and momentum

Horizon 3

Drive impact and recognition

Carers WA has been long established as the recognised peak body providing a voice for the 320,000 carers living in Western Australia. Following the highly successful achievements of the previous 2022 – 2025 strategy, the organisation has consolidated its position as a provider of quality carer services.

The Carers WA 2026 – 2028 Strategic Plan was developed through a consultative process with carers, key stakeholders, Executive and Board. A systems thinking and social impact approach was used, grounded in the needs of carers, the community and the broader environmental context. The strategic plan builds on Carers WA's proud history as a peak body, its statewide presence and strong track record in advocacy and innovative services. The plan focuses on protecting and evolving its core, building reach, engagement and momentum, and driving impact and recognition. The plan is intended to be regularly reviewed and adjusted to fit emerging opportunities and carer need.

Vision

Every carer is recognised, valued and supported.

Mission

Carers WA drives carer recognition and wellbeing through advocacy, partnerships and innovative practice.

Values

Compassionate: We see the whole person and take the time to respond with understanding and respect to what matters most to them.

Inclusive: We welcome the diversity of all carers. They remain fundamental to all we do, think and say. We show up with courage to support diverse carer needs.

Innovative: We strive for best practice and better carer outcomes, continually improving what and how we do things.

Strategic Objectives

1. Increased Carer Recognition and Wellbeing

| Strategic Initiatives | Key Actions |
|---|---|
| 1.1 Develop an active engaged carer community | <ul style="list-style-type: none"> Establish a statewide carer engagement network. Capture and amplify carers voice. |
| 1.2 Advocate for systemic, carer driven recognition and support | <ul style="list-style-type: none"> Establish a carer-led policy and insights group. Develop carer insights and evidence. Leverage stakeholder and cross-sector advocacy. |
| 1.3 Lead systemic change for carer-led priorities | <ul style="list-style-type: none"> Drive system-level reform. |

2. Quality Evidence and Data-Driven Programs and Services

| Strategic Initiatives | Key Actions |
|--|---|
| 2.1 Embed an outcomes-based quality framework | <ul style="list-style-type: none">• Define and implement a carer outcomes framework.• Establish quality review cycle.• Embed carer voice into quality and outcomes. |
| 2.2 Enhance program delivery and efficacy through digital transformation | <ul style="list-style-type: none">• Modernise and integrate core service platforms.• Strengthen digital foundations, security, connectivity and devices. |
| 2.3 Develop and implement data-driven, carer-led programs and services | <ul style="list-style-type: none">• Build evidence-informed programs and research partnerships. |
| 2.4 Increase the capacity and capability to support innovative services | <ul style="list-style-type: none">• Establish organisation-wide innovation practice. |

3. Sustainable and Resilient Organisation

| Strategic Initiatives | Key Actions |
|---|--|
| 3.1 Retain and evolve core funding | <ul style="list-style-type: none">• Strong performance and readiness.• Strengthen strategic and key alliances. |
| 3.2 Diversify and grow funding | <ul style="list-style-type: none">• Develop and implement a Funding Diversification Strategy.• Activate growth in key revenue streams. |
| 3.3 Implement data governance process and capabilities | <ul style="list-style-type: none">• Establish clear data governance standards.• Strengthen information systems and data practice. |
| 3.4 Implement the systems and processes to support system change, impact and innovation | <ul style="list-style-type: none">• Build organisation-wide system change model. |
| 3.5 Recruit and retain skilled and engaged staff | <ul style="list-style-type: none">• Build a future-ready workforce strategy.• Strengthen leadership, people capability and employee experience. |



Contact Us

CARERS ASSOCIATION OF
WESTERN AUSTRALIA INC.
ABN 38 219 836 631

Head Office

182 Lord Street, Perth WA 6000

Corporate Office

Level 1, 59 Parry Street, Perth WA 6000

Telephone 1300 227 377

Carer Gateway 1800 422 737

Email info@carerswa.asn.au

Website www.carerswa.asn.au



Carers WA

Follow us on:



Acknowledgement of Country

Carers WA acknowledges the Wadjuk Noongar Nation's lands, water, customs, and culture of which the Carers WA Head Office is located. Carers WA recognises our services reach beyond the Perth (Boorloo) region, and so we also acknowledge the cultural diversity of First Nations Peoples across our state and throughout Australia.

Diversity and Inclusion

Carers WA is committed to understanding, embracing and celebrating the rich and multi-dimensional experiences that shape our lives and aims to ensure that everyone who engages with the organisation feels welcome and included. Carers WA welcomes all people irrespective of ethnicity, lifestyle choice, faith, sexual orientation and gender identity.

