



PARKERVILLE CHILDREN AND YOUTH CARE

Strategic Plan 2026 - 2029



Acknowledgement of Country

**Ngala kaaditj Whadjuk Noongar
moort keyen kaadak nidja boodja**

Parkerville Children and Youth Care
respectfully acknowledge Aboriginal and
Torres Strait Islander peoples as Traditional
Custodians of this land, and we pay our
respect to Elders past and present, for they hold
the memories, traditions, and cultural knowledge
of Aboriginal and Torres Strait Islander Australia.

We are proud to work with and alongside
Aboriginal and Torres Strait Islander families
and communities; may we continue to raise
our children to be safe and strong.



Artwork by
Buffie Punch



Our Strategic Plan

This plan is our roadmap for 2026–2029.
It's built around what matters most: delivering
healing and community-focused services,
backing our people whose expertise transforms
lives, amplifying our voice through evidence-
based advocacy, and innovating for the future.

Every priority, every initiative, every decision
connects back to the children, young people, and
families we serve—creating opportunities, hope,
and lasting change across Western Australia.



Message from the Chair and CEO

Our 2023 - 2026 Strategic Plan laid important groundwork for our organisation—strengthening the healing and community-focused services we’re known for, backing our people whose expertise transforms lives, and ensuring our voice drives meaningful action. Now we’re building on that foundation, together.

This 2026 - 2029 Strategic Plan sets our direction for the next three years. It’s organised around four priorities: our services, which remain healing and community-focused; our people, whose expertise transforms outcomes; our voice, using evidence to drive change; and our future, guided by innovation and forward-thinking approaches. The plan highlights what we’ll expand or evolve whilst providing a foundation for how we allocate resources and measure progress.

Every Parkerville CYC program, service, and team member contributes to these priorities. By combining evidence-based practice with the dedication and skill of our people, we’ll continue to innovate and strengthen our capacity to meet the evolving needs of children, young people, and families across Western Australia. That’s what drives us - creating opportunities, hope, and lasting impact for the communities we serve.

Colin Pettit, Board Chair



Kim Brooklyn, CEO



Healing children,
young people
and families through
expertise, advocacy
and innovation

About Us

We believe that together we can build a community where all children and young people feel safe to dream, to thrive, and to reach their fullest potential

Our Values

As a strong, values-based organisation, we are dedicated to an ongoing journey of self-awareness, learning and improvement in everything we do because the children and young people with whom we work deserve nothing less.

Our Purpose

Our purpose as an organisation is to support children, young people, and their families to build skills and capacity, address the impacts of trauma and adverse childhood experiences, and develop capabilities that will enable them to be the best versions of themselves.

Our Vision

We see a future where Western Australia is the safest place in the world and all children, young people, and their families feel safe to dream, to thrive, and to reach their fullest potential.



Bold and courageous
We stand up for what is right and amplify the voices of the children, young people, families, and communities we support.



Curious and humble
We search out information and data that will help us remain at the forefront of all that we do.



Caring and respectful
We acknowledge and embrace the diversity and individuality of everyone we meet and those we serve.



Hopeful
We believe in the power of positivity and are optimistic about change, having faith that together we can overcome any challenge we may face.



Truthful and accountable
We are committed to being open, honest, and taking responsibility for our actions.

Our key strategic pillars/aims 2026 – 2029

Our 2026–2029 Strategic Plan is guided by four key priorities, each supported by three strategic goals that focus our efforts and define what success looks like. These pillars provide a clear roadmap for delivering healing and community-focused services, empowering our people, using evidence to drive action, and fostering innovation.



Our services: Healing and community focused

We create place-based pathways for children and young people to heal from trauma, reconnect with their potential, and build the relationships and skills they need to thrive. We work with families and communities because that's where healing happens and where futures are shaped.



Our people: Expertise that transforms

We build a caring workforce with the expertise, cultural competence, and cross-system capability to take on complexity and create lasting change. Our people are empowered and equipped to work at the cutting edge of trauma-informed, family-centered practice.



Our voice: Evidence into action

We act to ensure the voices of children, young people and families guide the design of services and conversations about them. We undertake consultation, research and rigorous evaluation to advocate and influence how systems and communities support children, young people, and families across WA.



Our future: Innovative and resilient

We continue to build our organisational strength and sustainability - financial, governance, partnerships, resources, innovation, and data driven decision making so that we are highly efficient in the present and primed for future readiness.

Our Services

Strategic Priority

Healing and community focused

Creating place-based pathways for children, young people and families to heal from trauma in their communities.

Strategic Goals

1. Clients experience healing and have improved life outcomes
2. The communities we serve engage and partner with us
3. We use evidence and lived experience to inform our services

Initiatives

1. Clients experience healing and have improved life outcomes

- 1.1 Implement the Parkerville Child Safe Framework including measurement and reporting processes
- 1.2 Support the opening and development of the Parkerville Grove School and its education model
- 1.3 Expand Multi-agency Investigation and Support Team
- 1.4 Expand and redesign Rubys (name under review) and Young Womens programs to address service gaps
- 1.5 Embed cultural and practice supervision across all services to support the delivery of culturally safe services

2. The communities we serve engage and partner with us

- 2.1 Design a Parkerville Partnership Framework that can be tailored to service and community partnerships
- 2.2 Implement place-based service delivery and management

3. We use evidence and lived experience to inform our services

- 3.1 Successfully embed the minimum data sets to inform service design and improvement decisions
- 3.2 Develop service blueprint and practice guides
- 3.3 Complete an independent evaluation of Our Way Home (OWH) service to inform service improvements
- 3.4 Host a family and domestic violence and child sexual assault round table focusing on global responses and best practice
- 3.5 Develop internal capability and skills to self-assess quality of our services



Our People

Strategic Priority

Expertise that transforms

Building an empowered and equipped workforce with the therapeutic expertise and cultural competence to do this complex work.

Strategic Goals

1. We have a culturally safe and engaged workforce that feels valued
2. 'Skilled and responsive workforce known for their experience and Parkerville values
3. We are an anti-racist organisation

Initiatives

1. We have a culturally safe and engaged workforce that feels valued

- 1.1 Design and implement a Parkerville Staff Wellbeing Framework
- 1.2 Implement a Parkerville Remuneration Framework

2. Skilled and responsive workforce known for their experience and Parkerville values

- 2.1 Develop a comprehensive workforce plan
- 2.2 Design and implement human resource (HR) infrastructure and systems
- 2.3 Review organisational structure to ensure it is supportive of a 'one team' and placed-based approach
- 2.4 Once established, and using existing expertise, deliver workforce training by the Centre of Excellence Registered Training Organisation (RTO)

3. We are an anti-racist organisation

- 3.1 Develop and implement a Parkerville Diversity, Equity and Inclusion Framework
- 3.2 Review Reconciliation Action Plan and develop a Stretch Reconciliation Action Plan (RAP)
- 3.3 Deliver cultural awareness and cultural safety training to all staff
- 3.4 Develop partnerships to enhance organisational learning and diversity, equity and inclusion practice
- 3.5 Define anti-racism indicators, outcomes, and develop an accountability measurement framework
- 3.6 Demonstrate anti-racists practices and impact



Strategic Priority

Our Voice

Evidence into action

Using research, evidence and the voices of children, young people and families to influence systems and services.

Strategic Goals

1. Build a strong evidence base from ongoing research to educate, challenge models and affect social policy
2. 'Their voice' - obtain view of children, young people and families and advocate on their behalf
3. 'Our voice' - use our research to advocate on the themes in the Research and Advocacy Framework

Initiatives

1. Build a strong evidence base from ongoing research to educate, challenge models and affect social policy

- 1.1 Implement the Parkerville Research and Advocacy Framework
- 1.2 Build partnership with universities and other research and evaluation partners
- 1.3 Expand data capture processes to inform ongoing research and advocacy, and assist to inform decision making
- 1.4 Contribute evidence and insights from licensing and Registered Training Organisation (RTO) activities to Centre of Excellence knowledge base and publications

2. 'Their voice' - obtain view of children, young people and families and advocate on their behalf

- 2.1 Obtain and integrate children, young people and families' voices
- 2.2 Publication of best practice models using Parkerville's evidence

3. 'Our voice' - use our research to advocate on the themes in the Research and Advocacy Framework

- 3.1 Research and publish social policy positions to influence sector practice
- 3.2 Develop media engagement strategy

Strategic Priority

Our Future

Innovative and resilient

Building the financial sustainability and partnerships that let us keep showing up for communities.

Strategic Goals

1. Develop innovative approaches that amplifies and integrates our specialist skills for greater impact
2. Parkerville is financially sustainable with diversified income sources
3. Governance and process that support effective decision making

Initiatives

1. Develop innovative approaches that amplifies and integrates our specialist skills for greater impact

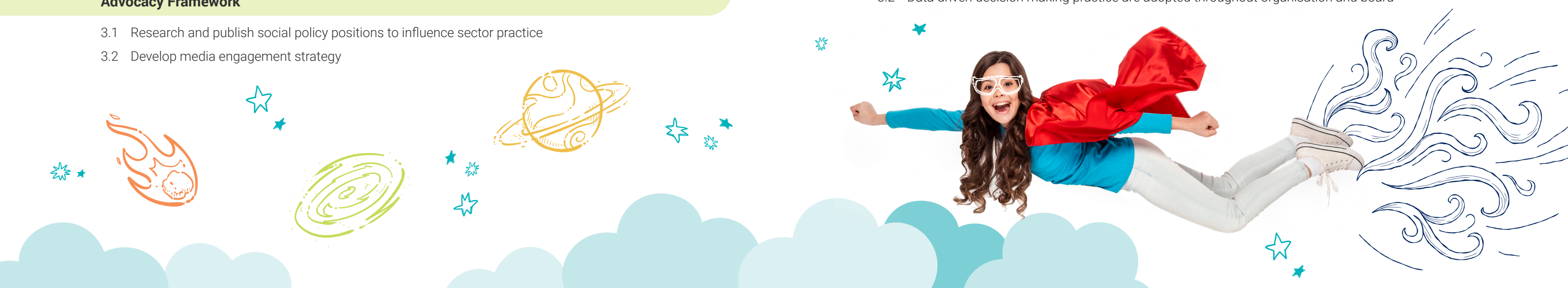
- 1.1 Establish the Parkerville Centre of Excellence
- 1.2 Secure property for new head office and Centre of Excellence colocation, and identify options for the Rockingham Centre expansion.

2. Parkerville is financially sustainable with diversified income sources

- 2.1 Develop and implement a Parkerville Finance and Investment Strategy
- 2.2 Diversify and grow income streams
- 2.3 Develop and implement a Parkerville Fundraising Strategy
- 2.4 Improve operational efficiency and financial returns

3. Governance and process that support effective decision making

- 3.1 Review new governance model and build in improvements
- 3.2 Data driven decision making practice are adopted throughout organisation and board





Parkerville Children and Youth Care (Inc)

Phone: 08 9235 7000 | Email: adminteam@parkerville.org.au

3A, 53 - 56 Burswood Road, Burswood WA 6100

www.parkerville.org.au

ABN: 86 437 092 401

