



Uplyft.



strong young futures



An Evolution, not a Departure

Everything we do is shaped by one belief: children and young people deserve to be safe, supported and able to thrive.

That belief has guided our work and, for more than 80 years, our focus has remained clear; responding to need, building trust, and supporting stronger outcomes for children and young people across Western Australia.

This legacy continues to shape who we are.

Our Work Today

Today, our work continues to support children and young people across different life stages and circumstances.

It includes early learning, parenting support, child development, mental health programs, therapeutic interventions, grandparent carer support, out of home care, case management, advocacy and more.

Our work is practical, responsive and grounded in care. Over time, our reach has grown, and so has our impact.





A New Chapter

As our organisation has grown, so too has the way we express who we are.

Uplyft is a natural evolution, a way of expressing our purpose with clarity, confidence and consistency.

It reflects the scale of our work today and our focus on what comes next.



Introducing Uplyft

Uplyft reflects our purpose in action.

It speaks to:

- Lifting children up
- Strengthening families and communities
- Creating pathways for children and young people to thrive

Uplyft positions us not just as a service provider, but as a partner, advocate and leader for change.



Looking Forward

The name reflects what sits at the heart of our work: providing hope, safety and opportunities for a better future.

It speaks to progress, momentum and possibility, without losing the care and responsibility that has always defined us.

Uplyft brings clarity to our purpose and confidence to our voice. It provides a single, unifying identity for our work, while allowing our services to remain distinct and responsive to the needs they support.

This is not a redefinition of who we serve, it is a clearer expression of how we do it.

What Hasn't Changed

Some things are non-negotiable.

- Our commitment to children and families
- Our values and care-driven approach
- Our people, expertise and relationships
- Our belief in better outcomes for WA communities

Uplyft is built on Wanslea's heritage, not separate from it.



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www.uplyft.org.au

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