



Announcement

30 June 2026

Outcare Appoints Jennelle Horsford as Chief Strategy and Growth Officer

Outcare is pleased to announce the appointment of Jennelle Horsford as its new Chief Strategy and Growth Officer, effective 30 June, 2025. This key leadership appointment reflects Outcare's ongoing commitment to strengthening its executive team and deepening its impact across Western Australian communities.

A purpose-driven executive leader, Jennelle brings more than 15 years of experience leading strategic growth, service reform, and operational delivery across justice and community sectors in both Australia and New Zealand. This includes recent senior executive experience across the Department of Corrections and the Ministry of Social Development in New Zealand. Her proven track record in system transformation - centred on inclusive leadership, culturally responsive practice, and meaningful community partnership, aligns with Outcare's commitment to delivering impact across the justice, child protection and family and domestic violence areas.

Jennelle's appointment comes at a pivotal time in Outcare's growth journey, as the organisation continues to expand and reposition itself to be more contemporary, effective and visible.

"I'm delighted to be joining Outcare at such a pivotal moment in its journey" said Jennelle Horsford. "I'm energised by the opportunity to help lead its next chapter of growth - working alongside the Managing Director and Executive Team to deliver innovative, person-centred services that reduce recidivism and create lasting change for people, families, and communities."

Outcare Managing Director, David Cain welcomed Jennelle's appointment as a significant step in the organisation's growth and renewal.

"Our investment in leadership reflects our commitment to building a strong foundation for Outcare's future. Jennelle's global executive experience and deep sector insight will help sharpen our strategy and extend our reach - so we can continue to focus on what matters most: the people we work with each day."



About Outcare

Outcare supports people facing the impacts of trauma, intergenerational disadvantage, family and domestic violence, and mental health challenges. With a strong focus on the justice and child protection systems, we work to prevent entry, support diversion, and promote reintegration - delivering hope and stability when it matters most.

Media Contact:

Serina Gill
Marketing & Communications Lead
0413620036
Serina_gill@outcare.com.au