

MEDIA STATEMENT

23 April 2026

Outcare unveils new brand to reflect evolving strategy and enduring community impact

Outcare today unveiled its refreshed brand, marking an important milestone in the organisation's evolution and reaffirming its commitment to working alongside people, families and communities to build safer, stronger futures.

The new brand reflects Outcare's strategic direction as it responds to growing and changing community needs across Western Australia, while honouring the organisation's long-standing focus on delivering effective support, advocacy and social impact.

Outcare has a proud history spanning more than 60 years of supporting people impacted by trauma, disadvantage, and the justice and child protection systems - helping them build safer, more connected lives. In 2018, Outcare joined PeopleKind Group a for-purpose parent organisation working to create positive, lasting difference across the human services sector in Western Australia.

Outcare Managing Director David Cain said the brand represents both continuity and a clear direction for the future.

"Outcare's legacy is shaped by the communities we support, the partners we work with, and the staff who have walked alongside people and families through complex moments of change," Mr Cain said.

"This refreshed brand honours that legacy while positioning Outcare clearly for the future. It reflects who we are today and the purposeful direction we are taking as we continue to adapt, grow and respond to community need."

The refreshed identity aligns with Outcare's focus on building a contemporary organisation which thrives in complexity while building connection and long-term outcomes. It places greater emphasis on collaboration with communities, First Nations partners, funders and the broader human services sector.

Over the coming months, the refreshed brand will be progressively rolled out across Outcare's services, communications and partnerships.

Outcare remains committed to working alongside people, communities, partners and government to deliver lasting outcomes across Western Australia.

For media enquiries, email communications@outcare.com.au