

Strategic Framework 2026–2029

Uplyft's overall strategy is to grow sustainable and innovative services in our chosen markets and be strong advocates on behalf of our customers, by engaging the best people & partners, in order to make a positive impact on society.

Our Purpose

We exist in order to:
Support children & young people to grow and develop, safely.

Our Values

We Care
We Collaborate
We Are Accountable
We Have Courage
We Celebrate

Our Aspiration

To deliver on our purpose we will strive to create:
Empowered children and young people who live their best lives.

Our Strategic Objectives

Delivering Sustainable Growth

Driving a diverse, targeted & viable business that creates comprehensive, sustainable children & youth services.

Enhancing People Capability

Ensuring we develop our people to enable quality services that deliver real impact.

Advancing Early Learning

Delivering a contemporary early learning portfolio that is commercially sound and underpinned by quality.

Innovative Decision-Making

Creating an environment where quality data is captured, analysed and presented in innovative ways to enable the best decisions.

Driving Positive Impact

Make a positive impact on children & young people through our service delivery and advocacy.