



A decade of championing independence:

Mable's journey



Over the past 10 years, Mable has transformed from a visionary start-up into a leading innovative solution for care and support services.

Read about our journey, the significant impact we have made, and our vision for the future.

Delve into the milestones we've achieved, the lives we've touched, and the innovative strides we continue to make.

All of these actions are to uphold our commitment to championing independence for our community so they can take control of their care and support services.

A decade of championing independence



Since 2014, we have facilitated over

22 million

hours of support



We have enabled over

200,000

connections

between clients and independent support workers

Around

600,000

hours

of support happen via Mable's platform every single month





When we first started, we could never have imagined the journey we were embarking on or how many amazing people we'd meet who would profoundly influence what Mable has become.

We started Mable as a profit-for-purpose business with a vision of being a technology solution that was a data-led and community-empowered disruptor of the care industry.

Through Mable, we wanted people to be able to connect with each other in communities everywhere and on terms that suited them. This model would remove existing overheads, making care more affordable and allowing support workers to earn a better income and have a more balanced work life. It would deliver on the promise of authentic choice and control and attract a new workforce to help solve the lack of care options and affordability of specific communities such as rural and regional, LGBTIQ+ and those that are culturally and linguistically diverse.

By championing the power of people and communities to shape their future of care and support, we hoped the sector would evolve alongside us. We built our

solution with a strong trust and safety framework, respect for the regulatory settings in the aged care and disability sectors, and an intention to proactively engage with policymakers, regulators, and the broader sector and openly sharing what we were doing.

So, ten years of Mable is about recognising the leap of faith everyone in our community took in wanting to innovate alongside us and being willing to share their experience and frustrations with us. It's also about recognising the team at Mable, who chose to work here. Together, we have helped solve many challenges, brought our purpose to life and created real and impactful change in the care and support sector.

For this, we are humbled and grateful.

Tony and Peter

Co-Founders of Mable

An overview of Mable, from then to now

Our name recognises the freedom of choice and control that Mable enables.

It's inspired by the first-person expression of what someone is able to do via Mable. For example, with Mable, I'm able to...

'choose the services I want, from whom, when, and at what price.'

'choose the services I deliver, to whom, when, and at what price.'



Our journey

Co-Founders explore a marketplace concept for better care and support.



2013

First 50 active support workers deliver 2,000 hours of support.

2014

Better Caring launches to transform care and support.



2015

New technology is developed to enhance the client and support worker experience.

2016

Mobile app launches.



2017

Better Caring gets a new look as Mable, and is awarded Company to Watch Growth winner by the Australian Growth Company Awards.

2018

Mable Community Grants launches to help fund people and projects that encourage inclusion.

Awarded Technology Growth Company of the Year!

2019



Launched an eCommerce website during COVID-19 to supply PPE, and make it possible for people to find last minute support.

The Mable Learning Hub launches to provide upskilling opportunities for support workers.

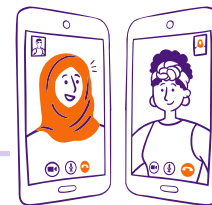


2020

Joined the Tech Council of Australia.

Featured as one of AFR's Fastest Growing Companies and Deloitte's Technology Fast 50 Companies.

AI is introduced to further strengthen the facilitation of matches between clients and workers.



2021

Last Minute Jobs feature wins a Good Design Award.

Mable's Co-Founders named in The Australian's 2022 Top Innovators list.

Mable Community Partnerships is established to support care needs in regional, rural and remote towns.

2022

First Independent Support Worker Summit is held in Melbourne, and we launch our 'My Kind of Independence' campaign.

More than 180 different filters are available on the platform for people to find the right support for them.

Joined the Australian Chamber of Commerce and Industry.



2023

Continuous release of innovative product features that help support workers run their businesses and help clients find support faster.

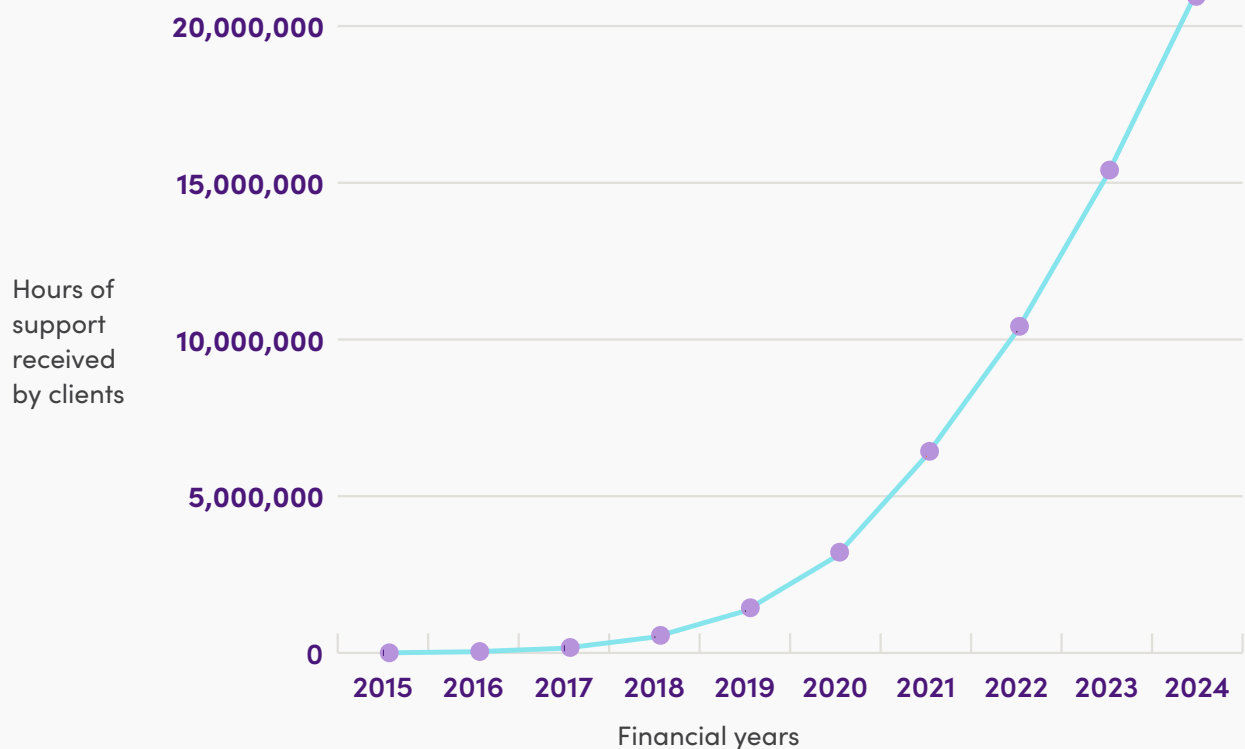
Mable Home and Living Consultants are established to help people navigate the NDIS home and living journey.

2024

We are creating jobs and attracting new support workers to the care and support sector



Millions of hours of support and counting

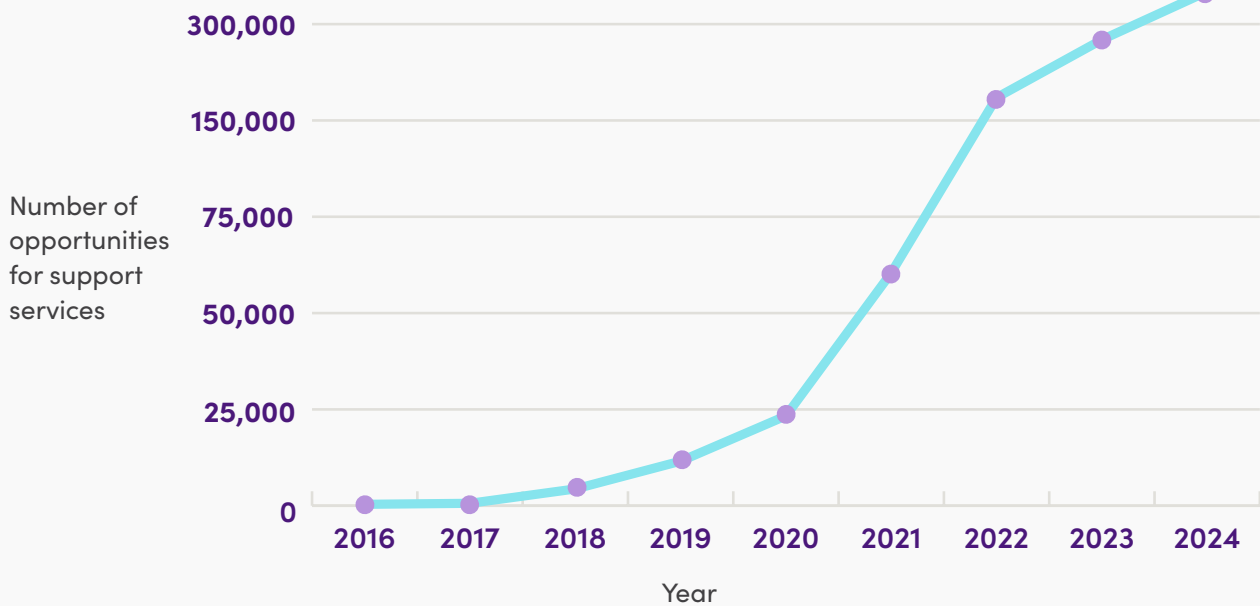


Graph: Total number of hours of support received by financial year



Thousands of opportunities for people to provide care and support

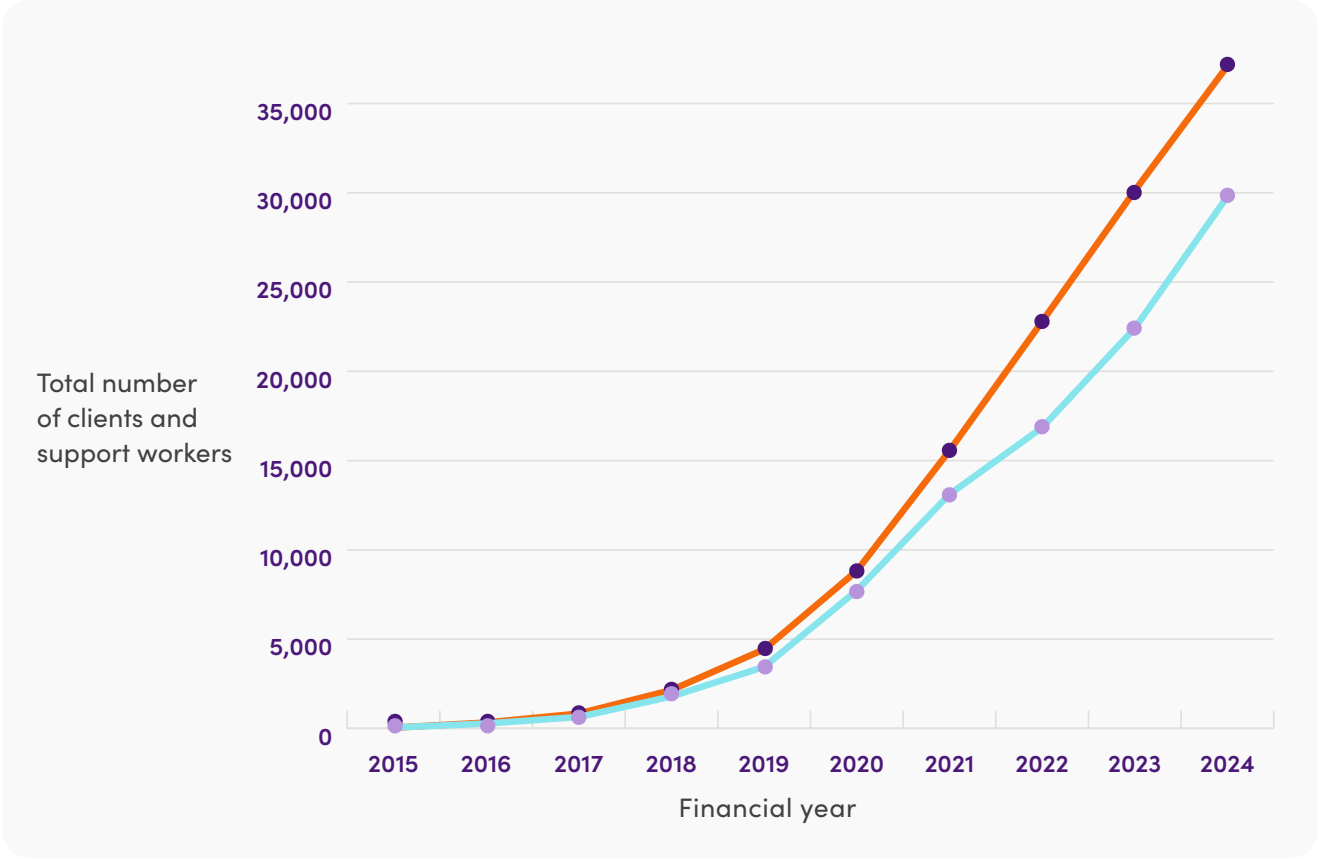
Close to 369,000 opportunities have been created on Mable since 2016.



Graph: Total number of opportunities by calendar year



Our community of clients and support workers is growing every year

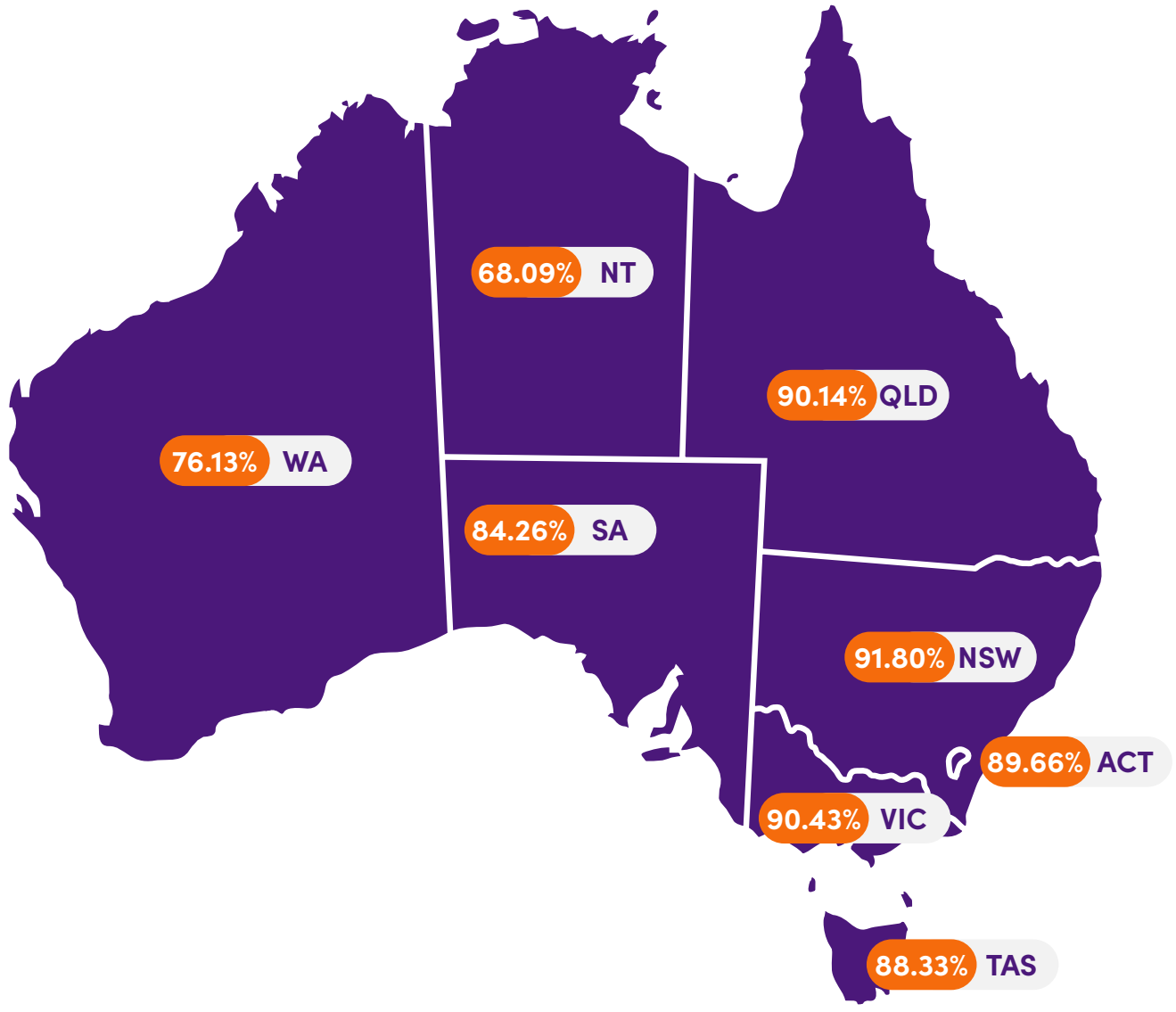


- Clients
- Support workers

Graph: Total number of clients and support workers by financial year



When it comes to finding an independent support worker, we have almost 90% of Australia covered.



Graph: Total percentage of local postcodes with active support workers available since 2014

We connect people to a diverse community of support workers

What sets Mable apart is that people with disability and older people can find independent support workers they genuinely connect with based on a wide range of personal preferences and needs. Our platform offers more than 180 search filters, including location, culture, language, gender, and qualifications.

Get to know the support workers on Mable:



45%

come from a cultural background other than Australian



40%

speak more than one language



72%
are female

28%
are male



More than 30%

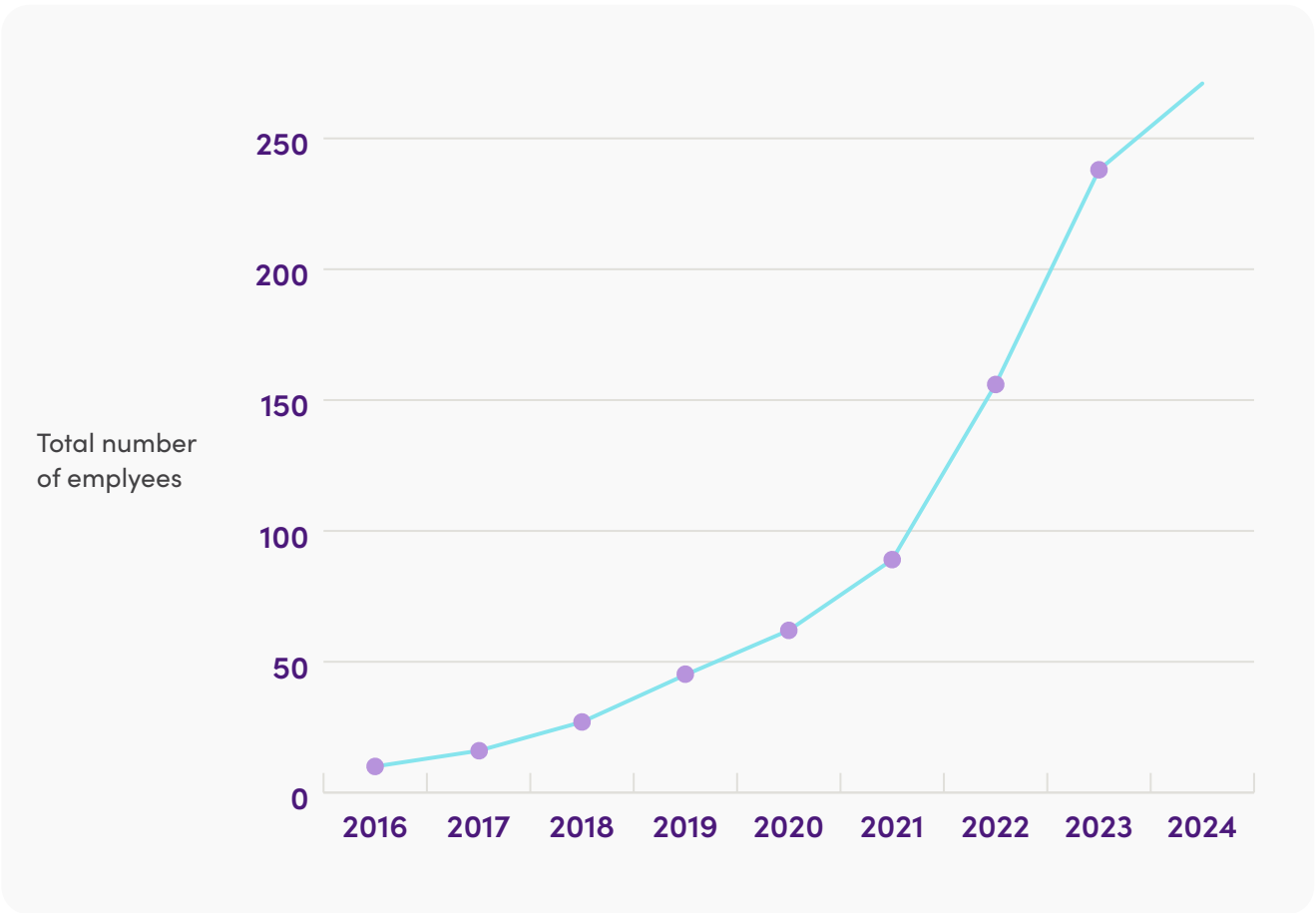
hold a Certificate III, Nursing,
or Allied Health qualification

This level of personalisation is incredibly important in empowering people with true choice and control when selecting support services and providers that cater to their unique needs.



**As Mable has grown, so too has the number of Mablens,
our team of dedicated employees**

Mable has created jobs in Australia’s tech and healthcare sectors and is contributing to Australia being known for its knowledge-based economy.



Graph: Total number of employees per calendar year

Our low-cost, high-value approach unlocks more from government funding

Tony Charara, Mable CEO and Co-Founder believes Mable customers have substantially benefited financially.

'Our analysis estimates that customers have collectively saved more than \$180 million across 22 million hours of support received over the past ten years compared to traditional providers.'

These savings reflect the value we provide, ensuring customers receive high-quality support at the lowest possible margin while being true to enabling people's independence and choice.'



Disclaimer: These savings are calculated based on the difference between the typical cost of services on Mable and market rates that we observed in FY24, which we then applied retrospectively. Actual savings may vary depending on individual service usage and market conditions.

Our profit-for-purpose mindset drives us

Mable's profit-for-purpose approach is fundamental in driving the company's decision-making about where to invest resources to ensure maximum value for its community. We have always prioritised showing up where we were most needed.

That's why we have dedicated a business partnership program and initiatives to support the communities we serve, such as our community partnerships model, our home and living consultancy, our community grants program and attending key events and expos where we can directly connect with our community.



Mable's Business Partnerships program

Mable partners with hundreds of aged care providers, offering a workforce solution that connects them to thousands of support workers. All support workers on Mable have been vetted to ensure their qualifications and skills are current. This allows providers to quickly find and match support workers who can meet their clients' needs.

Aged care providers also benefit from Mable's online platform, which supports compliance with industry regulations and simplifies the management of high-volume caseloads. As Mable embraces innovative technologies like AI for enhanced moderation, providers can achieve high-quality care and satisfaction rates while delivering proactive and personalised support based on people's unique needs.

Through our Business Partnerships program, we have:



Partnered with
more than
**230 aged care
providers**
in Australia



We are now averaging
more than
**100,000 hours
of support**
through B2B partners
every month



Connected more than
**20,000 independent
support workers**
with B2B partners to provide services

Mable's business partnership with Hazel Homecare

**"Mable provides
us with access to
a pool of qualified
support workers
we can rely on."**

Lexie Dennis, General Manager at Hazel Homecare, a regular user of Mable, expresses their reasons for choosing Mable.

'Mable helps us fill the gaps when staff are off sick or unavailable. It's crucial for us to maintain continuity of care for our clients, and Mable provides us with access to a pool of qualified support workers we can rely on. The platform provides much more choice, control, and a quick and simple solution to finding staff. It offers a more tailored option for service users and their specific needs. Plus, it's safer as you can sift through each person's profile.'

Mable's Community Partnerships program

For many people living in rural, regional, and remote Australia, accessing support is a major challenge, and they are often forced to leave the community they know and love.

Mable Community Partnerships supports under-served communities by enabling local people to support others in their communities and earn much needed income. By enabling people to receive and provide care, it helps them stay in their towns longer. This is a three-way partnership between Mable, a local coordinating hub, and a home care provider.

Through Mable's Community Partnerships program, we have:



more than

60 regional towns

active across Australia



enabled more than

200,000 hours of support

Without Mable, these services would not have been possible

Connected close to

880 clients

with more than

1,000 independent support workers

This innovative model is not only a genuine solution to the challenge of thin markets but also supports economic growth and sustainability for regional communities all over Australia. Most importantly, older people and people with disability can remain living in the safety and security of their homes and communities while having services provided by people they know and trust.

Mable is a community partner with Pingelly, WA

Pingelly is a town located approximately two hours southeast of Perth, with approximately 900 people. Since the launch of the Community Partnership Program in October 2022, the service has grown to have 45 support workers supporting 71 clients, including older people and people with disability. Of those support workers, 12 have engaged in place-based training courses, meaning they can now deliver vital services such as personal care, manual handling, and assistance with medication.



Image: Courtesy of Pingelly Staying in Place program

Helen Morton, Pingelly Staying In Place Program Manager explains how the program works in her home town.

“The program connects locals with locals to give and receive vital support services so that people can age in their homes and stay in their communities where they feel safe and secure.”

‘In my local town of Pingelly, as residents grew older and their needs changed, people had to leave the only town they had ever lived in. Couples who had been together for 50 years were being split up right when they needed each other the most just because the big providers didn’t have the services available in town. After much hard work and investigation, the Staying in Place program was created. The program connects locals with locals to give and receive vital support services so that people can age in their homes and stay in their communities where they feel safe and secure.’

Home and Living Consultancy

Through our Home and Living Consultancy, we help individuals and their circle of support navigate and access the NDIS Home and Living program with a high-quality, reasonably priced service led by industry expert Libby Ellis.

Finding the right home for many people with disability can be overwhelming. They are often offered group or shared supported accommodation, which might not meet their needs. Additionally, NDIS participants generally source housing in the same competitive market as the rest of Australia, presenting a significant systemic challenge.

At Mable, we wanted the starting point of our Home and Living Consultants to look different. We started by helping people with disability, their families, and supporters create personalised living arrangements by discovering what an ideal home must contain and what 'good' looks like. From there, we work together to help achieve those goals.

Living independently means the world to Blake

The case study below is an example of the outcomes the Home and Living Consultancy is achieving for clients.



Image: Blake at home with his support team, family and flatmates

Blake lives independently now with 24/7 support. It was a long journey to get here, but his sister Charissa was determined to ensure that Blake could live independently, just like any other 20-something-year-old with flatmates and responsibilities. Only after attending a workshop run by Libby from Mable, where Libby spoke about her experiences with her brother, Matthew, did Charissa feel it could be a reality for Blake to live in his own home.

'The lovely thing is that we have built a team around Blake. It includes his circle of support, his family, the people on the property, and his support mates. Before this, Mum and Dad lived with Blake. However, living independently has been great for Blake because he can be safe in his own space, which is created specifically for him. He's got support workers who can tailor his activities to his needs, and he can live an ordinary life just like any other man in his 20s would. Going to the workshop led by Libby and then being pointed to a resource where there were case studies is exactly what helped us and made it all possible,' said Charissa.

We are making positive contributions to the care and support sector

Mable's Community Grants program

Established in 2019, the Mable Community Grants program is a philanthropic initiative that equips changemakers to create opportunities and deliver projects that promote inclusion and independence for people with disability and older people. Past Mable grant recipients have included documentary filmmakers, app creators, fashion designers, Paralympians, community advocates, and people invested in social issues like changing the conversation around the diagnosis of disability.



From 2019-2024

19 grants

have been awarded for projects and initiatives



These grants totalled close to

\$215,000

In 2023, the Australian Charities and Not-for-profits Commission (ACNC) formally endorsed Mable Community Grants as a **public benevolent institution**

We show up when it counts

We have attended more than 500 disability exhibitions and community events

Over the past ten years, we have had a presence at more than 500 disability exhibitions and community events and partnered with many peak bodies, such as Dementia Australia, Autism Awareness Australia, and Down Syndrome Australia, to invest in improving the lives and experiences of our vibrant community.



We provide support workers with ongoing learning and development opportunities

As part of our commitment to the growth and development of independent support workers on Mable, the Mable Learning Hub is available, free of charge, with access to more than 170 short courses and training sessions.

In addition to access to the Learning Hub, Mable works with Registered Training Organisations to ensure people have a pathway to accredited training programs such as a Certificate III in Independent Support.



16,890 courses have been completed

More than

15,800

independent support workers on Mable have accessed the Mable Learning Hub

From Mable's website, almost

37,000

independent support workers have been referred to accredited training programs

But enough about the numbers; the lived experience of our customers is what really matters

Peter Scutt, Mable Co-Founder said putting our community at the centre of everything has been crucial to Mable's success.

'From the very start, we truly listened to the people who would be using our platform and actively incorporated their feedback. No one is obligated to use Mable; it's a choice people make. So, we needed to develop a solution that genuinely improved people's lives, resonated with their needs, and felt like they were getting value. Otherwise, people wouldn't use Mable. We've made it a priority to stay true to this principle, continuously striving to listen, learn, and improve. It takes time and a genuine commitment to put people at the heart of our business, but it's always been non-negotiable for us.'

"We needed to develop a solution that genuinely improved people's lives, resonated with their needs, and felt like they were getting value."



Image: Rossiana with her clients

Sandy, independent support worker since 2017



Image: Sandy with her client

Sandy is an independent support worker who has been providing her services since 2017. Before joining Mable, she had her own travel business for 25 years but wanted to shift her efforts towards helping those who needed support.

Sandy shared, 'The best thing about being an independent support worker is that it has given me the freedom to do my own thing. Mable has helped me so much, and I have now built my career,' she says, 'I feel I've built a beautiful career, and I'm so proud of myself.'

Christine, aged care client

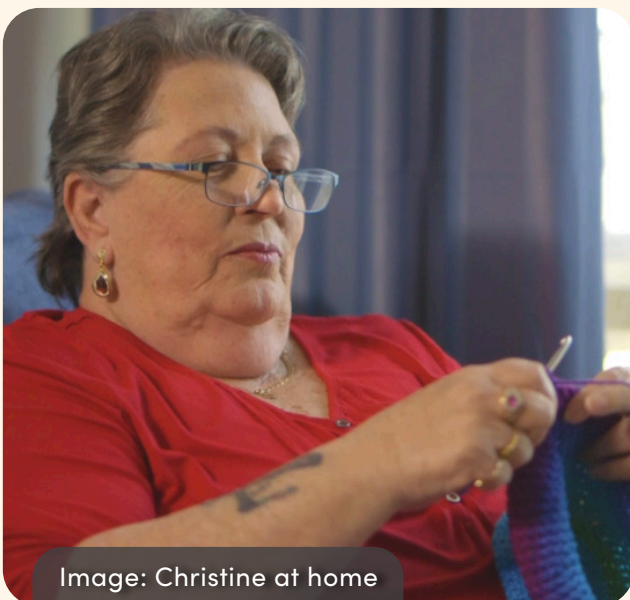


Image: Christine at home

Christine utilises Mable and HomeMade for services under her Home Care Package. Christine requires home care services because of her severe Crohn's disease and arthritis.

'The most important thing to me is having people who I can trust. Before signing up with HomeMade and Mable, I would have a different carer every week. I never got to know anybody. However, finding HomeMade and Mable has changed everything. It has been a great experience and so easy. Best of all, I get to choose my support workers,' Christine said.

Wendy, NDIS participant



Image: Wendy with her support dog

Wendy, a visually impaired client, has found empowerment through Mable, gaining the confidence to re-engage with the community and embark on new adventures.

'Independence is so important to me as I believe my vision impairment should not stop me from experiencing outings like everyone else has. Mable has helped me get back into the community,' Wendy shares.

My Designed Home Care, Independent Coordinator

Christina McMichan, Director and Founder of My Designed Home Care has worked in the industry for over 30 years. She had heard of Mable through word of mouth. Curiosity got the better of her, and she Googled it, signed up, and has been using the platform for four years. Christina has 145 aged care clients for whom she books support services. The main services are domestic assistance and personal care, but she has also used Mable for transport, gardening, and nursing services.

'Mable has done extensive background checks on the support workers and has helped me find qualified and reliable workers. As an independent coordinator, I find this a time saver. The behind-the-scenes assistance that Mable provides when I need help is also amazing,' said Christina.

We're just getting started, and the future looks bright

We operate in sectors that continue to evolve from a policy and regulatory perspective. These sectors face considerable challenges, including the growing cost of the care economy at a time of increasing budget pressures, workforce, safeguards, and ensuring sustainable, quality outcomes for people with disability and older people.

In the context of these challenges and constant change, the things that have made Mable relevant—empowering people's independence with technology and innovation to help them navigate the disability and aged care sectors—will be more important than ever. Whether it's how we apply AI and large language models to improve safety, introduce new ways for support workers to manage their tax or super, or help older people to stay at home longer and people with disability to achieve their goals and outcomes, we approach everything with an innovation mindset and a community-first approach.

Today, we are much more than an online platform. We are now a holistic offering of services. Hence, we have changed the name of our group of businesses to Attain Healthtech, reflecting our desire to help people attain better healthcare and support. From our approved home care provider, HomeMade, to our plan management service, Leap in! and our e-commerce site, Mable Direct, for everyday consumables, our approach of combining technology, community, and a person-centric model has always

remained true. This diversification of service offerings and entry into new markets has contributed to Attain Healthtech facilitating access to more than \$1.1 billion in healthcare and related services.

**As we look to the future,
we remain committed to
driving positive change
and making a lasting
impact at scale**

The next ten years hold immense promise. Our team is brimming with ideas, new tools to develop, and improvements to implement — all aimed at making our customers' experiences simpler, easier, and more fulfilling for everyone.

In many ways, we're just getting started. Our strategic vision is clear: we want an inclusive society where everyone lives a fulfilling life. We will achieve this by placing our community at the heart of everything we do, embracing new challenges, and staying true to the values that have brought us this far.

Tony and Peter

Co-Founders of Mable



Image: Adrian and his support worker

We would like to acknowledge our current and former Mablers who have helped shape our journey and played an essential role in helping us deliver results for our customers.

A big thank you to the representatives from our community who have sat on our independent advisory councils.

They have given us first-hand insights and feedback into the experiences and needs of people with disability, older people, and the support workers who choose to offer services on Mable.

And, special thanks to the long-term commitment of our current and former Mable Board members:

- Kate Carnell, Chair
- Sandeep Naik
- Varun Talukdar
- Jayne Shaw
- David Leslie
- Jamie Odell
- Roger Feletto