



SHARKTECH GLOBAL

Capability Statement, NDIS Provider Edition, 2026

Proof, not assertion:

how to Launch Your Dream NDIS wins the enquiries most providers are losing

Prepared by Sharktech Global

For NDIS provider owners and decision-makers

August 2026

Call **+61 468 017 373** for a free demo, or visit lydndis.com

EXECUTIVE SUMMARY

Most NDIS providers are invisible where it counts, and cannot prove what they claim.

Families choose their own NDIS provider. No coordinator or planner can choose for them. That makes a provider's website the single biggest lever on growth. Right now, almost nobody uses that lever well. Launch Your Dream NDIS (LYD NDIS) closes the gap. It turns registration, worker screening, insurance and reviews into facts a family can check, not marketing copy.

EXHIBIT 1 The market at a glance

263,145 Active NDIS providers nationally	94% Operate unregistered, no referral gatekeeping	71% Of a 200-provider NSW sample run enquiries by plain email	\$295+ Entry price per month for the NDIS-specific offer
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Source: NDIA Quarterly Performance Dashboard (March 2025 quarter), NDIS Quarterly Report Q3 2025-26, and Sharktech Global NSW prospect research (n=200, July 2026).

Three findings, and what we recommend

- 1. The market is large, and under-served.** 263,145 providers are active nationally. 94 percent operate unregistered, with no referral gatekeeping and no registration badge to lean on. This is exactly the segment LYD NDIS targets.
- 2. The gap is not design, it is proof.** Families look for checkable facts: registration, worker screening, insurance. Almost no provider shows these clearly. Every competing agency makes the same unverified claims about trust.
- 3. The regulatory window is closing.** From July 2026, SIL and digital-platform providers must register. Government policy points to registration expanding from around 6 percent today to 90 percent by 2030. Providers who show these facts now hold a real edge as scrutiny grows.

Recommendation

Move now on the unregistered, self-managed segment. It is still the largest, least contested part of the market. LYD NDIS is built and live today at lydndis.com. Call +61 468 017 373 for a walkthrough.

Four constraints are holding back every NDIS provider we have studied.

Strip away the clinical specialty and the same four constraints show up everywhere. Each one makes the others worse.



The family behind every enquiry: doing their own research, often from a kitchen table, before a provider ever hears from them.

- 1. Invisible to self-directed search.** Families search and compare before they ever make contact. A website built once at registration, then left untouched, quietly costs enquiries. No complaint ever lands on a desk to explain why.
- 2. Losing the referral-speed race by default.** Support Coordinators send the same referral to several providers at once. Whoever replies first usually wins. In our 200-provider NSW sample, 71 percent still run enquiries through plain email, with no CRM behind them.
- 3. Trust claimed, never proven.** Person-centred. Trusted. Caring. Every competing site uses the same three words. Families actually look for registration status, worker screening and insurance. Almost nobody puts these front and centre.
- 4. Case-management software stops at the client, not before it.** Platforms like Lumary, ShiftCare and Brevity take over once a service agreement is signed. None of them are built to win the enquiry first. That leaves the whole top of the funnel to a website nobody has touched since launch.

EXHIBIT 2 Digital readiness across a 200-provider NSW sample

Signal	Providers affected	Share of sample
No client portal	200	100%
No booking system	197	98.5%
Rely on plain email for enquiries	142	71%
Outdated website	116	58%
Fewer than 10 Google reviews, or none	96	48%
Bare contact form, no CRM pipeline	22	11%

Source: Sharktech Global internal prospect analysis, NSW batch of 200 High Priority providers, July 2026 (n=200, non-random sample; directionally indicative, not a national statistic). Population-level figures on the previous page are separate NDIA-sourced counts and should not be read as derived from this sample.

Two forces are compounding against any provider who leaves this untouched.

A regulatory shift is closing the sales window

- From 1 July 2026, SIL providers and NDIS digital platform providers must register. Until now, most of this group has operated unregistered.
- The Minister for Health and Disability wants registration to move from around 6 percent of providers today to around 90 percent. The reformed regime rolls out from July 2027 to the end of 2030.
- Participant numbers are separately projected to fall from around 760,000 to 600,000 by the end of the decade. The Foundational Supports reform is redirecting lower-needs participants, children especially, to mainstream and community services.

What this means commercially

The easiest segment of this market to reach shrinks every year for the rest of this decade. The 94 percent running unregistered today are exactly the group a search-driven website has to work hardest for. They are also the group registration reform is aimed at. Move now. Do not wait for reform to force the decision.

The competitive field is making the same claims

A specific niche of agencies already sells NDIS website design. Nearly all of them lean on the same three claims: WCAG 2.1 AA accessibility, referral-form integration with sector CRMs, and a six to ten week build. Claiming accessibility and trust is not the same as proving them. That gap is the opening for whoever moves first.

- Prove accessibility and trust with live, checkable facts on the page, not another paragraph of boilerplate.
- Target self-managed participants directly. It is a distinct, less gatekept channel most agencies ignore while chasing Support Coordinators alone.
- Sell relief from the burden, not a deliverable. A time-poor clinician-owner responds to "you will never have to think about this again," not a feature list.

Launch Your Dream NDIS: the proof, not just the pitch.

Launch Your Dream NDIS, or LYD NDIS, is live at lydndis.com. It is the NDIS-specific platform inside Sharktech Global's Launch Your Dream Series, the same model behind LYD Plumber, LYD Dental, LYD Accountant and nine other trade and profession platforms. Every LYD site runs on the same Sharktech AI operating system, tuned to the language and workflow of one profession only. This is a real, clickable site. You can walk through it before you commit to anything. No competitor in this niche offers a live example instead of a static portfolio piece.



The outcome this document is really about: a family who found the right provider and got on with living, instead of chasing one down.

A quick note on the jargon. SEO (Search Engine Optimisation) gets you found on Google. AEO (Answer Engine Optimisation) gets you surfaced when a family asks ChatGPT, Gemini or Google AI Overviews a question directly. LYD NDIS is built for both.

1. **Get found.** A dedicated, search-optimised page for every service you run. Personal Care, In-Home Support, Community Participation, Support Coordination, Transport, and SIL, each with its own title, meta description and FAQ schema. A QR code on flyers, vehicle signage and expo stands sends people straight to your booking calendar, not a homepage they have to dig through.
2. **Get chosen.** Registration status, current NDIS Worker Screening and insurance shown as separate, checkable facts on your homepage. Automated review requests go out 48 hours after every service, while it is still fresh. Real family reviews build the proof a plain claim never can.
3. **Get converted.** Every enquiry gets an instant text reply, day or night. A missed call is never just missed: it triggers an automatic text-back within seconds, so a family never sits wondering if anyone is home. An AI receptionist trained on eligibility and funding questions can also take the call itself when your team cannot. A short online form screens the basics before the first conversation, so intake starts already half-done.
4. **Stay converted.** Automated follow-up for any enquiry that has not booked within 48 hours, and reactivation of past enquiries that went cold. You already paid for those leads once. This stops you leaving them on the table. A CRM pipeline tracks every one from New Enquiry through to Client, so nothing depends on someone's memory.

Everything underneath, adapted for NDIS, not bolted on

This is the part that never shows up on a homepage screenshot, but it is doing most of the work. None of it is generic marketing software wearing an NDIS label. Every piece below is built around how a family actually finds, checks and chooses a provider.

- Service agreements sent for e-signature and tracked to completion, instead of chased over email as a PDF attachment.
- A branded mobile app carrying your own name and logo, so families and Support Coordinators deal with your business, not a third-party platform.
- A simple family information hub: onboarding steps, FAQs and short explainer content, so new families are not left to work things out alone.
- A reporting dashboard showing enquiries, response times and review growth in one place, checked in minutes, not chased from five different logins.
- Consistent social media content planned and posted on a set cadence, so the page does not go quiet for three months at a time.
- Native sync with Xero, MYOB, QuickBooks, Google Workspace and Microsoft 365, the accounting and admin layer most NDIS providers already run, so marketing and back office talk to each other.
- Further integrations into case-management platforms, such as ShiftCare, Lumary or Brevity, are buildable. Each one is scoped and confirmed before it is quoted, not the other way around.

This strengthens the front of the funnel: enquiry, trust, response speed, conversion, retention. It does not replace the clinical case-management layer, worker matching, risk review, NDIA and PACE claiming. Platforms like ShiftCare, Lumary and Brevity already own that. LYD NDIS wins the enquiry. The existing case-management system runs the service.

Mapped against the real NDIS participant journey.

Every capability below is tied to a specific, named stage of how a participant actually finds and engages a provider, not a generic feature list.

EXHIBIT 3 Pain point to capability to business outcome

Workflow stage	Pain point	LYD NDIS capability	What changes for the business
Self-directed search	Generic, static sites with no suburb-level content	Search-optimised service pages with schema markup, SEO and AEO	Shows up for the searches and AI answers families are already using
Support Coordinator referral	Referrals sent to several providers at once, speed decides the win	Instant call-back and text within seconds, 4-stage CRM pipeline	Wins more of the placements already being considered, by answering first
Choosing a provider to trust	Every site asserts trust with nothing checkable behind it	Registration, screening and insurance shown as named, separate facts	Families stop bouncing to a competitor to double-check the provider
Structured enquiry intake	Manual, ad hoc intake with no structured capture	Structured contact form mapped to real NDIS service categories	Less back-and-forth chasing basic details, more time on care
Ongoing proof of quality	48% of a 200-provider sample had fewer than 10 Google reviews	Automated review request sent 48 hours after every service	Review count grows on its own, building proof for the next family
Missed calls	A missed call often just stays missed	Automatic text-back within seconds, plus an AI receptionist for overflow	Fewer after-hours enquiries lost to whichever competitor answers first
Signing on a new client	Service agreements chased over email as a PDF	Agreements sent for e-signature and tracked to completion	Faster start, less admin, no lost paperwork
Back-office admin	Marketing system disconnected from accounting and admin tools	Native sync with Xero, MYOB, QuickBooks, Google Workspace, Microsoft 365	Marketing and books talk to each other, cutting double handling
Multi-location growth	Referral dependency caps growth at a single site	Additional Sites add-on, AEO built in from the entry tier	A second or third location does not mean starting from zero again

Three tiers, built for this sector, not borrowed from a generic template.

This is a dedicated NDIS pricing schedule, priced lower at entry to match where most providers actually start. There is no top-tier plan for national multi-site operators. That segment sits outside this vertical by design.

Launch

\$295/mo (billed annually, \$345/mo billed monthly)

- 6-page website (Home, About, Services, Contact, FAQ, Blog)
- Google Business Profile setup
- AI chat widget
- CRM pipeline with 5 user accounts included
- Booking calendar

MOST POPULAR

Elevate

\$850/mo

Everything in Launch, plus:

- Advanced SEO and AEO built in from day one
- Monthly performance report
- 15-page website, fully revamped as part of onboarding
- Full technical, on-page and local SEO
- Weekly social media management, valued at \$200/month, included free for the first 12 months
- Automated review requests
- Email nurture sequence
- Quarterly strategy call

Dominate

\$1,450/mo

Everything in Elevate, plus:

- Fully revamped website built into onboarding
- Deeper automation and integrations across CRM and back office
- Weekly social media management
- Google Ads management
- Meta Ads management
- Monthly reporting dashboard

Add-on: AI video generation, quoted per job.

A one-off onboarding fee of \$1,500 applies on Launch and Elevate when a full website revamp or automation build is needed to get the provider live. This is scoped and confirmed before work starts, never added after the fact.

Other add-ons: a virtual number from \$50 a month with 200 minutes included, an Additional Sites option for multi-location operators, and custom integrations scoped case by case.

Call **+61 468 017 373** for a free demo, and we will talk through which tier fits the business, not just the one that suits us.

Four phases, one team the whole way through.

- 1. Discover: audit and align.** Review the current site, referral sources and intake process. Find exactly where enquiries are being lost before anything gets built.
- 2. Design: service pages first.** Suburb and service-specific page architecture. SEO and AEO structure. CRM pipeline stages built around the provider's real registration groups and referral mix.
- 3. Build: ship the live demo pattern.** The LYD NDIS build pattern, trust tiles, structured intake, AI assistant, review automation, goes live on the provider's own domain and brand.
- 4. Operate: run with the provider.** Managed hosting, ongoing content, review-cycle monitoring, and a roadmap that keeps pace as registration reform rolls out through 2027 to 2030.

EXHIBIT 4 What is measured, not just built

Metric	How it is tracked
Response time to first contact	Logged automatically through the CRM from the moment an enquiry lands
Enquiry-to-consult booking rate	Tracked through the defined CRM pipeline stages
Google review volume	Compared before and after the automated request sequence goes live

These are agreed in writing at Discover, tracked from Build, and reviewed at each Operate check-in. Not asserted once and left unmeasured.

Standards a family, or an auditor, can actually check.

1. **Privacy-aligned.** Privacy practices align with the Australian Privacy Principles and the NDIS Act 2013. Full detail on where data is hosted and processed sits in our Data Processing Agreement, available on request before you sign anything.
2. **Worker Screening aware.** Registration status and current NDIS Worker Screening show up as distinct, named facts on the provider's own site. Not one sentence, hoping nobody checks.
3. **Insured.** Sharktech Global maintains professional indemnity and cyber-liability cover, with certificates available on request.
4. **Built with the reform timeline in mind.** The platform is built with the July 2026 registration requirement, and the 2027 to 2030 expansion, already in view.

Where this product stops, on purpose

LYD NDIS strengthens enquiry, trust signalling, response speed and reviews. It does not touch NDIA or PACE claiming, funding checks, worker matching or risk review. That is case-management territory, owned by platforms like ShiftCare, Lumary and Brevity. Native accounting sync with Xero, MYOB and QuickBooks covers invoicing and reconciliation, not plan claiming. We state this boundary clearly to every prospect, on purpose.

What matters when it is your business on the line.

Standard	What it means
Local	Liverpool, Western Sydney. One hundred percent Australian owned, working inside the same market as the providers we serve.
Proof over assertion	LYD NDIS is a live, clickable product a prospect can test themselves, not a claim on a slide.
Sector-specific	A dedicated NDIS pricing schedule and page architecture, not a relabelled generic small-business template.
Continuity	One team from the first conversation through to ongoing operation. No handoff to a support desk never spoken to.
Insured	Professional indemnity and cyber-liability cover maintained, with certificates on request.

Bring us the enquiry being lost today.

A 30-minute conversation is enough. We walk through the live LYD NDIS demo, map it against current referral sources, and give a straight answer on fit. No obligation, no proposal unless you ask for one.



This is what winning the enquiry looks like.

Ready when you are

Call +61 468 017 373 for a free demo. We will walk through the live site, show exactly where referrals are being lost today, and give a straight answer on whether Launch, Elevate or Dominate fits. No pressure, no script.

Corporate details

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