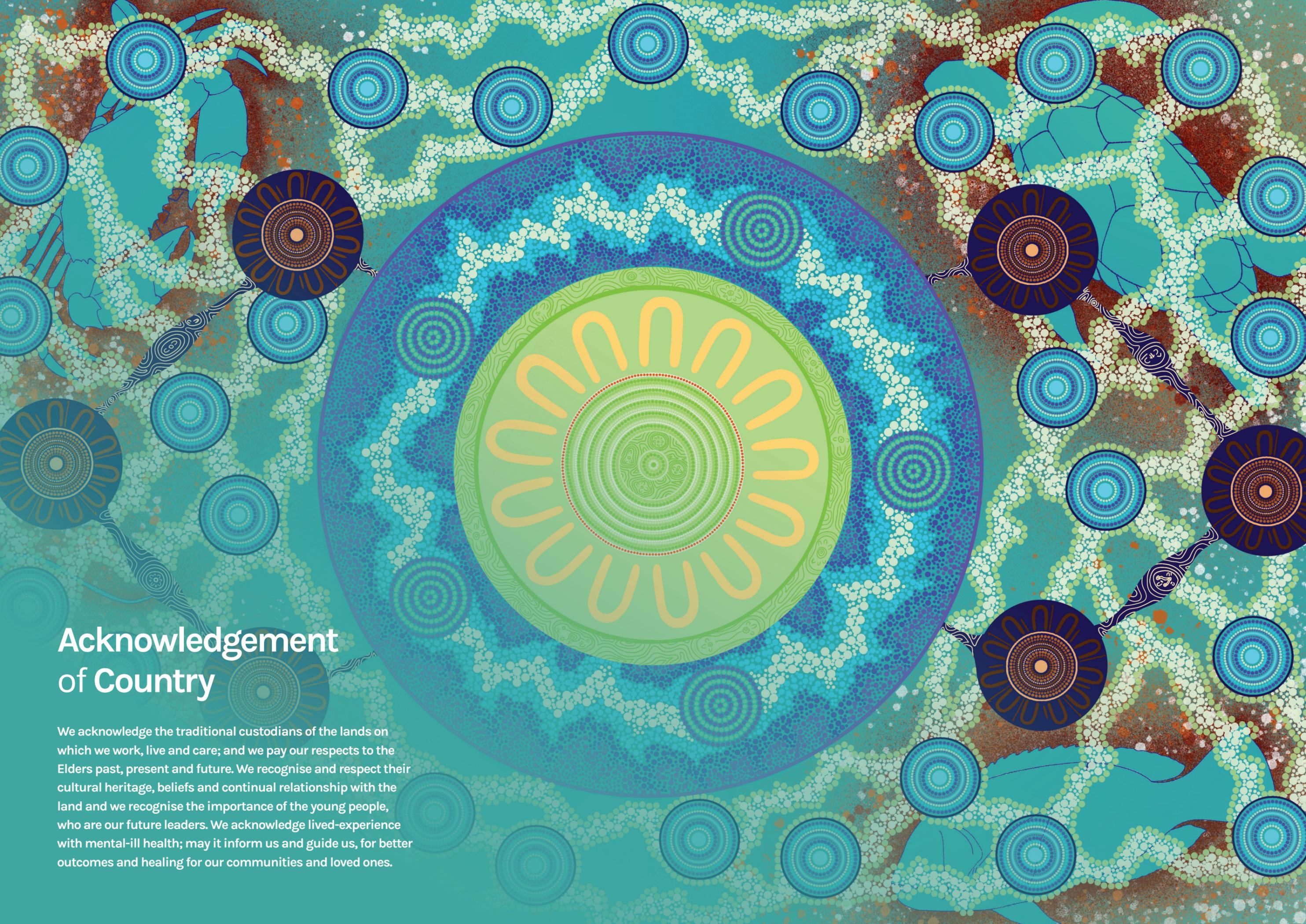


2021–2024

Strategic Direction

for Team Members





Acknowledgement of Country

We acknowledge the traditional custodians of the lands on which we work, live and care; and we pay our respects to the Elders past, present and future. We recognise and respect their cultural heritage, beliefs and continual relationship with the land and we recognise the importance of the young people, who are our future leaders. We acknowledge lived-experience with mental-ill health; may it inform us and guide us, for better outcomes and healing for our communities and loved ones.

OUR PURPOSE

To help
people see
possibilities



OUR VISION



To understand
and meet the
needs of our
community

OUR MISSION

To improve our community's mental health and wellbeing



*"I can't change the direction of the wind,
but I can adjust my sails to always
reach my destination."*

— Jimmy Dean



HELPINGMINDS STRATEGIC PILLARS

Services

Meeting our community's needs and delivering on our commitments.

- * Provision and delivery of support contracts
- * Lived experience services
- * Education

Relationships

Understanding the importance of connection, being authentic and courageous.

- * Employer of choice
- * Reference and advisory groups
- * Key stakeholders
- * Community

Innovation

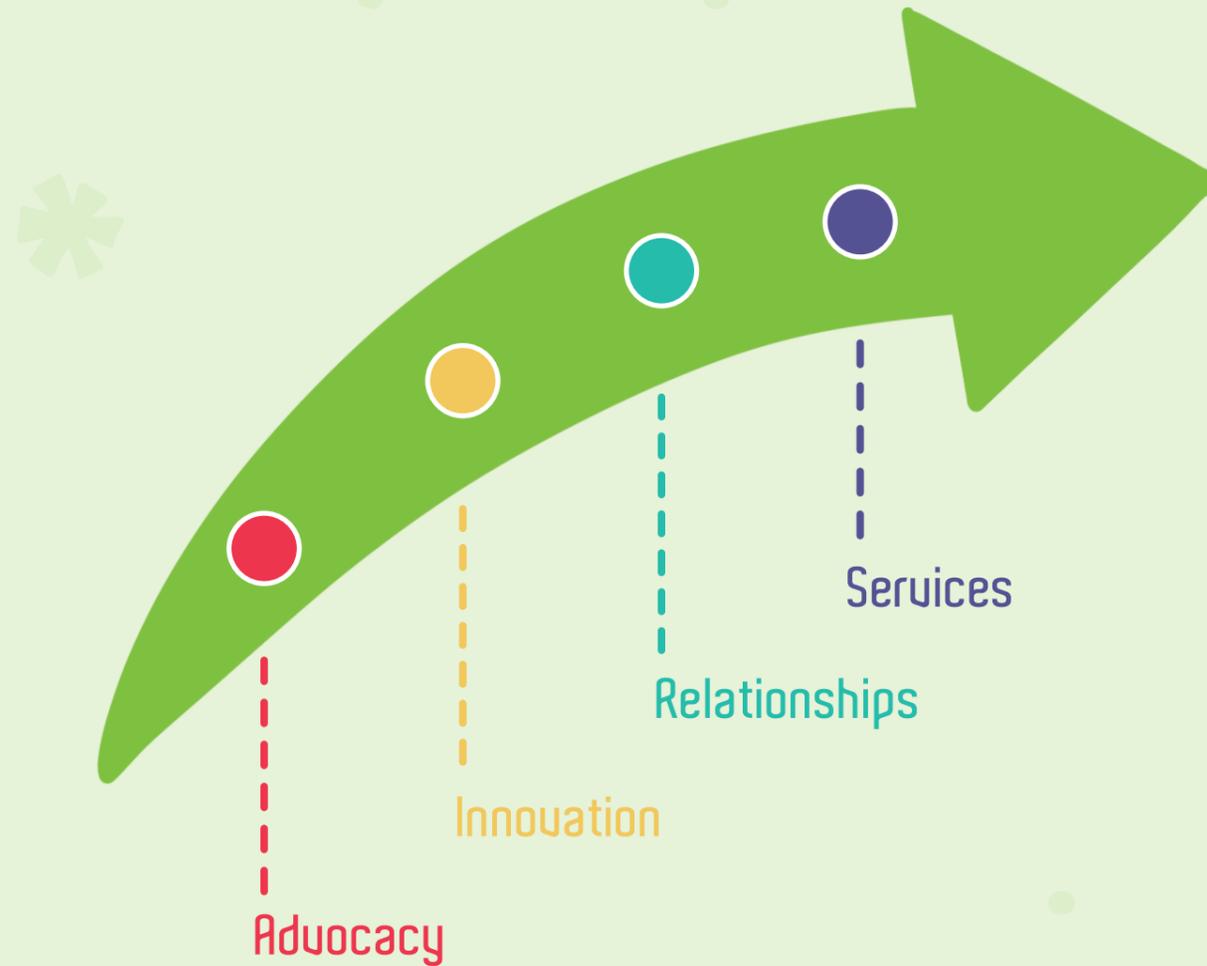
Thinking outside the box and "seeing the possibilities".

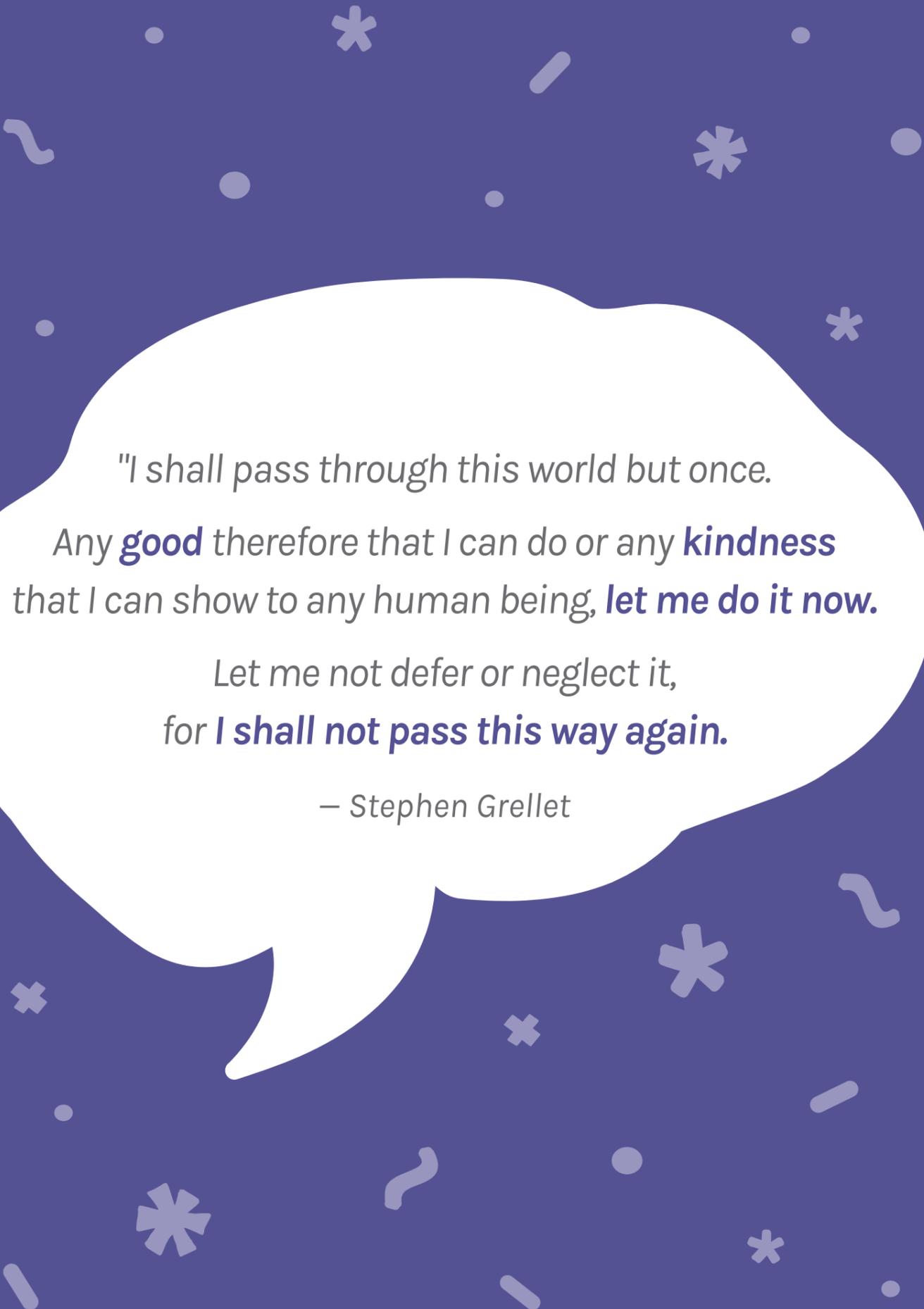
- * Diversify funding sources
- * Service development
- * Organisational sustainability

Advocacy

Listening to the voices of the community, and being a voice for the community.

- * Systemic advocacy
- * Lived experience voice
- * Influence procurement





"I shall pass through this world but once.
 Any **good** therefore that I can do or any **kindness**
 that I can show to any human being, **let me do it now.**
 Let me not defer or neglect it,
 for **I shall not pass this way again.**
 – Stephen Grellet

Services

We will continue to enhance our services; listening and understanding local contexts; valuing lived experience and working together with individuals, families and carers to create a range of personalised supports required for wellbeing.

Key Principles

- * Accountable for our commitments
- * Valuing lived experience
- * Co-design with families, lived experience and team members
- * Family centred and a relational recovery approach
- * Enhancing and expanding our peer support networks
- * Empower people to co-produce their own services
- * Responsiveness to diverse populations and cultural needs
- * Seamless processes and personalised access
- * Meaningful evaluation to show outcomes
- * Recovery focused and evidence based, always willing to try new approaches

Measurements of Success

- * Safety and quality across all our services
- * Maintain accreditation
- * Compliance with all legislation, standards and regulations
- * Organisational sustainability
- * Deliver on budget – accurate and timely financial reporting
- * The number of people we are reaching
- * The level of service satisfaction
- * Increase in community wellbeing measurements

Relationships

We value the importance of authentic relationships with genuine and courageous connections.

Employer of Choice

- * Being a place where our team is empowered to do their best work
- * Ensure we have the right team with the right skills
- * Values led organisation – everyone lives the values
- * Everyone lives above the line
- * Our team come to work inspired and leave fulfilled
- * All team members are agents of change for HelpingMinds
- * Diversity and inclusion are key to our success
- * Learning culture – investing in the learning of team members

Key Stakeholders

- * MOUs
- * Co-location
- * Establish and lead reference groups

Measurements of Success

- * Evidenced good Board governance
- * High team engagement and satisfaction (pulse surveys) and retention through Net Promoter Score
- * Lived Experience Framework and model implemented across HelpingMinds
- * Volunteer Framework and model implemented across HelpingMinds
- * Number of effective reference groups
- * Reference group outcomes feeding advocacy and policy
- * Strong risk management
- * Robust processes and systems in place and reporting standards are always met
- * Net Promoter Score across all stakeholder groups
- * Robust induction process
- * Being the preferred partner for key stakeholders, reflected in the number of functioning MOUs

The **future** belongs to those
who see possibilities **before**
they become **obvious**.

—Winston Churchill

Innovation

We think outside the box, are solution focused and help people see the possibilities.

Key Principles

- * To ensure organisational sustainability
- * Diversity of funding
- * Technological solutions
- * Our team embrace challenges and think outside the box – build an organisation of entrepreneurial thinkers to maximise opportunities

Measurements of Success

- * Development of organisational sustainability plan
- * Financial sustainability and budgets met
- * Review funding opportunities: number of suitable tenders, number applied for, and success rate
- * Meaningful data captured
- * There is a climate of flexibility, accountability with a can-do attitude with rapid and sustained execution enabling our team to succeed

Advocacy

Develop our advocacy strategy to position HelpingMinds as a leader in achieving systemic change for individuals and families in the recovery journey.

Key Principles

- * Increase our capacity to inform advocacy through:
 - > Reference groups
 - > The lived experience voice
 - > Data analysis
- * Maintain cross sector collaboration, leadership roles with national and peak bodies and achieve good relationships with policy makers

Measurements of Success

- * Impacts achieved as a result of systemic advocacy
- * Improvements in mental health literacy
- * Number of invitations to key decision-making forums shaping legislation, policy and funding
- * Media contacts for comments

"Courage starts with showing up and letting ourselves be seen."

—Brene Brown





We are one team
at HelpingMinds,
with our clients
front and centre.



- * Our **Clients** are key to our organisation. Clients provide us the insight to develop our organisation and ensure we are meeting their needs.
- * Our **Frontline Team Members** give us a wonderful resource in providing feedback about our client needs. It is paramount for us to ensure that our Frontline Team Members who work directly with Clients are supported.
- * Our **Shared Services** are an essential team in providing specialised supports to our Frontline Team and all team members at HelpingMinds including our Board.
- * Our **Leadership Team** provide day to day operational guidance, supervision and supports to both our Shared Services and Frontline Team Members.
- * Our **Executive Team** empower, provide support and guidance to our Leadership Team, Shared Services and Frontline Team while implementing the operational direction and taking a longer term view.
- * Our **CEO** empowers, supports and guides the strategic direction of HelpingMinds.
- * Our **HelpingMinds Board** sets the Strategic Direction for HelpingMinds.

Values-led Organisation

Integrity

- * Being ethical
- * Being honest
- * Delivering our commitments
- * Taking ownership and being accountable

Hope

- * Being positive
- * Acknowledging people's journeys
- * Providing opportunities
- * Seeking solutions

Respect

- * Communicating respectfully
- * Embracing diversity
- * Demonstrating empathy
- * Encouraging, not judging

Trust

- * Making people feel safe to speak
- * Being consistent and reliable
- * Being authentic and genuine
- * Being transparent with our communications

Collaboration

- * Participating and sharing
- * Building relationships
- * Being inclusive
- * Valuing difference

Guiding Principles

- * We understand communities are important to the person living with mental distress
- * We understand every family is different
- * We understand the importance of listening
- * We understand the importance of connections
- * We help build skills and confidence
- * We empower hope in each other as we travel our journey together



"If you change the way you look at things, the things you look at change."

– Wayne Dyer

Behavioural Expectations:

- * Live our **HelpingMinds** values each and every day
- * Adhere to all HelpingMinds' **policies** and **procedures**
- * **Listen** to our clients
- * Think **outside** the box
- * Live above the line in **Ownership, Accountability** and **Responsibility** – take the **OAR!**
- * Don't stay in **BED** - **Blame, Excuses** and **Denial**

OWNERSHIP • ACCOUNTABILITY • RESPONSIBILITY

Okay, can we explore that more so I can *understand it better?*

Ah well, that is *because of XYZ...*

BLAME • EXCUSES • DENIAL

Make a choice... live above the line!



"We should be *lifting each other up* and *cheering each other on*, *not trying to outshine one another.*

The sky would be *awfully dark* with *just one star.*"

– Anonymous

Thank you for being part of our team.

Come to work **inspired** and leave each day **fulfilled.**

– Deborah Childs, CEO



Head Office

182 Lord Street, Perth
Western Australia 6000

Broome	Mandurah
Carnarvon	Midland
Cockburn	Midvale
Fremantle	Perth
Geraldton	South Hedland
Hillarys	Darwin (NT)

(08) 9427 7100

info@helpingminds.org.au

helpingminds.org.au

