

STRATEGIC PLAN 2017 to 2022

OUR VISION

Address stigma so people are empowered to sustain their mental health and well-being.

OUR MISSION

As a recovery driven organisation we embrace the lived experience to provide mental health education awareness programs in schools and the community to address stigma, increase knowledge and promote help seeking.

OUR PROGRAMS

- ◆ General Mental Health
- ◆ School Education Programs
- ◆ Stress and Anxiety
- ◆ Post-Traumatic Stress Disorder
- ◆ Body Image
- ◆ Bullying behaviours
- ◆ Stages of Change
- ◆ Story Crafting (Do NO Harm)

FOCUS AREAS	GOALS	STRATEGIES
Corporate Sustainability	Maintain our position as the front line provider of mental health awareness education in the ACT and surrounding region.	Continue to work with and train new volunteers with a lived experience of mental illness (and their carers) with a focus on maintaining the required number of volunteers to support the existing programs.
	Enhance the financial sustainability of MIEACT, as a purpose driven, not-for-profit organisation that is forward focused, accountable, and efficient.	Develop a fundraising plan with targeted donors, corporate partners and campaigns with a three year outlook. Continue to work with the ACT Government, Federal Government and major grant providers to maintain existing funding and obtain new sources of funding. Review and streamline corporate structures and processes to improve our efficiency and effectiveness without compromising the quality and delivery of our programs.
	Improve and adapt our programs to meet the changing needs of our stakeholders (internal and external) in a way that also supports our brand and reputation, while remaining evidence-based.	Work with our stakeholders to ensure our programs are being delivered in a safe and timely manner. Implement evaluation framework to support our reputation, branding and funding applications ensuring MIEACT's programs remain evidence based, innovative, responsive and delivered to client expectations. Develop a structured program to ensure, as a peer-led organisation, our trainers and volunteer educators receive ongoing support and development.
Strengthening and Broadening Our Reach	Build upon existing relationships and develop new relationships through networking and social media – with particular emphasis on our Unique Selling Proposition and our successes/impact (metrics).	Strengthen our existing partnerships, particularly with the ACT Government and other donors. Expand our existing programs into new schools and community organisations. Develop new programs to expand our reach into government and corporate workplaces. Enhance our media and communication capabilities to strengthen our existing networks and to develop new networks.

OUR VALUES

Power of the lived experience Openness, innovation & creativity Potential for transformation & change Working from an evidence base Humour & goodwill Transparency & accountability Hope