

Strategic Objectives

Information

Promote relevant, timely information to those who are impacted, including individuals and families, workplaces and industries

Reach

Advocate and influence decision-makers at a policy and programme (delivery) level (not just in mental health)

Gather

Collect stories, experiences, systemic information (research), societal information, and general perceptions of society / the media

Promote

Use innovative events to promote positive stories to support, inform, educate, and change conversations around mental health

Growth

Grow our funding, human resources, and geographic influence

Operational Activities

Undertake meta-analysis of research and system mapping

Build and maintain relationships at the policy level

Host monthly forums, expert panels, and / or events

Facilitate community events through 'Event in a Box'

Develop sponsorship relationships and partner with corporates

Publish fact sheets, blogs, articles and other information

Build and maintain relationships at the service level

Conduct post-show mental health forums

Work with media, celebrities, etc to promote in mainstream media

Source grants for projects and partner with philanthropic brokers

Respond to clients of mental health services

Work with education providers and workplaces

Run the annual Demographic Survey

Provide opportunities to inform and design training around education and wellbeing

Support and develop staff knowledge and skills and promote innovation

Develop website and digital tools

Explore the design and delivery of education through accessible training

Contract specialist skills when needed

Archive all relevant information

Respond to articles that increase stigma and discrimination

Develop robust systems and processes for the organisation