

The Way Ahead for WayAhead

Strategic Plan 2017 - 2020



Background

WayAhead – the Mental Health Association NSW plays a vital role in the development of mental health initiatives, the provision of information, support and advocacy which increases community awareness and knowledge of mental health issues. With the support of our board, staff, members, volunteers and students, we work towards a society free from prejudice and discrimination against people living with mental illness. We strive towards a society that understands, values and actively supports the best possible mental health and wellbeing for all people.

WayAhead is an ACNC registered charity and a company limited by guarantee. We are a member of the Mental Health Coordinating Council, NCOSS and Mental Health Australia. We are a quality accredited organisation by the Quality Improvement Council.

The focus of our work

We do a range of work that is primarily focused on:

- The provision of mental health information – the WayAhead Directory, Mental Health factsheets, information phonedlines, education seminars, mental health expos and workshops
- Free monthly anxiety support groups throughout NSW
- The co-ordination of mental health promotion activities such a Mental Health Month NSW, WayAhead Workplaces and Perinatal Depression and Anxiety Awareness Week

How we work

- We work in partnership and collaboration.
- We are inclusive of the whole of community.
- We work to empower people living with mental illness.
- We promote social justice.
- We are person centred and demonstrate empathy and support.
- We operate with integrity and are accountable.

The current operating environment

WayAhead currently receives three significant grants.

All grants are administered through the Mental Health Commission of NSW

1. Core Grant – general activities plus Mental Health Information Service, anxiety support groups, small steps, anxiety forum, anxiety information line and our mental health promotion programs.
2. Collective Purpose grant –for the partner organisations to co-locate and expand shared services and shared projects.
3. Mental Health Month Grant – funds Mental Health Month activities.

Collective Purpose

WayAhead and its partner organisations operate within a shared office that promotes collaboration we have called Collective Purpose. The vision is for a dynamic and inclusive space that supports social justice. The Collective Purpose goals for 2016-20 are

1. A robust sustainable organisation
2. Strong, stable organisational capacity that puts people first
3. Excellence in member and customer services
4. An innovative leader in community organised organisations.

About this plan

This Plan has been developed to reflect our vision and our purpose. It also focuses on the outcomes that WayAhead aims to achieve over the life of the Plan. By retaining a strong outcomes focus we are more easily able to demonstrate to our government and non-government partners, and to all our other stakeholders, the value of the work we do as we ‘live out’ our values and work to achieve our vision.

Our Strategic Plan will also guide and inform the development of WayAhead’s Operational Plan.

Vision

A society that understands, values and actively supports the best possible mental health and wellbeing for all people.

Purpose

We champion the wellbeing of all people, in particular their mental health and dignity, through education, information, support, and advocacy.

Values

- Empower people and communities
- Work for social justice
- Embrace diversity
- Act with integrity
- Deliver to the greatest effect



Viviana Wuthrich - Board Member

We are known leaders of education, information, support, and advocacy programs.

Clarify and enhance the community profile of WayAhead	Grow and develop effective programs	Utilise innovative approaches to reach diverse audiences	Our work is informed through consultation with key stakeholders
<p>Review how our current stakeholders and the broader community perceive the services we offer</p> <p>Develop and implement a marketing strategy to promote our unique leadership role</p>	<p>Review current program offerings</p> <p>Develop a program growth strategy</p>	<p>Review communication approaches to grow audience reach</p> <p>Develop a media and communications plan</p> <p>Develop new approaches to support effective service delivery</p>	<p>Develop a strategy to identify our stakeholders and maximise stakeholder engagement</p> <p>Evolve our approach to engaging with members, especially those impacted by mental health issues and other stakeholders</p>

Strategic Priority 1

We demonstrate the positive impact of our initiatives.

Measure program impact	Deliver quality outcomes
<p data-bbox="703 703 1037 831">Develop a framework that measures all program activities and imbed a review culture across all programs</p> <p data-bbox="703 882 1025 941">Review all programs to assess for enduring impact</p>	<p data-bbox="1189 703 1518 826">Review and redesign program activities to ensure we deliver high quality and in demand services</p>

Strategic Priority 2

Innovate and respond to emerging issues and needs.

Utilise evidence to inform planning	Leverage, partner and invest
Utilise our data and evidence to inform planning	Identify service needs and gaps
Identify key data to assist planning for potential growth opportunities	Propose new service initiatives
	Engage and partner with the community in the roll out of our work

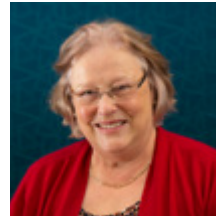
Strategic Priority 3

A sustainable and dynamic organisation

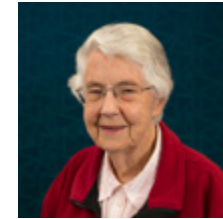
Effective corporate governance	Financial viability	Engaged staff	Strategic business initiatives & ventures
<p>Maintain and develop sound governance and management practices</p> <p>Manage corporate risks successfully</p>	<p>Diversify our revenue streams</p> <p>Maximise the efficiency of our programs</p>	<p>Underpin organisational capacity through effective workforce recruitment, retention and succession planning.</p> <p>Develop and execute an organisational culture strategy</p>	<p>Increase our reach in regional and rural NSW</p> <p>Continue to lead the development and growth of Collective Purpose</p>

Strategic Priority 4

Board Members



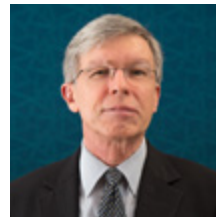
MEG SMITH OAM
PRESIDENT
1989



JILL FADDY OAM
1991



FRANK FLANNERY
2006



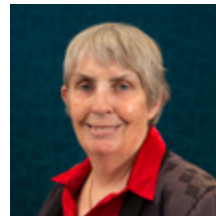
DON MURRAY
HON TREASURER
2014



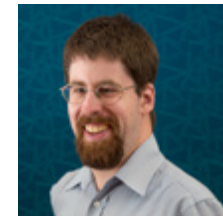
GARY MOORE
CHAIR PERSON
2014



VIVIANA WUTHRICH
2016



SHARYN MCGEE
DEPUTY CHAIR
2006



DAVID HARPER
2011



WayAhead is an ACNC registered Australian Charity and is endorsed by the Quality Improvement Council.



Way Ahead acknowledges and actively supports the culturally diverse community we work in. This includes recognising and working with the Aboriginal and Torres Strait Islander community, the LGBTI community, multicultural Australia and people living with a mental health condition.

WAYAHEAD WEBSITES

WAYAHEAD.ORG.AU

UNDERSTANDINGANXIETY.ORG.AU

WAYAHEADDIRECTORY.ORG.AU

MENTALHEALTHMONTH.ORG.AU

WAYAHEADWORKPLACES.ORG.AU

STRESSLESSTIPS.ORG.AU

