

# Wayahead<sup>®</sup>

Strategic Plan 2024 - 2027



## Our Vision



**We envision a future where there is an equitable society that understands and values the best possible wellbeing and mental health of communities.**

## Our Purpose



**Wayahead improves the understanding of mental health and well-being in communities while reducing stigma and discrimination and increasing help-seeking behaviour.**



# Our Values

Values that influence and drive our behaviours:

## Social justice

Advocating that all individuals should have equal access to high-quality mental health services, education, employment, and social participation.

## Diversity and inclusion

Respecting diverse backgrounds of people and being inclusive by recognising the range of experiences of mental health.

## Accountability

Conducting all activities internally and externally, with integrity and ethical behaviour which includes being accountable for actions and decisions; and openly being transparent.

## Empathy

Actively listening, showing empathy, and truly understanding the unique needs and challenges of people experiencing mental ill health.

## Elevating Lived Experience

Acknowledging the insights, wisdom, and expertise that people with a lived experience of mental health issues bring to inform and guide our work.



# Our Principles

Principles that underpin our work practice:

1. Collaborating with others to create a movement of change.

2. Delivering social impact for individuals and communities.

3. Connecting, educating, and providing early intervention.

4. Ensuring programs are evidence-based and informed by diverse lived experience.

5. Remaining responsive to the changing needs of individuals, families, and communities.

6. Delivering to the highest standard and continuously improving.

7. Striving to be creative and innovating new approaches.

8. Dreaming big and creating a future where individuals and communities thrive.



# Strategic Priorities

OBJECTIVE 1



**Become a highly recognisable brand and mental health promotion leader in prevention and stigma and discrimination reduction.**

OBJECTIVE 2



**Increase social impact through scaling and growth.**

OBJECTIVE 3



**Achieve sustainability through revenue and partnerships.**

OBJECTIVE 4



**Champion workplace wellbeing and enable people to thrive.**

OBJECTIVE 5



**Strengthen our employee value proposition through our lived experience framework.**



## OBJECTIVE 1

**Become a highly recognisable brand and mental health promotion leader in prevention and stigma and discrimination reduction.**



### Goals

1. **Build the brand profile to be highly recognisable to drive a social movement that creates an Australian society free from stigma and discrimination.**
2. **Increase Wayahead's brand recognition as the leader in mental health promotion.**
3. **Increase societal understanding of well-being, mental health, and the importance of help-seeking through evidence-based approaches that incorporate the understanding of social determinants of health.**
4. **Position Wayahead as a respected voice and health promotion leader that influences positive changes to mental health including inspiring other organisations to improve mental health outcomes.**



## OBJECTIVE 2

**Increase social impact through scaling and growth.**



### Goals

1.

**Increase social impact by scaling up existing programs and identifying opportunities for new programs.**



## OBJECTIVE 3

**Achieve sustainability through revenue and partnerships.**



### Goals

1. **Achieve sustainability through the diversification of revenue and increase in funding.**
2. **Form high-quality partnerships with a strategic alignment to our purpose and values.**





## OBJECTIVE 4

**Champion workplace wellbeing and enable people to thrive.**



### Goals

1. **Create a vibrant, healthy, and safe workplace environment to enable Wayahead staff and volunteers to do their best work and thrive.**
2. **Be a leading employer in diversity and inclusion by embedding a culture where Lived Experience is valued.**
3. **Create a culture of learning development and continuous improvement where innovation and creativity are encouraged.**



## OBJECTIVE 5

**Strengthen our employee value proposition through our lived experience.**



### Goals

1.

**Create a Lived Experience Framework to embed a culture where lived experience is valued, and staff feel safe and supported in the workplace.**

