

STRATEGIC PLAN 2021 – 2024

Mental Health Australia is the independent peak body representing the full spectrum of mental health stakeholders and issues. This provides Mental Health Australia with a unique capacity to bring everyone to the table and create unifying opportunities. Mental Health Australia members include organisations representing people with experience of living with a mental illness or caring for someone with a mental illness, special needs groups, clinical service providers, professional bodies, public and private mental health service providers, researchers and state/territory community mental health peak bodies.

Find out more at www.mhaustralia.org



**Mental Health
Australia**



Dr Leanne Beagley
CEO, Mental Health Australia

Mental health in Australia is top of mind and ready for systemic change

If the pandemic has made mental health care and reform more top of mind for the entire nation, then we have to acknowledge the outstanding work of the many organisations, campaigns, and government initiatives over the last decade or more that have made talking about mental health and suicide prevention front of mind. We also have to acknowledge the persistent and courageous voices of people living with mental ill health, and their carers and families, who have reminded us over, and over, of their right to belong, their right to be safe, and their right to receive the care they need and deserve.

It is our view that generations of consumers and their loved ones have fought for access to community based programs to support a contributing life by sharing their stories and breaking down stigma. We are having these open and very public conversations, debates, and even budget announcements about mental health services because of these strong voices and the work of our members and many stakeholders to advocate for systemic change to our mental health system.

At Mental Health Australia, our job is to advocate for systemic reform across the mental health ecosystem, and that starts with delivering on our strategic direction for the next three years.

Mental Health Australia acknowledges Aboriginal and/or Torres Strait Islander peoples and communities as the traditional custodians of the land we work on and pay our respects to elders past, present and emerging. Mental Health Australia is committed to reconciliation in Australia through day-to-day work and our Reconciliation Action Plan.

OUR VISION - mentally healthy people, mentally healthy communities

OUR MISSION - to create the best mental health system in the world, characterised by:

- Recovery.
- Accessibility, effectiveness, and efficiency.
- Person-led participation by consumers and carers.
- Policies, services, and programs that work seamlessly together.
- Mental health promotion, prevention, and early intervention.



OUR STRATEGIC PRIORITIES for 2021-2024 are to:

- Promote a national voice for those with lived experience of mental illness and for those who love and care for them.
- Highlight the social determinants for mental ill health and advocate for lasting changes across the whole ecosystem.
- Deliver value to our members and the wider mental health ecosystem.



At Mental Health Australia we aim to promote a national voice for mental health consumers and carers.

We will do this because:

- It is what people with lived experience want.
- It is the best way to get the system we need - a truly person-led system.
- It will support the effectiveness of the voice of those with lived experience.

We will do this by:

- Building a shared agenda and a collaborative approach.
- Partnering with our members to highlight innovation, influence, and leadership, of those with lived experience.



At Mental Health Australia we will highlight the social determinants for mental ill health and advocate for real and systemic change.

We will do this because:

- It is time to address these systemic issues.
- It is time to acknowledge that mental health reform is broad and means looking beyond the health system.

We will do this by:

- Prioritising our policy focus on specific social determinants, based on member feedback.
- Establishing new partnerships across government and with related sectors to move the leadership and action beyond health.
- Being the 'go to' respected voice on behalf of the mental health system for the related sectors.



OUR MEMBERS AND THE MENTAL HEALTH ECOSYSTEM



At Mental Health Australia we will deliver value to our members and the wider mental health ecosystem.

We will do this because:

- It is what members want and it's what we are here for.
- The service system must improve. Working with members and advocating with, and for them, means such improvement is at the heart of our work.

We will do this by:

- Understanding our members better.
- Collaboration and highlighting best practice.
- Forming partnerships across the mental health system.





Artwork: Untitled by Melinda Brown, 2015 – Melinda Brown is a Ngunnawal woman who has worked as a counsellor, cultural trainer, artist and published author.

The Flannel Flower, an Australian native, has been chosen as the national symbol to promote mental health awareness in Australia.

The Australian bush has an inherent beauty and strength. It is also known for its extremes of weather and landscape. Varieties of the Flannel Flower are commonly found growing wild in the bush throughout Australia. The Flannel Flower, as with all native Australian plants, needs to be adaptable and enduring in order to survive.

In the same way all of us, regardless of our life circumstances, develop resilience and the ability to adapt to change, in order to maintain good mental health.

Being open and empathetic to a person's expression of distress can assist in the recovery of a person living with mental illness and change the negative attitudes of our society as a whole.

The artist describes the flannel flower in this work as being "furnished with rays" to represent hope.



MENTAL HEALTH AUSTRALIA MEMBERS

ACT Mental Health Consumer Network
Anglicare Tasmania
Anxiety Recovery Centre Victoria
Arafmi
Australian Association for Developmental Disability Medicine
Australian Association of Social Workers
Australian BPD Foundation
Australian Clinical Psychology Association
Australian College of Mental Health Nurses
Australian Counselling Association
Australian Kookaburra Kids Foundation
Australian Psychological Society
Australian Red Cross
Australian Rotary Health
Baty Australia Limited
Being - Mental Health & Wellbeing
Beyond Blue
Bipolar Australia
Black Dog Institute
Black Swan Health
Blue Knot Foundation
Brain and Mind Centre
breakthru
Brisbane North PHN
Butterfly Foundation
Care Connect
Carers ACT
Carers Australia
Catholic Social Services Australia
Catholic Care NT
Catholic Care Victoria
Central Coast Family Support Service Inc
Centre for Mental Health Research (ANU)
CoHealth
Connections
Consumers of Mental Health WA
Converge International Ltd
Dementia Australia
Dietitians Australia
Eating Disorders Queensland
Emerging Minds
Employee Assistance Professional Assoc of Australasia
Exercise & Sports Science Australia
FearLess Outreach
Flourish Australia
Gidget Foundation Australia
GROW
Headspace
HelpingMinds
JobCo Employment Services Inc
Junaya Family Development Services
LAMP
Lifeline Australia
Lived Experience Australia
Lutheran Services
Marathon Health
McAuley Community Services for Women
Mental Health Carers Australia
Mental Health Coalition of SA
Mental Health Community Coalition ACT
Mental Health Coordinating Council
Mental Health Council of Tasmania

Mental Health First Aid Australia
Mental Health Partners
Mental Health Professionals Network
Mental Health Victoria
Mental Illness Fellowship of Australia
Mentally Healthy WA
Mentis Assist
Micah Projects
Mind Australia
National Aboriginal Community Controlled Health Organisation
National LGBTI Health Alliance
National Rural Health Alliance
Neami National
NT Mental Health Coalition
Occupational Therapy Australia
On The Line
Open Minds
Orygen
Ostara Australia Limited
OzHelp Foundation
Pathways SouthWest Inc
Perinatal Anxiety and Depression Australia
Primary & Community Care Services
Psychosis Australia Trust
Psychotherapy and Counselling Federation of Australia
Queensland Alliance for Mental Health
Queensland Centre for Mental Health Research
R U OK?
ReachOut Australia
Relationships Australia
Richmond Fellowship of Australia
Royal Australian College of General Practitioners
Royal Flying Doctor Service of Australia
Ruah Community Services
Rural & Remote Mental Health
SANE Australia
Society for Mental Health Research
Soldier On Australia
Speech Pathology Australia
Spiritual Health Australia
Star Health Group
Stride
Suicide Prevention Australia
SuperFriend
Tandem
TeamHEALTH
The MindShift Foundation
The Movember Foundation
The Pharmacy Guild of Australia
The Royal Australian and New Zealand College of Psychiatrists
TheMHS Learning Network
Tully Support Centre
University of Newcastle - Centre for Rural & Remote Mental Health
Victorian Mental Illness Council
WA Association for Mental Health
WayAhead - Mental Health Association NSW
Wellways
Wise Employment
Women's Information, Support and Housing in the North
YouTurn Youth Support