

STRATEGIC PLAN 2017 - 2020

2017 – 2020 Strategies & KPIs

OBJECTIVE	STRATEGY 2017-18	KPI 2017-18	STRATEGY 2018-19	KPI 2018-19	STRATEGY 2019-20	KPI 2019-20
Grow the long-term investment in mental health	<i>Target 2018 Federal Budget investment in mental health – develop and deliver a detailed campaign to provide the rationale for new investment in mental health</i>	A focus on mental health in the 2018 budget and/or any new policy announcements relating to mental health during 2018	<i>Target 2019/ post-election Federal Budget investment in mental health – develop and deliver a detailed campaign to provide the rationale for new investment in mental health</i>	A focus on mental health in the 2019/ post-election Federal Budget and/or any new policy announcements relating to mental health out of the election	<i>Target new government investment in mental health – new investment in mental health to scale up proven interventions (such as KPMG Investing to Save recommendations and National Mental Health Commission 10 Best Buys in Promotion and Prevention, and others)</i>	A focus on mental health in the 2020 Federal Budget and/or new policy announcements relating to mental health Intergovernmental arrangements expand and enhance community based mental health support services
	<i>Pre-election strategy – develop and deliver an election campaign strategy to highlight key concerns for members, key mental health issues by electorate, with a focus on marginal electorates</i>	Repeat the election report card approach used in 2016	<i>Pre-election strategy – develop and deliver an election campaign strategy to highlight key concerns for members, key mental health issues by electorate, with a focus on marginal electorates</i>	Published comparison/ election report card on the election policies of major parties Campaigns prosecuted to support major long-term investments	<i>Prosecute investments, policy and operational/ governance improvements: to ensure mental health focus in government decisions and recommendations of major inquiries</i>	Mental Health Australia advocacy influences government decisions and reports of major inquiries

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					<i>Community based services</i> – advocate for expanded community based services to better meet the needs of mental health consumers and carers	Mental Health Australia advocacy influences government commitment to balanced biomedical and psychosocial care
Improve systems design and interface	<i>Maintain and advance advocacy influence</i> – to highlight and fix gaps within the NDIS through the Productivity Commission Review and other relevant processes	Policy and implementation solutions address critical issues for the mental health sector	<i>Provide input to and support major investments in mental health</i> including prosecuting <i>Investing to Save</i> recommendations <i>Maintain and advance advocacy influence</i> – to highlight and fix gaps within the mental health system through participating in major government inquiries	Policy and implementation solutions address critical issues for the mental health sector	<i>Maintain and advance advocacy influence</i> to ensure mental health service integration	National Psychosocial Supports is recovery oriented and is integrated with existing systems PHN program architecture is positively influenced by the mental health sector Clear interface between NDIS and mental health systems
			<i>Consumer and carer co-design</i> – continue to influence stakeholders to engage with consumers and carers	Findings from major inquiries into mental health reflect more integrated and effective solutions that are consumer and carer driven	<i>Consumer and carer co-design</i> : continue to influence stakeholders to engage with consumers and carers	Findings from major inquiries into mental health reflect more integrated, effective solutions that are consumer and carer driven

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						Sustained arrangements for ongoing and active involvement of consumers and carers in policy and advocacy
	<i>Primary Health Networks</i> - continue establishing strong relationships	PHNs better represented within Mental Health Australia networks	<i>Primary Health Networks</i> – continue establishing strong relationships that focus on mental health	PHNs better represented, and participating more strongly, within Mental Health Australia networks	<i>Primary Health Networks</i> – engage with PHNs to improve mental health services	Mental Health Australia advocacy influences Primary Health Networks to adopt appropriate mental health and related procurement practices
	<i>Long-term investment</i> - continue to push for reinvestment ‘upstream’ over the long term, as recommended by the National Mental Health Commission’s Review	Develop and release 10-year blueprint for investment in mental health			<i>Efficiency and effectiveness:</i> continue to influence mental health design and architecture	Mental Health Australia provides well researched, informed and influential advice on mental health systems architecture
Sustainability of Mental Health Australia	<i>Maintain and increase our own revenue and resource capability</i> – improved and reliable funding is required to fully achieve our vision of mentally healthy people, in mentally healthy communities	Increase in core funding and certainty of funding long-term	<i>Maintain and increase our own revenue and resource capability:</i> Secure core funding and key major projects beyond current funding cycle (30 June 2019)	Increase in core funding and certainty of funding long-term	<i>Maintain and increase our own revenue and resource capability and sustainability</i> – undertake projects that support our strategic objectives	Members, stakeholders and funders value activities undertaken by Mental Health Australia Contracted projects enhance the value and long term strategic objectives and capability of Mental Health Australia

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			Undertake projects that support our strategic objectives			
			<i>Continuous quality improvement of governance and administrative systems</i>	Internal business audit function ensures efficient and effective business processes in place	<i>Continuous quality improvement of governance and administrative systems</i>	Efficient and effective business processes in place and regularly reviewed Biennial external review of Board and Director performance
			<i>Robust and healthy organisational culture and staff performance</i>	Mental Health Australia is an employer of choice and retains 80% of staff	<i>Robust and healthy organisational culture and staff performance</i>	Mental Health Australia is an employer of choice and monitors and improves strategies for staff retention Mental Health Australia is perceived as a culturally safe and aware employer for ATSI, CALD, LGBTIQ communities and people with lived experience Staff engagement survey results indicate high levels of engagement in the work of Mental Health Australia