STRATEGIC PLAN
2018-2020
We are delighted to introduce Mental Health First Aid Australia’s new strategic plan for 2018 – 2020.

Our strategic plan sets out the vision and focus that will guide us for the next three years. The work is a result of analysis of our current position and discussions with staff, consultants, Board members and taking into account the feedback we have received from Instructors, MHFAiders, our international licensees and the broader community.

Our vision and mission remain unchanged, as they continue to capture our purpose and focus. For the first time, we have defined our values - the principles that guide the way we do our work. These are not new, as we have been driven by these values for almost two decades. However clearly stating these help to provide our team, stakeholders and the community a clear understanding of what we stand for as an organisation.

This strategic plan covers three broad, interconnected areas that will help us achieve our mission:

- Spreading the reach of Mental Health First Aid
- Ensuring high quality Instructors and courses
- Develop the organisation’s capacity to better serve the community.

We are excited about our future direction and invite you to join us as we work to achieve our goals.

Nataly Bovopoulos    Tony Jorm
CEO                  Chair

Nataly Bovopoulos    Professor Tony Jorm
CEO                  Chair
VISION
A community where everyone has the first aid skills to support people with mental health problems.

MISSION
Provide high quality, evidence-based mental health first aid education to everyone.

VALUES
We are evidence-based and use rigorous, scientific research methods to create and evaluate our work.
We are informed by the lived experience of people with mental health problems and those who care for them and draw on their perspectives in our work.
We are passionate and dedicated to innovation and achieving excellence in our work.
We respect and embrace the diversity of all people irrespective of their health, ethnicity, culture, gender identity, age, religion, and sexuality.
We enjoy what we do and look after our own well-being and each other as we work.
OBJECTIVE 1
SPREAD THE REACH OF MHFA

STRATEGIES

Increase the demand for MHFA training across all communities

Consolidate and enhance our relationship with global partners

INITIATIVES

Increase the demand for MHFA Instructor Training, as well as MHFA courses delivered to communities and in workplaces

Enhance our engagement with workplaces, communities and industry groups

Build awareness of MHFA with key stakeholders and the general public

Ensure the courses we have licensed internationally are consistent and up-to-date

Enhance our engagement with our international partners

Expand the MHFA program across all continents
ENSURE HIGH QUALITY INSTRUCTORS AND COURSES

STRATEGIES

Have high quality well-supported active MHFA Instructors

Maintain and develop high quality evidenced-based courses, responsive to community needs

Maintain and expand the MHFA evidence base

INITIATIVES

Provide high quality training to new Instructors

Enhance our engagement with Instructors

Strengthen the support we provide to Instructors

Develop courses that meet the need of diverse parts of the community

Tailor our existing courses in a scalable and efficient way

Enhance our engagement with MHFAiders

Maintain and expand mental health first aid guidelines that inform the curriculum of our courses

Ensure all our courses are evaluated
OBJECTIVE 3
DEVELOP THE ORGANISATION’S CAPACITY TO BETTER SERVE THE COMMUNITY

STRATEGIES

- Maintain and enhance the organisation’s sustainability
- Develop people and leadership

INITIATIVES

- Build the scalability of our internal systems
- Ensure we remain relevant, effective and innovative
- Build capability of the MHFA Australia Board and team