



### guiding principles

**HelpingMinds promotes wellbeing by supporting individuals, families and friends through their recovery journey**

- We ask people what a good life is for them and empower hope
- We understand communities are important
- We understand every family is different and has different needs
- We understand the importance of listening
- We understand the importance of connections
- We help build skills and confidence



### 1 service development

**Expansion** Proactively expand HelpingMinds in order to offer more services to people needing our support, touch communities which might not otherwise receive a service, and reach those who may not know we exist.

**Service Model** Continue to enhance our services, listen and understand local and cultural contexts, value lived experience, and work together with individuals, carers and families to create the range of personalised supports required for positive mental health and wellbeing.

**Marketing and Promotion** Further develop our marketing strategy to ensure HelpingMinds is the top-of-mind organisation throughout Australia for mental health services and carer support.

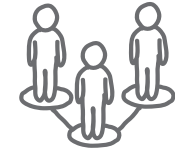


### 2 advocacy & health promotion

**Advocacy Strategy** Further develop our Advocacy Strategy to position HelpingMinds as leaders in achieving systemic change for the benefit of individuals, carers and families experiencing mental health challenges.

**Research and Publication** Further expand our research partnerships and initiatives in order to develop the evidence-base for advocacy, service delivery and health promotion.

**Health Promotion Strategy** Continue to extend our health promotion and educational initiatives, emphasising positive mental health and wellbeing.



### 3 organisational development

**People and Culture** As the organisation grows, ensure we continue to be a caring organisation, where staff are passionately committed to making a difference, lived experience is valued, and we are guided by our core values.

**Systems and Technology** Invest in systems and technology to enable secure, efficient, consistent and scalable service delivery, evaluation and compliance, including for individualised funding models.

**Finance and Assets** Realign our financial structures and assets to support expansion, new service delivery models and individualised funding.

### purpose

By developing hope we support people in our communities.

### mission

To support individual and family recovery, making a positive difference in the community and mental health sector by delivering quality services, education and advocacy.

### values

- Showing respect
- Building trust
- Promoting collaboration
- Empowering hope
- Demonstrating integrity