

To transform the mental health and
wellbeing of our community

Our Purpose

Our Moonshot

By 2034, we would have informed, transformed and
improved the mental health and wellbeing of over
100,000 people*

Our Values



Positivity



Accountable
Actions



Contagious
Courage



Kindness



Evidence and
Innovation



Diversity &
Inclusion

3 Year Winning Moves

1. Improved staff culture and transparency/ clarity (who we are and what we do)
2. Ambassador/ volunteer program developed and implemented
3. Expansion of prevention strategies and programs
4. Increase funds (grants and fundraising) to offer more support to more people
5. Fit for purpose premises

**Attendees and connections*

© eNPS= Employer Net Promoter Score (NPS)

- \$10m in funding by 2034
- >10,000 attendances* per annum
- NPS and eNPS >75 ☺

Critical Numbers

Strengths

- Strong brand name
- No other service like MMH
- Innovative (Service and Staff), willing to be different.
- Diverse, passionate and committed team (committed to service and each other)
- Passionate team
- Can attract staff

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Weaknesses

- Finances- inadequate,, not always fit for purpose
- Short-term contracts
- Premises Not fit for purpose (both from a staff perspective and the lens of how we want to deliver service)

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Threats

- Artificial intelligence
- Government change in focus or funding approach
- Community confusion regarding what we do or offer.
- Competing with other organisations for funding
- National/Statewide MH services taking all the work, bigger and cover larger regions

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Opportunities

- Our innovative approach to group service delivery.
- Wellbeing conversations in community
- Expand into regions.
- Online (Especially for regional customers)
- Artificial intelligence
- Partnering with other organisations
- Increase in mental health as a focus in the media and government priorities

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