Strategic Plan | 2025 - 2028

momentum MENTAL HEALTH

Our Vision

Mental Health and Wellbeing for everyone, every single day

Our Purpose

To transform the mental health and wellbeing of our community

Our Moonshot



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

Our Values

- **P**ositivity
- **A**ccountable Actions
- **C**ontagious Courage
- **K**indness
- **E**vidence and Innovation
- **D**iversity & Inclusion

3 Year Winning Moves

1. Implement programs focused on mental health and wellbeing activities **for children and young people and their support networks, including family and carers.**
2. Increase focus on mental health and wellbeing activities for **First Nations peoples.**
3. Implement **commercial prevention strategies and programs** in our community, providing value to our partners.
4. **Increase turnover** to offer more support to more people. Run a commercial and financially sustainable business with $4M p.a. revenue target by 2028.
5. Move into **new fit-for-purpose premises.**

Critical Numbers

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

*Attendees and connections
☺eNPS= Employer Net Promoter Score (NPS)

Our 90 Day Plan

Fundraising & Donations

1. Fundraising committee to implement events to raise revenue and profile (Alison Kennedy).
2. Database and tiered approach to fundraising with repeatable engagement (CEO).
3. Fundraising strategy. Events calendar for next 12 months (Alison Kennedy).

Media & Communication

5. Media and communications strategy – separate session on HOW we get there. Clear message, our why, elevator pitch, prospectus document and storytelling around why our community should support MMH with fundraising (Chris Black).

Program & Projects

4. Investigate the psychosocial 'program or package' we can offer and rollout to corporates. Competition, market depth, pricing, legislative requirements etc. (CEO).

Last updated April 2026

Our 12 Month Priorities

momentum
MENTAL HEALTH

Scale our four pillars of work (1:1 coaching, Group programs, presentations and community engagement). One program generating $100k p.a. by Oct 2026.

Aim to focus on Toowoomba revenue growth, to then service regional areas (hub and spoke model to Warwick, Chinchilla, Dalby, Kingaroy, and Miles)

2 Implement Reconciliation Action Plan

Expansion of prevention Programs

3

4 Toowoomba Revenue Growth

Continue to implement retention, recognition and reward initiatives for staff.

1 Staff Culture

Children and Youth

7

Win a contract specifically focused on children or youth.

Child safe framework implemented and reviewed

5

Fundraising Sub-Committee

6

Ancillary Fund

8

Private ancillary fund register to generate $20k.

Functioning sub-committee of the MMH board focused on fundraising (including private grants, events) and attends / reports to the Board. Events include the Great Western Road Trip, Peak2Park, Diamond Lunch etc. to bring in $165k.

Ideas Bench

1. Publicly launch board members to generate press.
2. Present to schools around wellbeing (Traction Mentoring / The resilience project)
3. Investigate possible rebranding to Momentum mental wellbeing?
4. Estate planning education and support of MMH. (Alison Kennedy to drive).

Strengths

- Strong brand name and recognition
- No other service like Momentum
- Innovative (service and staff), willing to be different.
- Diverse, passionate and committed team
- Can attract staff
- Strong rural and regional presence
- Strong links and partnerships in the community

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)
- Reliance on a small number of funding sources

S W T O

Threats

- Online services and apps
- 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
- Difficulty finding staff for rural areas

Opportunities

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