

# OzHelp Foundation Limited

STRATEGIC PLAN 2020 - 2024

## VISION

To improve the mental health and wellbeing of people working in high-risk and hard-to-reach industries, and prevent the risk of suicide.

## MISSION

To reach and support people in high-risk workplaces to enable them to increase their wellbeing and resilience, whilst supporting businesses to make mental health and wellbeing more accessible for their employees

## OZHELP'S FIVE PILLARS



### Service Growth and Customer Satisfaction

OzHelp improves capacity, reach and impact in suicide prevention and mental health support.



### Financial Sustainability

OzHelp increases financial sustainability by building relationships with funders and maintaining robust operational practices.



### Clinical Excellence

OzHelp harnesses an extensive evidence base that underpins our programs and services.



### Continuous Quality Improvement

OzHelp is active in quality improvement, evaluation and service innovations.



### Stakeholder Engagement

OzHelp is a leader in mental health and wellbeing prevention, intervention and education for high risk and hard to reach industries

## STRATEGY

Being focused on meeting the needs of our customers and developing capacity for high quality programs will enable innovation to support more people in target industries.

We will achieve this through effective: resource management; people and culture practices; policies and procedures; and digital innovations.

High quality programs will foster a positive experience and outcome for customers.

Expanding our reach and engagement will deliver positive long-term outcomes for mental health, wellbeing, suicide prevention and contribute to organisational sustainability.

Working with a range of funders we will diversify income streams. Targeted engagement will include government, corporate, philanthropic and community funders. We will demonstrate value for investment and strong impact.

Renewal of existing funding and pursuit of new income will include government contracts, grants, partnerships and donations. Demonstrating shared-value and strategic alignment is key.

Strong business development, brand management and service delivery practices, will increase our fee-for-service revenue for long-term growth.

Excellence in research and evaluation will position us as a leader in evidence based suicide prevention, mental health and wellbeing programs. This will further inform service development and delivery.

We will harness cross-sector expertise and consumer centred design. A Research Strategy with robust data analysis, will ensure effective program evaluation for maximum impact.

We will establish an Independent Research Centre and manage partnerships with academic institutions, to further our role in research and evaluation.

Continual monitoring will occur against an AQI Plan and KPIs. Key accreditations and standards will be upheld for accountability and recognition as a trusted service provider.

Tying feedback and quality to our evaluation and research methods will bring stakeholder insights that improve our services. We will holistically engage industry, workplaces and individual workers.

Conducting environmental scans to understand industry trends and customer needs will inform service design, delivery and adaptation for target industries and audiences.

Ongoing strategic collaboration across sectors will engage stakeholders that inform our services and enable our impact. We will: seek out collaborators; communicate effectively; and build relationships.

Key stakeholders include: Governments; Cross-Sector Service Providers; PHNs; Industry Associations; Consumers; Clinicians; and Researchers.

Embedding co-design and lived-experience input will enable us to remain human-centred and customer-led with emphasis on prevention, intervention and support.