

Future-focused

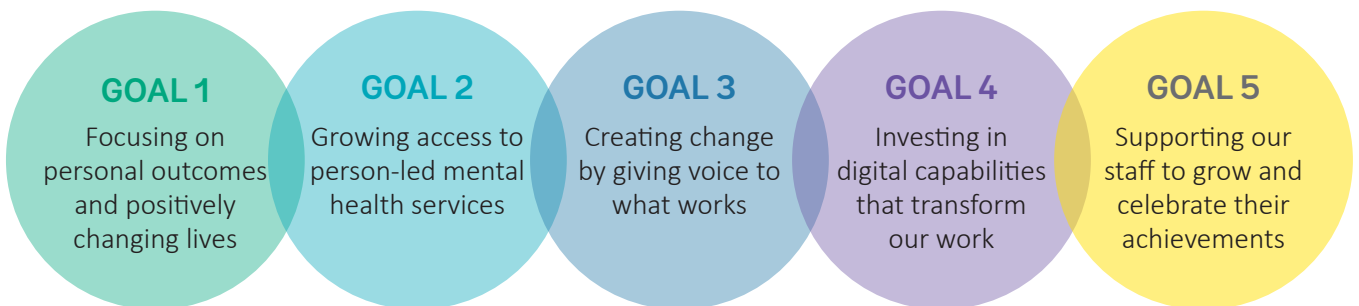
Our Strategic Plan 2020-2023



We're excited to share our plans for the future with you!

Led by the needs and ambitions of people with complex mental health issues we will develop an outcomes-based approach to recovery-oriented supports, be innovative in our digital approaches and develop an evidence base that delivers positive change. Such change will support people with their recovery journey and to live a contributing life.

Our Goals Are Clear



We see strategic opportunities in each goal



GOAL 1

- Consistently deliver an effective, recovery-focused service model
- Deliver a suite of services at every site that supports our recovery approach with a focus on leveraging the benefits of the NDIS
- Create new and enhanced opportunities to support employment across our service footprint
- Monitor, measure and improve the outcomes people achieve

GOAL 2

- Consistently progress and grow operations in Victoria and Queensland
- Expand in NSW with a focus on rural and remote communities
- Expand to South Australia

GOAL 3

- Add to the evidence base and advocate for what works
- Build connections with local communities to create opportunities and partnerships
- Increase community awareness, change perspectives and engage people
- Strengthen collaboration with other like minded organisations
- Explore workforce consulting and training services.

GOAL 4

- Identify and implement digital capabilities that will progress our practice and improve the experience for people we support
- Boost business and project management capability and data centricity across the organisation

GOAL 5

- Grow and retain our pool of talented staff
- Deepen opportunities for staff learning, training and development
- Expand the support available to staff with a focus on wellbeing and retention.

Planning for our future as the provider of choice

We will thrive in a changing environment by transforming the way we work to ensure that we remain the provider of choice for the community, business, government and importantly, you!



For 65 years we have led the way in person-led mental health supports, always championing mental health recovery and striving for changes to systems and approaches. What has always been at our core is a commitment to providing people with hope, opportunities and new possibilities for overcoming challenges and creating the life they want.

This core commitment is strengthened and resonates throughout our strategic plan.

The environment in which we operate is changing, with the growth of the National Disability Insurance Scheme and funders' increasing commitment to "consumer-directed support". This presents new challenges for the community mental health sector as a whole.

Our plan addresses the ways in which Flourish Australia will meet these challenges and goes further, by looking to the opportunities presented.

We have laid out how we will optimise these opportunities, grow and lead.

We will also support people with complex mental health issues on their recovery journey and to celebrate their achievements.

The type and nature of challenges and opportunities we now face may be different to what we have experienced in the past but what remains constant is Flourish Australia's capability to adapt, innovate and transform.

Delivering targeted supports that assist people to achieve individual outcomes is fundamental to what we do. In fact, it's what Flourish Australia is known for and what makes us a provider of choice for people with lived experience of a mental health issue, their families and carers.

This plan delivers on our promise of supporting people to live connected and contributing lives in their communities of choice. Our recovery-oriented, trauma-informed approaches delivered in person and online using digital technology, will enable people to achieve their recovery goals and social citizenship no matter where they live.

"Our aim is to secure and optimise a sustainable future for our specialised, person-led mental health support services. The events of 2020 have compelled us to reflect on what we do best, while bringing opportunities for growth into sharp focus."

**Professor Elizabeth More AM
Board Chair**



"Flourish Australia is committed to supporting people with lived experience to live a contributing life in an ever-changing world. We are focused on a transformation that supports the Flourish Australia team to deliver high quality trauma-informed supports."

Mark Orr AM, CEO



A plan that will have impact!

Strengthening our core commitment to meeting the needs and ambitions of people with complex mental health issues, while building a strong foundation from which we can innovate and grow, will make a big impact!



Specialisation in complex mental health issues will cement our position as leaders in person-led, recovery-focused and trauma-informed mental health services.

With Australia's largest Peer Workforce, we will keep growing it to increase our capacity and reach while providing new employment opportunities.

Our leadership in supporting people to find and keep employment will grow and provide new employment opportunities for people across more communities.

By further refining our effective service model, we will ensure that all of our services align with social citizenship, recovery-oriented, trauma-informed supports so that people can achieve tangible outcomes.

Contributing to and drawing on an evidence base is key to continuing our commitment to providing people with an approach proven to be most effective.

Collaboration with partner organisations will optimise the effectiveness of our supports while productive partnerships will position us to influence future decision making around mental health policy and support programs.

Our organisational wellbeing program will strengthen staff engagement and celebrate their achievements, increasing development opportunities while prioritising physical and mental health.

Continued digital innovation and systems improvement will equip us to increase support options for people, engage a wider audience and enhance our efficiency.

Our story and culture will be brought to life, to drive impact, strengthen referral pathways, support philanthropic activities, and build public awareness.

We'll go where we're needed, addressing service gaps that position us to operate at geographic scale.

Naturally, we've planned ahead

In developing this plan we've assessed future trends and listened to our Community Advisory Council as well as other people with lived experience who access our services.

By being innovative in our digital supports we will continuously adapt to changing circumstances and expand our reach.

The knowledge base we develop will support systemic change in the ways that people are supported to achieve their desired outcomes.

We invite you to join us on the journey over the next 3 years.