



Strategic Plan 2003-2006

Who We Are

The MHCA is the independent, national representative network of organisations and individuals committed to achieving better mental health for everyone in Australia.

Our Vision

Quality mental health for everyone in Australia

Our Mission

Unite and mobilise for better mental health.

Our Values

- Equity and social justice
- Inclusiveness and collaboration
- Integrity and diligence
- Responsiveness to need
- Tolerance and understanding of diversity
- Professional competence

Our Objectives

The MHCA aims to:

1. promote mentally healthy communities;
2. influence and contribute to meaningful mental health research;
3. foster a culture of education, learning and development of mental health issues;
4. improve the quality of life for people with a mental illness, carers and families;
5. consult and represent on mental health issues;
6. provide strategic leadership to inform and influence mental health reform and policy implementation;
7. proactively engage and empower everyone who has a contribution to make to better mental health outcomes; and
8. build and sustain effective partnerships for quality mental health.

Our Business:

Quality Mental Health for Everyone in Australia

Research & Consult
Educate, Inform & Communicate
Promote Mentally Healthy Communities
Influence Mental Health Reform

Our Stakeholders:

Unite and Mobilise for better Mental Health

Consumers, Carers and Families
Researchers and Service Providers
Business and Community
Government

Our Desired Outcomes (1 and 2)

1. An integrated system of mental health care which facilitates quality mental health for everyone in Australia.
2. The bringing together and mobilisation of individuals and groups in cooperative action for the improved mental health of everyone in Australia.

Strategic Focus

Our desired outcome is an integrated system of mental health care which facilitates improved mental health for everyone in Australia.

To achieve this, we will:

- promote mentally healthy communities through informing and educating everyone about sound mental health and its importance to our quality of life;
- participate in research which adds value to our contribution to improved mental health for everyone in Australia;
- represent proactively the best interests of our members, partners and the community at large on mental health issues through engaging in regular consultation; and
- inform and influence mental health reform by ensuring policies at all levels address proactively the full range of contemporary mental health issues.

Our Organisation:

Succeed Through Co-operation

Strengthening Partnerships
Learning & Developing
Fostering Innovation
Managing and Sharing Information

Our Governance:

Well-led, Well-managed & Accountable

Providing Strategic Leadership
Optimising Return on Investment
Managing Risk
Rewarding and Reporting on Performance

Our Desired Outcomes (3 and 4)

3. Optimum return from the investment of our collective and individual talents, energies, attention, time and other resources.
4. Organisational performance which satisfies all contemporary corporate governance requirements.

Strategic Focus

Our desired outcome is the bringing together and mobilisation of individuals and groups in cooperative action for improving mental health outcomes for everyone in Australia.

To achieve this we will:

- place improved quality of life for people with a mental illness, carers and families, at the centre of everything that we do;
- proactively engage everyone who has a contribution to make to better mental health outcomes such as consumers and carers, service providers, non-government organisations, researchers, the corporate sector, the wider community, and all levels of government;
- build and sustain strategic alliances which optimise our individual and collective contributions to achieving better mental health;
- market and communicate broadly how to achieve better mental health for everyone in Australia; and
- empower our constituency to achieve quality mental health for themselves and for everyone in Australia.

Strategic Focus

Our desired outcome is the best return from investment of our individual and collective talents, energies, attention, time and other resources.

To achieve this, we will:

- work constructively and co-operatively to build and sustain synergy amongst ourselves and with our partners;
- foster a culture of learning and ongoing improvement through the real-life experiences and knowledge of our individual and collective contributors;
- encourage creativity and innovation to improve our performance; and
- ensure the optimal management and sharing of information.

Strategic Focus

Our desired outcome is organisational performance to satisfy all contemporary corporate governance requirements.

To achieve this, we will:

- provide strategic leadership to optimise the work of the MHCA and its partners in contributing to quality mental health outcomes for everyone in Australia;
- secure required investments in our business and deliver the best return on those investments;
- manage risk effectively through contingency planning;
- reward outstanding individual and collective performance; and
- measure and report on performance in accordance with contemporary standards of openness and accountability.