



beyondblue Strategic Plan

1 July 2015 – 30 June 2020



A message from *beyondblue* Chairman

When *beyondblue* started 15 years ago I envisaged we would start up and sustain a lean organisation to raise awareness of depression, tackle the stigma surrounding this condition, and get more people to seek help early. Also, we would work with governments and the mental health sector to get a better deal for people with depression and their families, and to support research to understand better what works to reduce the incidence of depression.

Now, I find myself introducing *beyondblue*'s fourth, five-year strategic plan.

We have developed in scope and size where necessary because the need for what we do continues to grow. This was confirmed on our 50,000 kilometre National Roadshow tour in 2014-15, by the hundreds of thousands of Australians who told us how *beyondblue* had not only helped them, but had saved lives.

We have also diversified. In 2009, at the request of our stakeholders, we expanded our remit to include anxiety conditions, which are far more common than depression.

We also shifted our focus from providing information and advice, to supporting individuals, families, businesses and schools directly through our 24/7 Support Service and through dedicated programs such as MindMatters in schools and Heads Up in workplaces.

We no longer just share information. *beyondblue* is now seen as a national leader in the mental health sector advocating for a better deal for people with mental health conditions and their families. Additionally, the rapid growth, availability and popularity of social media has allowed us to have two-way conversations with Australians of all ages, regardless of where they live.

We don't just focus on raising awareness anymore, we work to influence behaviour change: at both individual and system levels.

We have invested in research and continue to do so. We are challenging the status quo and investigating different ways to deliver more effective services through our NewAccess and The Way Back Support Service pilots.

We have moved to tackle discrimination head-on and we work with the community to reduce stigma and its harmful effects on people's mental health.

Our website, which is increasingly recognised as the best mental health website in Australia, is used around the world by medical professionals and the community.

Finally, and importantly, given the clear link between suicide risk and depression and anxiety, we are working more and more to prevent suicide.

This five-year Strategic Plan builds on the simple premise on which *beyondblue* was founded, to educate the community about depressive illness, to reduce the stigma attached to mental illness and deliver a healthier society.

In times of economic and fiscal challenge, more than ever, *beyondblue* needs to tighten its belt, avoid duplicating what others do better than us, prove that what we do works, and be very clear about our priorities and how we use our resources to maximise outcomes.

This Strategic Plan is about ensuring our work is sustainable and making a real difference to people's lives. It is about having clarity around what we have prioritised and how we will focus our people and resources on achieving our goals.

It says that we see an important role for *beyondblue* in suicide prevention. It says that equipping people to promote and manage their mental health prevents illness and is the best investment we can make. To maximise behaviour change, we need to be where people and families live their lives: in early childhood centres, in schools, in workplaces, in community groups and around the kitchen table.

beyondblue will work across the lifespan – supporting those who are well to stay well, while assisting those who have depression and anxiety to recover and manage their condition to avoid relapse.

We will promote good mental health. We will create change to protect everyone's mental health and improve the lives of individuals, families and communities affected by depression, anxiety and suicide. This is *beyondblue*'s contribution towards a vision where **all people in Australia achieve their best possible mental health.**

In doing so, *beyondblue* will remain a bipartisan agency working in all States and Territories, with all governments and the Australian community, to be a leader in improving the lives of people, families and communities affected by depression, anxiety and at risk of suicide.



The Hon. Jeff Kennett AC

Founder and Chairman

1 July 2015

Community heart. Business head.

beyondblue will adopt a community heart and a business head to achieve our goals:

- 1.** Reduce the impact of depression, anxiety and suicide by supporting people to protect their mental health and to recover when they are unwell.
- 2.** Reduce people's experiences of stigma and discrimination.
- 3.** Improve people's opportunities to get effective support and services at the right time.
- 4.** Use best business practices to deliver integrated, evidence-based and cost-effective initiatives through our people and resources.

We listen and respond

We will place a high priority on seeking out, listening and responding to the experiences of people affected by depression, anxiety and suicide, and combine this with evidence generated by researchers and evaluators.

We connect with people and advocate for positive change

We work in all States and Territories, aiming for our campaigns, communications, resources and programs to be as accessible in remote communities as inner metropolitan suburbs, to:

- Inform and connect people to enable them to achieve their best possible mental health and access support when they need it.
- Influence and challenge discriminatory behaviour by advocating for positive change and prompting discussions across Australia.
- Innovate and initiate effective ways to improve access to support and improve outcomes for people, families and communities.

This new framework will ensure that we can organise our actions to move beyond awareness and promote deep and powerful change in our community that enables Australians to overcome depression, anxiety and suicide more effectively than ever.

“Mental health is a state of wellbeing in which every individual realises their own potential, can cope with the normal stressors of life, can work productively and fruitfully, and is able to make a contribution to their community.”

World Health Organization, 2014

Our strategic plan

Starting with our **vision**

We are driven by our **values**

Our **community heart** guides **our approach**

To deliver on our **mission**

Our **actions** drive change across Australia for people of all ages and from all walks of life

Our **business head** ensures we are a dynamic and sustainable organisation that values our people and uses **our resources** effectively

So that

All people in Australia achieve their best possible mental health.

Collaboration

Respect

Enthusiasm

- We use expert knowledge inclusive of the experiences of people affected by depression, anxiety and suicide, combined with evidence generated by researchers and evaluators.
- We inform and connect people to support them to achieve their best possible mental health and seek support when they need it.

We promote good mental health. We create change to protect everyone’s mental health and improve the lives of individuals, families and communities affected by depression, anxiety and suicide.

Goal 1 *beyondblue* reduces the impact of depression, anxiety and suicide by supporting people to protect their mental health and to recover when they are unwell.

Objective 1.1

beyondblue increases people’s ability to maintain good mental health, to reduce their risk of depression, anxiety and suicide and if they do become unwell, to recover and remain mentally healthy.

Objective 1.2

beyondblue promotes the important role family members, friends and colleagues play in improving mental health, reducing the risk of depression, anxiety and suicide in others, and in helping people with depression and anxiety to recover and remain mentally healthy.

Objective 1.3

beyondblue encourages and assists people in education, employment and community spaces to provide environments that promote good mental health, minimise the risk of depression, anxiety and suicide, and enable people who are unwell to stay connected to study, work and community.

Goal 4 *beyondblue* uses best business practices to deliver integrated, evidence-based and cost-effective initiatives through our people and resources.

Objective 4.1

To enable efficient and integrated planning, delivery, evaluation and reporting of what we do, *beyondblue* has open and accountable governance and business processes, and systems.

Objective 4.2

beyondblue maintains and grows its strong brand through innovative marketing and communications initiatives, building our reputation as a reliable enabler of change.

Objective 4.3

beyondblue is a mentally healthy workplace and we support our people to perform to their greatest potential.

All people in Australia achieve their best possible mental health.

Excellence

Innovation

Integrity

- We influence and challenge discriminatory behaviours by advocating for positive change and prompting discussions across Australia.
- We innovate and initiate effective ways to improve access to support and improve outcomes for people, families and communities.

Goal 2 *beyondblue* reduces people's experiences of stigma and discrimination.

Goal 3 *beyondblue* improves people's opportunities to get effective support and services at the right time.

Objective 2.1

beyondblue facilitates the sharing of personal stories of depression, anxiety and suicide, and how lives are affected by these conditions. *beyondblue* enables people to feel safe to talk about their experiences and those of others, in a range of settings.

Objective 2.2

beyondblue reduces the effects of stigma and discrimination on people's willingness to seek support for themselves or others who may be experiencing depression, anxiety, or are at risk of suicide.

Objective 2.3

beyondblue advocates non-discriminating communities, systems and institutions. *beyondblue* challenges the discriminatory behaviour that contributes to psychological distress.

Objective 3.1

To enable everyone to get the right support at the right time, *beyondblue* assists people and communities to find and engage with appropriate support and services.

Objective 3.2

To enable people experiencing depression, anxiety and who are at risk of suicide to collaborate actively with professionals, *beyondblue* influences professional practice to improve health outcomes.

Objective 3.3

To enable people to be supported through the recovery process beyond any crisis including suicide, *beyondblue* promotes and pilots innovative, effective and integrated models of care.

Objective 4.4

To deliver our work efficiently, *beyondblue* fosters innovation, creativity and entrepreneurship in our people.

Objective 4.5

beyondblue is committed to evidence-based practice and continuous improvement; we combine the experiences and expertise of people affected by depression, anxiety and suicide with the evidence generated by researchers and evaluators.

Objective 4.6

beyondblue pursues diverse income sources so we are as sustainable as possible and can keep providing useful services and support.

Objective 4.7

To optimise our performance *beyondblue* efficiently and ethically manages its assets.

Our culture

We are driven by our values and practices to deliver on our mission, so all people in Australia achieve their best possible mental health.



The insights provided by people and families who have had personal experiences of depression, anxiety and suicide are the driving force behind what we do and the way we do it.

We inform and connect people to enable them to achieve their best possible mental health and access support when they need it. We influence and challenge discriminatory behaviour by advocating for positive change and prompting discussions across Australia. We innovate and initiate effective ways to improve access to support and improve outcomes for people, families and communities.

At all levels of the organisation we strive to live our values, including creating a happy and productive work environment that demonstrates our commitment to practising what we preach about the benefits of mentally healthy workplaces.

We recognise that having people with diverse skills and experiences, and from various backgrounds, helps to create a healthy culture that reflects the community we work for.

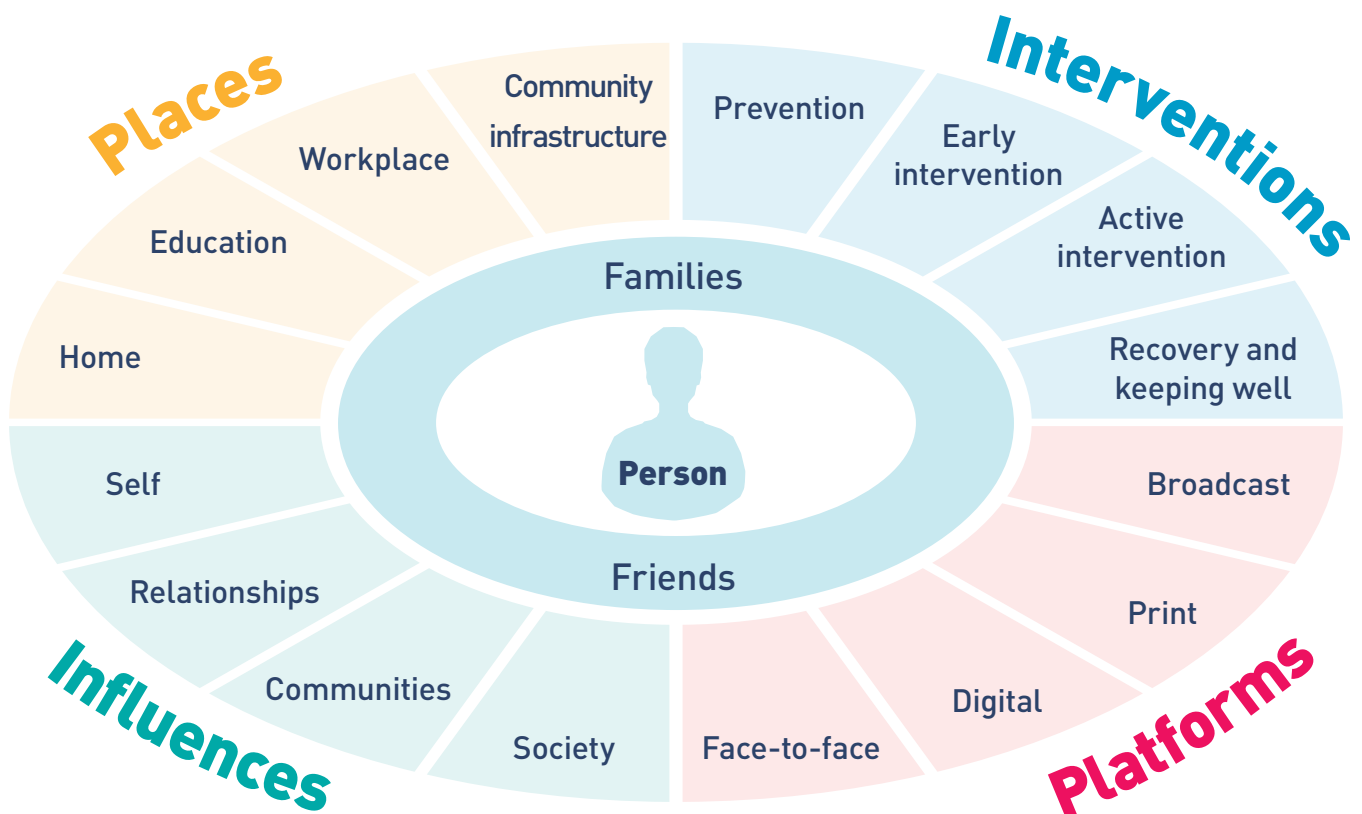
We work hard to deliver great results and we strive continuously to build the skills and knowledge of our people to ensure that they learn and develop.

We encourage creative thinking to maximise our social impact, knowing that we must always prove our worth and never be complacent.

We communicate what we are doing and how we are doing it, and we have internal and external policies, processes and systems in place to support measurement, accountability and transparency.

How we work

Mental health conditions don't discriminate, and neither do we. *beyondblue* focuses on people of every age, at every stage of life, with programs and initiatives to approach the issue from every angle.



In practice: www.headsup.org.au

The Heads Up initiative aims to create change within organisations by highlighting the benefits of creating mentally healthy workplaces and providing workers and employers with simple, practical tools to take action.

- Places** → Workplaces.
- Influences** → Self (e.g. encouraging individuals to take steps to ensure they remain mentally healthy), relationships (e.g. encouraging conversations between colleagues), community (e.g. creating a mentally healthy workplace), society (e.g. inter-sectoral relationships through the Mentally Healthy Workplace Alliance).
- Interventions** → Prevention (e.g. addressing workplace risk factors), early intervention (e.g. encouraging conversations with workers at risk), active intervention (e.g. reducing workplace stigma, promoting available supports), recovery and keeping well (e.g. promoting effective stay at work, and return to work, practices).
- Platforms** → Heads Up website (www.headsup.org.au), face-to-face engagement, training (e.g. *beyondblue* National Workplace Program), and a marketing campaign (e.g. digital, print, social media).





Where to find more information

beyondblue

www.beyondblue.org.au

Learn more about anxiety, depression and suicide prevention, or talk through your concerns with our Support Service. Our trained mental health professionals will listen, provide information and advice, and point you in the right direction so you can seek further support.

 1300 22 4636

 Email or  chat to us online at www.beyondblue.org.au/getsupport

mindhealthconnect

www.mindhealthconnect.org.au

Access to trusted, relevant mental health care services, online programs and resources.



facebook.com/beyondblue



[@beyondblue](https://twitter.com/beyondblue)



[@beyondblueofficial](https://instagram.com/beyondblueofficial)

Donate online www.beyondblue.org.au/donations