



OUR VISION

Creating positive mental health outcomes for young people .

OUR PURPOSE

Empowering young people to thrive beyond the impacts of family mental illness.

OUR VALUES

Connection

Commitment

Collaboration

Integrity

PHILOSOPHIES

1. We deliver positive mental health outcomes through high quality services that are trauma informed and evidence based.
2. We deliver services that uniquely integrate recreation with mental health education - on the kids turf and on the kids terms.
3. We drive thought leadership and best practice in mental health through research and advocacy for young people and their families across Australia.

FOCUS

DESIRED OUTCOMES

Horizon 1

2022/23

Exploit and optimise activities mostly aligned to our current business – setting the business up to scale

- Secure and reliable funding
- National expansion – breadth and depth
- Embed a culture of research and evaluation
- Access to quality people (staff and volunteers) to safely run services
- Increase brand recognition by donors and health care workers
- Mentally healthy workplace for staff and volunteers
- Resilient and adaptive culture
- Workforce capability and national leadership team capability
- Defined national objectives and strategy

Horizon 2

2023/24 - 2025/26

Stable, sustainable and scalable business expanding the breadth and depth of services geographically.

- National expansion - breadth and depth
- New Products
- Board diversity and capability
- Established commitment to research and evaluation
- Strong balance sheet
- Outstanding reputation
- Thought leadership - recognition/influence
- Research Scholarships

Horizon 3

2026/27 - 2029/30

Explore entirely new elements that don't exist in our business today

- Innovative programs and service models
- Centre of excellence
- Established network of accredited service providers
- Recognised Best Practice Service Provider
- Research Scholarships