

WayAhead Strategic Plan 20–23

The board and staff of WayAhead have worked together to create the organisation's strategic plan which will see WayAhead continue to best serve the mental health and wellbeing of the communities in which it serves through to 2023. The activities listed in the strategic plan will be guided and supported by our vision, mission and values.



Vision statement

A society that understands, values and actively supports the best possible mental health and wellbeing for all people.

Purpose

We champion the wellbeing of all people, in particular their mental health and dignity, through education, information, support and advocacy.

Values

- Empower people and communities
- Work for social justice
- Embrace diversity
- Act with integrity
- Deliver to the greatest effect



Strategic Plan Key Objectives

1. Everything WayAhead does is centred on and influenced by the lived experience of people living with mental ill health

WayAhead has systems in place to capture and utilise the lived experience of people living with mental ill health to influence its operations and work throughout NSW

2. Leadership

WayAhead is recognised as the peak body for mental health promotion in NSW

3. WayAhead's work provides benefits to individual and community life

WayAhead has programs which provide a positive impact on people's lives and can measure its impact and success through best practice methods



4. Communication

WayAhead's value is clear and communicated to stakeholders

5. Make WayAhead the strongest organisation it can be

WayAhead will

- observe best practice NFP governance and financial controls
- support sustainable growth through diversified revenue streams and operational efficiency
- have the right staffing skillset in place
- Use technology to extend the reach and impact of its work

