

Strategic Plan



Helping Minds
2025 - 2027

Message

From the Board Chair and CEO

Welcome to the dawn of a new era at Helping Minds. We are proud to unveil our strategic plan, a visionary roadmap designed to navigate the complexities of mental health and carer support with renewed purpose and clarity. This plan is the culmination of our collective wisdom and a testament to our ongoing commitment to our community.

At the core of our strategy are four foundational pillars—Impact, Relationships, Innovation, and Advocacy—each representing a cornerstone of our mission. These pillars are not mere guidelines; they are the driving force behind our quest to enhance the wellbeing of our community.

Impact

Our longstanding tradition of grassroots involvement and 48 years of expertise in the mental health space have taught us that real change is measured by the positive transformations we foster. Our philosophy of continuous improvement is reflected in the tangible outcomes we deliver, ensuring that every step we take leads to greater confidence and wellbeing for those on a mental health journey.

Relationships

The fabric of Helping Minds is woven with the threads of hope, respect, integrity, collaboration, and trust. These values shape our interactions and fortify the bonds we share with each other and with the wider community. Together, we create a network that supports and uplifts, making every individual feel valued and understood.

Innovation

In a rapidly evolving landscape, we pledge to stay ahead of the curve, embracing innovative practices that resonate with the unique needs of each person we support. Our services are a reflection of our adaptability and our commitment to providing care that is as accessible as it is effective.

Advocacy

Our voice is a beacon of strength for those who may feel silenced. We advocate tirelessly to ensure mental health remains at the forefront of societal discourse, striving for systemic changes that recognise and address the challenges faced by our community.

What makes us unique

Core Focus

We understand and meet the needs of our community by offering comprehensive mental health services, education, and carer support to community members throughout WA seeking mental health support.

Longstanding grassroots organisation

With nearly 50 years of experience in the mental health space, we create a safe space for young people, mental health carers, & those with life challenges or psychosocial disability to feel supported in metropolitan & regional WA.

A Focus on Improvement & Impact

A philosophy of continuous improvement extends not only to our working practices but to the impact felt by the people who journey with us. Evidenced through improved mental health & overall wellbeing, our community is bolstered by increased confidence in accessing services & seeking support.

Person-Centered Approach

Our wide range of services for anyone navigating a mental health journey are easily accessible, available in person, online, and within local communities. We understand everyone's journey is unique.

Strategic Plan 2025 - 2027

To improve the mental health & wellbeing of our team & the broader WA community

Pillar 1 Impact

What success looks like

- Services are designed and delivered in partnership with the community, ensuring they are accessible, effective, and responsive to evolving needs
- Innovation drives service models, focusing on real outcomes that improve community wellbeing
- A strong, sustainable funding model supporting long-term service delivery, reducing reliance on short-term grants

Top Three Indicators of success

Service Evaluation Framework

Strengthened – Continuous review & improvement based on team & community feedback showing measurable impact

Diverse & Inclusive Service Offerings

Increased service reach & effectiveness, particularly for underrepresented groups

Sustainable Funding Model

New revenue streams, including philanthropy & strategic partnerships, ensuring long-term viability

Pillar 2 Relationships

What success looks like

- Team Members are brand ambassadors who are thriving, motivated & engaged in delivering excellence
- Our team, community & stakeholders collaborate to enhance service delivery, community awareness, working across various sectors
- Helping Minds is widely recognised as a leader in relational recovery and family-inclusive mental health support

Top Three Indicators of success

An Engaged & Committed Team

The Helping Minds Way is in place with team wellbeing assessed via cultural engagement surveys. Volunteer framework is developed & fully integrated, alongside the integration of the Lived Experience Framework

Engagement Strategy Implemented

A clear, measurable plan ensuring inclusivity across all internal & external stakeholders, including a marketing strategy that increases brand recognition & engagement

Growth in Collaborative Partnerships

Increased joint initiatives with organisations across different sectors

Pillar 3 Advocacy

What success looks like

- Helping Minds is a trusted voice for mental health and carer advocacy, influencing policy and funding decisions
- Meaningful representation of people with lived experience at all levels of decision-making
- Research and evaluation projects contribute to broader sector knowledge and systemic change

Top Three Indicators of success

Helping Minds is a Key Policy Influencer

Active participation in government consultations & advisory groups

New Connections in Key Sectors

Increased collaboration with policymakers, researchers, & peak bodies

Community Engagement Strengthened

Growth in participation at advocacy forums, ensuring those with lived experience are heard

Pillar 4 Innovation

What success looks like

- Helping Minds stays ahead of sector trends, adopting and developing new models of care
- Continuous improvement and the use of technology enhances service delivery without compromising personal connection
- Innovation leads to improved outcomes for community, demonstrating Helping Minds' leadership in mental health and carer support

Top Three Indicators of success

Effective Use of Technology

Appropriate digital solutions improve service accessibility for our communities and efficiency for our team

Culture of Continuous Improvement

Team members and stakeholders regularly contribute ideas that lead to measurable enhancements in service diversity and quality

Recognition as an Innovative Leader

Helping Minds is invited to share insights at industry conferences and forums

Head Office

- 182 Lord Street, East Perth, WA, 6000

Other Locations

- Bunbury
- Broome
- Carnarvon
- Fremantle
- Geraldton
- Hillarys
- Joondalup
- Mandurah
- Midland
- Rockingham
- South Hedland
- South Lake



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We acknowledge the traditional custodians of the lands on which we work, live and care; and we pay our respects to the Elders past, present and future. We recognise and respect their cultural heritage, beliefs and continual relationship with the land and we recognise the importance of the young people, who are our future leaders.

We acknowledge and honor the invaluable contributions of individuals with lived experience of mental health challenges. Their insights, resilience, and voices are at the heart of our mission and strategy.

By sharing their stories and perspectives, they guide us to create more compassionate, effective, and inclusive mental health education and services. We are deeply grateful for their support and advocacy, which help shape a supportive environment for all.

Their experiences drive our commitment to fostering understanding, promoting well-being, and ensuring that our community and loved ones can access the support they need.

