



STRATEGIC PLAN 2014 2018

Grow is a national organisation enabling personal growth and development for people experiencing a mental health condition or illness or having difficulty coping with life's challenges.

The **Grow Program** offers people the chance to share their stories and talk about their challenges and solutions for recovery with others. Members develop friendships and their own support networks.

Grow leaders have the opportunity to use their experiences to help others in their recovery and participate in mutual help through **Grow Groups**.

Participation in **Grow** helps people to build their personal resources, overcome obstacles and live a life full of meaning, hope and optimism.

Our values

- **Grow's** values underpin our approach and how we work with each other, our **Grow** members, our partners and the community.
- **Personal responsibility** – We have a duty to do what is right and ethical and to take responsibility for our actions.
- **Personal value** – Every person is valuable and has their unique place in the community.
- **Mutual help** – By working together, learning together and sharing experiences we help one another grow to our full potential.
- **Friendship** – Through companionship and leadership we develop trust and hope, we break down barriers and we gain the courage to change and grow.

Our goals

- We will double the number of people involved in **Grow** by the end of 2018.
- We will be recognised as a successful and proven mental health program by 1 in 3 Australian adults by the end of 2018.

Our vision

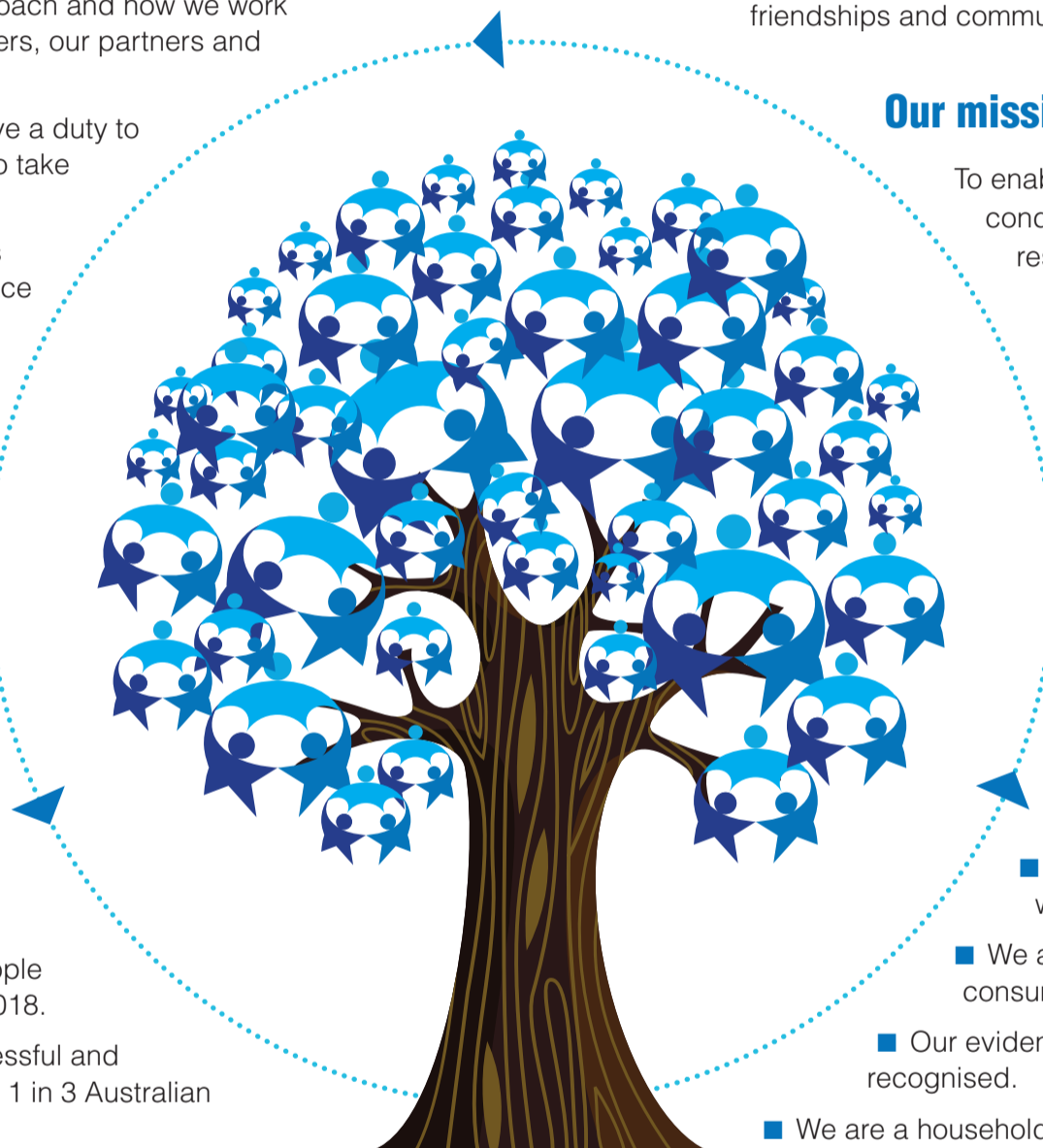
Grow is recognized for its unique approach to developing leaders in mental health recovery, through mutual help, friendships and community.

Our mission

To enable people with a mental health condition or illness to take their responsible and caring place in the wider community.

We will be doing well when ...

- **Grow** members experience an improved sense of personal value.
- **Grow** members develop their own network of support and friendship and have fun doing it.
- More people are involved in **Grow**.
- **Grow** groups are flourishing and welcome and retain new members.
- We are a recognised authority on consumer led recovery.
- Our evidence base is strong and well-recognised.
- We are a household name.



GOAL 1—We will ...

- Ensure that all volunteers receive appropriate and regular training and guidance to support them in their roles.
- Implement protocols to ensure that each first timer is welcomed and orientated and that we seek and use their feedback about their experience and expectations of **Grow**.
- Develop contemporary literature for use in **Grow**.
- Be able to readily access reliable activity data and use it to inform decision making about our organisation and group work.
- Undertake purposeful and targeted outreach with our staff and **Grow** members.
- Create opportunities and encourage greater member participation in **Grow's** caring and sharing community.

GOAL 2—We will ...

- Develop and implement a national communications and marketing strategy to ensure consistent and effective engagement of staff, members and the broader community.
- Establish Odd Socks Day as a key element of the national strategy to reduce the stigma of mental illness.
- Link our research outcomes and **Grow** member testimonies to all our promotions.
- Establish new and diverse **Grow** Groups and activities using evidence, research and partnerships.
- Develop **Grow's** readiness to transition and respond to the National Disability Insurance Scheme.
- Support our staff and invest in their development to enable their enthusiastic and effective contribution to **Grow's** operation