

# Grow Strategy and Strategic Plan 2018-2021



## VISION

Growing an inclusive Australian community that values all people, their mental health and wellbeing.

## GROW MISSION

We aim to provide proven programs across Australia to achieve and maintain mental health and wellbeing in a range of settings, supporting people and creating a better future for all.

## GROW VALUES

Personal responsibility  
Personal Value  
Mutual help  
Friendship  
Integrity  
Discipline



### Strategic Priority One: Ensure Vibrant, Contemporary, Grow Program

**OUTCOME:** Grow teams, groups and programs will operate at full capacity, are vibrant communities and offer quality programs that enable recovery



### Strategic Priority Two: Establish New Generation Grow Programs (Get Growing)

**OUTCOME:** There is diversity in funding with income from new programs and fundraising totaling 25% of income



### Strategic Priority Three: Extend our reach and influence

**OUTCOME:** Grow is considered a leader in the mental health sector.



### Strategic Priority Four: Engage and Extend our Workforce

**OUTCOME:** Staff satisfaction aligns with high performing, diverse organisations



### Strategic Priority Five: Efficient and Sustainable Organisation.

**OUTCOME:** Grow will turn over an operating surplus of at least 5% annually.