

Mental Health Victoria – Strategic Plan 2024 to 2026

Why we exist Our Vision: A high-quality mental health and wellbeing system in Victoria which embeds consumer and carer choice and agency into its design.
Our Purpose: To advocate resolutely for reform across the Victorian mental health and wellbeing system.

STRATEGIC PILLARS

Collaboration	Foster sectoral and cross-sectoral relationships and collaborative initiatives to more efficiently and effectively transform the mental health and wellbeing system .
	Build strong relationships with our Associates, Government and other stakeholders in the mental health and wellbeing sector and host events, forums, and other collaboration opportunities to foster meaningful discussion.
	Create a better-informed, more unified sector, and through working relationships, increase knowledge sharing, efficiency, and efficacy.
Knowledge	With the perspectives of consumers and carers with lived and living experience at the centre, provide education opportunities to the sector, government, and key stakeholders to uplift and positively impact sectoral growth and development.
	Champion excellence in education and development, with lived and living experience perspectives influencing the work we do and education we provide.
	Drive informed decision-making, culture change, awareness, and systems transformation through the usage and promotion of educated, practical, and translational knowledge.
Impact and Influence	Influence government, mental health and wellbeing service providers, and the workforce to commit to and be accountable for championing a mental health and wellbeing system which demonstrates best practice, and is accessible, appropriate, and effective.
	Drive proactive and well-informed advocacy through media, communications, and events.
	Publish and promote translatable, realistic, and practical information that contributes to motivation for change, accountability, and commitment to mental health and wellbeing system reform in Victoria.

Enablers	An engaged and high-performance team and Board	Perspectives of those with Lived and Living Experience	Sustainable Financial Foundation	Knowledge Sharing	A trustworthy and relevant brand
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Values	Service	Respect	One Team	Integrity	Courage	Achievement
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