



MIFWA

Mental Illness Fellowship of WA

Strategic Plan

2021-2025



Who are we?

Mental Illness Fellowship of WA (MIFWA) is an independent community based mental health organisation supporting people who are living with and recovering from mental illness, as well as their families, carers, and allies across Western Australia.

For over 30 years, MIFWA has been at the forefront of innovative approaches that have significantly improved the mental health system in WA. We do this through Commonwealth and State Government-funded mental health programs; however, we carefully monitor unmet need and explore innovative ways to fund and deliver support to people who need it.

What makes us special?



Our approach

We are focussed on the person – not the diagnosis, hold positive expectations, and look for new ways to support people to achieve their goals and live their best life; working alongside people in a way that is meaningful to them.



Our team

We are proud to have a talented team that embodies our values and reflects our history and organisational culture. Our team includes people with a lived experience of mental health challenges and recovery, including a strong peer workforce.



Our focus

We specialise in providing community mental health services (non-clinical) for people across Western Australia. We are experts in understanding recovery and delivering individual services; in partnering with carers, families, and clinical teams; and in supporting the person's journey – including transitions between clinical and community services.



Our entrepreneurial spirit

Our founders were tenacious in looking for new approaches – including those that did not exist in Western Australia. Our focus on the individual gives us unique opportunities to be agile in innovating and growing services that respond to community need.



Our vision

To realise the potential of all Western Australians to recover from mental illness, to maintain mental health, and to live a meaningful life in their community.

Our mission

- To walk alongside people affected by mental illness, providing person led recovery focussed support;
- To promote acceptance and understanding of mental health in the community; and
- To be a leader in innovation and systemic reform in mental health service delivery.

Our values



Empowerment

We work to empower people, helping them gain control over their own lives, fostering power in individuals to act on the issues they define as most important to them.



Collaboration

We work with individuals and groups to achieve shared goals; sharing knowledge, learning together, and building consensus.



Inclusion and Acceptance

We acknowledge everyone's worth and dignity, regardless of background, abilities, or beliefs. We demonstrate empathy, show consideration for one another, and acknowledge the value of other.



Integrity

We demonstrate integrity by having the courage to do the right thing, and to stand up for what's right/being responsible for our actions, being honest and adhering to the highest ethical standards.



Accountability

Individually and as an organisation, we are accountable and responsible for our behaviours; activities; decisions; outcomes; and are open and transparent in what we do.

Our strategic objectives 2021-2025



1. Sustainable NDIS

Grow a stable and sustainable NDIS program to meet community need in the Perth metropolitan area; achieving steady growth and strong quality as the system matures while ensuring financial sustainability.



2. Recovery-oriented community support

Be one of the Government's primary partners in Western Australia supporting people living with mental health challenges, their families, parents, and carers, delivering efficient and effective services and growing revenue streams.



3. Community capacity building

Support the capacity building of urban, rural, and remote communities across Western Australia to effectively support the mental health and wellbeing of their communities through training and partnerships.



4. Systemic impact

Actively influence the design and impact of Western Australia's and Australia's mental health system, always keeping the needs of people at the centre.



5. Strong organisational foundation

Build a more effective, efficient, and contemporary organisation strongly rooted in our innovative and empathetic past.



How we will succeed

The objectives will be achieved in three broad phases:

1. **Horizon one:** Stronger Foundations (by June 2022)
2. **Horizon two:** Steady State (by June 2023)
3. **Horizon three:** Optimise (by June 2024)

To succeed, we will continue to invest in and build on our four critical capabilities:

1. **Keeping the person at the centre:** Take what is an innate part of our history and values, turning it into something that is consistently ‘embedded’ in everything we do.
2. **Our people and culture:** Preserve what makes MIFWA special and what has led to our success to date. Continuing to attract and retain people with strong capabilities who are passionate about our mission.
3. **Our expertise in recovery:** Formalise and build our expertise so we can continue to share and put into practice the expertise we have built from experience.
4. **Lean management:** Deliver quality services within tight government costing and pricing rules through the smart use of systems, and economies of scale and reach, balanced with maintaining innovation and person-centred focus.

Our Strategic Initiatives

A set of 11 strategic initiatives have been developed to achieve our 2025 strategic goals:





Mental Illness Fellowship of WA

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