



**MIFWA**  
mental illness  
fellowship of WA



# MIFWA STRATEGIC DIRECTION 2015–2018





## *Who we are*

MIFWA is an independent charitable not-for-profit organisation and member of the national body Mental Illness Fellowship of Australia (MIFA).

MIFWA was developed in the late 1980s by a group of families with a shared purpose and vision: to improve the lives of their children who had been diagnosed with schizophrenia.

MIFWA has a passionate and diverse Board and workforce. We recruit based on our shared values and we have a substantial peer workforce. We promote and engage in ongoing learning and professional development. Importantly, we pride ourselves on being accessible and approachable.

## *Our Vision*

A good life for individuals affected by mental health issues.

## *Our Mission*

To work alongside people affected by mental health issues in a way that is meaningful to them; 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*

Accountability

Integrity

Inclusion and acceptance

Collaboration

Empowerment

# Signature services

## Personalised Support for Individuals

- Tailored support for people to maintain their home and lifestyle in the community.
- Peer support for young people.
- Parent peer and family support.
- Health and wellbeing programs (Meerkat Mob).
- Recovery education programs (Well Ways).

## Support for Families and Carers

- Peer led education programs (Well Ways) designed to support families, carers and friends of people with a mental illness.
- Support groups and weekend breaks away from the caring role.

## Information and Influence

- Dedicated information person.
- Mi Networks ([minetworks.org.au](http://minetworks.org.au)) connecting people to information and support.
- Influencing community with information and education.

## now

### Where are we now?

#### In 2014 we had:

- Services in metropolitan Perth and four regional areas.
- Four office locations (Midland, West Leederville, Osborne Park, Northam).
- Approximately 60 staff across 10 programs.
- 600 plus members of our Lorikeet Community Centre.
- Provided information and support to over 5000 West Australians.
- Dedicated programs for individuals with mental health issues and their families and carers.
- Almost \$3.5 million revenue.
- Hosted Schizophrenia Awareness Week.

## in three years

### So where do we want MIFWA to be in the next 3 years?

- A successful, leading mental health organisation operating within the Western Australia mental health sector.
- Delivering effective, high quality, recovery-oriented mental health services that make a lasting and positive difference to the diverse range of people we work with.
- Renowned for flexible, innovative, evidence-based practice, a high level of expertise, and our capacity to demonstrate impact and value of our work.
- Influencing the WA community, policy-makers and stakeholders on mental health issues.
- Engaging strategically with partners to deliver services and to share our expertise.
- A highly engaged, innovative and flexible workforce that is empowered to work collaboratively across programs, share their skills and expertise, and who are committed to the vision and values of MIFWA.
- An organisation operating under quality governance and guidance that is economically sustainable to meet the current and future needs of individuals and the community.

# Values

	Accountability	Integrity	Inclusion and Acceptance	Collaboration	Empowerment
Values	<p>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.</p>	<p>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.</p>	<p>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 others.</p>	<p>We work with others (individuals and groups) to achieve shared goals; sharing knowledge, learning together and building consensus.</p>	<p>We work to empower people and help them gain control over their own lives. Fostering power in the individual to act on the issues they define as most important to them.</p>
Behaviours	<p>We will:</p> <ul style="list-style-type: none"> <li>• Make informed decisions and be accountable for our actions and outcomes.</li> <li>• Communicate responsively and transparently.</li> <li>• Provide quality holistic service delivery.</li> <li>• Act on our commitments.</li> <li>• Demonstrate self-respect in our role both within the organisation and in the community.</li> <li>• Ask for feedback. We welcome feedback to continue improving the services.</li> </ul>	<p>We will:</p> <ul style="list-style-type: none"> <li>• Be consistent and clear about our ethical standards.</li> <li>• Speak up even when it may be risky to do so.</li> <li>• Encourage people to express concerns about questionable practices.</li> <li>• Offer open, candid feedback to management and co-workers.</li> <li>• Walk the talk: be an example of what you want others to be.</li> </ul>	<p>We will:</p> <ul style="list-style-type: none"> <li>• Be considerate and courteous.</li> <li>• Build positive and mutually beneficial relationships. Listening to, seeking and gaining the respect and confidence of others.</li> <li>• Lead by example and act with conscious awareness.</li> <li>• Value diversity and promote equality and inclusion, recognising the contribution and value of others.</li> <li>• Take time to listen with empathy and without judgement.</li> </ul>	<p>We will:</p> <ul style="list-style-type: none"> <li>• Work collectively to achieve common goals.</li> <li>• Build partnerships that create opportunities.</li> <li>• Share our knowledge, skills and experience with others whilst learning together.</li> <li>• Make time to get to know individuals, listen to and build an understanding of their skills, interests and motivations.</li> </ul>	<p>We will:</p> <ul style="list-style-type: none"> <li>• Demonstrate consistency for individuals to achieve hope, understanding of one's abilities, engagement in an active life, personal autonomy, social identity, meaning in life, and a positive sense of self.</li> <li>• See the potential of individuals and communities, and support their development.</li> <li>• Provide a supportive and inspiring workplace environment.</li> <li>• Have the freedom to express a high degree of creativity.</li> <li>• Celebrate and acknowledge the success of others.</li> </ul>

# Our Three Strategic Focus Areas

## Excellence in Service Delivery

### Objectives:

1. To be responsive, relevant, efficient and have a positive impact on the community, individuals, family and friends.
2. To measure, continuously improve and demonstrate the value and effectiveness of MIFWA's services.
3. To identify and deliver innovative services to meet current and emerging needs of our community.
4. To increase the use and application of technology in service delivery.

## Profile, Presence and Influence

### Objectives:

1. To increase the profile and influence of MIFWA.
2. To develop MIFWA's reputation as a stand-out, leading edge mental health organisation.
3. To build and engage the membership of MIFWA.
4. To influence government and community attitude and acceptance of people with mental health issues.

## Strategic Growth

### Objectives:

1. To develop a strong and diverse revenue base to ensure financial viability, sustainability and growth to deliver on our mission.
2. To ready the organisation to attract and take advantage of future opportunities.
3. To improve, sustain and expand service delivery to meet community need.

## enabled by

## Our People

### Objectives:

1. To enhance the capability and diversity to maximise the contribution of our workforce.

## Quality Governance and Compliance

### Objectives:

1. To develop and implement strategic management systems that support the growth and aspirations of MIFWA.
2. Improve the management and control of the organisation by the MIFWA Board including risk management and other supporting capabilities.
3. To ensure the business operates within its relevant legal and other boundaries.



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**Mental Illness Fellowship of WA (Inc)**

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