



MHACA
Mental Health
Association of
Central Australia

STRATEGIC PLAN

2024 – 2027

VISION

All Central Australians are supported to achieve good mental health.

PURPOSE

We support participants in their recovery and promote wellbeing in our community.

VALUES

BELONGING

Connection, Relationships, Community, Collaboration

HOPE

Optimistic, Courage, Goals, Change

RESPECT

Listen, Kindness, Fairness, Inclusive

HONESTY

Trust, Integrity, Transparent, Accountable





GOAL 1 - Build on our long history by always exploring ways to improve.

We will:

- Prioritise a strong and robust business.
- Work with the people who will help us achieve our goals.

We are successful When:

- Partnerships are in place with MOUs.
- A qualified Board is engaged with experience to govern effectively.
- Accreditation achieved against the National Standards.
- Cash reserves are strong and continual reinvestment is undertaken.

GOAL 2 - We invest in our people and nurture a positive culture.

We will:

- Invest in leadership and strengthen succession planning.
- Strengthen the cultural capability and diversity of our workforce.
- Implement the Lived Experience Workforce Development Framework.

We are successful when:

- Participant feedback reflects a culturally safe and diverse workforce.
- 80% staff satisfaction reported in the annual staff survey.
- We retain a stable and engaged peer workforce.

GOAL 3 - Employ best practices which support the participant's ideal outcome.

We will:

- Provide person-centred, recovery oriented and trauma-informed supports.
- Ensure coordination and integration with other healthcare providers.
- Include participants and carers in planning, service delivery and evaluation.

We are successful when:

- 60% of participants engage in the Your Experience Survey (YES), and 75% of participants express service satisfaction.
- Participants report satisfaction with coordinated care through feedback.
- Our service delivery and activities reflect the expressed input from participants.

GOAL 4 - Encourage help-seeking to increase wellbeing.

We will:

- Normalise mental health challenges and articulate supports that are available.
- Develop culturally appropriate resources.
- Build capacity to respond to people experiencing a crisis through suicide prevention training.

We are successful when:

- There is increased engagement on our social media, website and health promotion stalls.
- We receive positive community feedback about our resources and community events.
- 250 Central Australians each year have received accredited mental health training.