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**Mental Illness Fellowship of South Australia (MIFSA)**

**Strategic Directions 2006 - 2008**

***Provide effective advocacy on behalf of people affected by mental illness and psychiatric disability.***

***Deliver effective services that meet the needs of our members and other people affected by mental illness with a primary focus on psychosocial supports, information and education.***

***Ensure our ongoing viability.***

***Retain our culture through a strong membership base and volunteer focus.***

## Strategy 1

**Provide effective advocacy on behalf of people affected by mental illness and psychiatric disability.**

STRATEGIC OBJECTIVE	OUTCOMES	PROJECTS
1.1 Influence professional and public opinion.	1.1.1 MIFSA provides people with accurate information about Mental Illness. 1.1.2 Health and community workers understand the need for psycho-social support. 1.1.3 MIFSA receives positive press coverage.	<ul style="list-style-type: none"> <li>· Develop a media strategy - public voice at forums, on radio, media releases, awareness sessions, local council newsletters, service groups.</li> <li>· Formal training of staff and volunteers in advocacy.</li> <li>· Encourage and support consumers to advocate on their own behalf – consumer consultants, peer-workers and co-facilitators.</li> </ul>
1.2 Increase and strengthen linkages and representation with other relevant organisations.	1.2.1 MIFSA is a member of key committees of other relevant organisations. 1.2.2 Mental Illness Fellowship of Australia (MIFA) and GP networks generate resources and partnerships.	<ul style="list-style-type: none"> <li>· Build relationships with non government organisations.</li> <li>· Develop close linkages with GP Divisions of General Practice in relation to mental health.</li> </ul>
1.3 Ensure linkages and access to expertise and knowledge of mental illness.	1.3.1 MIFSA is used by press for expert comment, and can be linked closely to mental health expertise.	<ul style="list-style-type: none"> <li>· Develop media relations guidelines for MIFSA.</li> </ul>
1.4 Contribute to the sector-wide (State and National) planning and implementation of a more effective, comprehensive and	1.4.1 MIFSA continues to be involved at both State and National levels to influence the planning and implementation of	<ul style="list-style-type: none"> <li>· Continue to build relationships with Government departments, funding bodies, local MPs, health ministers.</li> </ul>

sustainable range of services.	services.	
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## Strategy 2

**Deliver effective services that meet the needs of our members and other people affected by mental illness with a primary focus on psychosocial supports, information and education.**

STRATEGIC OBJECTIVE	OUTCOMES	PROJECTS
2.1 Trial and evaluate new programs.	2.1.1 New programs have been implemented and evaluated.	<ul style="list-style-type: none"> <li>· Needs analysis undertaken to determine what new programs should be implemented.</li> <li>· Implement and evaluate new programs that have been selected.</li> </ul>
2.2 Continue to develop and implement peer support.	2.2.1 Peer support programs are developed and implemented.	<ul style="list-style-type: none"> <li>· Develop clear structures, policies and communication channels between staff, members and volunteers.</li> <li>· Establish a mentoring program promoting positive attitudes among peers.</li> </ul>
2.3 Increase our capacity to assist people to self manage their illness and disability including access to other services they require.	2.3.1 Self-management is a key focus of all programs. 2.3.2 Strong linkages with a range of other services are continually developed.	<ul style="list-style-type: none"> <li>· Develop and implement strategies that target people who do not have access to MIFSA – outreach activities, publicity, promotion, networking and partnerships.</li> <li>· Develop a clear list of the range of services that people with Mental Illness require to manage their illness and disability.</li> </ul>
2.4 Implement Service Excellence Framework (SEF) as a quality management	2.4.1 Quality improvements are implemented according to the SEF across to the organisation.	<ul style="list-style-type: none"> <li>· SEF reviewed annually.</li> <li>· Develop evaluation plans for all MIFSA programs.</li> </ul>

tool.	2.4.1 All programs are evaluated for their effectiveness.	
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### Strategy 3

#### Ensure our ongoing viability.

STRATEGIC OBJECTIVE	OUTCOMES	PROJECTS
3.1 Ensure appropriate resources including facilities, occupancy, staffing and finances.	<p>3.1.1 Appropriate transport options are available to MIFSA.</p> <p>3.1.2 Accessible physical locations are available for the delivery of all MIFSA services.</p> <p>3.1.3 Staff turnover is low due to satisfaction.</p> <p>3.1.4 MIFSA has a sound operational financial management system.</p>	<ul style="list-style-type: none"> <li>· Review of physical locations and building resources is undertaken.</li> <li>· Strong governance arrangements are developed.</li> </ul>
3.2 Raise our profile and promote our organisation.	<p>3.2.1 MIFSA is well recognised and respected by government, non-government, private, organisations and the public.</p> <p>3.2.2 Promotional strategies are developed and implemented.</p> <p>3.2.3 MIFSA corporate identity is reviewed.</p>	<ul style="list-style-type: none"> <li>· Develop a promotional plan that involves the use of media and information distribution.</li> <li>· A review of MIFSA corporate identity is to be undertaken.</li> <li>· Work in conjunction with the Mental Health Coalition f SA on the Service Integration Project.</li> </ul>
3.3 Pursue a diversity of funding.	3.3.1 MIFSA receives funding from a variety of sources such as fund raising, State and National government funding, corporate, research and other grants.	<ul style="list-style-type: none"> <li>· MIFSA develops strategies to pursue diverse funding streams.</li> <li>· MIFSA continues to support fund raising initiatives and the Sunflower shops.</li> </ul>

### Strategy 4

#### Retain our culture through a strong membership base and volunteer focus.

<b>STRATEGIC OBJECTIVE</b>	<b>OUTCOMES</b>	<b>PROJECTS</b>
4.1 Build a vibrant and growing membership.	4.1.1 Membership grows each year and members are from all age groups.	<ul style="list-style-type: none"> <li>· A membership drive is developed and implemented.</li> <li>· Health and community workers are encouraged to become involved as members of MIFSA.</li> </ul>
4.2 Ensure members participate and shape the way the organisation operates and advocates	<p>4.2.1 The views of members are influential in the development of MIFSA services, culture and programs.</p> <p>4.2.2 Members are regularly surveyed and provided with information on MIFSA.</p>	<ul style="list-style-type: none"> <li>· Review and assess the profile of members to develop strategies to provide services to members with different needs.</li> <li>· Develop a range of methods to engage membership feedback.</li> </ul>

### Strategy 4 (continued)

<p>4.3 Ensure our volunteer base grows and is appropriately prepared.</p>	<p>4.3.1 Volunteers increase each year.</p> <p>4.3.2 All volunteers receive training and ongoing support.</p> <p>4.3.3 Volunteers are regularly acknowledged for their contribution to MIFSA.</p>	<ul style="list-style-type: none"> <li>· Develop volunteer policies and guidelines.</li> <li>· Develop a volunteer training program particularly in respect to orientation and OHS issues.</li> <li>· Develop volunteer job descriptions.</li> <li>· Undertake an audit of volunteer skills.</li> <li>· Develop and implement promotional strategies to encourage more volunteer support.</li> <li>· Ensure all volunteers are on the mailing list.</li> <li>· Promote the work of volunteers in a regular column in the newsletter.</li> <li>· Explore the financial capacity of MIFSA to provide travel reimbursement for volunteers.</li> </ul>
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