

On the Line Australia Strategic Plan 2023

Who we are

- ▶ We are a 24/7 national charitable provider of suicide prevention, mental health and counselling services.
- ▶ We provide free professional support and help for people to navigate Australia's complex service systems.
- ▶ We specialise in remote service provision, having pioneered the use of technology to reach people in need since 1960.
- ▶ We are purpose driven and we will not rest until everyone can access the professional support they need.
- ▶ We exist to change and save lives every day.

Our Vision

Our vision is for a society free from suicide, psychological distress and family violence where everyone can access the support they need to promote good mental health, connection to community, and positive relationships.

Our Purpose

Our purpose is to prevent suicide and to support people in need through the provision of professional mental health and counselling services 24/7.

Our Principles

Accountability

We take responsibility for our actions and are accountable to each other and our stakeholders for our performance and integrity.

Collaboration

We work collaboratively within the organisation and across sectors to share knowledge, skills, and experiences.

Integrity

We act with integrity and honesty and are guided by ethical and moral principles in all that we do.

Effectiveness

We strive to be effective, and make a difference by making the best use of resources and encouraging innovation.

Equity

We are committed to overcoming discrimination and disadvantage and promote fair and just access to services and information.

Respect

We embrace diversity and treat people with respect and dignity at all times.

Our Strategy

Lived Experience

We will promote lived experience in the leadership, design, and delivery of everything we do.

Quality & Continuous Improvement

We will invest in research, design, and innovation to continually improve services and outcomes.

Service

We will increase our impact by growing our service delivery capability.

Sustainability

We will be a strong organisation that enables its people to do their best possible work.

Advocacy

We will work with our peers to advocate for reform of Australia's complex service systems.

How will we achieve this?

1. Lived Experience

- ▶ Re-position On the Line Australia as a leader in lived experience innovation.
- ▶ Support an inclusive, affirming, and non-stigmatised organisational culture.
- ▶ Contribute to the sector innovative lived experience led approaches to service design and delivery.
- ▶ Introduce peer work into our service model and workforce.

2. Quality & Continuous Improvements

- ▶ Ensure lived experience and clinical expertise drives our service design and delivery, research, and advocacy.
- ▶ Establish formal research partnerships.
- ▶ Establish a formal research and outcomes evaluation framework.
- ▶ Pursue and create service delivery partnerships that deliver outcomes for consumers and our partners.
- ▶ Commit to the delivery of sound and effective Clinical Governance.
- ▶ Invest in new technology to support the changing needs of people in need.

3. Service

- ▶ Purposefully expand service delivery to help more people.
- ▶ Expand our delivery of service navigation and initial assessment and referral (IAR) services.
- ▶ Integrate effectively with the broader service system.
- ▶ Invest in marketing, outreach, and other initiatives to raise awareness of our brands and to encourage help-seekers to access our services.

4. Sustainability

- ▶ Build a stronger, more consistent culture.
- ▶ Continuously improve our financial management capabilities and build sufficient reserves.
- ▶ Continuously improve our corporate and clinical governance.
- ▶ Strengthen our workforce model.
- ▶ Partner with universities and the peak bodies that represent the mental health professions to provide placements.
- ▶ Build and support a diverse workforce that reflects the communities and individuals we support.
- ▶ Develop our digital and operational infrastructure, systems, and capability.

5. Advocacy

- ▶ Deepen our research and evaluation capability to influence public policy reform.
- ▶ Strengthen our data capability and culture to enable better measurement of outcomes and impact.
- ▶ Establish and resource a national policy and advocacy program.
- ▶ Grow our profile to ensure we are highly effective in our advocacy.

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