

Mission, Vision, Purpose and Values

Mission

To champion mental health and wellbeing in Augusta Margaret River region by connecting the community to trusted support, empowering individuals through early intervention and preventative education, strengthening local networks through advocacy and collaborative action.

Vision

To be widely recognised as the region's go-to hub for mental health advocacy, wellbeing education, and community connection—making it easier for individuals, families, and organisations to know where to turn, what's available, and how to access meaningful support.

Purpose

To serve as the trusted voice and central connector for mental health and community wellbeing—fostering a more resilient, compassionate region where people feel supported, stigma is reduced, and access to help is clear and approachable.

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Our Values

Compassion

We act with kindness, empathy, and understanding.

Connection

We foster meaningful relationships within our community.

Collaboration

We believe in collective impact and working together.

Prevention & Early Intervention

We focus on early prevention and creating safe, supportive environments.

Education & Empowerment

We deliver practical, community-based workshops and training in mental health, suicide prevention, and wellbeing.