

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.

To build social capital in our community through Education, Collaboration, Promotion and Advocacy.

Aims – how we achieve our purpose

1. Education - Empowerment and resilience of community members
2. Collaboration - Capacity building, resource coordination, engagement and access to support
3. Promotion - Compassion, empathy, stigma reduction, and truth telling
4. Advocacy - Action to create change. Systems change and innovation for local impact

Objectives – the way we achieve our aims

1. Education

- 1.1. Carry out early intervention and prevention programs.
- 1.2. Develop responsive programs that meet emerging challenges and gaps in services.

2. Collaboration

- 2.1. Facilitate community, government agencies, not-for-profit services and local groups to work together on mental health challenges.
- 2.2. Work with partners, provide a coordinated information system (hub) and strategies to increase mental health literacy and access.

3. Promotion

- 3.1. Deliver promotion campaigns to reduce stigma with focus on local connection and context.
- 3.2. Develop and deliver targeted promotions to increase community awareness of local supports.

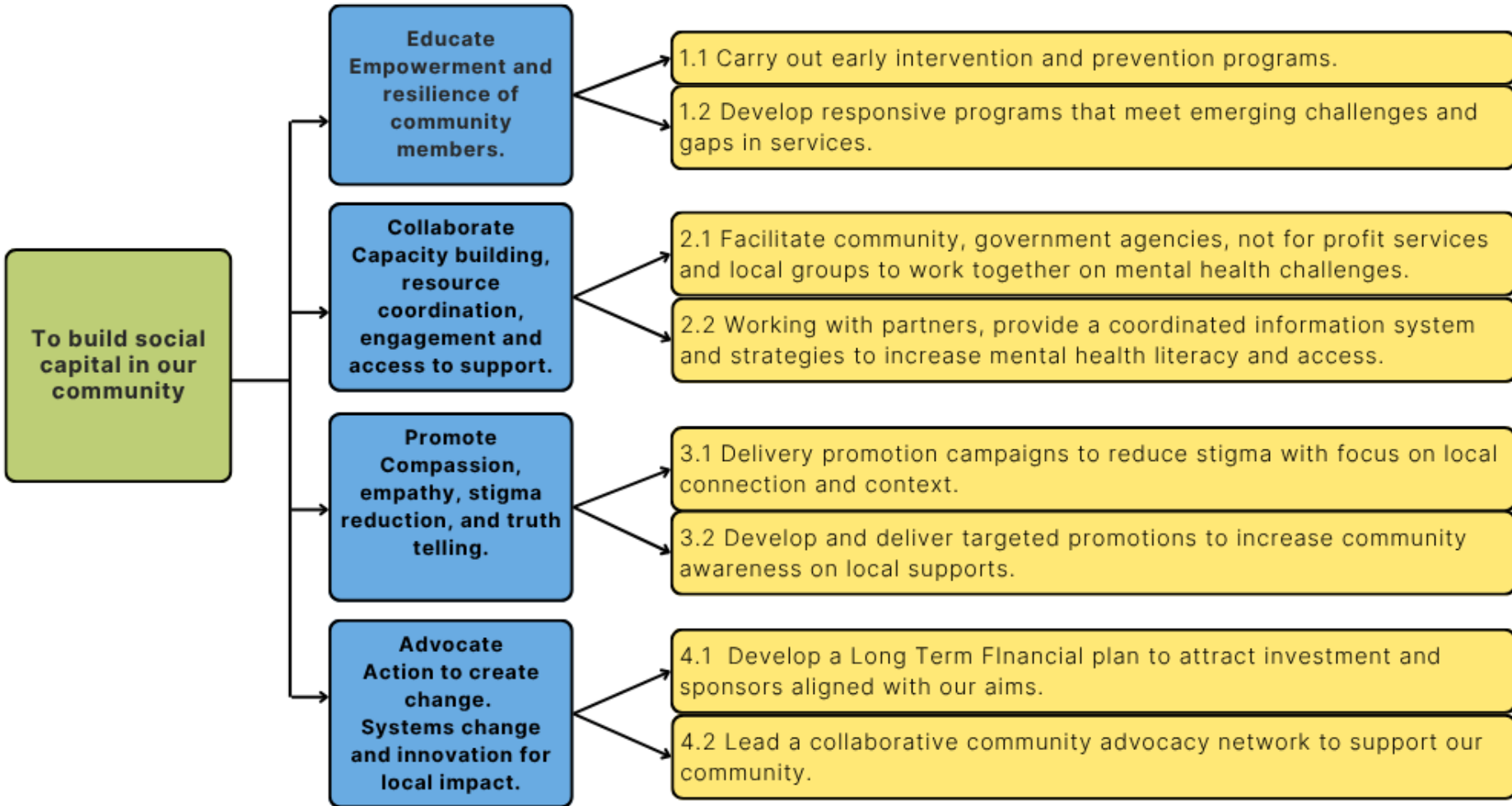
4. Agency

- 4.1. Develop a Long Term Financial plan to attract investment and sponsors aligned with our aims.
- 4.2. Lead a collaborative community advocacy network to support our community.

Values

- Compassion
- Collaboration
- Connection
- Early Intervention & Prevention
- Education & Empowerment

Our Vision
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Compassion - Connection - Collaboration - Early Intervention & Prevention - Education & Empowerment