

Strategic Summary

2009-2012



OpenMinds
people supporting people

Quality

Expertise

Effectiveness

Accountability

Our Mission

Open Minds supports people with mental illness, intellectual disability or acquired brain injury to live independently and well within the community.

Our Vision

Our vision is for an organisation trusted, respected and valued for supporting individual recovery and achievement with quality services delivered by professional, well trained and supported staff.

Our Priorities

Delivering service excellence

Open Minds is dedicated to supporting individuals, families and the community with the highest quality services.

How do we achieve this?

- Recruiting, training and supporting our staff and leadership teams to achieve their professional best in assisting all those we support to live independently and well within the community
- Working with our professional stakeholders, listening to our clients, reviewing our work and being willing to make necessary changes to meet the needs of our clients and the community.
- Strengthening our own expertise with input from qualified specialists.
- Continuously improving our leadership and developing a body of knowledge and procedures to support accountability and excellence in service delivery.

How do we know how we are going?

- We operate and monitor a highly professional human resource, training and development policy and systems which support and reward good performance.
- We regularly evaluate our programs and achievements and publicise the results, both in terms of raw numbers and in terms of ways we can improve what we do.
- We gather reports from clients, stakeholders and peers, conduct formal feedback and surveys, record new referrals, and carry out benchmarking.
- We maintain formal and externally assessed Quality Systems accreditation.

Our Priorities

Becoming stronger into the future

Open Minds is committed to sound economic management to provide valued services to more clients, families and the community.

How do we achieve this?

- Talking directly to potential clients and their families about the benefits of our services.
- Promoting our services and capacity to government agencies, the community and other stakeholders.
- Developing programs to suit changing market and community needs and building the resources, where needed, to evaluate and respond to new opportunities.
- Managing diverse income streams and developing new sources of funding, commercial or philanthropic.
- Positively working with government to achieve fair and reasonable levels of funding to deliver our services.

How do we know how we are going?

- We monitor and assess our program growth, diversity, reach and the quality of what we do.
- We manage and evaluate income levels, mix and diversity, profitability and return on assets and investments.
- We maintain and analyse financial budgets and performance.

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Our Priorities

Spreading the word and gaining support

At Open Minds we believe in the right of people with a disability to receive equal access and opportunity within the community. This is at the heart of all our communications. We work to raise awareness among the general public and in the community about why our work is so vital.

How do we achieve this?

- Promoting Open Minds' mission, values and service provision clearly, consistently and strategically.
- Engaging our clients, partners, stakeholders, supporters, funders and the wider community with an informative website, brochures and communications.
- Inviting, evaluating and responding to feedback from our key stakeholders.
- Developing a fundraising strategy and program capable of achieving funding growth, new partnerships and more involvement from the community and business sectors.
- Engaging with media to promote our services, community engagement and events.

How do we know how we are going?

- We listen to feedback from our clients, staff and stakeholders.
- We monitor and assess the capacity and success of our fundraising and community support programs.
- We maintain and evaluate our stakeholder relationships.
- We monitor stories about and mention of Open Minds in the media and community and manage and build our stakeholder networks.





66 Annerley Road,
Woolloongabba QLD 4102

p : 07 3896 4222 f : 07 3896 4200

openminds.org.au