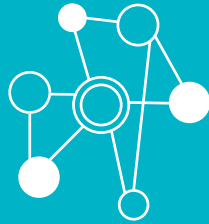


# STRATEGIC PILLARS | 2022 - 2025



**Share  
Expertise**



**Facilitate  
Connection**



**Foster  
Innovation**



**Lead &  
Influence**

The Queensland Alliance for Mental Health (QAMH) reforms, promotes and drives community mental wellbeing service delivery for all Queenslanders, through its influence and collaboration with its membership and its strategic partners.

ASPIRATION

STRATEGIC ACTIVITIES



**Share Expertise**



**Facilitate Connection**



**Foster Innovation**



**Lead & Influence**

QAMH is a reliable source of knowledge about the Community Mental Wellbeing Sector.

Stakeholders will intentionally seek out the knowledge and expertise which has been developed by QAMH in collaboration with members and partners.

QAMH is the peak body of choice for those wanting to grow and develop the Community Mental Wellbeing Sector.

QAMH has strong and influential partnerships with key stakeholders (members, partners, and funders).

QAMH facilitates diverse connections to strengthen the Community Mental Wellbeing Sector.

QAMH is a key resource for community mental wellbeing, innovation, service design thinking and modelling.

QAMH collaborates with partners and members to facilitate the delivery of innovative solutions to improving the Community Mental Wellbeing Sector.

QAMH is recognised and resourced as an innovative organisation contributing to the growth and development of the Community Mental Wellbeing Sector.

QAMH leads the vision for the community mental wellbeing sector in Queensland.

QAMH influences stakeholders' appreciation of the Community Mental Wellbeing Sector's unique contribution within the mental health ecosystem and wider community.

QAMH is a key driver of community mental wellbeing policy and service system reform in Queensland.

1. Establish QAMH as a clearing house for knowledge that pertains to the Community Mental Wellbeing Sector
  - Best practice
  - Evidence based outcomes
  - International service models
  - Reliable reference point for Queensland regarding the community wellbeing sector.
2. Broaden the reach of QAMH's knowledge base and influence to those working within member organisations.
3. Translate knowledge to accessible formats:
  - Leading Policy Contributions
  - Build Media Presence
  - Conference Presentations
  - Training and Education
  - Special Interest Groups
  - Interpreting Key Documents
4. Enhance QAMH's ability to develop the sector including through relevant partnerships with universities and other educational providers and stakeholders.

1. Increase the visibility and reach of QAMH, driving the vision for the Community Mental Wellbeing Sector through:
  - Social media
  - Newsletters and communication
  - Publications
  - Website including member portal
2. Proactive engagement with members on a regular basis to seek views, feedback and support them in their development.
3. Proactive engagement with key partners and funders in promoting the unique value and emerging issues for the Queensland Community Mental Wellbeing Sector.
4. Promote and support cross organisational learning, partnerships, and collaboration.
5. Provide and facilitate member events that promote collaboration within the sector.

1. Lead and facilitate events that promote innovative and value-added service modelling within the Community Mental Wellbeing Sector.
2. Establish active evaluation and research relationships that can validate innovative service modelling for the Community Mental Wellbeing Sector.
3. Lead and participate in projects that align with QAMH's strategic direction.
4. Actively seek to broaden QAMH's funding base to grow its influence in the mental health ecosystem.
5. Lead innovation and vision for the sector through the *Wellbeing First* Innovation work.

1. Lead the vision, through events and resources that promote shared understanding, niche contribution, collective action, and high-quality service delivery of the Community Mental Wellbeing Sector in Queensland.
2. Influence government and broader funding bodies to value the unique contribution of the Community Mental Wellbeing Sector and invest in its growth and development.
3. Influence the wider system reform agenda that shapes contemporary and innovative mental health care in Queensland and across the life and community spectrum.