

OUR VISION

A world where all mental health consumers stand proud, live a life with choices honoured, rights upheld and these principles embedded in all aspects of society.

VMAC AIMS TO ACHIEVE BY

- Honouring mental health consumer diversity
- Providing advocacy for mental health consumers
- Advancing mental health consumer workforce and leadership
- Delivering information and training to the community
- Enabling mental health consumer driven education and research
- Developing strategic partnerships.

OUR GUIDING PRINCIPLES

VMAC's work is premised on the following beliefs:

- People's experiences are respected and valued
- People are experts in their own lives
- People have a right to self determination
- People have capacity to make genuine choices, free from coercion
- People should be safe, respected, valued and informed
- People's diversity is embraced



STRATEGIC PLAN 2019 -2022

This plan is underpinned by our commitment to honouring consumer choice and being the lead consumer voice for mental health in the community. Reflected in the strategic directions and goals is the aspiration that all consumers can reach their full potential.

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STRATEGIC DIRECTION 1: Shaping the research agenda

Research is vital to our capacity to achieve our vision and influence change. Research that is about mental health consumers must involve consumers at every point, be done and used in such a way that it is understandable, useful and guides practice and system change. This applies equally to the broader MH sector agenda and to the research VMIAC undertakes.

Having consumers at the center of research will enable us to produce higher quality, more relevant research, drive and target advocacy more effectively, enable us to craft better policy and demonstrate better ways to do things to bring about systemic change.

STRATEGIC DIRECTION 3: Advocacy for radical change

This is about working towards a whole new way to respond to mental health. It is about being 'fearless' and 'brave' as we work towards major changes in the current system and a fundamentally different approach. It is about articulating what is possible.

This goes to VMIAC's core purpose - this is why we are here and this is what we do. We know that people are being harmed and outcomes are getting worse. We also know there are better ways if people are to reach their full potential.

STRATEGIC DIRECTION 2:

Consumer Leadership and expertise

This honours VMIAC's essence – nothing about us without us. In every way we enable and support consumers to take up leadership roles in advocating for change and being respected for their expertise.

VMIAC is the voice of the consumer and recognises that consumers do not have power over their lives. We consequently seek to make systemic change as well as support individuals to direct their own lives. We are guided in this by our core values of social justice and inclusion - VMIAC must set an example for the community.

STRATEGIC DIRECTION 4: Investing for a strong and sustainable organisation

Build a strong and sustainable organisation that can effectively represent consumers and the broader community. Support the people of the organisation to be their best and in turn provide the best possible service to consumers.

Our people are the driving force behind VMIAC and we can only achieve our efforts through our people. VMIAC must be able to show that we are a reputable and credible organisation that is well governed, well managed and financially sound. We need to be able to plan for and manage growth to create and respond to emerging opportunities.