

GROW'S STATEMENT OF STRATEGIC INTENT

ABOUT GROW

Grow is a national organisation that enables personal growth and development. Grow Programs help people to help themselves, to overcome obstacles and to live a life full of meaning, hope and optimism.

GROW's programs are directly informed by consumer experience, ensuring our peer to peer group programs are evidence-based and relevant. We are proud to be a community of excellence in consumer engagement, mutual help and peer support.

VALUES

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| Personal responsibility | We act ethically and always take responsibility for our actions |
| Personal value | We believe every person has intrinsic value |
| Mutual help | We collaborate and share knowledge, skills and expertise for the personal development and leadership of all |
| Friendship | We support each other and act with courage in the best interests of Grow |
| Community | We create a caring and sharing community to provide a sense of belonging, social connectedness, and purpose to everyday life |

VISION FOR GROW

GROW is the premier provider of intentional peer to peer support to promote hope, mutual help and recovery for good mental health for people throughout Australia.

MISSION

To enable people and communities to grow, recover and maintain good mental health.

GOALS

To be the leader in peer to peer support for good mental health by

1. continuously developing the Grow Program of Recovery and Personal Growth
2. providing new ways to deliver the Grow Program through sustainable and vibrant peer group programs that attract and retain people
3. developing and delivering prevention and early intervention strategies and programs applying the Grow philosophy and wisdoms

IMMEDIATE CHANGE PRIORITIES FOR SUSTAINABILITY AND FUTURE OF GROW

- Digital transformation of GROW Programs and business systems
- Enhancing communications and marketing

- Matching right people with GROW's strategic intent
- Continuous response to COVID-19

ENABLERS

To achieve our Goals, we will

1. Identify and respond to:
 - a. the needs and aims of people who access GROW's programs
 - b. the current and future needs and expected outcomes of our funders
2. Continuously improve the Grow 12 Step Program of Personal Growth with its principles of personal leadership, mutual help and peer support
3. Continuously respond to needs for prevention and early intervention wellbeing programs applying the Grow Philosophy and wisdoms
4. Ensure our program development incorporates evidence of what works and perspectives of consumers and staff
5. Ensure our resources are deployed to maximise outcomes through:
 - a. A three-year implementation plan underpinned by achieving financial sustainability
 - b. Use of technology, systems and data analysis that enhance Program outcomes, accountability and efficient corporate operations
 - c. A People and Workforce Plan that supports staff and volunteers to maximise their contribution to the success of our organisation and aligns our people to the strategic intent
 - d. A Communications Plan that activates our stakeholders, growers, staff, funders and all referral pathways as champions of GROW

PERFORMANCE FRAMEWORK

Financial security

Continued and rapid digital transformation

Growth where possible

Quality of Programs

Staff performance, development and capability

Protection and promotion of reputation

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