

STATEMENT OF STRATEGIC INTENT



GROW |



mental wellbeing programs

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.



OUR VALUES



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.

OUR 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.
4. Identifying and diversifying into new streams of revenue which
 - a. enable GROW to expand its offerings to the community and
 - b. reduce the level of GROW's reliance on a relatively small number of funders to ensure our long-term sustainability

IMMEDIATE CHANGE PRIORITIES FOR SUSTAINABILITY AND FUTURE OF GROW

- Increase staff foundational knowledge of the Program
- Clearly articulate the evidence based value proposition for our programs and services
- Provide well packaged, costed and presentable marketing products supporting our key Programs and Services
- Enhancing communications and marketing.
- Match right people with GROW's strategic intent.



OUR 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 people with lived experience and staff.
5. Package our key programs and services to make them marketable as commercial products for a diverse range of potential funders (productisation)
6. Strategically market those products to existing and new potential funders e.g. governments at all levels, philanthropy, fee of service, other providers, corporate/commercial opportunities

PERFORMANCE FRAMEWORK

Financial security	Growth (revenue, participation and consumer satisfaction)
Product development and marketing	Successful marketing of programs and services to new funders
Reputation	Staff capability and high performing service delivery

