STATEMENT OF STRATEGIC INTENT

GROW

mental wellbeing programs

ABOUT GROW

GROW is recognised as a pioneering, pre-eminent and world leading mental health peer to peer support organisation. It was founded in 1957 by people with lived experience of mental illness who felt that there must be a better way in mental health treatment and support than some of the harsh and indeed damaging approaches of the 1950s, involving high levels of seclusion, restraint and enforced treatment.

The early GROW participants found that fellowship, shared humanity, mutual support and social cohesion were far better approaches to help them and their like-minded community on their pathways to recovery.

The GROW Program therefore was designed, developed and delivered by people with lived experience – that was the case then and more than 66 years later it remains the case today.

GROW also has grown and expanded into other ways of delivering peer support to different target groups, always based on the GROW philosophy and the wisdoms generated from among tens of thousands of participants over the past 65 years.

We are proud to be a community of excellence, delivering our highly valued evidence-based programs in lived experience 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 widely recongnised as 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

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