

Brook RED Strategic Plan

2023 - 2028



Our organisation

At Brook RED, we are a community-based Lived Experience organisation that provides peer support, counselling, community centres, and education to people experiencing mental health challenges and suicidality. Additionally, we support professionals and organisations to develop their skills in working with people with Lived Experiences of mental health challenges and suicidality through training, supervision, and consulting.

Brook RED has been operating in South Brisbane since 2000. We are an entirely Lived Experience governed, managed, and operated organisation. This means that everyone who works at Brook RED identifies as having a Lived Experience of mental health challenges and suicidality and that we use the unique perspectives and knowledge gained from this experience as the foundation for all of our work.

Simply put, at Brook RED we get it because we've been there. We are an inclusive peer-run community in Brisbane that provides a range of support for people experiencing mental health challenges and suicidality

Our strategic direction

The Brook RED Five Year Strategic Plan (2023 - 2028) states our commitment to achieving our vision of an equitable and just mental health system, driven by Lived Experience perspectives of mental health challenges and suicidality. In contributing to achieving our vision, we are deeply committed to delivering

Lived Experience governed, managed, and run supports for people experiencing mental health challenges and suicidality and demonstrating their effectiveness along the way. Additionally, we are committed to five strategic priorities that will guide the growth of our organisation over the coming five years: delivering responses that work, strengthening our culture, growing our capacity and capability, maintaining financial sustainability, and leading from Lived Experience.

In all that we do, we remain true to our practice principles — our Lived Experience guides us at all times, we believe in possibility, we love the diversity and differences our community is made up of, our work is socio-political, and relationships are at the core of what we do. By focusing on our strategic priorities and progressing them in the right way, we will continue to make a positive impact and drive systemic change for individuals experiencing mental health challenges and suicidality, on our way to becoming a national leader in the Lived Experience sector.



Brook RED Strategic Plan 2023-2028

OUR VISION

An equitable and just mental health system, driven by Lived Experience perspectives of mental health challenges and suicidality.

OUR MISSION

We deliver Lived Experience governed, managed, and run supports for people experiencing mental health challenges and suicidality, and demonstrate their effectiveness along the way.

OUR PRACTICE PRINCIPLES

We are guided by our Lived Experience at all times.

We believe in possibility.

We love the diversity and differences our community is made up of.

Our work is socio-political.

Relationships are at the core of what we do.

OUR FOCUS AREAS AND STRATEGIC PRIORITIES



FOCUS AREA 1

Delivering responses that work — we design, implement and continuously improve Lived Experience programs and services that make a difference for people experiencing mental health challenges and suicidality.

Priority 1.1: review and continuously improve accessibility, quality and effectiveness of current programs and services.

Priority 1.2: proactively design programs and services aimed at meeting the needs of people experiencing mental health challenges and suicidality.

Priority 1.3: standardise external offerings such as supervision, training, and consulting, so that they are consistent, of high quality, and fit-for-purpose.

Priority 1.4: explore relevant technology related to the delivery of programs and services to improve access, quality, and effectiveness.



FOCUS AREA 2

Strengthening our culture — we are committed to maintaining a strong Lived Experience organisational culture shaped by our collective experiences.

Priority 2.1: implement initiatives to embed our vision, mission, and guiding principles.

Priority 2.2: engage with Brook RED team members to shape our organisational culture.



FOCUS AREA 3

Growing our capacity and capability — we are committed to building our organisational capacity and capabilities so that our team delivers impactful and contemporary Lived Experience work.

Priority 3.1: engage with Brook RED team members and provide relevant opportunities to develop their capacity and capability.

Priority 3.2: support Brook RED team members to grow through supervision, reflective practice, and opportunities for connection.

Priority 3.3: regularly review organisational capabilities to identify needs and plan for the future.



FOCUS AREA 4

Maintaining financial sustainability — we are focused on continuing to be financially sustainable in alignment with our vision, mission, and values.

Priority 4.1: implement a structured approach to monitoring funding opportunities and securing funding from traditional sources.

Priority 4.2: explore increasing the range of fee-for-service programs and services offered.

Priority 4.3: scope alternate funding opportunities such as private funders, health funds, and philanthropic funding.

Priority 4.4: explore ways of working to streamline organisational functions.



FOCUS AREA 5

Leading from Lived Experience — we communicate and engage effectively with our stakeholders to drive local and systemic change from a Lived Experience perspective.

Priority 5.1: develop and implement a community engagement strategy to maintain connections with our community about what they need from us and the sector.

Priority 5.2: develop and implement a stakeholder engagement plan ensuring consistent engagement with decision-makers, funders, and partners.

Priority 5.3: develop and implement a communication strategy to deliver consistent messaging across channels to reinforce and grow our reach and reputation.

Priority 5.4: contribute to building the case for Lived Experience practice.

WEBSITE

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Get in Touch

