



Arafmi

Mental Health Carers & Friends Association (WA) Inc

Arafmi Strategic Plan 2011-2014



You are not alone.



Arafmi Strategic Plan 2011-2014

Purpose

Arafmi is recognised and acknowledged as the pre-eminent mental health carer organisation in Western Australia.

Values

Arafmi prides itself on our professionalism and commitment to keeping carers at the centre of everything we do.

We believe in:

- Reaching out to and listening to all carers and doing the best for them.
- The value of the lived experience and the acquired wisdom of others in similar circumstances, being a unique and powerful resource.
- The rights of all families, carers and friends of people with mental health issues to have access to professional support, information and education.
- Working collaboratively to achieve best results for carers.
- Reducing mental health stigma through education, training and advocacy.
- Fostering compassion, integrity, respect and social justice in everything we do.

Objectives and Strategies

OBJECTIVE 1

Carer services for all groups and ages are identified and expanded to meet needs.

Strategies

We achieve this by:

- expanding carer services throughout the state, with priorities in the following areas:
 - advocating for the introduction of paid Carer Consultants in mental health services
 - Arafmi to employ a Carer Advocate
 - existing services – including Respite
 - children, adolescent and youth services
 - Aboriginal services
 - CALD
 - Forensic

(The weighted importance of these and other priorities that may emerge will be determined by needs analysis)

- upskilling staff in cultural awareness, cultural security and safety, latest development in mental health care to maintain a professional workforce

OBJECTIVE 5

Carers are recognised as partners in the delivery of care and recovery.

Strategies

We will achieve this by:

- systemic advocacy
- educating clinicians in the inclusion of carers
- educating targeted groups
- ensuring Arafmi is represented in and influences key mental health policy, advocacy and advisory structures



OBJECTIVE 2

Carer needs, stigma and prejudice are identified and researched to ensure appropriate services and frameworks are delivered.

Strategies

We achieve this by:

- mapping carers services
- holding carer forums/focus groups
- developing and running educational sessions
- identifying carers best practice
- engaging universities in research
- ensuring we have best practice assessment tools to meet carers' needs
- marketing to mental health carers who are not currently engaged with services
- seeking funding to meet unmet needs
- developing ways to address issues of stigma and prejudice

OBJECTIVE 6

Arafmi is a preferred employer organisation for staff members and volunteers in the non-government mental health sector.

Strategies

We achieve this by:

- providing a supportive, professional and safe workplace
- providing work life balance and professional development appropriate for individual staff needs
- ensuring quality services are provided to carers
- ensuring alignment of Board, staff, volunteers and members through good governance
- acknowledging achievements of staff and volunteers by celebrating our successes

OBJECTIVE 3

To establish partnerships with corporate, non-government, and government organisations to improve the delivery of services to mental health carers.

Strategies

We achieve this by:

- identifying potential partners and funding opportunities
- co-learning with likeminded carer organisations
- working with partners to meet unmet carer needs
- seeking funding to meet new/unmet/identified carer needs
- identifying and promoting what Arafmi has to offer partners
- identifying strategic alliances in advance of policy directions in mental health care

OBJECTIVE 7

To create a greater awareness of Arafmi.

Strategies

We achieve this by:

- reviewing the organisations name/branding
- targeted marketing
- increasing media engagement
- embracing social networking and other technologies
- attending networking opportunities
- co-locating with state mental health services and other service providers
- implementing refer-a-carer to Arafmi's programs

OBJECTIVE 4

Carers are involved in services for carers.

Strategies

We will achieve this by:

- supporting carers in delivery of direct care to their loved ones and/or those they care for
- involving carers in delivery of care services (systemic)
- providing a peer support network and facilitating peer to peer care
- educating peers to establish appropriate boundaries
- establishing a mentoring network
- educating and training other care providers and other agencies in working with carers and people with mental health issues
- providing opportunities for volunteers to be involved in Arafmi

Underlying Principle

This Strategic Plan will be informed and its priorities changed to take advantage of accessing funding opportunities as agreed by the Board from time to time.

Visit us online
www.arafmi.asn.au



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