

**2014-2020**  
**STRATEGIC PLAN**



# LEADING THE WAY



**Damian Hill**  
Chair, SuperFriend  
& CEO, REST  
Industry Super



**Margo Lydon**  
CEO, and Company  
Secretary  
SuperFriend

SuperFriend is a unique organisation emerging at the forefront of improving mental health and wellbeing in workplaces across Australia. It's distinctively different collaborative business and service model brings together two unlikely sectors: experts in mental health and wellbeing (e.g. service providers, researchers, peak bodies and other NGOs) and the 'all profit to member' superannuation funds (and their key service providers), who through their huge memberships and employer bases have established channels to reach the majority of Australian workers and workplaces.

Adding a further unique dimension, SuperFriend receives ongoing and significant funding and support from the Group Life Insurers of the 'all profit to member' superannuation sector.

This strategic plan articulates the vision for SuperFriend; to lead improvements in mental health and wellbeing in workplaces, by leveraging our unique collaborative relationships to benefit members and their employers. This strategy statement is congruent with SuperFriend's goal to reduce the incidence of suicide and the impact of mental illness on individuals (members), employers, workplaces, family and friends.

This document charts SuperFriend's 2014–2020 strategy. It includes the overarching strategy statement with the supporting goals, strategic initiatives, measures and targets that will drive the work of the Foundation. Considerable research,

multi-sector industry consultation and contribution by the Board of Directors, Program Committee members and the SuperFriend team have resulted in this agreed strategic plan.

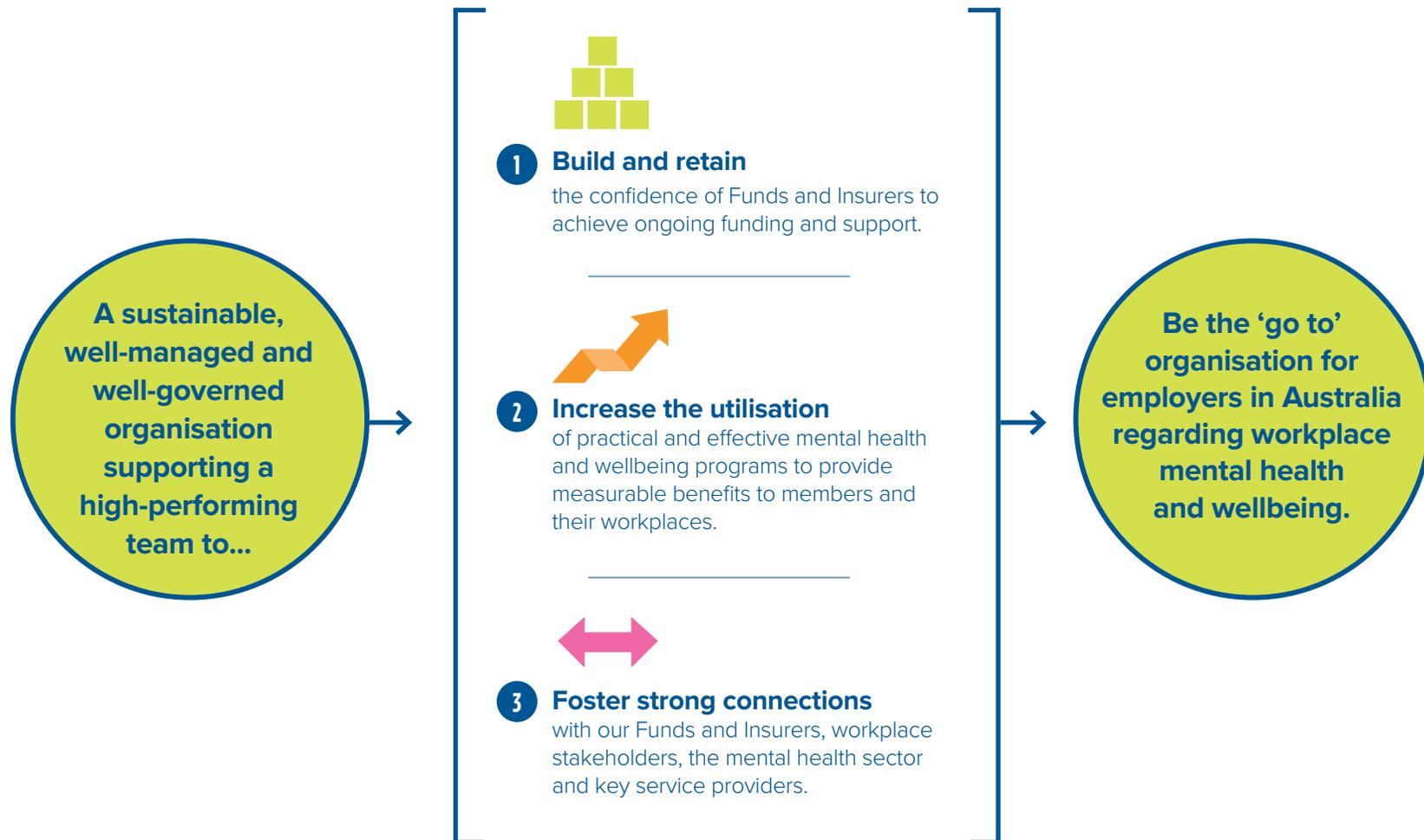
This strategic plan supports SuperFriend's vision of being a recognised leader in workplace mental health, through:

- Thought leadership
- Targeted programs valued in the workplace
- Evidence-based practice
- Being a partner of choice
- Being an employer of choice
- Securing sustainable funding
- Making a real difference

The Board of Directors, in conjunction with the SuperFriend team, are responsible for the implementation and delivery of this plan. Achievement of this plan will require commitment, focus, hard work and contribution by the SuperFriend team, Board of Directors and SuperFriend's Partner Funds and Partner Group Insurers. We look to you, in your role, as to what you can do to ensure the success of this plan, knowing that the work of the Foundation is life changing and lifesaving.

# SUPERFRIEND 2014–2020 STRATEGIC PLAN

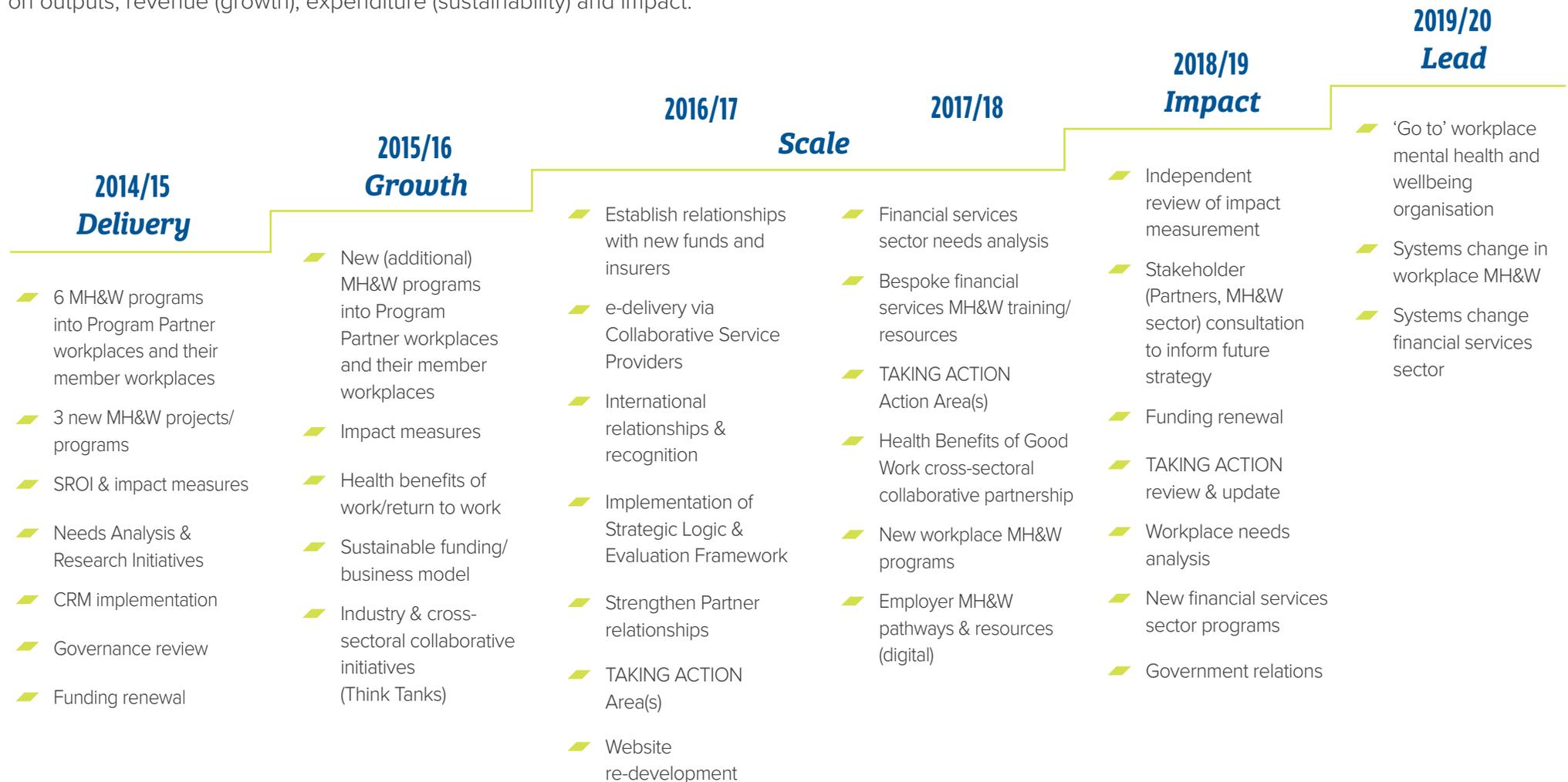
By 2020, SuperFriend will lead improvements in mental health and wellbeing in workplaces, by leveraging our unique collaborative relationships to benefit members and their employers.



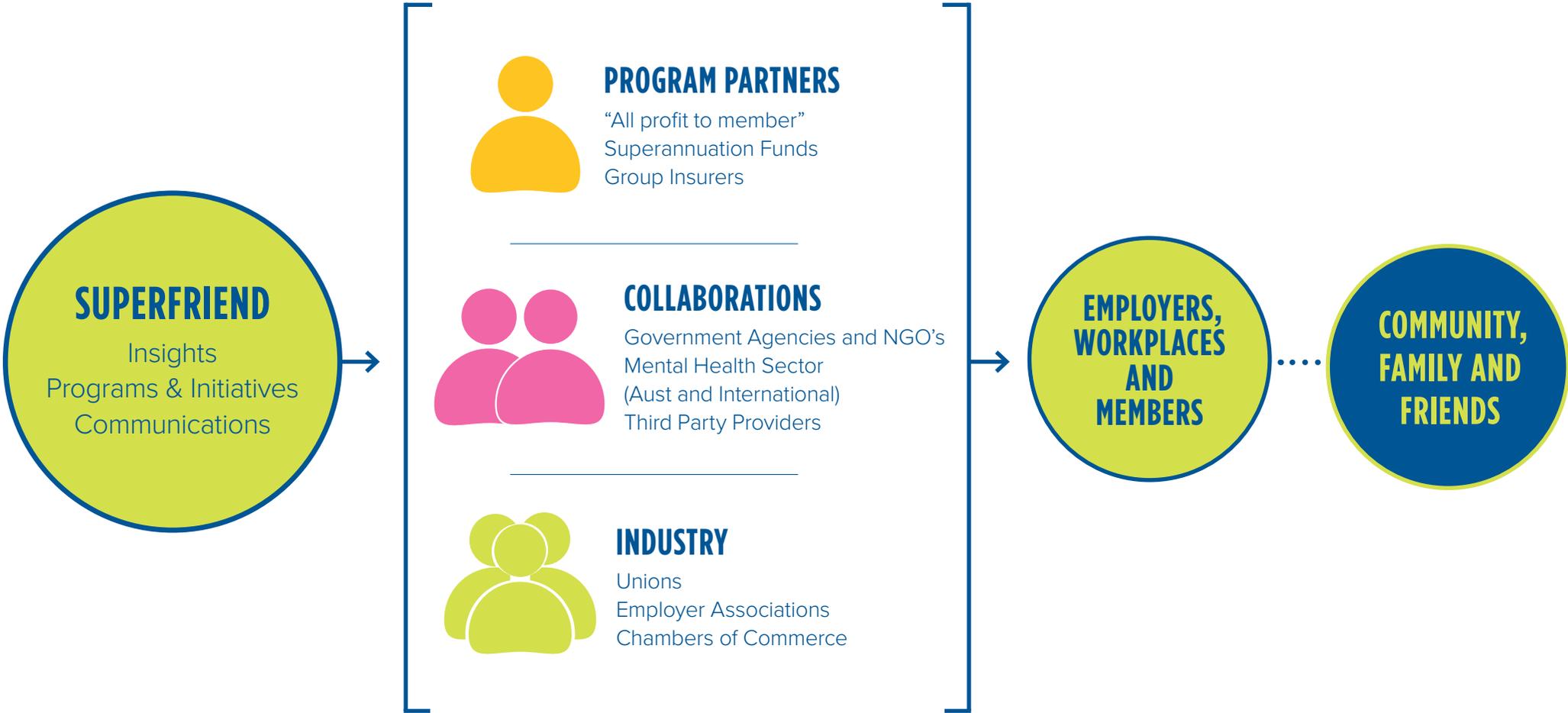
# IMPLEMENTATION

Each year, SuperFriend's Business Plan will focus on activities that support the delivery of this strategy.

The Board of Directors will set targets and monitor a range of measures focussing on outputs, revenue (growth), expenditure (sustainability) and impact.



# HOW SUPERFRIEND WORKS



We thank you for your continued participation, engagement and support.

Please contact us for more information



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