



2021/24

# Arafmi Strategic Implementation Plan

Arafmi is a not-for-profit organisation with an extensive history working alongside mental health carers and families. With over 40 years of knowledge and experience, we are uniquely placed to support mental health carers in their role as a carer or family member, of a person with a mental illness. Our wide range of services also includes NDIS support services and NDIS accommodation and respite.

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## CEO's Message

I am pleased to present the Arafmi 2021-2024 Strategic Plan. This plan was developed by Arafmi Board of Directors, with support from myself as Chief Executive Officer. Arafmi has grown and changed considerably over the past few years, largely due to the implementation of the National Disability Insurance Scheme (NDIS). Our 2017-2020 plan focused on NDIS growth and ensuring that our services were successful and sustainable. Having delivered on that plan, we are now in a position to focus on quality and embedding and improving our systems. This strategic plan is fundamentally about carers and our commitment to quality and infrastructure improvements.

Arafmi are considering the value of diversifying income streams, so as not to be dependent on NDIS as a source of sustainability, however, any new funding or services will have mental health carers needs at the core. With teamwork and flexibility, the Arafmi team successfully navigated the challenging year of 2020 and I would like to acknowledge all the Arafmi staff members for their understanding, cooperation and hard work.

Arafmi always was and always will be focused on sustainably providing quality supports to mental health carers. We will achieve this by delivering on our strategic goals and we are looking forward to the next three years of progress.

A handwritten signature in black ink that reads "Irene Aelland".



Arafmi Ltd acknowledges Aboriginal and/or Torres Strait Islander peoples and communities as the traditional custodians of the land we work on and pay our respects to elders past, present and emerging.

**Our Vision:** To enhance the wellbeing of people with mental illness, their families and carers.

**Our Mission:** Provide quality support, education and system advocacy services to people with mental illness, their families and carers.

# Service Profile

Arafmi Ltd provides a range of services including practical and emotional support, information and referral through:

## **Carer Support Groups across Queensland:**

Voluntary and paid staff facilitate regular face-to-face and online groups to support people in their caring roles. The groups provide a safe place to share feelings, offer and gain support, develop skills and connect with others.

**24-hour Telephone Support Line:** This service provides emotional support, information and referral, and is staffed outside office hours on a rostered basis by trained volunteers and staff in the Arafmi houses.

## **Carer Skills Development Workshops:**

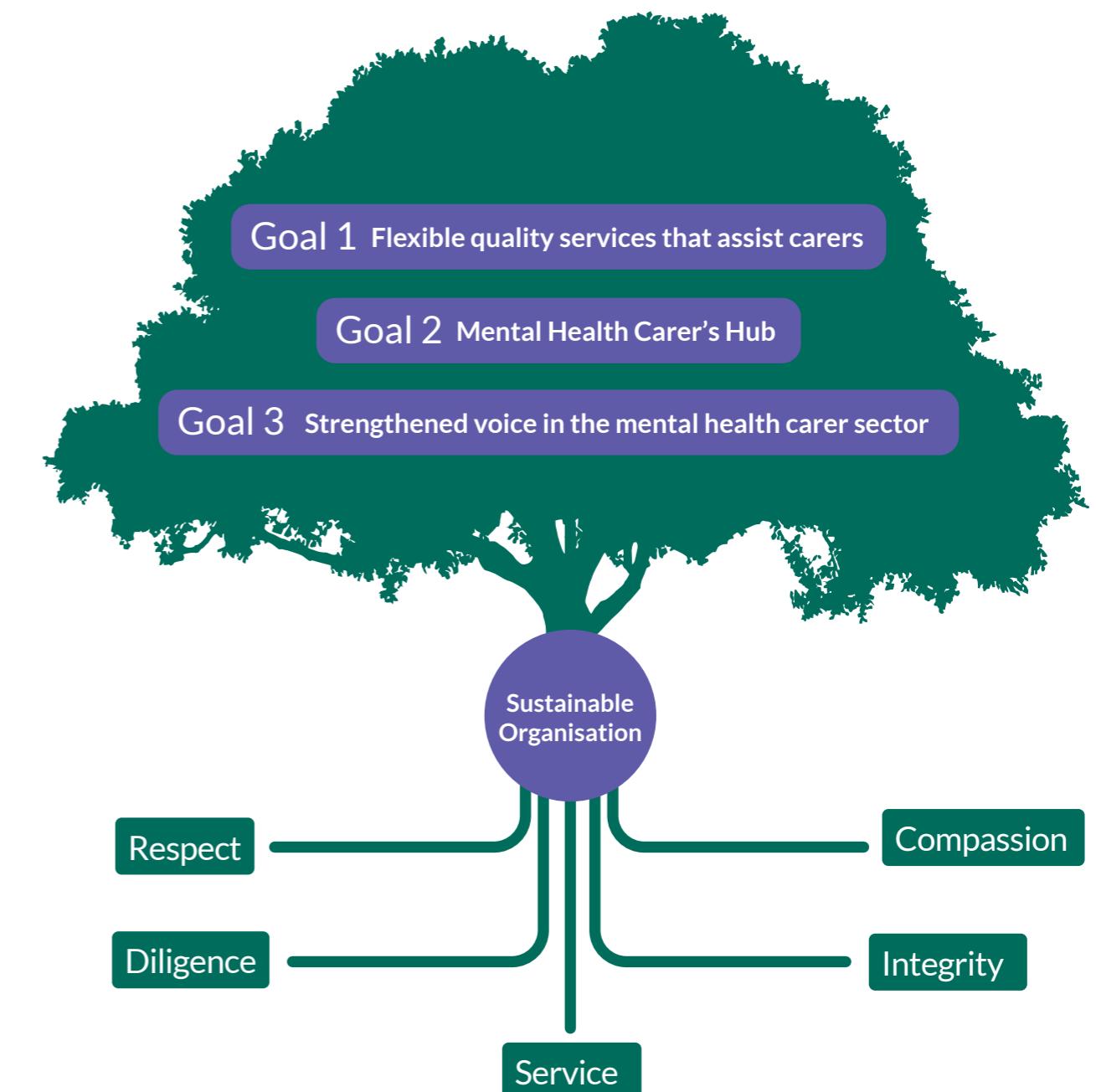
Face-to-face and online education relating to mental illness and the carer's role's is provided to families, friends and workers in the community sector.

**Carer Linking and Connection:** Arafmi provides system navigation and community linking for carers, working alongside carers and their families to access all relevant supports and services. This service can include time limited support to attend meetings, complete paperwork and facilitate referrals.

**Individual Counselling:** Arafmi offers free counselling services to mental health carers. The service is person centred and can be provided in person, via phone or video call.

**Respite support (NDIS Short Term accommodation):** through Jerendine, Coolibah, Adina, Karinya and Toowoomba House. Each of these programs provides a range of support options including in-home, away from home and community access for individuals and families affected by mental health issues. Emergency support may also be provided when a carer is ill or when unforeseen circumstances arise.

# Arafmi Strategic Overview



## Goal 1

### Arafmi will continue providing flexible quality services that assist carers.

*Ensure our flexibility to provide and connect people with, the highest quality services that support the mental health needs of our community, of carers and those for whom they care.*

#### Why are we doing this?

- ✓ To keep mental health carers as our core focus.
- ✓ To ensure mental health carers have services and supports whether for themselves and their loved one.

#### How will we do this?

- ✓ Evidence quality outcomes of NDIS service delivery.
- ✓ Provision of flexible services.
- ✓ Maintenance of current service provision with organic growth across QLD.

## Goal 2

### Arafmi will continue to build and grow our Mental Health Carer's Hub.

*Provide a viable Mental Health Carer's Hub that delivers a range of proactive and responsive services to carers and family.*

#### Why are we doing this?

- ✓ To create a safe, welcoming environment where mental health carers can gather to learn, share and grow.
- ✓ To help spread awareness about caring for a loved one with a mental health illness.
- ✓ To capture lived experience stories of our carers.

#### How will we do this?

- ✓ Carer Hub Committee with Executive and Board representation meets as required.
- ✓ Carer representation to the Board regarding service direction and policy representation (linked to goal 3).

*"We will continue to focus on growth opportunities with mental health carers being at the heart of the Arafmi service."*

Irene Clelland ~ CEO

*"This might not seem like a strategy but it's fundamental to the organisation that mental health carers have a place to belong, whether geographically or virtually connected."*

Irene Clelland ~ CEO

### Goal 3

## Arafmi will create a strengthened voice in the mental health care sector.

*Ensure Arafmi reaches and advocates effectively for those whose interests we represent and others who are part of the mental health environment.*

### Why are we doing this?

- ✓ To spread awareness of mental illness and the needs of mental health carers.

### How will we do this?

- ✓ Participate in policy and sector reforms to represent mental health carer needs.

*"We want to build on our excellent connections with the community to ensure we're working with policy makers, funders and decision makers to ensure that mental health carer voices are not only heard but acknowledged and acted upon."*

Irene Clelland ~ CEO

### Sustainable Organisation

## Arafmi aims to create and maintain a sustainable organisation.

*Provide efficient and effective governance and management to optimise the resources available to support our core goals.*

### Why are we doing this?

- ✓ Because satisfied carers, staff and volunteers are the key to a well-functioning organisation.
- ✓ To ensure that Arafmi's future is strong and we can continue to provide supports to our mental health carers.

### How will we do this?

- ✓ Develop an Employee Investment Strategy.
- ✓ Develop a Service Delivery Investment Plan.
- ✓ Write and implement a Workforce Development Plan.

*"We want to ensure we have the right people in the right role with the right training and structure. We believe this will lead to a happy and healthy workforce who are best placed to service our clients and carers."*

Irene Clelland ~ CEO

# Values & Behaviours

## Respect

Understanding that words and actions impact others.

### Commitment:

- ✓ We listen to everyone's needs and respond to them appropriately.
- ✓ We think about the impact of our actions before we act.
- ✓ We welcome and encourage diverse opinions.

## Diligence

Working hard and tirelessly on behalf of our carers and clients.

### Commitment:

- ✓ We are prepared to do what we say we will do.
- ✓ We are proactive to ensure everyone's safety.
- ✓ We constantly strive to move forward.

## Service

Being of assistance to others by understanding their needs and wants.

### Commitment:

- ✓ We understand the roles we play to meeting the needs of each other.
- ✓ We are committed to quality and to continue improving.
- ✓ We ask and listen to how we can improve.

## Compassion

Feeling and empathising with others.

### Commitment:

- ✓ We put ourselves in other people's shoes.
- ✓ We identify with and understand the emotional state of other people.
- ✓ We listen and communicate with sincerity, understanding and kindness.

## Integrity

Following through on our commitments.

### Commitment:

- ✓ We do what is right, not what is easy.
- ✓ We take personal responsibility for our actions.
- ✓ We recognise and reflect on how we can adapt and change to progress.





*Karinya has been just wonderful! The coordinators have been absolutely terrific. They really put a lot of care into the people they care for. They understand they're not just people - they're individuals and that's the way they treat them. Exceptional! As far as Arafmi I highly recommend them, 10 out of 10.*

**Julianne, Carer**



*Arafmi is one of the agencies my daughter attends and I have found them to be such a wonderful, wonderful place and the staff here could not have been more help. They have made Beth feel warm, welcome & loved if you could actually say that about an agency.*

**Sue, Carer**



*Arafmi provide several services which have been very beneficial and helpful to us. One of the main ones that was of benefit to myself was the Carer Connect program where they helped advocate for me as a carer so that I could negotiate my way around trying to save my son from financial contracts that he wasn't able to afford. The other service is in-house respite service where my son can go and stay and it's like a home away from home.*

**Corrine, Carer**