



Lifeline Loddon Mallee 2025 - 2030 Strategic Plan

Our Purpose

**Providing a lifeline to those
in distress in Loddon
Mallee, with a range of
crisis and suicide
prevention services that
strengthen our community
and offer hope**

Our Vision

**A suicide free
Australia**



Values and Behaviours

Community

Active Participation: Engaging in local events and initiatives that benefit the community.

Supportiveness: Offering help and resources to fellow staff, volunteers, and community members.

Collaboration: Working together to achieve common goals and solve problems.

Connection Building: Fostering strong relationships with local organisations and individuals.

Service Orientation: Prioritising community needs in decision-making and service delivery.



Inclusivity

Accessible & Genuine Communication: Speaking honestly and openly. Using clear and inclusive language.

Being True to Values: Aligning actions with personal and organisational values.

Vulnerability: Sharing real experiences and challenges when appropriate. Acknowledging when help or more information is needed.

Cultural Sensitivity: Respecting and adapting to diverse backgrounds.

Empathy

Active Listening: Giving full attention to others without interrupting.

Validation: Acknowledging and validating others' feelings and perspectives.

Compassionate Action: Taking steps to alleviate others' distress.

Non-Judgmental Attitude: Accepting others' experiences without prejudice.

Emotional Support: Offering comfort and understanding during tough times.



Integrity

Equal Opportunity & Anti-Discrimination: Ensuring all voices are heard and considered. Treating everyone fairly and without bias.

Honesty & Transparency: Being truthful in all communications, even when it's difficult. Sharing information openly and making informed decisions.

Accountability: Owning up to mistakes and taking responsibility for actions.

Ethical Decision-Making: Choosing what is right over what is easy or convenient.

Strategic Objectives



Our Volunteers, People & Community

Attracting, supporting and empowering our volunteers, staff, partners and stakeholders to enhance community impact, whilst building trust in community to increase awareness and access to our services.



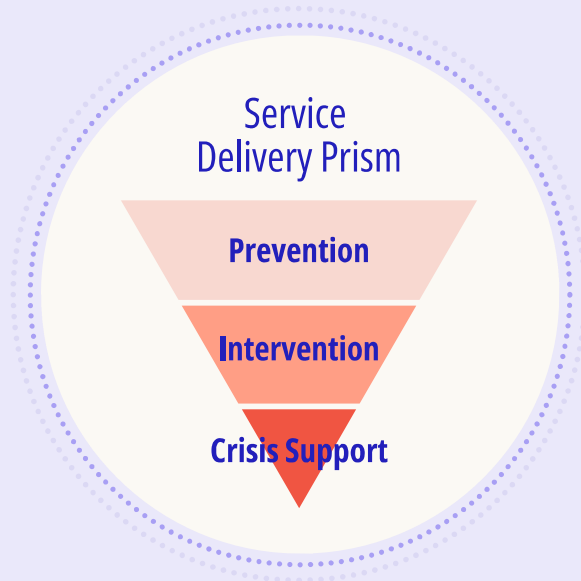
Impact & Excellence

Expanding and enhancing our safe, inclusive and high quality services to better support the community, guided by best practice and innovation.

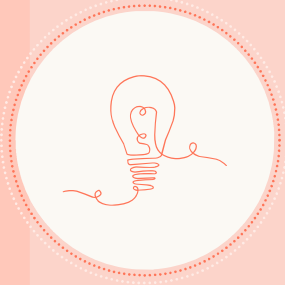


Sustainability & Best Practice

Ensuring financial strength, operational efficiency and effectiveness to sustain and grow our services, through a culture of inclusivity, accountability and continuous improvement.



Strategic Actions 2025-2030

OUR VOLUNTEERS, PEOPLE & COMMUNITY	IMPACT & EXCELLENCE	SUSTAINABILITY & BEST PRACTICE
Growth model for organisational structure	Deliver 13 11 14 to accreditation standards	Maintain legal, financial, cyber and clinical best practice and compliance
Robust policies and procedures	Expand counselling service	Build and maintain key relationships for positive outcomes
Volunteer recruitment, engagement and retention	Embed disaster recovery and critical incident response team	Embed and expand retail operations
Stakeholder engagement	Build training capacity	Formalise and grow operational processes
Build active community engagement	Implement After Care / Eclipse program	Invest to increase fundraising resources for greater impact
Grow leadership capacity	Create community engagement services	Build on existing revenue streams
Local mental health and suicide prevention networks and group member	Build the team to have greater impact	Develop business opportunities
Participate in community events		Procedures that promote inclusivity, accountability and continuous improvement
Deliver training to community		Recruit executive leaders who align with LLM values
Relationships with local mental and health providers		Appropriate internal communication channels
Marketing, branding and communications plan		Annual culture and engagement, and workplace feedback processes
Increase resources to grow community program offerings		Living our values in action
Leverage stakeholders to create community hubs		Leadership matrix, that all roles with direct reports must maintain
		Professional development

These actions will be implemented through a strategically phased plan across the 2025 - 2030 period.