



# **STRATEGIC PLAYBOOK 2023**

# HIGHER SWING

## WHAT DO WE STAND FOR?

A community where families are psychologically safe, healthy, and thriving.

## HOW DO WE BEHAVE AND WHAT DO WE VALUE?

We value open communication, deeper connections, and community collaboration, delivered with compassion and respect.

## WHAT DO WE DO?

**Connect** families with local businesses to strengthen community support.

**Promote** proactive and preventative wellness programs.

**Educate** families to build capability and make sustainable change.

## HOW WILL WE SUCCEED?

We will be the '**go-to**' for families and other referral groups to access mental health and wellbeing support for school age children.

Community Partners and customers will be **satisfied with the service**, opportunities and results we provide.

Build our own capacity so we can continue to **innovate and deliver** for the development and sustainability of our community.





# HIGHER SWING

## WHATS THE MOST IMPORTANT THING NOW?

Build a **booking platform** that supports our Partners and their values.

Increase **Partnership opportunities** to strengthen our own capacity, and position within the industry.

Increase **program participation** to establish brand awareness and momentum towards community mental wellness.

## WHAT MUST WE DO?

- Implement a Subscription Model and Advertising Fee structure.
- Seek funding opportunities for events and capacity building.
- Establish Reference Groups for engagement with Partners and families.
- Offer engaging and impactful programs.
- Seek constructive feedback to improve the booking platform user experience.
- Educate and encourage compliance with Child Safe Standards.

## HOW DO WE KNOW WE HAVE SUCCEEDED?

**Community Partnerships** of over 200 (in the first year).

**Customer bookings** of over 100 per month.

**Customer satisfaction** with program ratings above 4 stars.