

Black Dog Institute Consolidated Strategy 2017–2021

Driving collaboration and technology for a mentally healthier world



Putting health in mind



**Black Dog
Institute**

OUR VISION:

A mentally healthier world.

OUR MISSION:

Enabling mentally healthier lives through innovations in science, medicine, education, public policy and knowledge translation.

GUIDING PRINCIPLES:

1. Science and research evidence are central to everything we do
2. We build collaborative relationships and partnerships to maximise our impact
3. We deliver outcomes in mental health through our translational research model

1

Research
Innovation
& Expertise

2

Financial &
Operational
Sustainability

3

Knowledge
Translation

4

Technology

5

Our People

To be a leader in world-class mental health research we will:

- Increase the depth and breadth of our research and development
- Attract and retain outstanding researchers nationally and internationally
- Enhance our research and development partnerships
- Influence broader research policy directions

To expand and diversify our sources of income to invest in BDI's growth, to achieve long-term financial and operational sustainability, we will:

- Protect and grow our current funding streams
- Increase fee-for-service income from education, clinical and consultancy services
- Develop and embed a model to capitalise on existing and emerging products and services through commercialisation opportunities
- Identify and attract additional sources of government and grant funding
- Increase revenue from a diversity of fundraising and alternative funding streams, with a focus on untied, unrestricted funds
- Revise and strengthen governance, compliance and organisational structures and processes, including effective financial management and building of reserves, to enable sustainable planned growth and financial security

To use our integrated Knowledge Translation (KT) model to create and deliver innovative, high quality, evidence-based tools, models and services which lower the impact of mental illness and are suitable for delivery to consumers, clinicians and researchers, we will:

- Expand the diversity and size of the audiences for our education, clinical and e-health services
- Deliver novel treatments and modalities in clinical care in accordance with our research base
- Develop and embed a model for managing new and emerging products and services using a fully functional KT model to support translation from proof of concept and early prototype stage to scaled delivery to the intended audience
- Provide a clear and integrated offering across our services, relevant to our diverse stakeholder groups, and be responsive to changes and developments across the sector
- Inform and influence evidence-based policy and mental health reform through building relationships with government and mental health policy makers; raising public awareness of Black Dog Institute and Knowledge Translation
- Engage staff in the development of a Knowledge Translation culture, values and journey

To use technology to fast-track research translation into innovative mental health programs and clinical services, and to build outstanding community and supporter engagement we will:

- Be a leader in the delivery of e-health services
- Work with technology partners/joint ventures to enhance products and opportunities to take things to scale
- Be a leader in digital communications with BDI's varied stakeholder groups
- Invest in IT – capability, capacity and systems – to ensure all parts of BDI have appropriate technological support to meet their current and future organisational needs

To be a workplace of choice which values the uniqueness and diversity of its employees, maximises their potential and focuses on their development, engagement and wellbeing, we will:

- Develop and implement innovative, leading, evidence-based people and culture practices
- Develop and embed strong talent recruitment, management and retention practices
- Nurture leadership development at all levels of the organisation to ensure succession planning for the next generation
- Commit to the professional development of our diverse workforce
- Embed a positive, values-based culture which engages staff in BDI's mission and strategy and promotes workplace wellbeing

Directions influencing our strategy

Black Dog aims to be leading research, which is translated into practice, and drives policy and impact in mental health.

We will build on our strong foundations and extend our scale, reach and impact to create:

1. new frontiers in mental health with state-of-the-art technology;
2. innovative models of clinical care;
3. greater access for the 60–70% of people who currently don't seek help.

Contact us

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