



STRATEGIC PLAN

2019 - 2022



OUR VISION To enrich young people's mental health, relationships and potential through surfing.

Ocean Mind is a not for profit charity that provides therapeutic surf programs for young people who are experiencing mental health issues, social isolation and disabilities in their lives. We use a mix of surfing activities and mentoring to create a **therapeutic environment** for young people to challenge themselves, learn new skills and develop and strengthen relationships with family, friends and the broader community.

Ocean Mind believes in **equality and diversity** and provides a safe, welcome space for young people and their supports. Our programs are developed by experts in youth mental health and delivered by our fantastic team of volunteer surf mentors with guidance from qualified youth workers and surf instructors.



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[@oceanmindinc](https://www.instagram.com/oceanmindinc)



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OUR FOCUS AREAS

Ocean Mind has set the following five strategic objectives to guide the quality and efficiency of our program delivery and growth in 2019 - 2022.

01 OUR GOVERNANCE

We have a resilient, diverse and transparent governance structure, maintaining a strong foundation of leadership for Ocean Mind.

- We sustain a strong and diverse board and advisory group.
- We establish sustainable innovative funding strategies to support longevity and reduce reliance on a single income stream.
- We maintain a culture of high quality service provision, best practice and continued evaluation and development.

02 OUR PARTNERSHIPS

We establish and nurture strategic relationships and networks to support the aims of Ocean Mind and develop the best outcomes for young people.

- We contribute to the national and international networks of surf therapy, assisting in raising the profile of therapeutic surfing as an effective intervention.
- We establish and maintain relationships with partners, whose values align with Ocean Mind, to drive innovation, enhance service provision and increase access.
- Our partnerships will reflect the environmental values of Ocean Mind.



OUR VALUES

Empowerment: encouraging self-determination, confidence and personal growth.

Sustainability: we respect our environment and value our resources..





OUR VALUES

Connection: Building meaningful relationships.

Stoke: Bringing enthusiasm and energy to everything we do.



03 OUR PROGRAMS

We are a trusted service that delivers great, innovative services to young people, their families and friends.

- We achieve positive measurable health outcomes for our participants focusing on physical and social determinants of health.
- We increase the community capacity to support young people.
- We are positioned as a leader in therapeutic surfing.

04 OUR FUTURE

We seek opportunities for growth and renewal that are aligned with Ocean Mind's values and deliver positive outcomes and benefits for the community and the environment.

- We will expand the service provision of Ocean Mind into new communities in Australia.
- We have the means to support the community.
- We are responsible for the conservation, protection and sustainability of our environment.

05 OUR COMMUNITY

We have a thriving community of participants, volunteers, staff and management working together to provide leadership and develop a safe and inclusive organisation.

- We are dedicated to providing opportunities for growth and development.
- We attract and retain great people who are passionate.
- We respond to the needs of the communities we work with.



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it's the only place she's found, outside our home, where her outside matches her inside. For her that means she's not masking who she is. She's free to be who she is and that's a first for her.



- P A R E N T



C H A N G I N G L I V E S T H R O U G H S U R F I N G