

# STRATEGIC DIRECTIONS STATEMENT

## Vision

*To improve the health, wellbeing and resilience of our young people and community*

## Mission

*To provide leadership in alcohol and other drug (AOD) prevention and health promotion*

### Guiding principles

- Prevention and early intervention
  - Harm minimisation
  - Health promotion
  - Social marketing
  - Youth participation

### Values

- Empowerment
- Professionalism and integrity
  - Inclusion
- Community development

### Priority 1: Community

- Develop a responsive and flexible approach to youth alcohol and other drug prevention, including engagement with marginalised groups of young people
- Provide innovative and flexible avenues for information and referral
- Develop mutually beneficial engagement partnerships to strengthen sector capacity and support positive community action

### Priority 2: Excellence

- Remain transparent and accountable to funding bodies, corporate partners and the community
- Maintain commitment to evidence-based practice for prevention and health promotion
- Maintain a culture of learning, sharing knowledge and skills and continued professional development

### Priority 3: Capacity

- Create opportunities to enhance service capacity and sustainability
- Maintain a well-managed organisation, including planning for workforce development, consumer feedback and service evaluation