**SPA Strategic Direction 2017-2020**

**Vision**
A world without suicide

**Purpose**
Delivering national leadership for the meaningful reduction of suicides in Australia

**Principles**
Integrity; Inclusivity; Respect; Collaboration; Innovation

**Outcome**
Suicide prevention is high quality, focussed & collaborative

**Strategic Pillars**

**THOUGHT LEADERSHIP**
Life Framework action 3
- The collective voice of professionals & people with lived experience informs suicide prevention policies

**KNOWLEDGE TRANSFER**
Life Framework action 1 & 6
- Accelerated transfer of research knowledge delivers quality suicide prevention programs

**STAKEHOLDER ENGAGEMENT**
Life Framework action 4
- Greater alignment between government, business & communities working in suicide prevention

**STRENGTHEN CAPACITY**
Life Framework action 6
- A well resourced organisation able to advocate for prevention of suicide

**Strategic Goals**

**Advocate for a systemic approach to reducing suicide**

- Develop 10 year road map for the SP sector
- Advocate with all governments for right policy settings & investment in suicide prevention
- Build commitment of influencers

**Champion excellence in suicide prevention**

- Enhance skills & knowledge via education & information sharing
- Promote wisdom and expertise of people with lived experience
- Develop quality improvement program
- Manage Suicide Prevention Research Fund

**Foster collaborative strategic partnerships**

- Provide opportunities to collaborate for change & impact
- Facilitate collaboration between researchers, service providers & lived experience
- Enhance engagement with Members & PHNs

**Build a sustainable and capable organisation**

- Grow breadth & depth of membership
- Develop diverse sources of funding
- Utilise technology & infrastructure to respond to Member needs
- Build capability of Board and staff

**Measures of Success**

- % increase in sector funding
- Member satisfaction with representation & advocacy
- # attending events
- Conference satisfaction
- Breadth of participation
- Orgs using QIP components
- Research grants distributed
- # & breadth of members participating
- Member satisfaction with collaborative projects
- % PHN attending SPA events
- Membership satisfaction
- % increase in membership
- % increase in revenue from non-government sources