

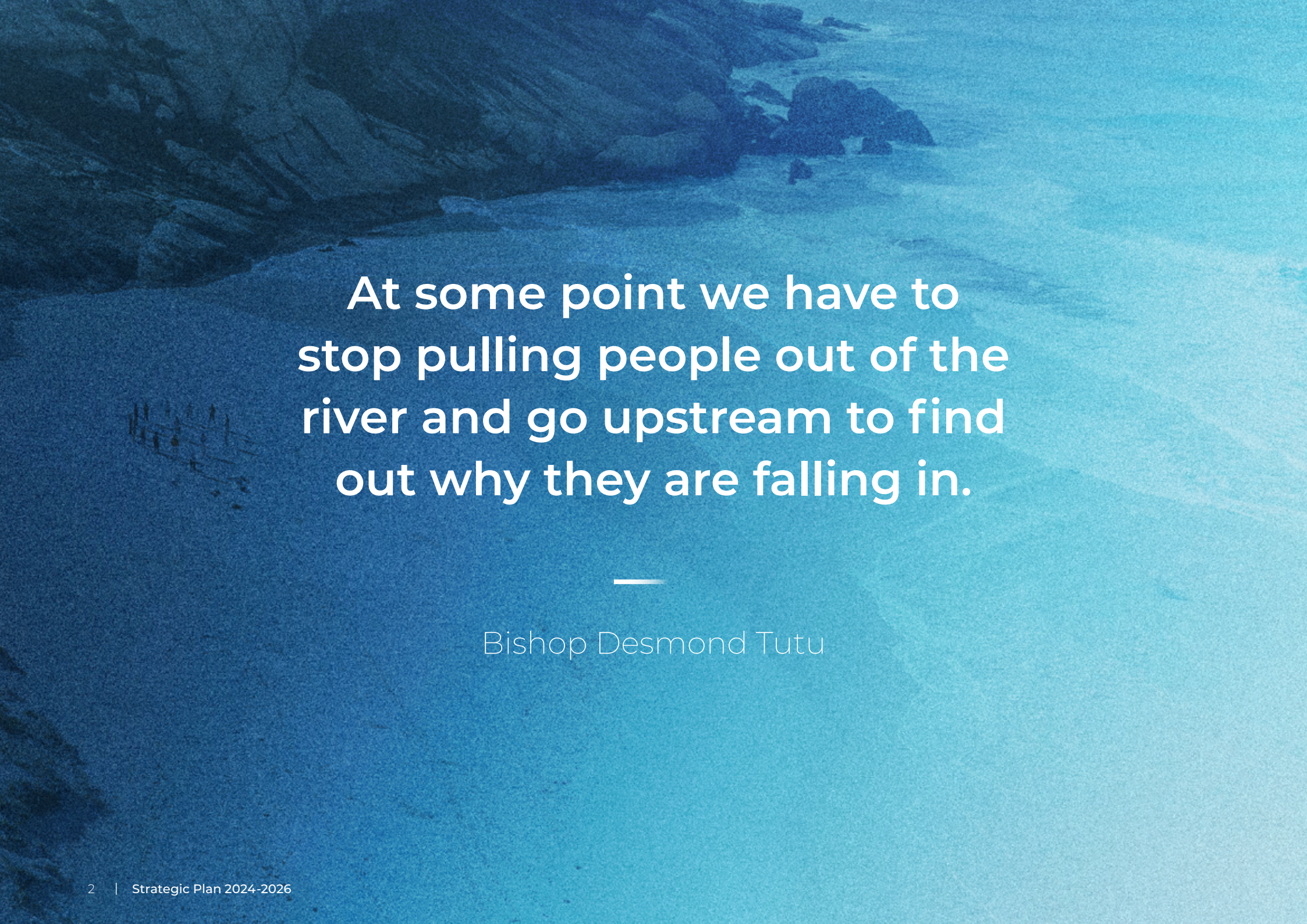
A photograph of two men embracing outdoors. The man on the right is bald with a beard, wearing a dark long-sleeved shirt and a watch, and has his hands on the shoulders of the other man. The man on the left is seen from the back, wearing a dark hoodie. The background shows a blurred landscape with water and hills. A large cyan circular graphic is overlaid on the left side of the image.

Strategic Plan.

2024-2026

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**mens
talk**



**At some point we have to
stop pulling people out of the
river and go upstream to find
out why they are falling in.**

Bishop Desmond Tutu

A message from our CEO

Welcome to Mens Talk

I had always been interested in men's mental wellbeing and the prevention of male suicide, especially after losing a family member and two close friends in a two-year period.

But the business of life gets in the way, and you move on. Until a friend sent me a text one day that would literally change my life.

The text, based on a quote from South African Bishop Desmond Tutu, read like this: *"At some point, we have to stop pulling people out of the river and go upstream and find out why they are falling in."*

Talk about a wake-up call. I started to ask some serious questions. Does a 'one size fits all' approach really help solve male mental health issues across age groups? Why is there a record amount of help/rehab services available for men to access, yet male mental health continues to deteriorate and suicide rates remain high? Is there an opportunity to focus more on 'prehab' initiatives and awareness building, in order to bring better balance to the male mental health ecosystem?

I had conversations with men from all walks of life. The common theme in the conversations was – What is the definition of a man? What is their role in today's society, and is it clear?

Why can't men communicate their thoughts and feelings like women? Is there a better approach – a framework where we could look at men's wellbeing through a 'Womb to Tomb' lens?

I put on my educator's hat and had many discussions with likeminded friends to ponder these very questions. Something was beginning to emerge out of our countless deep and meaningful discussions – a platform that could help redefine Masculinity, promote better communication in males and drive home the message of the importance of talking – Mens Talk was born.

There is a lot of work to do but we are ready to roll up our sleeves and put our boots to the ground to improve men's overall wellbeing.

I urge fellow organisations to join us in making a stand and work together for better men's wellbeing and communication.

Only together can we drive the change we are so passionately seeking. I wanted to finally say a heartfelt thanks to my son Matthew who inspires me every day and lights up my life.

To the Mens Talk Board members, you are incredible human beings. The challenge lies ahead but the love and inspiration that you have already given to Mens Talk can only see this organisation grow and flourish. It is an honour to work with you, to share this incredible journey and call you my dear friends.

Paul Litwin
Mens Talk CEO



A message from our President

An exciting path ahead

Something about the system is clearly not working. At Mens Talk, we are trying to do something different.

I was born and raised in the farming community of Narrogin, 200km from Perth. Throughout my life, I have been fortunate to experience all aspects of grass roots sport, and it is an area that I am keenly passionate about.

I have always believed that sport is an incredibly powerful driver at bringing communities together, particularly men. The mateship, camaraderie, and support that community sport provides might not get acknowledged day-to-day, yet it is vital for our young men of today. However, for those who have not found themselves a rich support network such as a local sporting club, the modern world, for all its connectivity, can be an isolating place. I, as will you, have seen too many men, young and old, who have not been able to access support in a way that suits their needs.

The rate of suicide — particularly of men — in Australia is not good enough. There are many fantastic charities and NFPs in the mental health space, yet suicide rates continue to climb. Something about the system is clearly not working. At Mens Talk, we are trying to do something different. We are trying to bring all these fantastic charities and groups together. Break the silos that form all too readily, and collaborate. Mental health, much like physical health, is something that requires constant focus and attention, and there are no quick solutions. However, by working together, we stand a better chance of catching those that fall through the net.

To my fellow Board Members, Charlie, Sandie, Pete, Neil and Vince, thank you for your ongoing passion and commitment to changing the health outcome of men living in Australia today. With your support, it is truly exciting to see where we can take this Charity, and to see how many lives we can save.

Kristi Annear
Mens Talk President





We cannot do it alone

The Men's Talk Strategic Plan 2024-2026 is underpinned by our conviction that community remain at the centre of all we do.

The outlined plan in this document aims to identify our vision, values, and strategic response to our growing community in which Men's Talk operates. The focus of the strategic plan over the next two years is on establishing a sound framework and foundation on which to build our organisation.

The Men's Talk plan is built around four strategic pillars, based on a safe and healthy community where everyone feels valued, supported, and can participate. Fundamental to the plan is that it has been built with our staff, volunteers, partners and the broad community who are integral to the success of our service.

Although this plan is for a two year period, there is a clear focus on building a foundation which extends well beyond two years to ensure that we are prepared and responsive to the changing landscape of mental health and our community.

Men's Talk has been on a journey of growth over the last year and its future success requires a strategic commitment to innovation, enhanced care models and sustainable business practices.

Our strategic intent and priorities are expressed through four pillars:



Education

Build the mental health literacy and capacity of men.



Relationships

Actively collaborate with those aligned with our Values.



Engagement

Reach, engage and motivate our target communities.




Promotion

Initiate grassroots conversations through our brand.



To collaborate with the broader community to improve the capacity for self-help amongst Western Australian men through the promotion of wellbeing and enhancement of preventative factors.

Our Mission



Who are we

More than an organisation

Our Vision is to be a Western Australian community in which all men experience optimal mental health and wellbeing and suicide rates are minimal.

Mens Talk is more than a mental health organisation. We want to break the stigma surrounding mental health and wellness to create a positive future for men.

Established as a Not For Profit in February 2021, Mens Talk was founded by a unique group with different lived experiences who share a common goal. The Board is passionate about the inclusion of the mind and healthy mental habits as a vital part of overall, holistic wellbeing. We are seeking to challenge and influence current structures, systems and how they operate.

We want people to understand and command their own wellness journey. We want to stop people from falling in, whilst also teaching others how to swim. Just like in sports rehabilitation, Mens Talk recognises the value of a pre-habilitation approach to overall wellness.



Who are we

Values we uphold

Collaboration

We acknowledge that we will not thrive without recognising and working closely with others - listening and evolving together, helping and supporting each other to achieve a common purpose.

Compassion

We work In a person-centred way, demonstrating empathy, authenticity, honesty and human kindness in all our relationships with individuals, families, colleagues and the community.

Integrity

We understand, accept and choose to live and operate in accordance with the principles of honesty, fairness and decency - consistently demonstrating good character.

Inclusivity

We embrace diversity, respect and value people's uniqueness, and consistently seek to support people to realise their full potential as connected and contributing members in the community.

Purpose

We are aligned and committed to our core purpose and to delivering impact to a community broader than those directly affected by our organisation.

Clear steps forward

Our Strategic Priorities are the principle objectives that Mens Talk will achieve over the designated time period.

- **Men's Mental Health Literacy and Education**
Providing a range of products and services to build the mental health capacity of men and respond to the complexities of gendered help-seeking behaviours.
- **Community Engagement and Feedback**
Designing and implementing appropriate mechanisms to reach, engage with and motivate our target community.
- **Building Partnerships and Relationships**
Collaborating with organisations and individuals that align with our Values and further our Mission.
- **Promoting Meaningful Conversations**
Building our brand and profile in the men's health ecosystem and leveraging the brand to initiate grassroots conversations.

Enablers are underpinning foundations and practices that can be leveraged to support the implementation of compliant, sustainable, effective and efficient programs, projects and services in pursuit of strategic goals.

Financial Sustainability:


- Build our financial base to ensure the future financial viability of our products and services.
- Strong financial governance and risk management.
- Clearly defined and closely monitored financial and performance targets and metrics.

People, Capability and Culture:

- Building in our capability (and the subsequent capability of our workforce and volunteers) by investing in our people and culture.

Quality Systems and Processes:

- A sound governance structure, and continuous improvement process to develop the capability (people, systems, compliance and processes) to fulfill our mission and future endeavours.
- A clear governance framework and documented management systems.



The happiness of your life
depends upon the quality of
your thoughts.

Marcus Aurelius, 170 AD



LET'S TALK ABOUT IT



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