

Strategic Plan

2023-2025

Lifeline Loddon Mallee started servicing the local region as a short-term crisis support hotline in 1995. Since then, we have grown to become a community focused and volunteer-led organisation.

Today we are proud to have almost 100 volunteers throughout the Loddon and Mallee regions. With call centres answering 13 11 14 calls in Bendigo & Mildura, we answered over 18,000 calls last year from people needing support or short-term crisis help.

Our purpose is to provide support and connection to empower people to change their lives, and we live this purpose by delivering other programs into our community.

Our accredited trainers deliver training and education that is highly valued and equips local people with the skills, experience, and knowledge to recognise, respond and refer those experiencing poor mental health, suicidality, and domestic violence.

Our qualified counseling team provides in-person and telehealth low-cost services too.

A dedicated volunteer Board drives our organisation to be a connected place with solid governance and strategic direction. Our employees are building an inclusive community from the inside out, with our help seekers and volunteers at the centre of that community.

Lifeline Loddon Mallee is building on the fantastic work done in our first 25 years by setting a strategic direction for 2022 to 2025, having further established our core offering, we now work to grow the services we provide and our reach throughout the region



Our Vision

A suicide free Australia.






Our Purpose

To provide connection and support to empower people to change their lives.

Our Values

Integrity, Empathy, Passion, Community, Authenticity & Generosity.

Strategic Actions

				
Extend Quality Service Delivery	Increase Financial Sustainability	Ensure Engaged Volunteers & Stakeholders	Strive for Continuous Improvements in Operations & Governance	Strengthen Brand Identity
FY 23/24				
Develop model to establish a disaster response team.	Implement sustainable model for the Counselling service.	Enact volunteer recruitment, engagement & retention strategy.	Develop Director PD and training opportunities.	Continue engagement with health professionals.
Build volunteer base in Sunraysia.	Develop a fundraising strategy.	Implement formal CRM.	Develop recruitment for Director Diversity.	Update Marketing & Comms plan.
Deliver more fee for service training for corporate market.	Develop an auxiliary group of volunteers.	Budget for staff PD as part of staff retention & culture.	Undertake an ESG review.	
Excel in current services delivered.	Budget for a permanent Fundraising & Events resource.		Review & update Board paper & meeting packs for best practice.	
Identify niche need for quality service delivery, develop model to implement.	Thrift store - open, embed and track revenue to budget		Audit of IT weak spots for cyber security.	
	Budget 20% revenue surplus.			
FY 24/25				
Dedicated call Centre in Mildura	Diversify revenue streams			
Connect Centre in Mildura	Investigate traineeship opportunities to cover key roles			