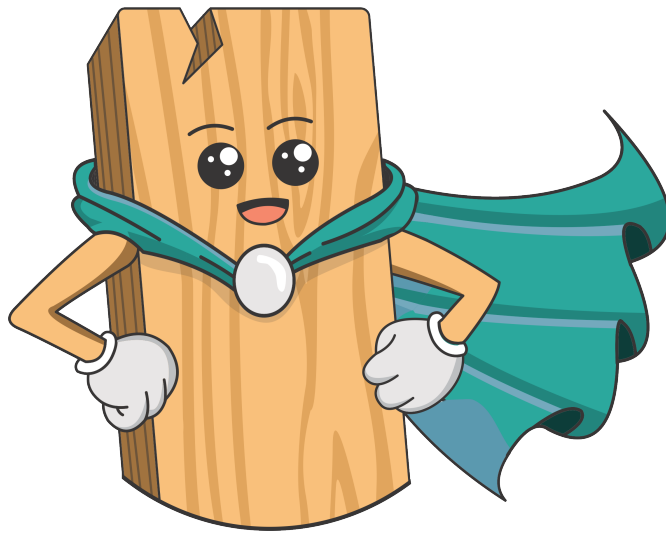


Planking For Positivity  
**3-Year Strategic Plan**

22 August 2020



# Content

Executive Summary	3
Planking For Positivity Team	4
Why was Planking For Positivity Established?	5
<i>Our Story</i>	5
<i>Our Purpose</i>	5
<i>How Are We Doing This</i>	5
<i>Charity Focus</i>	5
Planking For Positivity Operations	6
<i>Target Audience</i>	6
<i>General Operations</i>	6
<i>Activities, Programs and Services</i>	7
<i>Deep Dive Into Activities, Programs and Services</i>	8
<i>Performance Measurements</i>	10

## **Executive Summary**

Planking For Positivity was established to help raise awareness and end the stigma surrounding mental illness and promote the prevention of mental illness within our communities. We want to do this by

- opening an honest dialogue on the issues of mental health through social media campaigns.
- focussing on enhancing protective factors such as improving the mental fitness of current and future generations through scalable digital and offline programs that are age-appropriate.

With expertise in digital media and technology, we want to find fun and engaging ways to achieve our goals. Our target audience is the Australian and global community.

The team behind Planking For Positivity is capable of delivering the 3 year strategic plan based on our professional and personal achievements. The focus for the first year is to kick start the charity through a Planking For Positivity challenge on social media. The idea is to encourage the Australian and the global community to talk about what they are anxious about. We want to demonstrate that it is ok to talk about our mental health and to encourage people to support one another. Through this, we will also discuss the causes of mental illness and the measures we can take to guard against it. Anthony Minichiello will kick start the challenge and nominate three other people to plank for positivity.

For 2020, our focus is to:

1. establish sustainable funding in order to continue the charity's operations
2. develop a digital platform to improve mental fitness of people and to help prevent mental illness

More details on our financials and operations are established in this strategy document. Also, in addition to adhering to our charity's constitution and ACNC governance, we seek to apply best practice management across all financial and operational functions of our charity.

Appropriate performance measurements are also established to ensure efforts are diverted as required for the efficient operation of the charity.

## **Planking For Positivity Team**

Each member of the Planking for Positivity team has been personally impacted or has known someone close to them affected by mental illness. We have come together because we are all passionate about the topic on mental health and want to make a positive contribution to our society.

Each of us are very accomplished and well regarded in our field of work and are accompanied by significant professional and personal achievements. Together, we have developed a three year strategic plan that aligns with the team's skills and expertise to ensure ongoing success of the charity.

### **Anthony Minichiello (Director and Member)**

Former professional rugby league footballer (previously Captain of the Sydney Roosters). Experienced spokesperson, mentor and ambassador. Currently runs MiniFit which focusses on the fundamental of fitness.

### **Thomas Porter (Director and Member)**

Expertise in company management and is currently managing a successful technology consulting and digital streaming service business.

### **Brendan Devaraj (Director and Member)**

Expertise in digital media, sales and marketing with a focus on building customer relations and currently works for a technology company.

### **Su-Ann Foo (Director, Member, Secretary and Public Officer)**

Expertise in strategy, finance, research and company operations from her career in the retail and property industries. Experienced mentor and speaker.

# **Why was Planking For Positivity Established?**

## ***Our Story***

The Planking For Positivity team has all been touched by mental illness in some shape or form and it is a topic that is really close to all our hearts. The thing about mental illness is that it doesn't discriminate. It doesn't matter who you are.

The numbers are telling. It shows that most of us have or would know someone who has been impacted by mental illness yet many of us do not know what to do about it or how to manage it. With what is happening globally right now, all our lives have been turned upside down in a very short space of time. Some people have been more impacted than others. The health and economic impact have been significant and will most likely continue for some time even after COVID-19 is contained. As much as we might surprise ourselves in times of adversity, a little extra support never goes astray.

The concept of "Planking For Positivity" was born because we want to start an honest conversation around the issues of mental illness. We want to show the world that it is OK to talk about it and you are not alone. By opening a dialogue, we can end the stigma on mental illness and it will also encourage people to reach out and support one another.

## ***Our Purpose***

Many of us exercise to look after our physical health but did you know it is just as important to work on your mental health too?

1. We want to raise awareness and kick the stigma around mental illness out of the park.
2. We want to promote and help prevent mental illness in our current and future generations by improving the mental fitness of everyone.

## ***How Are We Doing This***

To kick the stigma around mental illness, we have launched the Planking For Positivity challenge to get as many people to talk about what is making them anxious and the change they will make for the better. By opening an honest dialogue on the issues of mental health, we want to show people that it is ok to talk about it.

Through evidence based research and in accordance with the World Health Organisation report, it shows that enhancing emotional resilience and anticipatory education is an effective strategy to prevent mental illness. Using our expertise and in partnership with mental health experts, we will deliver scalable and accessible age-appropriate digital and offline programs. The programs will be interactive and fun to encourage more people to work on their mental fitness.

## ***Charity Focus***

Our focus for the moment is on anxiety, depression, post traumatic stress disorder and suicide.

# Planking For Positivity Operations

## **Target Audience**

The Australian and global community.

## **General Operations**

The general operations of the charity ensures that the charity's constitution (registered with ASIC and ACNC) and ACNC governance standards are adhered to. This includes putting in appropriate processes and systems as required.

**Financial management:** In addition to complying with the charity's constitution and ACNC governance standard, an update and review of the charity's financial position will be conducted quarterly. The secretary will oversee day to day financial operations including keeping records of incoming and outgoing funds.

**Expense management:** In addition to complying with the charity's constitution and ACNC governance standard, we seek to ensure best practice expense management will be met. This will include but are not limited to researching options to ensure best value for money products are chosen and benchmarking salaries.

**Conflict management:** A conflict of interest policy has been established in accordance with the ACNC recommended template.

**Team:** As the charity grows, a review of the team will be conducted to ensure people with the right experience are brought on board to maintain integrity and continued success of the charity. This will be done using a skills matrix.

**Other operational functions:** As the charity expands, other operational functions will be considered if it aids in ensuring that the charity runs in an efficient manner.

The table below sets out the operational focus for each year:

	Year 1 - 2020	Year 2 - 2021	Year 3 - 2022
Website build/ improvements	x		
Branding and marketing	x	x	x
Secure experienced advisory board	x	x	x
Systems review		x	x
Expansion/JVs			x

## Funding

We seek to secure funding in a manner that is sustainable for the charity. This includes securing ongoing corporate partnerships, regular calendarised fundraising events and worldwide campaigns.

The table below sets out the funding focus for each year:

	Year 1 - 2020	Year 2 - 2021	Year 3 - 2022
Corporate Partnerships	x	x	x
Fundraising events	x	x	x
Campaigns	x	x	x
Grants	x	x	x
Individual Donations		x	x
Regular Donors		x	x
Fee for Service			x

## Activities, Programs and Services

*Note: All activities, programs and services proposed for the first three years have been chosen to align with the skillset of each of our directors or in a combined capacity. We have done this to ensure the ongoing success of the charity.*

Proposed activities, programs and services to raise awareness around mental health:

- Social media campaigns with Australian and overseas personalities to raise awareness
- Through charity's website and social media accounts
- Corporate campaigns with corporate donors
- Charity/Fundraising events

Proposed activities, programs and/or services to aid in the prevention of mental illness:

- Accredited speakers at charity/fundraising events
- Educational material through website (may include partnership with accredited professional in the field of mental illness)
- Establish free or fee for service programs such as: workshops to improve mental fitness to help in the prevention of development and progression of mental illness in school-aged children or at work as well as workshops for carers of people experiencing mental illness as well as those experiencing mental illness
- Development of a mental fitness platform to help control and prevent the development and progression of mental illness. This will be evidence based and in partnership with other research institutions. Discussions with Google's not for profit arm has also commenced for the project

Other proposed activities, programs and/or services to raise awareness and prevention:

- Data collection and conduct research
- Establishment of scholarship fund to help individual(s) who is experiencing financial hardship and who has to overcome severe mental issues related to them or an immediate family member

The table below sets the activities, programs and/or services focus for each year:

	Year 1 - 2020	Year 2 - 2021	Year 3 - 2022
Planking for Positivity social media campaign	x	x	x
Marketing of website and charity	x	x	x
Educational material through website	x	x	x
Data collection	x	x	x
Fee for service programs	x	x	x
Scholarship fund	x	x	x
Other social media campaigns		x	x
Corporate campaigns		x	x
Charity dinners		x	x
Charity fun run		x	x
Research			x

### ***Deep Dive Into Activities, Programs and Services***

#### *Planking For Positivity Social Media Campaign*

The Planking for Positivity challenge was developed to raise awareness around anxiety. A topic relatable to most of us and is heightened as a result of COVID-19.

The concept of the awareness campaign is to open an honest dialogue around anxiety, to make a change for the better and to encourage people to support one another:

## JOIN THE CHALLENGE

Let's start a conversation and show the world there is nothing to be embarrassed about.

**1**

**RECORD A PLANK**

Record a video Planking for Positivity. Feel free to do any style of plank.

**2**

**TELL THE WORLD**

Share what you are anxious about and the changes you will make for the better.

**3**

**NOMINATE**

Post your video, #Planking4+ and nominate three people to do the same.



Anthony Minichiello will be starting the conversation and will also nominate three other people to get the ball rolling. We want to demonstrate that it does not matter who you are. At the end of the day, we are all humans and are all impacted by the same issues in some way or another. Anxiety does not discriminate.

As the campaign progresses and gain traction, we will commence the discussion on the causes of mental health and provide evidence based methods to help control and prevent the development and progression of mental illness. This will be via fact sheets as well as videos by mental health experts.

#### *Marketing for Website and Charity*

The marketing of the website and charity will be wrapped in with the Planking for Positivity challenge. This will include setting up social media accounts and delivering material to keep our audience engaged and interested.

#### *Educational Material through Website*

The focus on our first year will be providing educational links through the resources section of our website. The work is already completed and includes the review of all existing Australian mental health foundations and associations that provide educational material on mental health issues.

Following our assessment, we have provided links to the Black Dog Institute online clinic as well as myCompass program. After testing it ourselves, we have found that both were incredibly informative and useful. Links have also been provided to Beyond Blue and Headspace for more details on management strategies for specific mental related issues. E.g. Link is provided to Beyond Blue for anxiety management and link is provided to Headspace for what to do if you are bullied.

As part of this exercise, we have also identified that a lot of resources (both reputable and not) are not cohesive. Through our platform development, we want to create a single source of truth to make it easier for people.

#### *Data Collection*

Through our charity, we will be exploring options to collect more data on mental health which will help future research. This will be done in accordance to ensure privacy laws are met.

*Bi Annual / Annual Fun Run:* We are developing an app to allow the fun run to still occur in order to meet COVID-19 restrictions. When COVID-19 is contained, we plan have both on site and off site runs.

*Platform development to connect people and provide educational material:* The concept of the platform is to provide an accessible and interactive space for people to work on their mental fitness. Research shows

that enhancing emotional resilience and anticipatory education is an effective strategy to prevent mental illness. The platform will focus on:

- fun and interactive ways to improve mental fitness (this will be done in an age-appropriate manner and will include approaches such Cognitive Behaviour Therapy and Interpersonal Therapy which has been proven to be successful in preventing and treating mental illness)
- providing educational material to help people living with mental illness and their carers. Currently, this material is everywhere, some reputable and some not and we want to tie this cohesively into one location. We will also partner with reputable mental health institutions to deliver this program
- tracking mental health of participants and collection of data to aid in research
- peer to peer support groups to connect people in similar circumstances, people who have recovered from specific illnesses and with mental health counsellors/professionals..

*Scholarships:* We are in the process of developing the Anthony Minichiello scholarship with a reputable University in Australia. The scholarship program aims to assist individual/s who are experiencing financial hardship as a result of mental illness. We are finalising the the eligibility criteria. Depending on the individual, a tailored program will also be provided to help them manage their existing situation (e.g. coping with parents mental illness so that we can directly prevent issues to their mental health)

### ***Performance Measurements***

The below sets out the proposed measurements so that members of the charity are able to measure the charity's performance and divert efforts as required to ensure smooth operation of the charity.

Performance measurements include but are not limited to:

- Donor growth rate
- Donation growth rate
- Donor retention rate
- ROI for fundraising events and programs
- Donation conversion by channel
- Visitor heat maps