



UPLIFTING
AUSTRALIA



Strategic Direction 2017-2025

Our vision

A generation of young Australians supported by their families and communities to grow up in healthy emotional environments.

A society that values emotional wellbeing as highly as physical health and learning how to read and write.

A social system that safeguards our children from mental health issues down the track and builds a happier, safer, more productive society for us all to enjoy.

“It is widely accepted that the development of social and emotional skills in early childhood benefits all aspects of children’s learning, development, mental health and wellbeing.”

Dept. of Education Employment & Workplace Relations. *Belonging, Being and Becoming*, 2009a

Our mission

To strengthen the emotional wellbeing and resilience of children and families.



Ocean Shores Public School participants



Parramatta West Public School participants

We believe that...

- Prevention is the key - one in five people in Australia experience symptoms of mental illness each year and the number is increasing.
- The best predictors of a child’s future happiness are the emotional wellbeing and the strength of their family, the quality of their role models and their life skills.
- Improving the emotional wellbeing and resilience of children is as important as teaching them to read and write.
- Emotional wellbeing is a skill that can be learnt and put into practice by all.

Our launch pad

Uplifting Australia is a purpose driven organisation and a registered charity. We have a clear mission, grounded in a progressive philosophy of family wellbeing with proven, evidence-based programs.

With one in five Australians experiencing symptoms of mental illness each year, we are convinced we can make a real difference through early intervention to teach children and families how to relate to themselves and others, how to handle life's challenges and to process their feelings.

A healthy emotional environment at home is where children learn these skills and is the key to a happy and rewarding future.

Our unique approach

We engage children six to twelve years old and their parents together. We target the majority of families; those that have the capacity to implement healthy social and emotional frameworks. We inspire families and equip them with accessible skills, knowledge and resources so they can deliver life-changing foundations to their children.

Early intervention to create positive values, attitudes and behaviours within families, is the best way to prevent mental health issues and set young Australians up for long-term success.

Our strategic approach

Our strategy enables us to scale our proven programs to families through four main channels: schools, workplaces, community groups and families directly.

A key pillar of our strategy is the development of a digital strategy that will enable us to reach our target number of 11% (the tipping point for social change) of families by 2025.

We will work closely with our Ambassador Group and other supporters to provide sustainability for our organisation and will develop collaborative partnerships with other organisations across our channels to scale our programs.

Resulting in a minimum of 11% of families adopting practices that engage and enhance the emotional wellbeing of children 6-12 years of age by 2025

We provide world class programs focused on developing the emotional wellbeing of children

We work with children and families in a variety of community environments that represent families of Australia in general



We bring together...

...world-class programs, families, connected communities and a talented team that will leverage technologies to implement an innovative strategy.

Our programs

Our programs are evidence based and backed by research.



Family Connect provides families with a fun and engaging system to implement at home. It embeds practices to support emotional literacy, relationship skills and positive mental health into the future.

Family Connect will be scaled through our digital strategy and can be delivered through schools, workplaces, community groups and directly to families.

“Family Connect was an awesome and enjoyable activity which brought our family closer to each other”

Parent, Family Connect.



Our 12-month schools program includes age appropriate programs for children and parents, accredited Teacher Training, whole family activities as well as support and mentoring for school staff.



The fully packaged program is manageable, progressive and repeatable allowing a school to embed social and emotional wellbeing for families into their annual school programming and culture.

“Having close, loving and encouraging childhood relationships with parents lays a strong foundation for thriving in young adulthood and may also buffer young people from mental health problems.”

Price-Robertson, Smart & Bromfield, Family Matters, 2010, No.85, p.15.

Testimonials



“Thank you for Family Connect. We’ve made it a habit to share our experiences, our emotions and our feelings with each other. We express our appreciation sincerely without the expectation of anything in return. When you truly appreciate those around you you’ll appreciate life more.”

Parent, Family Connect.



“The best thing was bonding more with my child and spending one on one time to be able to talk about their likes, feelings and how they are going emotionally. Always good to get more tools to help me with more support to my child.”

Parent, Mount George Public School



“It is great to be involved in Teacher Training that focuses on the whole school community. Social and emotional wellbeing is such an important area to acknowledge in both students and parents.”

Jacinta Richards, Relieving Assistant Principal, Parramatta West.

Our outcomes

Since April 2013 we have engaged over 16,200 people and carefully evaluate our work to ensure we are achieving our outcomes.

“Uplifting Australia provides evidence-based strategies that will enhance your relationship with your children, build their resilience and prepare them for dealing with life’s challenges.”

Peter Chown BSc Psych (Hons) MAPS

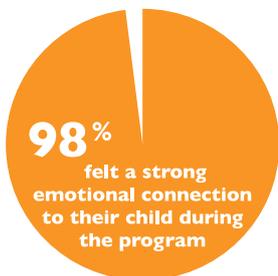
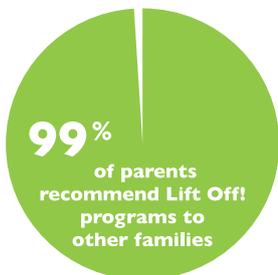
Evidence base & results

We believe in results based accountability.

That is why we track not only the immediate feedback from program participants but also ongoing trends in family functioning.

Short-term results

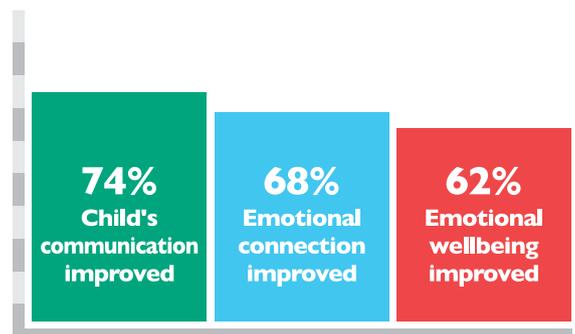
Immediately following a Lift Off! program...



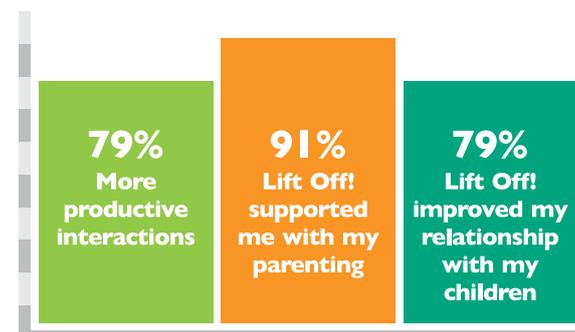
Medium-term results

Six to twelve months after attending a Lift Off! program...

Positive Changes in Child



Positive Changes in Parent



Social change

Uplifting Australia believes that family functioning is the key to a child's wellbeing. If we can influence thinking to include emotional wellbeing as a foundation skill, with similar importance as learning to read and write, we can prevent the increase in mental health issues for the next generation of young Australians.

Emotional wellbeing is the foundation for empathy, accountability, sustainable relationships, good mental health, personal happiness and success. We are a social change organisation and with our wider community, we are tackling entrenched ideas to create positive change.

We learn our parenting skills from our parents who are from an era where emotions and feelings were rarely discussed. This has contributed to family breakdown, anxiety, depression and other mental health issues that we are currently experiencing. With awareness of and access to skills and knowledge, our current generation of parents are ready for change.



The issue

Until emotional wellbeing is considered to be as important as learning how to read and write, the alarming statistics of one in five Australians currently experiencing mental health issues each year will likely continue to increase.

Our solution

We work with children and families in workplaces, communities and schools as well as directly with families to help them develop the skills and strategies they need to face life's challenges and thrive.

Intervene early, starting at age 6 to create positive values, attitudes and behaviours within families.

Our future

- Increased emotional wellbeing in children and families
- A safer, more caring society
- Respectful relationships
- Better mental health
- Increased personal happiness, success and productivity
- Better collaboration in workplaces, communities and families

Our supporters



LION



BRIDGELANE

Thank you to our generous supporters Lion, The Pratt Foundation, The Snow Foundation and BridgeLane Foundation who enable us to strengthen the emotional wellbeing and resilience of children and families.

How you can support us

There are many ways you can get involved with Uplifting Australia.

Donate

Your generous donation will go towards reaching more Australian children and families.

You can donate via our website www.upliftingaustralia.org.au

Become a Corporate Partner

Our Corporate Partners are fundamental in helping us tackle the mental health issues that we face today. We believe in a purposeful partnership with meaningful engagement.

Fundraise

Include us as your charity when you are participating in an events like a fun run or other fundraising events.

Contact Uplifting Australia

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