



Cairnmillar
INSTITUTE

Strategic Plan

2025-2030



Our Vision

A mentally healthy and resilient Australia.



Our Role

We are committed to building a responsive mental health sector through quality education, accessible client services, and evidence-based workforce support



Our Strategic Goals

Goal 1: Accelerate Professional Education

Achieve exceptional student success, resulting in more quality, client-ready mental health professionals.

We will aim to:

- Increase the clinic's capacity for student mental health placements
- Achieve University College status under the Tertiary Education Quality and Standards Agency (TEQSA)
- Grow the number of digital and accessible education programs, responding to community needs
- Create a seamless training pathway from VET to Higher Education programs
- Enrol 1000 students across all educational offerings by 2030
- Maintain, or exceed high-quality employment outcomes for students
- Providing exceptional student experience, satisfaction and work readiness
- Ensure all teaching and teaching materials are culturally relevant and safe.

Goal 2: Innovate Service Delivery

Deliver accessible and effective mental health services for all communities, through research, innovative practice and digital solutions.

We will aim to:

- Provide universal, digital mental health services available to the whole community
- Enhance accessibility of services, offering extended hours and across multiple platforms and channels
- Introduce an innovative research system within the clinic to improve patient care and support real-world studies
- Achieve National Safety and Quality in Digital Mental Health Service Standards (NSQDMHS)
- Achieve National Safety and Quality in Mental Health Standards for Community Managed Organisations (NSQMHCMO).

Goal 3: Strengthen the Workforce

Improve mental health workforce sustainability, influence and leadership in the sector.

We will aim to:

- Conduct environmental scans and analyse workforce shortages to inform future programs and investments
- Provide innovative models for professional development
- Create solutions for underserved populations
- Upskill professionals to support resilient communities
- Provide flexible and lifelong learning opportunities
- Include people with lived experience and /or their carers at all levels of governance to guide and inform our approach.



Creative Problem Solvers

As change leaders, we think outside the box to find unique and effective solutions to complex challenges.



Inclusive

We are committed to advancing accessible, equitable mental health education and services.



Trusted Partners

We build trusted partnerships and strong coalitions to achieve shared goals and drive meaningful impact.



Compassionate Engagement

We care for and uplift each person, honouring the diverse lived experiences of our students, clients, employees, volunteers, and communities.



Evidence Driven

We analyse data and research to apply evidence-based methods to solve problems, innovate, and guide decision-making throughout our operations.



Enabling Initiatives

To support achievement of the strategic goals, significant investments will be made in:

People and Culture

Digital Presence and Technology

Research

Customer Experience

Facilities

Brand and Marketing

About Cairnmillar

Founded in 1961, The Cairnmillar Institute has been a pioneering force in the development of psychology, counselling, and psychotherapy as professions through workforce education and service delivery.

Today, Cairnmillar is a \$20+ million organisation that remains steadfast in the values of its founder, leading the way in building a high-quality and effective mental health workforce through education, services, and professional support. Our pioneering spirit continues with the creation of innovative programs that address Australia's evolving mental health needs.



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