

our strategic vision



During the coming financial year, CSS will work towards building the strong foundation required to achieve its strategic vision of being universally recognised as Australia's leading professional telephone and online counselling provider.

Our goal is to be known for:

- Delivering excellence and setting the benchmark for the delivery of quality telephone and online counselling services.
- Being an expert voice and valued partner for government, corporate and community organisations striving to improve mental health outcomes.

To achieve this goal we are focused on achieving five key objectives. They are to:

01 Build our profile and position - with the public as well as government, corporate and community organisations.

02 Strengthen our evidence base - by investing in the organisation's reporting, research and evaluation capabilities.

03 Create new partnerships - through the further delivery of our services, such as industry carelines and training, and the development of philanthropic and corporate-community partnerships.

04 Develop our professional culture - by investing in improved corporate systems and processes that support the growth and development of our organisation.

05 Lead with excellence - by ensuring good governance, mentoring and development of our people and a proactive, informed approach to social issues and the community's needs.