

Community Engagement Strategy

1. Purpose

The purpose of this strategy is to strengthen relationships, increase visibility, and foster meaningful collaboration with the community to support participant choice, inclusion, and recovery. This approach aims to:

- Enhance community access for NDIS participants.
- Increase awareness and trust in our services.
- Build reciprocal relationships with community, health, and mainstream services.
- Promote inclusive practices and capacity building.

2. Guiding Principles

- This strategy is underpinned by:
 - Person-Centred Practice
 - Trauma-Informed and Culturally Safe Approaches
 - Recovery-Oriented Practice
 - Co-design and Collaboration
 - Social Justice and Inclusion
 - Ethical and Transparent Communication
 - Mental Health Literacy and Early Intervention

3. Goals

Goal	Description
Increase Awareness	Ensure community members and services understand who we are and what we do.
Build Trust and Reputation	Develop a respected local profile built on reliability, transparency, and advocacy.
Strengthen Participant Outcomes	Expand local networks and access points to improve social participation, recovery outcomes, and inclusion.
Drive Referrals and Collaboration	Establish a reliable referral network with providers, community groups, health services, and LACs.
Embed Co-Design	Involve participants and community stakeholders in shaping services and approaches.
Enhance Community Mental Health Literacy	Increase understanding, confidence, and compassion in the community through accessible, accredited MHFA training.

4. Key Stakeholders

- NDIS Participants and Families
 - Local Area Coordinators (LACs) and ECEI Partners
 - Mainstream services (GPs, hospitals, Centrelink, housing)
 - Community groups and neighbourhood houses
 - Peer support and advocacy organisations
 - First Nations services and CALD groups
 - Allied health and disability providers
 - Schools, TAFEs, and job agencies
 - Local government and councils
 - Employers, service providers, and community leaders participating in MHFA training

5. Engagement Activities

Activity	Description	Frequency
Community Networking	Attend local expos, interagency meetings, and disability networks.	Monthly/Quarterly
Referral Partner Outreach	Introduce services to GP clinics, housing, mental health, job providers.	Ongoing
Workshops & Information Sessions	Host or co-host events for participants and carers.	Quarterly
Participant Feedback Forums	Structured feedback groups to inform service improvement.	6-monthly
Co-Design Panels	Include participants in reviewing processes, intake, and materials.	As needed
Social Media & Digital Presence	Share stories, events, resources, and updates.	Weekly
Local Collaboration Projects	Collaborate on joint projects with community centres, Aboriginal organisations, etc.	Opportunistic
MHFA Training Delivery	Provide accredited Mental Health First Aid training to staff, participants, families, and the broader community, in alignment with our Amity Mental Health Pledge and capacity-building goals.	Monthly or as demand requires

6. Inclusive and Culturally Safe Practices

- Partner with Aboriginal-led organisations for community events and referrals.
- Attend cultural competence and anti-racism training annually.
- Provide materials in plain English and relevant community languages.
- Seek interpreter services and culturally appropriate communication.
- Actively listen to underrepresented groups in service development.
- Ensure MHFA training content and delivery is culturally safe, inclusive, and accessible to all community groups

7. Measurement and Evaluation

Measure	Indicator
Reach	Number of events attended/hosted; website/social reach
Engagement	Participant feedback, co-design participation
Referrals	Increase in referrals from mainstream/community sources
Outcomes	Participant goals met through increased community connection
Relationships	Number of collaborative projects, partnerships, or MOUs
Mental Health Impact	MHFA training uptake, confidence levels post-training, and participant-reported mental health literacy improvements

8. Continuous Improvement

- Findings and feedback from engagement activities will be reviewed as part of:
- Annual service planning
- Team reflective practice sessions
- Quality assurance and audit readiness
- Staff supervision and professional development
- MHFA instructor debriefs and community feedback loops

9. Conclusion

This strategy reflects our commitment to building strong, inclusive, and lasting connections within the community. By embedding engagement into our everyday practice, we strengthen outcomes for participants, build trust across the sector, and create a more inclusive society.

Through Mental Health First Aid training, we also take action to reduce stigma, improve understanding, and equip our broader community with the tools to support one another.

This offering is grounded in our **Amity Mental Health Pledge** — which commits us to promoting open conversations, embedding wellbeing into daily practice, and leading with compassion, inclusion, and trauma-informed care.

By building shared understanding and reducing stigma, we're helping create a more connected, resilient, and compassionate community.

Our approach is not static — it will evolve based on community feedback, sector changes, and the voices of those we support. Community engagement is everyone's responsibility, and together, we make a greater impact.