



Executive Level Leadership Network Annual Forum

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Mental Health Council of Australia

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Let's talk about values

- If I offer you a beer what does it mean?
- I think it has some universal values built largely on its social role and marketing.
- Look at each of the following TV advertisements and think about the values they represent / promote.

Beer =

- celebration and fun
- belonging
- humour in the face of adversity
- nationalism, pride and culture
- celebrity and lifestyle
- irreverence
- enjoyment of life

Values

1. It is values that inform decision making (including our spending)
2. Policy is not often evidence based, but always draws heavily on values
3. Values are grounded in (personal) experience and emotion
4. We can use information to create shared values, but it takes time and skill

Social inclusion = values?

- “You know what the problem is with the social inclusion? Everybody keeps telling us what it should be!”
- In mental health, housing and employment are the most important agendas in recovery and resilience.
- In the UK, social inclusion was about literacy: if you are not literate then you are excluded from mainstream society.
- The Social Inclusion Board and are looking at locational disadvantage, entrenched disadvantage, jobless families and children at risk, among other things.
- Now, in the midst of what we are now calling ‘The Global Economic Crisis’ – the issue of social inclusion and the not-for-profit sector is critical (today’s meeting).
- Social inclusion is becoming a series of programs.

Social inclusion – possible values

- Belonging, being part of a community
- Connected – not (increasingly) isolated
- Valuing all – not just those with money or status
- Sharing – all in it together
- Achieving – seeing benefit in giving to others rather than gaining an advantage
- Citizenship - participation, engagement the strength of our communities and our democracy

Strength nonprofits = (ideal) values

respect

courage

meaning

change

care

community

dignity

pride

opportunity

honesty

love

responsibility

A loss of values in nonprofits?

Have nonprofits become

- sales people seeking funding
- lobbyists seeking government money
- profit(surplus) making entities driven by bottom line considerations
- semi-skilled managers of programs they have not developed but have accepted contracts to deliver
- disconnected from their communities
- disconnected from their clients?

Capacity building

1. Consumer Participation / Carer Participation
2. Human Resources / Staff Development / Retention
3. Information Technology / Information Management
4. Governance / Contract Compliance Processes
5. Financial Management / Capital Renewal Strategies
6. Linking to Other Agencies (Clinical) (General)
7. Research / Outcome Measurement
8. Business Planning / Broadening the Funding Base
9. Joint Services / Back Office Mergers / Efficiencies
10. Media and Communications / Marketing, Advocacy and Representation

Social inclusion = ?

- If we are serious about social inclusion, we will measure values, not just fund more programs
- If we are serious about the benefits of nonprofits in terms of social inclusion, we need to build their capacity to achieve their values, not just deliver programs
- This requires leadership from government, nonprofits and the community