

STRATEGIC PLAN 2021



Roses in the Ocean
stemming the tide of suicide



We acknowledge and reflect on the fact that Roses in the Ocean conducts our services on custodial lands of the oldest living civilisation in the world.

We pay our respects to Elders past, present and emerging, for they hold the hopes, dreams, traditions and cultures of Aboriginal Australia.

We are committed to honouring Australian Aboriginal and Torres Strait Islander people's unique cultural and spiritual needs to be and lead their own solutions.

We acknowledge those who have considered ending their life, and those who have attempted to do so. We acknowledge your courage and tenacity to carry and move through the immense pain.

We acknowledge those who care for loved ones through a suicidal crisis. We acknowledge the fear and helplessness you experience, and your endless endeavours to empower them to live.

We acknowledge those bereaved by suicide. May your immeasurable loss define a legacy and a mission to discover healing and a new purpose.

We acknowledge all the lives we have lost to suicide and those who are struggling with life today.

Everyone's lived experience is unique.

Everyone's lived experience is valuable.

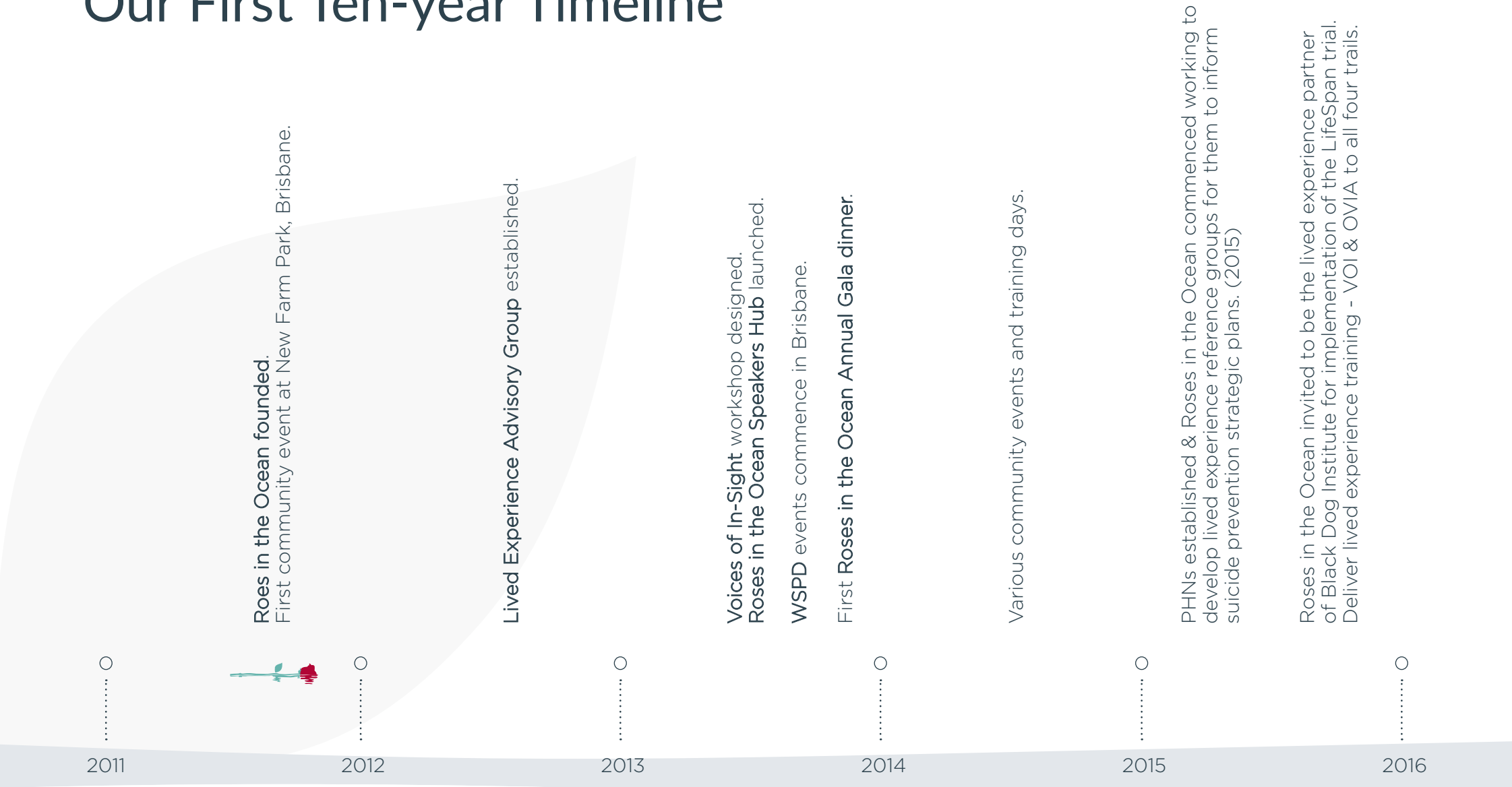
Everyone's lived experience can make a difference.



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Our First Ten-year Timeline



First **Rudolf Run & Ride** fundraising event for Christmas gifts for kids in care over the holidays.

2017

29th World Congress of IASP - Roses in the Ocean delivered first non-academic lived experience presentation.

2018

Proposal submitted to **DoH National Safe Spaces Network**.

Funded through **National Suicide Prevention Leadership & Support Network**; first ever funding for a lived experience organisation in suicide prevention.

Co-design Peer Enhancement Model for Beyond Blue's The Way Back Support Service.

2019

First **Lived Experience of Suicide Summit**.

NSW Health contracts Roses in the Ocean to deliver comprehensive lived experience training, co-design of safe havens, suicide prevention peer workforce development, community touchpoints training.

Moved into first office in Newstead, Brisbane.

30th World Congress of IASP Evaluation of Roses in the Ocean training presented.

2020

Roses in the Ocean Sydney team and office established.

Co-design of 20 **safe havens** across NSW.

Establish **Suicide Prevention Peer Workforce**.

TouchPoints Community Trainers Pilot.

2021

SP Peer CARE Companion Warmline officially launched.
10 year anniversary.



Launch of **Pop-Up Safe Spaces** pilot.

Second **Lived Experience of Suicide Summit**.

31st World Congress of IASP Roses in the Ocean delivered an opening plenary.

Peer CARE Companion in Community pilot launched in WA.



Bronwen Edwards
CEO

In order to determine the future direction of Roses in the Ocean it was imperative we reflected on the past ten years and asked ourselves . . . *How can we add the most value moving forward?*

How can we leverage all we have learned to ensure the expertise of people with lived experience of suicide is embedded throughout suicide prevention? How can we best support and lead the implementation of life saving system reform? Most importantly, how do we do this while continuing to walk alongside and honour people with lived experience of suicide in community.

We are excited by our new strategic direction and believe it supports us keeping our feet firmly in grassroots and our head in the stars.

The Board is proud and excited that our next strategic chapter will be as visionary, bold and compassionate as the first.

Pamela Catty
Chair of the Board

The LEAG are excited by the next strategic phase that compassionately empowers and supports people with a lived/ living experience to BE the change they want to see in the world.

Sam Phipps
Chair of the LEAG





About Roses in the Ocean

As a leading exponent of lived experience of suicide, Roses in the Ocean exists to save lives and reduce emotional distress and pain.

We do this by innovating and transforming suicide prevention, and driving and delivering system reform through the expertise of people with lived experience of suicide.

Our heart and soul are people with a lived experience of suicide and we support the ongoing development and sustainability of a nationwide lived experience workforce.

We support organisations and government to effectively and meaningfully engage and integrate lived experience expertise, while also delivering services that are designed and led by people with lived experience.

An aerial photograph of ocean waves, showing white foam and deep blue-green water, spanning the top of the page.

Introduction

When Roses in the ocean was founded in 2011, the voices of those with a lived experience of suicide were barely a whisper, support for people experiencing emotional distress, pain and suicidal crisis was lacking in relevance and accessibility, and decision makers did not seem particularly invested in changing how suicide prevention was approached.

Over the last decade Roses in the Ocean has worked to change all of that. Our previous two strategic plans have focused on building the capacity of people with a lived experience of suicide to find their voice, be heard and become a strong, sophisticated presence. A presence that has proved to be a driving force for change in suicide prevention in Australia.

The promise of significant system reform is now palpable, and Roses in the Ocean is leaning into the opportunity to show leadership once again for our sector and government as they look intently at the role of people with a lived experience of suicide as a catalyst for change.

There was and always will be a moral and ethical reason to listen to people with lived experience. What is critical is that we collectively make sure that the result for those experiencing suicidality and for those supporting them is a better system with options that match and meet their needs.

Mutual accountability is paramount to success - Roses in the Ocean has a responsibility to ensure there is a sustainable, highly skilled and sophisticated lived experience of suicide workforce and network providing constructive, solutions focused, collaborative services. Our sector organisations and Government have a responsibility to honour the recommendations of recent national and state royal commissions, productivity inquiries and suicide prevention reports, and actively and genuinely include and integrate lived experience expertise, insights and services - mutually delivering better outcomes for all.

We have built the capacity of people with lived experience to inform, influence and enhance suicide prevention. It is time to

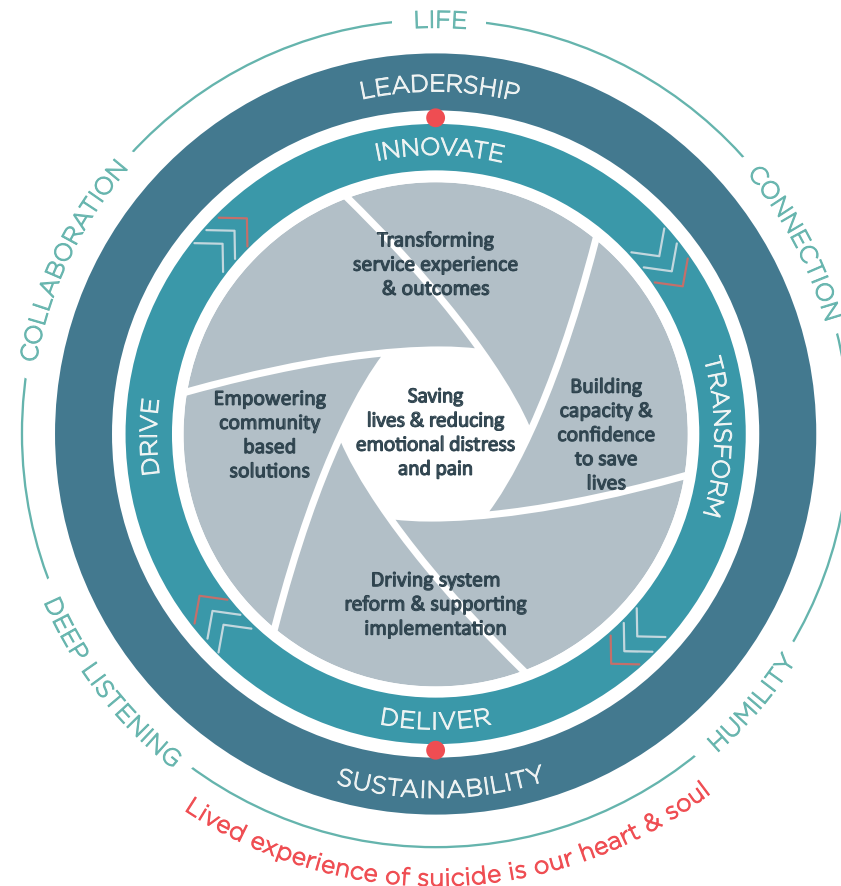
empower and enable them to BE the change they want to see.

Roses in the Ocean is best placed to create this unique **golden thread** of lived experience to supplement, compliment and connect existing services, ensure there is genuinely 'no wrong door' and to help meet the needs of those who still find themselves in service gaps.

We have always set ourselves bold goals, daring to dream big, and believing in ourselves and the myriad of people with a lived experience of suicide in the community who we strive to serve. The next stage of Roses in the Ocean's contribution to saving lives requires us to pivot slightly to answer the call from individuals and communities across Australia for grassroots community designed, community and peer led services and supports, and for Roses in the Ocean to apply our strengths of building capacity, empowering others to co-design and supporting implementation.

Strategic Plan FY22-24

Represented diagrammatically through 'the lens' of lived experience



The lens itself articulates **the reason we exist** and why we do what we do.

The inner ring represents what we do - **INNOVATE, TRANSFORM, DRIVE** and **DELIVER**.

The outer ring represents our role in **LEADERSHIP** and **SUSTAINABILITY**.

Our **values** wrap around the outside of the lens and are embraced throughout our strategic plan and guide all that we do.

INNOVATE

STRATEGIC PRIORITY

Improve service experience and outcomes by implementing innovative solutions co-designed to meet the needs of individuals and communities,

MEASURING OUR IMPACT

Peer CARE Companion services consist of 500 volunteer Peer CARE Companions who are supplementing and complementing suicide prevention services across Australia.

Pop-Up Safe Spaces x 20 are established.

Roses in the Ocean's short term immediate need Pop-up Safe Space is being deployed to meet community needs.



Many current services don't meet the needs of people experiencing suicidal thoughts or behaviours, and there are large gaps in services for carers and those bereaved.

By facilitating genuine co-design and co-production, Roses in the Ocean is able to help ensure the timing, location and nature of supports actually meet people's needs. Co-designed services are more likely to actually be used by those who need them, and are more likely to be effective in reducing suicide deaths and attempts.

Many voices remain unheard, many in our communities are not confident to respond to suicide, and many are asking for services staffed with people who have experienced what they have.

Roses in the Ocean is supporting a whole of society approach to suicide and integrating a specialist SP Peer Workforce across a range of services to ensure people have options to choose from that will reduce emotional distress and save lives.



TRANSFORM

STRATEGIC PRIORITY

Build capacity of individuals and communities to respond to suicide; grow the breadth and diversity of national LE of suicide movement and further develop and support the national Suicide Prevention Peer Workforce.

MEASURING OUR IMPACT

National LE workforce is representative of all priority population groups engaged broadly in suicide prevention.

Key partnerships support LE voices within LGBTIQ+, Older People, Men, Aboriginal and Torres Strait Islander people, Veterans and people who have made suicide attempts.

TouchPoints Licences resulting in 2000+ community members trained/year.

SP Peer Workforce Development Services are evaluated and accessed widely with 200+ SP Peer Workers trained annually.



DELIVER

STRATEGIC PRIORITY

Deliver high-quality, best practice accessible training, resources and services, the positive impact of which is measured and reported on.

MEASURING OUR IMPACT

Organisational Impact Framework drives outcomes focused service and models rigorous LE leadership.

LE Collective is thriving with consistent growth and diverse nature of engagement.

National Suicide Prevention Accreditation achieved for all workshops and services.

Bespoke co-design processes establish CALD Safe Spaces.

Digital delivery improves accessibility to training.



The demand for lived experience of suicide expertise is growing exponentially. Roses in the Ocean is supporting this call by expanding the breadth & diversity of people with a lived experience of suicide through providing improved accessibility to training and resources.

The provision of diverse and strategic lived experience expertise, best practice resources and evidence generating services will support the system reform Australians are expecting.



Just one uninformed, unhelpful response to seeking help can cause someone to never reach out again.

By supporting individuals, organisations and government deliver Lived Experience informed services, Roses in the Ocean is paving the way for genuine 'no wrong door' suicide prevention.

When any and every door a person walks through operates through a lens of lived experience and compassion more people will receive and be connected to the help they need.

DRIVE

STRATEGIC PRIORITY

Drive reform towards a genuine 'no wrong door' approach by collaborating with and supporting Government and services to embrace and implement Lived Experience of suicide culture change.

MEASURING OUR IMPACT

Roses in the Ocean engaged by State/ Commonwealth Governments to support system reform recommendations.

Support organisations to meet Accreditation Standard #3 of National Suicide Prevention Accreditation.

'LE in Research' results in greater engagement in research.



LEADERSHIP

STRATEGIC PRIORITY

Provide respected leadership in lived experience of suicide to individuals, the sector and government.

MEASURING OUR IMPACT

We are an influential evidence generating leader within suicide prevention, driving the adoption of LE informed Culture Change.

LE Summit is a valued national event attracting broad range of attendees drawn by it's reputation for innovation, collaboration and thought leadership.

The Lived Experience of Suicide Transformative Leadership Academy is an ongoing cultivation of future Lived Experience of suicide leaders in Australia.



Without strong leadership we risk lived experience of suicide not being meaningfully integrated due to lack of confidence and skills to do so, and a stagnation of expertise.

Roses in the Ocean is dedicated to leading fearlessly with integrity and purpose to grow and evolve lived experience of suicide expertise and the capacity of others to successfully integrate it. This will result in collaborative relationships and partnerships delivering the solutions needed to reduce emotional distress and pain, and safe lives.



The pace of change and the volume of work required to ensure suicide prevention reform continues, led by lived experience, places the current workforce at risk of burnout.

We are serious about sustainability - of individuals with lived experience, our organisation, and of the lived experience movement and workforce more broadly. Continual expertise development and succession planning are key to long term lived experience informed suicide prevention.

SUSTAINABILITY

STRATEGIC PRIORITY

Build depth and sustainability into lived experience of suicide movement, our organisation, individuals and communities, services, workforces and safe spaces.

MEASURING OUR IMPACT

Diverse funding sources provide sustainability, security and freedom to do what needs to be done.

We actively support sustainability of services, workforces and safe spaces through provision of expertise, resources, succession planning and iterative co-design.

Staff satisfaction survey shows 90%+ satisfaction.



First Bay, Coolum Beach – the origin of Roses in the Ocean



*my heart holds you
just one beat away
the tears in my soul
fall quietly every day*

*stay close, watch over me
from so many stars apart
roses in the ocean . . .
you forever in my heart*

The Golden Thread

The dictionary definesthe **Golden Thread** as an idea or feature that is present in all parts of something, holds it together and gives it value.

And in a book on Mythology..... the golden thread is described as an ancient metaphor for the continuous connection of all humans through time.

Finally, a quote from a fiction book “The far reaching golden thread connects those who are destined to meet, regardless of time, place or circumstance and the thread may stretch or tangle but it will never break”

It is our belief that ‘The Golden Thread’ is what unites us. And by using our lived experience we create a glittery pathway of hope that lights the way for those who are walking through the darkness,a woven blanket of warmth that drives out the coldthe thread that mends our broken hearts .

May you be open to each thread that comes into your life - the golden ones and the coarse ones, and may you weave them into a brilliant and beautiful life.



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