

PURPOSE

Using evidence-based practice, we support individuals, families and communities impacted by alcohol, other drugs and mental health challenges

VISION

A future where individuals and families facing alcohol, other drugs and mental health challenges are empowered to change their lives, making better futures possible

VALUES

Passionate
Authentic
Courageous
Curious
Connected

HOLYOAKE

Whenever you're ready.

STRATEGY 2026-2029

SERVICES & IMPACT

Leverage our expertise and sector leadership to provide support, hope and confidence for people to live the life they choose

SUSTAINABILITY

Deliver long-term sustainable impact through strong financial stewardship, scalable systems, purposeful investment, and technology-enabled capability

OUR PEOPLE

Nurture a thriving culture that empowers our people to amplify their impact

INITIATIVES

- > Continue to strengthen AOD, Mental Health and Prevention services through evidence based and lived experience-led practice.
- > Enhance our approach to Family Domestic Violence services.
- > Expand and grow our service footprint to increase access, equity and measurable impact.

- > Embed a culture of proactive health, safety, wellbeing, equity and inclusion across every location and team.
- > Attract, develop, and retain exceptional people by investing in learning, supporting individual growth, and building leadership capability.
- > Strengthen our student placement program to nurture the next generation of Holyoake talent.

- > Assess opportunities and expand our services for sustainable impact.
- > Invest in systems and processes to deliver quality data and reporting that strengthens organisational performance.
- > Make investment decisions that deliver the facilities and infrastructure required to deliver our services and enable future opportunity.

ENABLER

TECHNOLOGY

Embrace emerging technology to support our people, amplify our impact and deliver our strategy

- > Amplify the expertise of our workforce by utilising technology to support capability, enhance quality and increase service accessibility.

- > Design systems that work as hard as our people do, removing barriers and seamlessly connecting every Holyoaker and our stakeholders.

- > Develop and maintain our data governance and technology resilience to respond to changing environments and regulatory expectations.