

Strategic Plan

Our Purpose

To improve women's health and wellbeing, prioritising the needs of women with the highest risk of poor health outcomes, through provision of services based on a social model of health.

Our Vision

Communities in which women are valued and enjoy physical and mental health and wellbeing.

Our Values

Act with **INTEGRITY**, to encourage an environment of honesty and mutual trust.

Be **WOMEN-CENTRED**, by respecting women's individuality, their family and group affiliations, and encouraging women to become equal and active partners in their health care.

Be **RESPONSIVE**, by providing affordable services and facilitating equal access for all women regardless of age, ability, religion, culture, sexuality, or socio-economic circumstances.

Show **COMPASSION** by caring, being empathic and providing a safe space for women.

Strategic Objectives

Develop and implement a needs-based service delivery model that targets priority health issues, groups of women, and populations.

Increase and diversify revenue sources to achieve greater scale and reach.

Effectively measure health and wellbeing outcomes.

Build our infrastructure capability and capacity.

Increase community expectation of the value of a social model of health approach to women's health.

We will

- ✓ Be guided by quality data and client feedback to identify health issues, priority groups.
- ✓ Plan, implement and evaluate services appropriate to our needs model.
- ✓ Recruit and train our staff in the new model.
- ✓ Develop new and innovative partnerships and strategic alliances.
- ✓ Establish new funding and grant sources.
- ✓ Introduce Medicare funded counselling.
- ✓ Investigate the potential of a social enterprise.
- ✓ Expand our use of evaluation tools.
- ✓ Partner with research centres and organisations.
- ✓ Develop a new website.
- ✓ Conduct an ICT needs assessment.
- ✓ Develop an infrastructure development plan.
- ✓ Secure funding.
- ✓ Implement our plan.
- ✓ Raise our profile.
- ✓ Raise awareness of the social determinants of women's health model.
- ✓ Actively engage in the Women's Community Health Network.
- ✓ Be political advocates.