

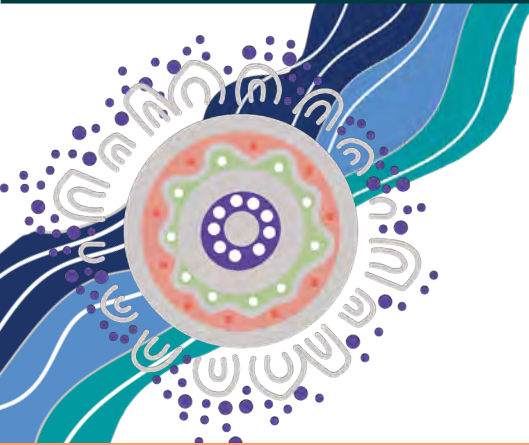


# Strategic Plan 2023 – 2028

*Transform. Strengthen. Amplify.*

*Women's Health Victoria* is a statewide, feminist, non-profit organisation working with government, the health sector and the community to improve health outcomes for women (cis and trans inclusive) and gender diverse people.

We advocate for healthcare rights and access, deliver health promotion resources, and operate vital information and support services, so that all Victorians have the opportunity to access optimal health and wellbeing, free from bias and discrimination.



Women's Health Victoria acknowledges the support of the Victorian Government.

Women's Health Victoria acknowledges and pays our respects to the Traditional Custodians of the land that our offices are situated on, the Wurundjeri people of the Kulin Nation. As a statewide organisation, we also acknowledge the Traditional Custodians of the lands and waters across Victoria. We pay our respects to them, their cultures and their Elders past and present.

## **Our commitment to gender diversity and inclusion.**

Women's Health Victoria's focus is women (cis and trans inclusive) and gender diverse people. We address feminist health issues and are committed to supporting all people impacted by gender inequity who can benefit from our work.

As a proud intersectional feminist organisation, Women's Health Victoria is working towards meaningful inclusivity, guided by and supporting people who identify as women, trans, intersex and gender diverse. We will seek and value feedback and be accountable to our partners and stakeholders from diverse communities.

In this strategy, when the term 'women' is used, we mean this to be cis, trans and gender diverse inclusive.

Please visit our website for our full statement on our commitment to gender diversity and inclusion.





# Our strategy *on a page*

Our strategy centres on driving gender equity in health across Victoria. We are targeting systems change, leveraging our unique position as the state-wide women's health organisation. This strategy will guide our decisions, inform our investments, and provide the framework for our annual plans and budgets.

**This strategy aims to transform systems, strengthen our organisation and amplify our impact.**

**Our vision. *The change we seek.***  
Gender equity in health.

**Our purpose. *Why we exist.***  
To drive gender-transformative health systems in Victoria.

**Our role. *The change we seek.***  
As the state-wide organisation for women's health, we have a unique leadership role.

In order to affect systems change we will:

- Empower people to navigate systems and make informed choices about their health.
- Bring together groups to reshape systems, ensuring that the right voices have a seat at the table.
- Advocate for health equity on behalf of people marginalised by patriarchal power systems.
- Inform policy for better health systems and services, based on evidence and intersectionality.
- Build capacity on how to apply a gendered lens in the systems and settings on which we focus across the social model of health.

**Our journey. *The strategy for the next 5 years.***

**Strengthen our identity, making clear what we do and don't do.**

- Differentiate our scope, avoiding duplication.
- Embed our theory into our practice, ensuring authenticity and accountability.

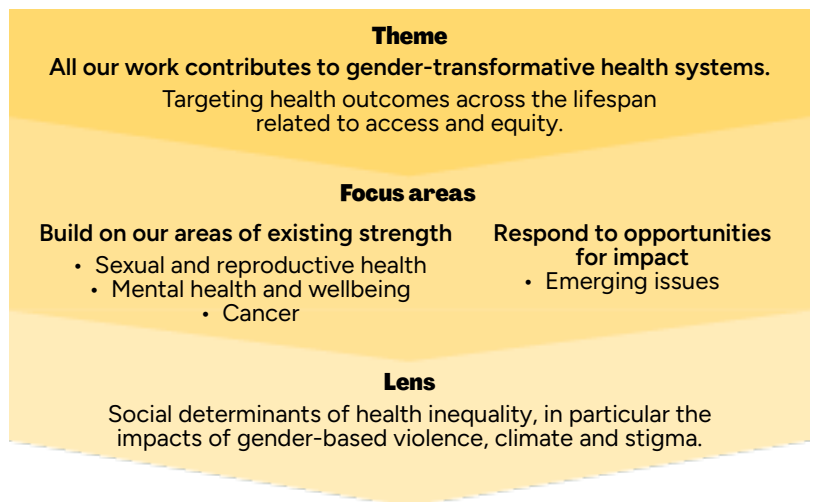


**Amplify our impact.**

- Ensure people of diverse experiences can see themselves in our organisation and our work.
- Increase our reach and recognition throughout Victoria.



**Our focus. *The strategic direction that guides our work.***



**Our enablers. *The levers that support our strategy.***

**Meaningful partnerships.**

We cannot change the game alone. Effective collaboration is vital to achieving better outcomes for the people we serve.

**A strong culture.**

Our people are our greatest asset. A strong culture is one where we 'walk the talk' and embed accountability for doing so.

**Financial resilience.**

Diversified funding mitigates risk and provides capital for investment in the resources required to fulfill our impact agenda.

**The voice of lived experience.**

It is critical that people with lived and living experience have a seat at the table in discussions concerning their health.

**A contemporary intersectional feminist approach.**

We want to be known as a safe and inclusive place to address gender equity in health.

**Our values. *The core beliefs underpinning it all.***

**Respect**

**Innovation**

**Courage**

**Excellence**

**Inclusion**

# Goals & Outcomes



Our Goals and Outcomes are categorised under the three complementary and interconnected pillars of Impact, Leadership and Foundations, which tie our strategy together.

## Our Impact



**Goal:** *Our work leads to systems change, creating better outcomes for women's health.*

Outcomes:

- The health system is gender-sensitive and centres women's health needs and experiences.
- Women benefit from a gendered approach to mental health policy, health promotion and service delivery.
- More women with cancer are accessing support services to help them live well.
- All women can access affordable, timely and local sexual and reproductive health services as part of mainstream healthcare.
- We complement, and do not duplicate the work of others.
- People of diverse identities can see themselves at all levels in our organisation and our work.
- We value lived experience expertise on par with academic evidence.
- Our work has increased reach in regional and remote Victoria.

**Goal:** *We are recognised as the leading state-wide organisation for gendered responses in women's health.*

Outcomes:

- We seize the moment of the political environment, cementing our role as a trusted partner to government.
- We have a clear positioning in the sector and people reach out to us, seeking out our work/expertise.
- There is increased recognition and awareness of WHV and our value/purpose among the general public in Victoria, particularly women.
- Our policy and advocacy are powerful, harnessing the collective efforts of the sector.
- We facilitate and lead important dialogue to bring gender transformation to health issues of the time.
- Our work is trusted because it is evidence-based, and we are a reliable source of knowledge and service delivery.
- We leverage our unique role as a state-wide body to link with other state-wides for system-level impact.
- We are a natural point of contact and coordination for women's health issues in Victoria.

## Our Leadership



**Goal:** *We are an inclusive and resilient organisation, authentically living our values.*

Outcomes:

- We are known as a welcoming, safe space for people affected by gender inequity to come, and as a place to work, consult with and partner.
- Our people at all levels, from board to volunteers, reflect the communities we exist to serve.
- We are not solely reliant on government funding.
- We have fit for purpose governance and operational systems, processes and tools.
- We remain clear on what is in and outside of our scope, avoiding duplication with others.
- Our organisational structure, operating model and culture support collaboration and breaking down silos. All staff can see how their work contributes to the broader goals and success of WHV.

## Our Foundations



# Evaluating our *progress*

Women's Health Victoria is committed to implementing and monitoring this strategic plan. To do this, we will utilise our bespoke prioritisation tool, which aligns to our strategy, to help us decide what we should and should not pursue. We will also use a range of indicators to evaluate progress and performance, ensuring we celebrate our success and learn from everything we do. These indicators will be refined through our annual plans and will include our performance against key results in our work and investment and continually be reflected against our success criteria for outcomes outlined in this strategy.

We are excited by this next step in our journey, but we acknowledge that we can't do this alone. We invite any feedback on this strategy, and welcome dialogue to collectively progress gender equity in health.

[www.whv.org.au](http://www.whv.org.au)

