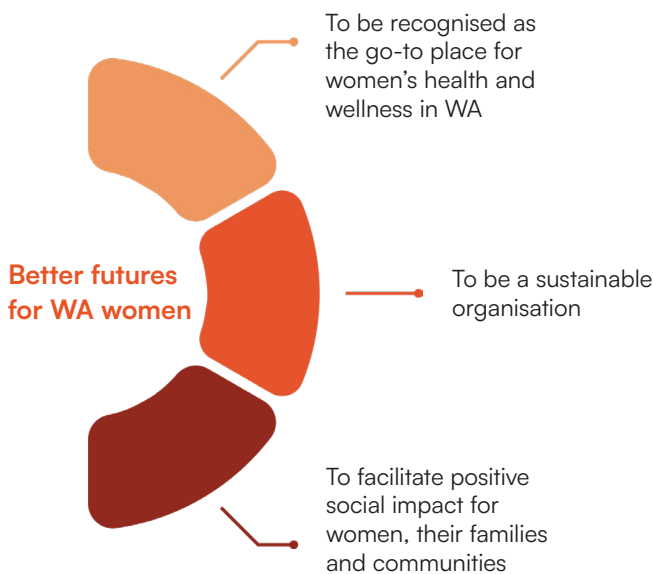


Our vision: We create better futures for women in Western Australia.

Our purpose: To provide excellent connected health and support services to women across their life cycles.

WHERE ARE WE GOING?

Strategic Objectives 2023-2026



VALUES & BEHAVIOURS

Respect

We respect the innate dignity and value of each person and the need to show kindness and compassion to all. We value the collective power of teamwork.

Integrity

We are honest, transparent and accountable in our work and in developing trusting relationships. We keep our word and acknowledge our mistakes.

Diversity & Inclusion

We welcome women of all ages, cultures, beliefs, identities and abilities. Our rich diversity makes us stronger and helps us better serve our clients and community.

Innovation

We believe to meet the needs of our clients in an ever-changing world we must continuously strive for excellence and turn our creative ideas into effective solutions.

STRATEGIC THEMES

1 Women-centred Approach

We recognise that women themselves are the experts in deciding their individual needs. We work with our clients as equal partners in the planning, development and evaluation of our services.

2 People & Culture

We need to have the right people in the right roles with the right capabilities and organisational supports to enable them to support our clients effectively.

3 Brand & Profile

We will develop a high value profile in the wider community and existing and new markets that will assist us to advocate for women and grow our social impact.

4 Revenue Diversification

In order for us to be sustainable into the future we need to develop revenue streams over and above government contracts.

5 Operational Efficiency

To be true to our core value of integrity we need to continuously monitor and improve our processes to ensure we are delivering the maximum value from every dollar we are given to support women

KEY STRATEGIC INITIATIVES

