

# OUR STRATEGIC PRIORITIES

## Priority 1

To provide high-quality gender specialist services for parents, women, non-binary and feminine-identifying people and their families that are holistic, evidence-based and outcome-focused.

### Goals

- 1.1:** Our investment in research of and benchmarking against international and national practice see's client outcomes exceed that of the sector standard.
- 1.2:** We influence models of care, service design within the sector and generate national interest.
- 1.3:** Our investment in robust systems and data analysis informs organisation and sector change.
- 1.4:** Increase our service offering to reduce the gap between demand and access.

## Priority 2

To have a strong internal identity and an unwavering brand as a trusted and accessible provider of gendered specialist services.

### Goals

- 2.1:** Our people have a strong sense of identity and connection to our purpose and the vision we strive for.
- 2.2:** We have a visible presence to those who need our services, those who can support our service and those who enable our service.
- 2.3:** We are known as a trusted and easy to access service, the 'go to service' for parents, women, non-binary and feminine identifying people with complex needs.

## Priority 3

To be an inclusive and diverse organisation that is a provider of choice for parents, marginalised women, non-binary and feminine-identifying people and their families.

### Goals

- 3.1:** Our services are informed and evaluated by the diverse communities we serve.
- 3.2:** Our workforce strategy and recruitment practices actively seek to increase the diversity of our workforce to reflect the diversity of the community we serve.
- 3.3:** Diversity and inclusion are at the centre of our decision making, work practices, alliances and partnerships through which we deliver our services.

## Priority 4

To be an organisation that sustains the capacity and capability to meet and continually grow towards our vision.

### Goals

- 4.1:** Our workforce has, and continues to build on, the skills, capability, qualification, lived experience, tools and technology required to deliver quality services in accordance with our purpose.
- 4.2:** Our governance framework informs superior decision making, communication flow and prudent regulatory compliance and risk management.
- 4.3:** We exceed our legal and regulatory requirements and constantly scan the horizon for enhanced service and organisational performance opportunities.
- 4.4:** Our financial management framework, diverse income streams, collaborations and alliances ensure we maximise the opportunities that provide for our vision

## Priority 5

To be an effective and respectful advocate for our vision and purpose.

### Goals

- 5.1:** We invest in research and resources to increase public awareness.
- 5.2:** We are a trusted voice that informs policy and system level design.
- 5.3:** We enhance our connections, reach and influence, enabling our vision.