

STRATEGIC PLAN

Period: October 2021 to September 2023

Strategic Planning Timeline

Planning	Date
Strategic Plan due for review and updating	30 June 2021
Client survey via Survey Monkey – newsletter link / website	10 August 2021
Staff Strategic Planning workshop	21 September 2021
Client survey via Survey Monkey – text link	29 September 2021
Board Strategic Planning workshop	20 October 2021
Feedback required by	03 November 2021
Complete Strategic Plan	01 December 2021
Strategic Plan presented to Board for approval	15 December 2021

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2021-2023

Strategic Plan



Our Mission

We provide a unique, holistic women-centred preventative and treatment approach to health and well-being. We empower women and children of all ages, cultures, sexual orientation and gender identity to make informed choices throughout their lives.

Be non-judgemental and positive.

Educate, support and encourage women to realise and utilise their own abilities.

Our Values

Respect - Compassion - Empathy - Integrity

Work competently, knowledgeable and effectively, taking responsibility for our decisions and being transparent in our efforts.

Act from a feminist philosophy

Work in a dynamic and flexible way to meet community and individual needs.

Key objectives

Governance and Centre Management

- Develop a culture of continuous improvement
- ✓ Strong Board governance
- Build relationships and partnerships with relevant organisations and professionals
- Ensure the Centre's ongoing sustainability

Healthy Relationships

✓ Improve access for diverse groups including ATSI, CALD, women with disability, younger women, LGBTQIA+.

Healthy Minds

- ✓ Deliver a range of services and groups supporting women's mental health.
- ✓ Introduce yoga and mindfulness for children
- ✓ Provide Generalist and CATS counselling services

Healthy Lifestyles

✓ Offer a broad range of evidencebased health education programs and activities for women and girls at all stages of their lives.

Healthy Bodies

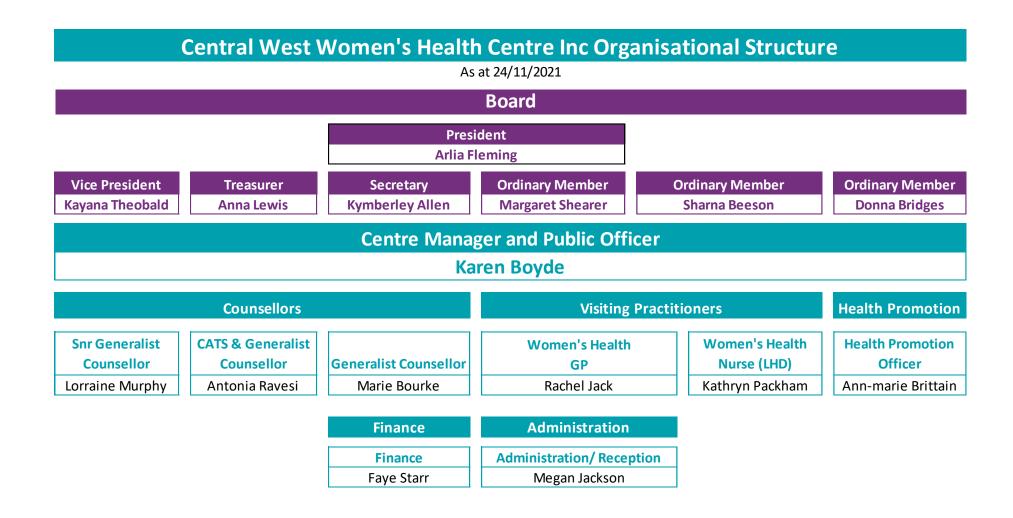
- ✓ Build on Women's Health GP service and Women's Health Nurse clinic to support lowincome women and girls.
- Deliver a range of groups and services promoting healthy bodies.

Safety for Women and Girls

✓ Secure dedicated Domestic Violence funding to enable the extension of Centre services further in this area.

Integrated Care

✓ Increase the flexibility of services offered to children and adolescents so that more services can be accessed outside of school hours.



Additional staff are employed as needed, including for example as yoga instructors and subject-matter experts in group settings.

SWOT Analysis

Strengths

Community trust and support – goodwill for the Centre, good history Specialist in trauma treatment

Gained the confidence of Department Communities and Justice (DCJ)

Long term contractual arrangements with Ministry of Health and DCJ

Welcoming happening place with a wellness garden, offering courses, workshops counselling services and we are growing.

Location in Kelso is a positive, providing easier access for many clients

Located near HousingPlus an added bonus

Flexible Leadership

Responsive team to community need

The team is committed to a positive, healthy work culture

Linear organisation – staff get a chance to contribute and to have a sense of ownership

Highly skilled staff with diverse backgrounds

Weaknesses

Staying realistic - balance between expanding and taking on more responsibility.

Can we do this and sustain it and do it really well – stop, pause and think? Take it on notice and have a collective conversation.

Learning process in managing new funding

Marketing – frustration in engaging clients in groups and events.

Reevaluate

Stay relevant

Part time staff - too much work for the hours available

Grants sometime create unrealistic workloads.

No dedicated DV or case management funding

Increased requests for advocacy and report writing (unfunded)

Opportunities

Creating fee for service

Explore a tiered fee structure

Location – look for services and programs to meet local needs

Succession planning and upskilling the team – higher duties

Build the skills of the team

T hreats

Only a two-year lease at 61 Boyd Street Kelso Some services offered and feminist philosophy may not match the philosophy of the landlord.

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