



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

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.

Our Values

Be non-judgemental and positive.

Respect – Compassion – Empathy - Integrity

Act from a feminist philosophy

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

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

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 evidence-based 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 low-income 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.

Central West Women's Health Centre Inc Organisational Structure

As at 24/11/2021

Board

President

Arlia Fleming

Vice President

Kayana Theobald

Treasurer

Anna Lewis

Secretary

Kymberley Allen

Ordinary Member

Margaret Shearer

Ordinary Member

Sharna Beeson

Ordinary Member

Donna Bridges

Centre Manager and Public Officer

Karen Boyde

Counsellors

**Snr Generalist
Counsellor**

Lorraine Murphy

**CATS & Generalist
Counsellor**

Antonia Ravesi

Generalist Counsellor

Marie Bourke

Visiting Practitioners

**Women's Health
GP**

Rachel Jack

**Women's Health
Nurse (LHD)**

Kathryn Packham

Health Promotion

**Health Promotion
Officer**

Ann-marie Brittain

Finance

Finance

Faye Starr

Administration

Administration/ Reception

Megan Jackson

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

Threats

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