

# Strategic Plan

2023 - 2027



## Vision

All women are safe, respected, empowered, and supported to flourish.

## Purpose

To provide quality services, support and advocacy that empower women on the South Coast to live free from violence and discrimination, and to achieve their personal goals.

We operate in accordance with our values of respect, equality and justice.

## Goals

We act with compassion and courage to foster these values by committing to the following goals and strategies:

### A strong, dynamic and sustainable organisation

Maintain a strong organisational structure by ensuring we have:

- » Effective governance and a skilled board
- » Diversified income streams and demonstrated financial prudence
- » A team culture which aligns to our feminist philosophy in an inclusive and supportive work place
- » Leadership which drives our vision
- » Flexibility in a changing environment

### Community engagement and support

Provide the best programs and services to our communities by:

- » Growing our service mix and reach
- » Targeting our services to make a difference for women and their children experiencing vulnerabilities
- » Maintaining a skilled and pro active workforce

### Partnership and advocacy for systemic change

Be a strong voice for positive change at all levels by:

- » Speaking up for our communities with decision makers and stakeholders who can make a difference
- » Maintaining and growing strategic relationships
- » Communicating and promoting our values, the work we do, and the outcomes we achieve
- » Being recognised as a leading 'go to' women's service on the South Coast

A strong, dynamic & sustainable organisation

Community engagement & support

Partnership & advocacy for systemic change