

# Strategic Plan 2020 – 2023

## OUR VISION





Healthy Tasmanian Women

## OUR VALUES

Equity, choice, impact

## OUR MISSION

Women's Health Tasmania is a feminist organisation that provides evidence-based services and advocacy for better health outcomes for women.

Goals			
 <p><b>Strategic and Sustainable Growth</b></p>	 <p><b>Positive Culture</b></p>	 <p><b>Provision of Health Services</b></p>	 <p><b>Influence</b></p>
Strategies			
<p><b>Identify Suitable Partnerships:</b></p> <ul style="list-style-type: none"> <li>• Develop partnerships</li> <li>• Investigate corporate mentoring</li> <li>• Identify collaborative projects</li> </ul> <p><b>Ensure diversity of Funding:</b></p> <ul style="list-style-type: none"> <li>• Develop a Fundraising Strategy</li> <li>• Develop an MoU with UTAS re research projects</li> </ul> <p><b>Infrastructure is fit for purpose:</b></p> <ul style="list-style-type: none"> <li>• Develop an Infrastructure Management Plan</li> <li>• Build our state-wide footprint</li> <li>• Complete the current infrastructure upgrade</li> </ul>	<p><b>Staff:</b></p> <ul style="list-style-type: none"> <li>• Provide excellent employment conditions and opportunities</li> <li>• Develop a Performance Management policy</li> <li>• Ensure robust, contemporary internal policies</li> <li>• Employer of choice</li> </ul> <p><b>Clients:</b></p> <ul style="list-style-type: none"> <li>• Provide a warm, and welcoming safe space</li> <li>• Collect meaningful feedback from clients</li> <li>• Be a reliable, trustworthy organisation</li> </ul>	<p><b>Provision of Health Services:</b></p> <ul style="list-style-type: none"> <li>• Improve collection of outcome data</li> <li>• Establish a GP service</li> <li>• Diversify and increase reach, for all women</li> <li>• Partner around Tasmania to deliver health promotion activities</li> <li>• Establish phone line 1800 My Choices</li> <li>• Deliver a range of evidence based best practice programs</li> <li>• Provide outreach programs</li> <li>• Support access to online solutions</li> <li>• Look at the ageing population and make changes to our service model</li> <li>• Provide accessible services</li> </ul>	<p><b>Marketing Strategy:</b></p> <ul style="list-style-type: none"> <li>• Develop a marketing strategy</li> </ul> <p><b>Policy Influence:</b></p> <ul style="list-style-type: none"> <li>• Increase WHT's policy capacity</li> <li>• Develop a series of strategic evidence informed policy forums</li> </ul> <p><b>Events</b></p> <ul style="list-style-type: none"> <li>• Run events for women</li> </ul>

