

Strategic Plan 2021-2025

Note this is the abridged version

Our Vision

Health equity for all women

Our Purpose:

The national voice for women's health

Guiding Principles:

Our work is guided by feminism, gender equity, and human rights.

Strategic Priorities

Priority 1: Policy and reform

Australian Women's Health Alliance is a national leader in developing, advancing, and responding to public policy and practice as it impacts on women's health. We provide independent advice from a broad evidence-base to promote a gendered approach to women's health care.

Priority 2: Connect and collaborate

Australian Women's Health Alliance is the vehicle for women's health organisations, consumers and advocates to connect and collaborate through our membership base and effective processes to represent the views of members and their constituents.

Priority 3: Governance and agency

As an independent peak and health promotion charity, Australian Women's Health Alliance demonstrates best practice in its governance, leadership and operations.



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Note this is the long version

Our Vision

Health equity for all women

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Priority 1: Policy and reform

Australian Women's Health Alliance is a national leader in developing, advancing and responding to public policy and practice as it impacts on women's health. We provide independent advice from a broad evidence-base to promote a gendered approach to women's health care.

Short term actions (2021-2022):

- Consult with national policy and reform stakeholders to review brand, develop communications and partnership strategies.
- Identify gaps in the implementation, measurement and evaluation of the National Women's Health Strategy (2020-2030) and strategic engagement for strengthening action plans.
- Develop an evidence-based gendered lens position paper for the National Preventive Health Strategy

Medium term actions (2022-2025):

- Review and update evidence papers for our strategic suite of resources.
- Develop policy submissions to influence national policy and legislative reforms.
- Promote an evidence-based gendered lens for the National Preventive Health Strategy and the National Women's Health Strategy and other relevant strategies.

2030 goal:

National health strategy, policy, and practice responds to the evolving and intersectional needs of women in Australia, that increases health equity.

Priority 2: Connect and collaborate

Australian Women's Health Alliance is the vehicle for women's health organisations, consumers and advocates to connect and collaborate through our membership base and effective processes to represent the views of members and their constituents.

**Short term actions (2021-2022):**

- Review our membership strategy and processes in place to communicate with, and represent the views of members and their constituents.
- Review our communications strategy, including media, website, social media, campaigns and marketing.
- Review our partnership strategy, including membership model, reciprocal memberships, membership fees, strategic partnerships.
- Review key relationships critical for our work at the Australian Government level.

Medium term actions (2022-2025):

- Implement, monitor and evaluate the communications and partnership strategies.
- Support and enable opportunities for knowledge exchange and capacity building in women's health.
- Continue to encourage and facilitate connection and collaboration in the design of health policy and practice.

2030 goal:

Women's health stakeholders including consumer advocates, workers, leaders and Elders have powerful opportunities to connect and collaborate for knowledge exchange, co-design and change in health policy, programs and practice.

Priority 3: Governance and agency

As an independent peak and health promotion charity, Australian Women's Health Alliance demonstrates best practice in its governance, leadership and operations.

Short term actions (2021-2022):

- Review and implement administration systems and policies and procedures including IT, finance, intranet and records management.
- Review governance, including evaluation of board structure, roles, recruitment and succession planning.
- Review brand, including name, logo and marketing mechanisms.

Medium term actions (2022-2025):

- Implement governance and brand reviews, enable monitoring and evaluation mechanisms.
- Maintain income from philanthropy, fundraising and grant seeking to cover minimum operational funding costs.
- In the event that operational funding is secured, undertake a review of policies and procedures, expand operations, increase engagement.

2030 goal:

We are a courageously independent and well-known NGO; we embody our values, work by our principles and implement our priorities.



About us

Australian Women's Health Alliance provides a national voice on women's health. We highlight how gender shapes experiences of health and health care, recognising that women's health is determined by social, cultural, environmental, and political factors.

Contact us

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Web: www.AustralianWomensHealth.org

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We acknowledge the Traditional Custodians of the lands and waters on which we live and work. We pay our respect to Elders past and present. Sovereignty has never been ceded.