

Women's Health in the South East

Strategic Plan Stakeholder Meeting Brief



Introduction – Request for Input

Women's Health in the South East (WHISE) is developing a new strategic plan and we are seeking the opportunity to listen to the needs and expectations of our community and stakeholders on what shape and goals our next strategic plan should be.

Where are we now?

With the current strategic plan (see appendix 1) due to end in 2018, the Directors of WHISE have started work to create the health service's next strategic plan. With the goal of launching the plan in late October at the 2018 Annual General Meeting (AGM), the project is at present in the research and discovery phase.

The Board of WHISE have convened a subcommittee who are overseeing the development of our next Strategic Plan and have contracted the services of a skilled and experienced consultancy - Changemsmith Consulting (Cath Smith) - to explore the perspectives of key stakeholders and inform our planning process and decision-making.

Our request to you is to meet with Cath Smith and/or our CEO, Kit McMahon to assist us in ensuring that our next Strategic Plan will provide a strong foundation for WHISE and its work in health prevention, women and our community.

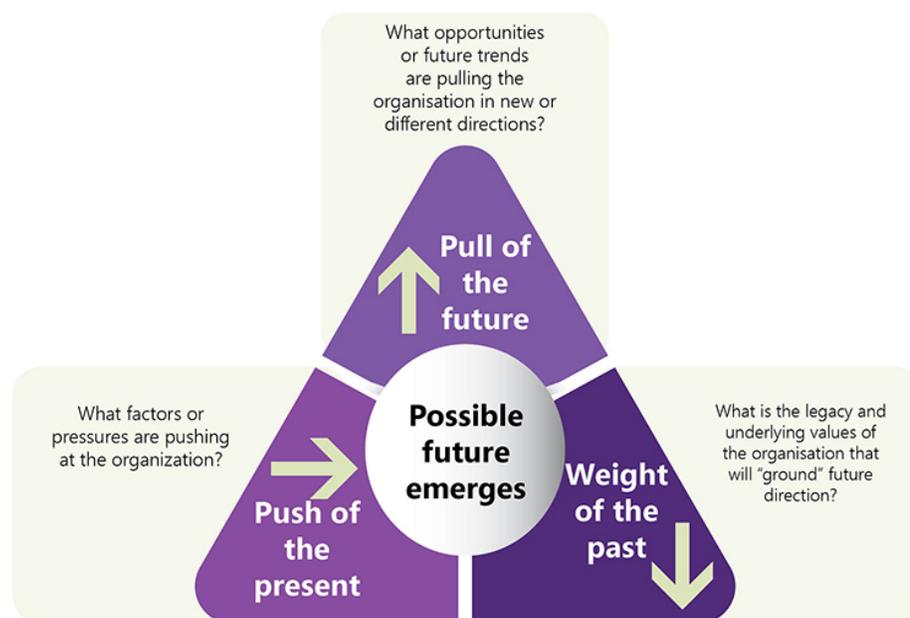


Stakeholder Engagement – What should WHISE achieve over the next five years?

Between now and July, WHISE will be engaging with our stakeholders and community in two ways: through a series of face-to-face interviews and through a public survey. This will add enormous value to our desktop research and policy review to arrive at the final plan.

Understanding WHISE’s possible future – Approach to stakeholder engagement

Our engagement process (in survey and in the interviews) will seek to learn what possible priorities exist for WHISE in the future using a “Futures Triangle”



By understanding the tensions, alternate scenarios emerge that can then be identified through our next Strategic Plan. The aim of our meeting with you is to explore these tensions, current and emerging trends, issues and opportunities. This will directly input into our planning process and assist greatly in discovering how WHISE can evolve our current vision of ["...improve\(ing\) the health and well-being of women in the Southern Metropolitan Region within a Social Model of Health and within a feminist perspective.."](#) as well as the goals that underpin that vision.

The use of insights

A de-identified report based on external stakeholder interviews and survey outcomes, combined with our desktop research and staff inputs will be shared with the Board and key senior staff through a workshop process for decision on a new Strategic Plan by the end of July 2018 before release at the WHISE AGM in October 2018.

Appendix 1

The current Strategic Plan of WHISE

Women's Health in the South East (WHISE) is the regional women's health service for the Southern Metropolitan Region. WHISE is a not for profit, community based Women's Health Service run by women for women and funded by the Department of Health and Human Services.

Vision:

To improve the health and well-being of women in the Southern Metropolitan Region within a Social Model of Health and within a feminist perspective.

Mission:

- To provide a range of services that acknowledges the diversity of women and their total well-being
- To be accessible to all women in a safe and women-friendly environment
- To promote best practice in health service delivery for marginalised women, both in specialised and in mainstream service providers.

Values:

- Strength in dignity, choice, diversity and justice.

Goals:

- Advocacy: Achieving system and policy change
- Health Promotion: Achieving best practice in Health Promotion, especially to marginalised women
- Well-being Promotion: Improving community participation and social connectedness.

Strategies:

- Working with key State, Commonwealth and regional groups, to inform and advocate to government on policy improvements and service system changes

- Providing services directly to women in the community, using our expertise on equity and access for women from the most marginalised groups in society
- Working directly with women to promote health and well-being via the provision of information, education, self-help and their inclusion in decision making processes
- Providing services to 'mainstream' service providers to help them more effectively meet the needs of women most at risk
- Maintaining the staff, resources, and infrastructure at the level necessary to achieve the goals.

Goals

Regional Leadership:

- *Women's health and wellbeing:*
Carry out much needed research in the area of sexual health and wellbeing for women over 50 years of age; create awareness of findings at community level.
- *Prevention of Violence Against Women:*
Create momentum for the uptake of the prevention of violence against women agenda; implement specialist training programs on gender equity and prevention of violence against women; Introduce gender equity into the workplace safety agenda.

Increased visibility:

- Build on our capacity and expertise to create a reputation for excellence in primary prevention;
- Develop true and lasting partnerships;
- Advance our community and online presence.

Long Term Sustainability:

- Maximise grant funding opportunities;
- Explore other potential revenue streams;
- Pursue other innovative arrangements to strengthen WHISE's long term viability.