

Strategic Plan

2023–2028



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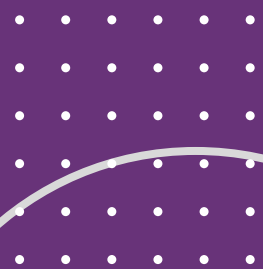
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Our Mission

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 Clients

We serve women in Bathurst and surrounding Central West with a particular focus on:

- Disadvantaged women, children and young people experiencing trauma
- Aboriginal and Torres Strait Islander women
- Culturally and linguistically diverse women
- Women with disability
- Women experiencing sexual and domestic family violence
- Survivors of child sexual abuse
- Mothers and carers of young children
- Women experiencing mental health issues
- LGBTQI+ women
- Women of all ages with diverse issues





Our Values

- **Respect**
- **Compassion**
- **Empathy**
- **Integrity**

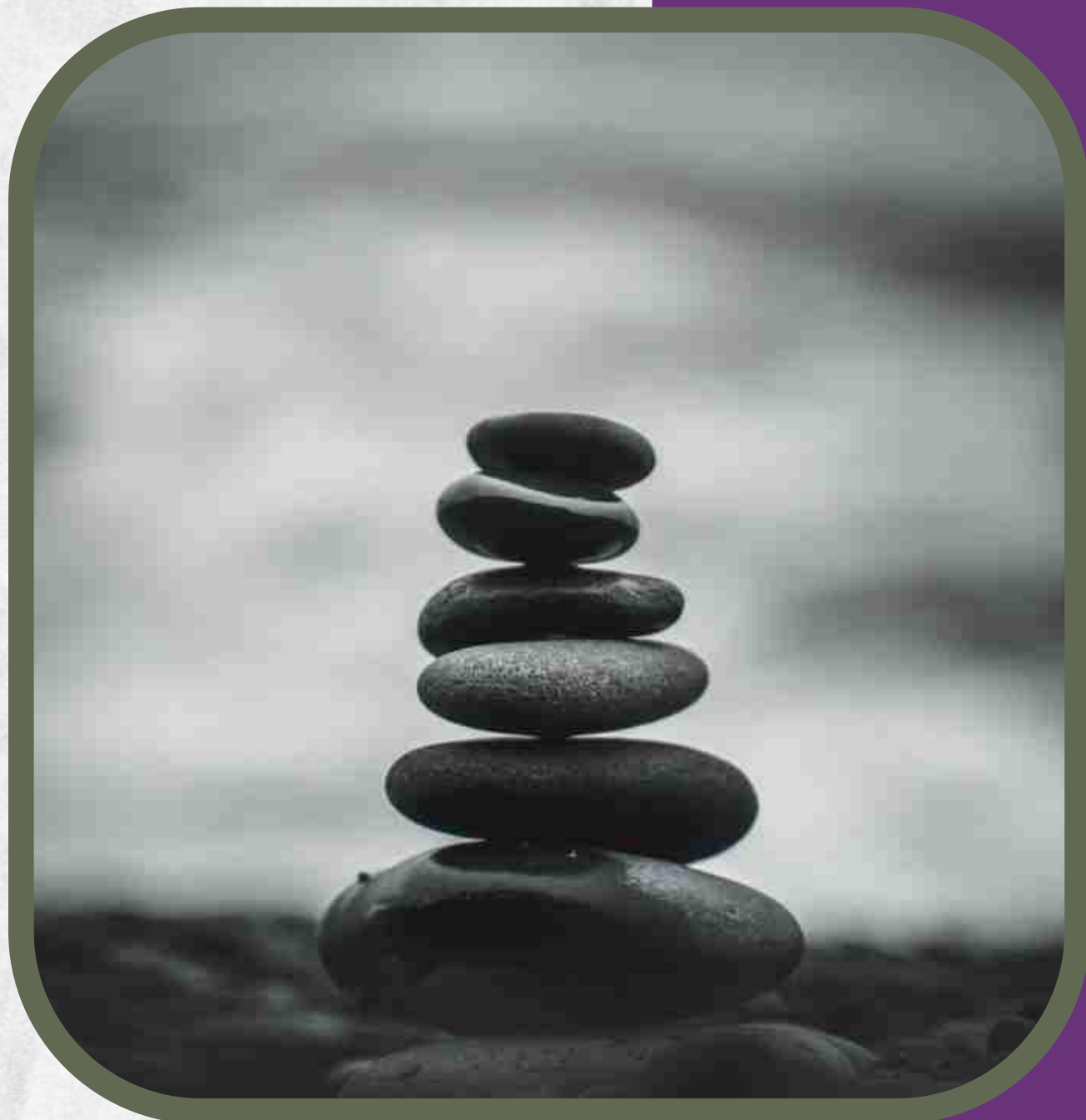


Demonstrated by:

- Being non-judgemental and positive.
- Working competently, knowledgeably and effectively, taking responsibility for our decisions and being transparent in our efforts.
- Educating, supporting and encouraging women to realise and utilise their own abilities.
- Working in a dynamic and flexible way to meet community and individual needs.

OUR OBJECTIVES FOR 2023- 2028



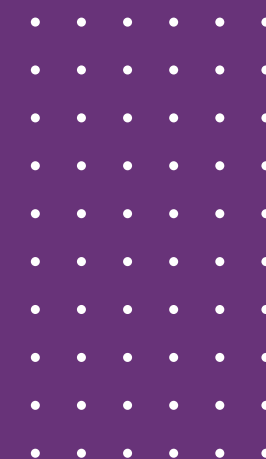


Provide holistic services to meet the health needs of women in the Central West

- Re-establish the GP Clinic
- Offer integrated health services
- Expand counselling services
- Introduce new groups
- Provide case management services to women who have experienced sexual and domestic family violence
- Establish a mentoring program for survivors of domestic and family violence
- Re-establish Community Reference Group
- Partner with specialist service providers
- Explore outreach opportunities within the central west.

Ensure the financial viability of the centre

- Manage financial risk
- Maximize existing funding streams i.e. dedicated DFV funding
- Investigate the proposal for 'fee for service' for those who can afford to pay
- Apply for philanthropic funds, donations, and gifts
- Establish a donor circle
- Maximise GP Clinic practice incentives
- Increase the number of NDIS clients
- Grow membership base
- Reduce overhead costs





Advocate for equal rights for women

- Participate in social action activities (rallies, events and marches)
- Attend Women's Health NSW meetings/forums
- Provide opinion leadership in the Central West regarding women's rights and services for women
- Introduce new interest groups focusing on gender and power, advocacy, and social action

Engage with the community and partners

- Strengthen links with TAFE, universities, and other tertiary institutions to attract students undertaking practicums and research
- Attend interagency meetings and service provider network meetings
- Engage with Bathurst Regional Council, state, and federal MPs and other potential funders
- Engage with the Western NSW Local Health District networks
- Enhance the centre's profile through refreshed branding, style guide, consistent and effective communication messages, including via the use of social media to engage with clients, members, and the community,
- Strengthen engagement with local schools
- Strengthen Indigenous community partnerships





Increase the diversity of women using our services

- Consult with women from diverse backgrounds in the community to determine their needs
- Increase the range of programs to meet broader community needs for all women.
- Explore pathway opportunities to engage women from diverse backgrounds in the local community

Maintain excellence in service delivery

- Maintain service accreditations and review, streamline policies and procedures.
- Enhance digital data systems including booking and client information management systems
- Ensure client consultation, satisfaction and evaluations are completed and analysed
- Provide dynamic, well-informed, and responsible leadership through the Board. Provide effective, efficient, and ethical decision making and management
- Foster commitment towards a positive organizational culture
- Support staff members by providing ongoing external supervision, peer support, professional development and wellbeing care/psychological safety to minimise burnout and increase staff wellbeing.
- Support volunteers and students on placement through recruitment, training, and supervision.



Strategic Summary 2023-2028

Our Mission



Our Objectives



Client Priorities

To provide a unique, holistic women-centred preventative and treatment approach to health and wellbeing.
To empower women and children of all ages, cultures, sexual orientation and gender identity to make informed choices throughout their lives.

- Provide holistic services to meet the health needs of women in the Central West
- Ensure the financial viability of the centre
- Advocate for equal rights for women
- Engage with the community and partners
- Increase the diversity of women using our services
- Maintain excellence in service delivery

- Improved health and wellbeing
- Improved knowledge of available services and referral pathways
- Enhanced support networks
- Continued access to affordable and high quality services
- Client satisfaction

CENTRAL WEST

WOMEN'S
HEALTH CENTRE

SUPPORT FOR WOMEN & CHILDREN