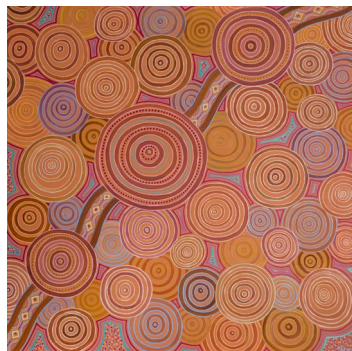




**WOMEN'S HEALTH  
& WELLBEING**  
Barwon South West

# Strategic Plan

## 2025-2029



Artwork:  
*Generational Journey*  
by Sherry Johnstone

We have chosen this artwork to represent our journey of learning, growth and understanding as we undertake reconciliation action.



**WOMEN'S HEALTH  
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Barwon South West



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   @womenshealthbsw

[www.womenshealthbsw.org.au](http://www.womenshealthbsw.org.au)

Our region spans the lands of three Traditional Owner groups — the Gunditjmara, Eastern Maar and Wadawurrung, and the clans and language groups which reside within them.



# Acknowledgement of Country

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**We respect First Nations peoples and their enduring connection to country – to the land, air, waterways, oceans, animals, and plants – and recognise the wisdom and culture they have fostered for thousands of years.**

We recognise that sovereignty was never ceded, and, with humility and courage, wholeheartedly commit heads, hearts and hands to a path of healing, restitution and justice, embracing the wisdom of those who can guide us.

## Background

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The Women’s Health and Wellbeing Barwon South West Inc. (WHWBSW) Strategic Plan 2025-2029 provides our team, Board, community and partners with an inspiring and clear direction for the years ahead. This Strategic Plan outlines our strategic priorities, strategic goals, key operational strategies and ways of working. The process to develop our Strategic Plan was led by the WHWBSW Board and senior management team. The process included engagement from all staff, consultation with partners, and research and analysis of regional priorities.

### About WHWBSW

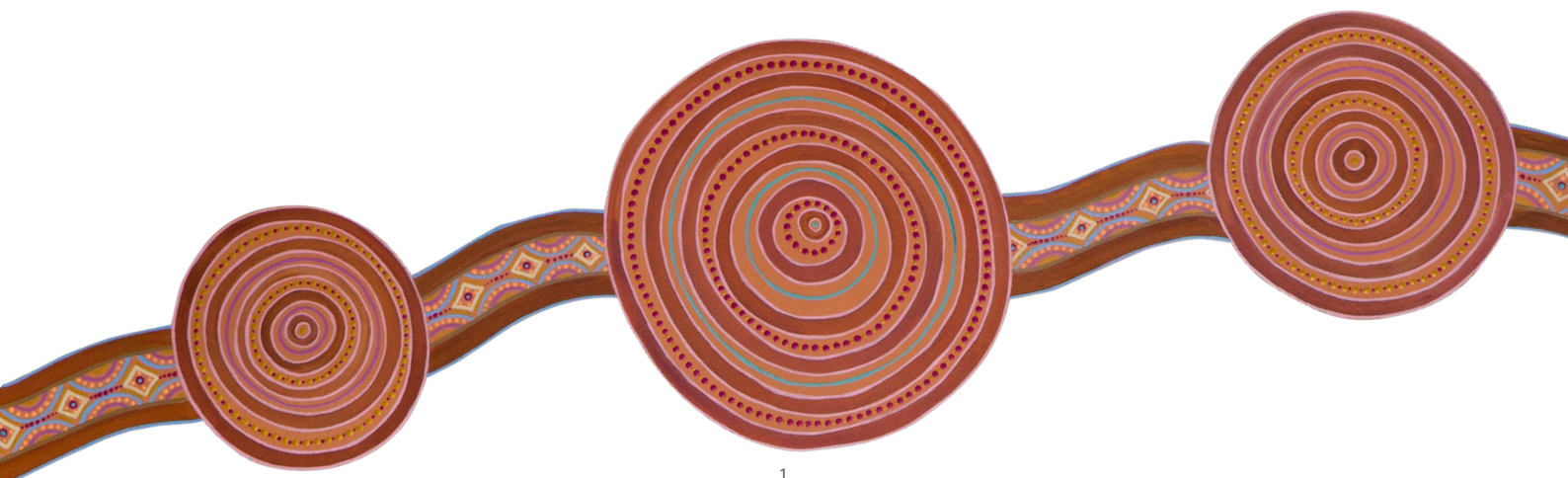
We are an independent, not-for-profit, feminist organisation committed to gender equality.

We strive towards an ambitious vision for change where women and girls are healthy, safe, and equal. Our health promotion work is built on a foundation of evidence and a commitment to excellence, and we lead change by shifting public discussion, translating evidence into action, and pushing for policy changes in businesses, organisations, and all levels of government.

Ourspecific constitutional purpose and focus is women’s health.

We define a woman as an adult person who identifies as a woman regardless of their sex assigned at birth, including cisgender and transgender women. We recognise that gender diverse people are disproportionately impacted by gendered discrimination, inequity, harassment and violence. Within the scope of our work centred on women we are committed to support equity, safety and good health outcomes for gender diverse people.

Women’s health and wellbeing is impacted by their experiences during girlhood, and so we extend our activity to include both women and girls.

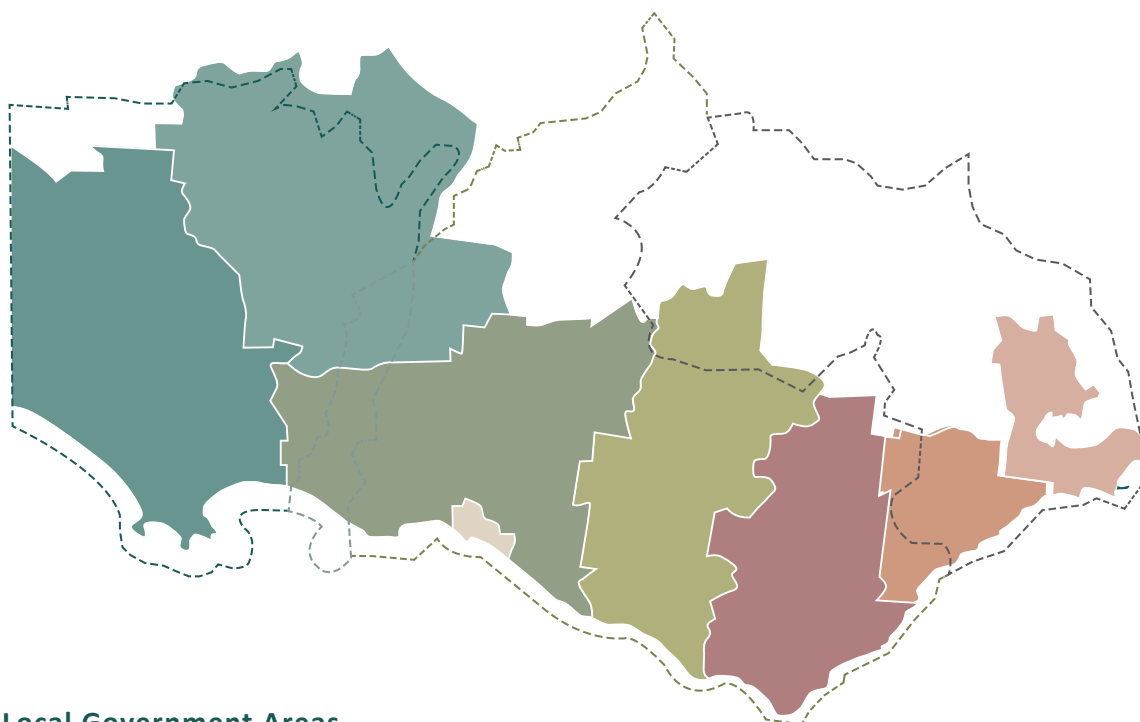


# Our Region










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The Barwon South West region spans the lands of three Traditional Owner groups – the Gunditjmarra, Eastern Maar and Wadawurrung – and the clans that reside within them.

The region includes nine local government areas: Borough of Queenscliffe, City of Greater Geelong, Colac Otway Shire, Corangamite Shire, Glenelg Shire, Moyne Shire, Southern Grampians Shire, Surf Coast Shire, and Warrnambool City Council.



## Local Government Areas

 Glenelg Shire	 Warrnambool City	 Surf Coast Shire
 Southern Grampians Shire	 Corangamite Shire	 City of Greater Geelong
 Moyne Shire	 Colac Otway Shire	 Borough of Queenscliffe

## Traditional Owners

- Gunditjmarra People
- ..... Gunditjmarra & Eastern Maar People
- Eastern Maar People
- Wadawurrung People

# Strategy 2025 – 2029

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## Our purpose

We improve women's lives through best practice health promotion.

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## Our vision

Women and girls are healthy, safe, and equal.

## Our values

We centre women in all our work

We respect all people and value different perspectives

We hold ourselves accountable, are open and transparent

We act with integrity and honesty in everything we do

We pursue our vision and purpose with courage

### Strategic Priority 1

We turn evidence into action - and action into evidence.

#### Strategic Goals

We are recognised and sought after by organisations for best practice health promotion that focuses on women  
Funders and stakeholders understand and recognise the impact and value of our work.

### Strategic Priority 2

We work collaboratively to drive transformational change.

#### Strategic Goals

Amplify the reach, scope and impact of our work through collaboration.  
Ongoing investment from funders in health promotion and women's health in our region.

### Strategic Priority 3

We lead regional conversations about issues impacting women's lives.

#### Strategic Goals

We are sought after by media and stakeholders as regional advocates and health promotion experts, able to influence thoughts and actions.  
We act collectively to effect change in policies, laws and social norms to advance gender equality and support women's health and wellbeing.

### Strategic Priority 4

We foster a resilient, inclusive and capable organisation focused on delivering at the highest standards.

#### Strategic Goals

We deliver effective governance, operations and policy.  
We are financially resilient and sustainable.  
We value diversity and have a safe and inclusive workplace.  
Our workforce, membership and Board are thriving.  
We are adaptable and responsive to the changing environmental context.

# Our way of working

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We adopt a capacity building approach to our work and collaborate to equip others with the skills and tools to act.

We are informed by the experiences of women of our region.

We gather and build evidence that informs action.

We lead conversation, challenge, and inspire thinking.

We focus on the social and economic determinants of health.

We champion social, economic, political and health equity.

We recognise that different groups of women experience different forms of privilege and discrimination and that each woman's life experiences are unique.

# Our health promotion priorities

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## Equity

Women and girls have equitable access to resources, decision making, power, financial security, and opportunity.

## Agency and respect for women, their bodies, and relationships

Women and girls' choices and power over their own sexuality, reproduction and body is protected and respected.

## Better health outcomes for women and girls

Women and girls are healthy and safe.

## Essential actions to challenge the drivers of violence against women

Women and girls live free from violence.

# Our enablers

## the elements that support our strategy

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**A values-based culture** – our passionate and dedicated people are our biggest asset.

**Contemporary intersectional feminist approach to governance and practice** – we are a safe and inclusive organisation.

**Adaptability** - strengthens our capacity to respond to changing demands and priorities; we are responsive and resilient.

**Strong strategic partnerships** - meaningful collaboration with partners amplifies our impact, offsetting funding constraints.

**Financial resilience** - ensures our work continues to be funded and delivered.

**Effective governance** - enables dedicated focus on our purpose.

**Effective operational and policy environment** – we are continuously improving, compliant and efficient.



# Strategic Priority 1:

## We turn evidence into action - and action into evidence

We use knowledge, data and insights from lived experience to build an evidence base and share strategies that work. We translate theory into practice. We evaluate our work to continuously improve and drive change.

### Strategic Goals

### Strategies

We are recognised and sought after by organisations for best practice health promotion that focuses on women

- Communicate our ways of working, learnings and successes
- Demonstrate the results and impact of our work
- Gather, translate and disseminate data, research and resources that address women's health
- Provide partners with evidence-based training and guidance enabling them to turn health promotion evidence into action

Funders and stakeholders understand and recognise the impact and value of our work

- Effectively communicate outcomes of our work to demonstrate the impact and value to communities, women and girls in our region
- Lead robust monitoring and evaluation (in alignment with local, regional and state outcome indicators) to track progress, inform decision-making and contribute to the evidence base
- Equip and resource partners to monitor and evaluate our shared work





## Strategic Priority 2:

### We work collaboratively to drive transformational change

We partner with and support organisations, leaders and decision-makers across the region. We build respectful, mutually beneficial partnerships. We contribute to regional planning and Communities of Practice.

#### Strategic Goals

Amplify the reach, scope and impact of our work through collaboration

Ongoing investment from funders in health promotion and women's health in our region

#### Strategies

- Strategic, effective and impactful stakeholder engagement
- Engage and equip partners to progress work (e.g. through Communities of Practice)
- Implement a formal partnership strategy, identifying new partners and opportunities
- Collaborate with the broader women's health and gender equality sector to advocate for increased investment, with a focus on regional and rural women's health
- Collaborate with regional health services and organisations to inform and influence decision and policy makers



## Strategic Priority 3:

### We lead regional conversations about issues impacting women's lives

We advise and influence decision-makers to drive meaningful policy change for women in our region

#### Strategic Goals

#### Strategies

We are sought after by media and stakeholders as regional advocates and health promotion experts, able to influence thoughts and actions

- Listen to women across our region to understand their diverse needs and experiences, amplify their voices and advocate for meaningful change
- Identify opportunities to engage with and drive public conversation
- Communicate complex concepts in a way that enables all stakeholders to adopt positive actions

We act collectively to effect change in policies, laws and social norms to advance gender equality and support women's health and wellbeing

- Effectively advocate and influence to deliver positive changes in policy, law and social norms
- Lead advocacy to elevate and recognise the unique experience of women living in rural and regional areas
- Leverage opportunities to represent our region and exert influence in regional, state and national forums



## Strategic Priority 4:

### We foster a resilient, inclusive and capable organisation focused on delivering at the highest standards.

We strive for excellence at all levels of governance and operations. We invest in our people (team and Board) to create a thriving workplace which is continuously improving.

#### Strategic Goals

#### Strategies

We deliver effective governance, operations and policy.

- Invest in governance development and renewal
- Continuously improve business operations, compliance and efficiency
- Mitigate single points of dependence and embed processes that enable transparency and collaboration

We are financially resilient and sustainable.

- Review our income strategy annually and remain responsive to change
- Make sound financial decisions supported by transparent policy and process
- Work with the Victorian State Government to contribute to the Women's Health and Wellbeing Program, and secure future funding opportunities

We value diversity and have a safe and inclusive workplace.

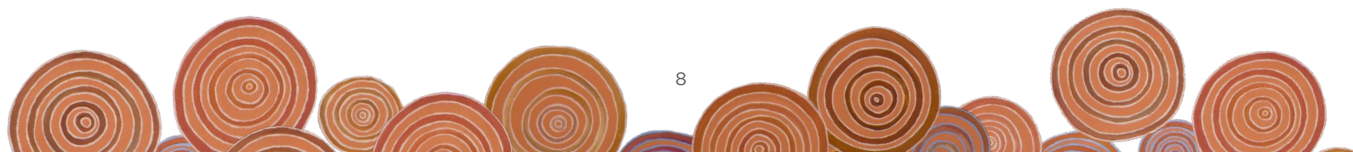
- Maintain our commitment to reconciliation action and to connecting with, understanding and responding to the needs of First Nation's communities
- Maintain our commitment to understanding and responding to the needs of women and girls from immigrant and refugee communities in our region
- Recruit to embed diversity in our Board and team
- Invest in making our organisation one that is culturally aware and values diversity

Our workforce, membership and Board are thriving.

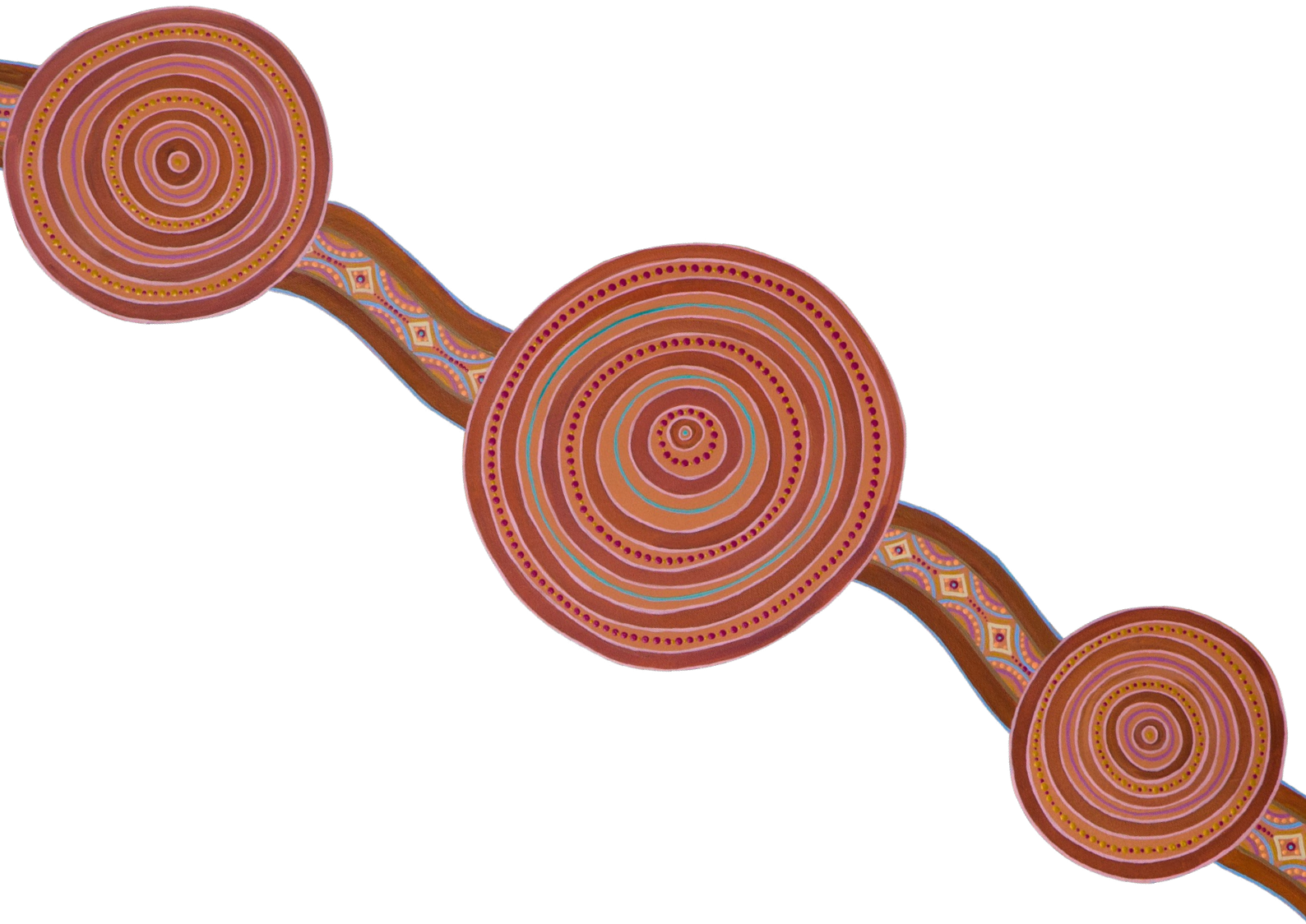
- Continuously monitor indicators and invest in our people (Board and staff) to ensure a thriving and productive workplace
- Value and engage our regional membership

We are adaptable and responsive to the changing environmental context.

- Undertake regular information gathering to stay informed about context and impacts of authorising environment
- Embed methodologies to enable response to changing priorities and opportunities







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