

STRATEGIC PRIORITIES

Partnering for Purpose

A strategic partnership ecosystem that supports us to lead for positive change.

Strategic Actions

- Develop our Partnership Strategy
- Strengthen our position and reputation as a trusted partner of choice

Funding for Growth

A sustainable and diversified funding model that enables organisational autonomy

Strategic Actions

- Develop Revenue strategy
- Review the organisational structure to ensure it remains fit-for-purpose

Leading for Impact

A leadership approach that influences & inspires positive change for women, girls and communities.

Strategic Actions

- Draw on research, data and lived experience to co-design initiatives
- Advocate for systemic change by generating and applying evidence

Evidence of success

- Increase in and diversification of partnerships and partnership investment
- Revenue diversification including growth in non-government income
- Impact is demonstrated through an Annual Evaluation Report aligned to our Theory of Change

FOUNDATIONS

Good Governance underpins everything we do and determines the way we lead

Good Governance

Actions

- Increase in and diversification of partnerships and partnership investment
- Revenue diversification including growth in non-government income
- Impact including gender equity indicators and partnership survey is demonstrated through an Annual Evaluation Report aligned to our Theory of Change

All decisions, advocacy, delivery and investment are grounded in evidence

Evidence informed

Actions

- Consumer advisory mechanisms are established to elevate women's voices and inform our work
- Contemporary data underpins everything we do and we contribute to the regional evidence base through the data and insights we generate
- Annual evaluation reporting is aligned with our outcome indicators and theory of change

Organisational culture is central to who we are, how we achieve our vision, and is reflective of our values

Values-based culture

Actions

- Staff engagement and retention are reported and monitored through surveys and action plans
- Board and Staff recruitment, engagement and retention are monitored annually
- Our reputation as an employer of choice is strengthened and evidenced through retention rates and staff survey results.