



Strategic Plan 2021 – 2024

Our vision

A safe world where women and children flourish and reach their full potential.

Our purpose

We deliver quality services to women and strive to ensure the rights of women and their children are protected, women’s choices are respected and women reach their full potential through the support of our programs, advocacy and commitment to social justice.

Our values

Advocate courageously

Empower women and children

Act with integrity

Deliver quality services

Promote collaboration

Work respectfully

Our strategic pillars

Quality Services	Partnerships & Reputation	People & Culture	Leadership & Governance
Providing quality services to deliver effective outcomes	Engaging our partners and enhancing our industry leadership	Supporting our people and improving workplace wellbeing	Governing and managing effectively

Our goals

1. Quality services	1.1. Strengthen cultural safety across the service and program approaches
	1.2. Strengthen client service delivery with partners
	1.3. Engage our clients in service review and design
2. Partnerships & reputation	2.1. Build on our strong brand and reputation
	2.2. Increase our philanthropic engagement and support
	2.3. Communicate proactively and work closely with partners and stakeholders
3. People & culture	3.1. Attract, recognise, reward and retain quality staff
	3.2. Develop, train and support staff
	3.3. Build staff career pathways and opportunities
4. Leadership & governance	4.1. Maintain strong corporate governance and organisational management
	4.2. Maintain strong financial management, risk management and service delivery
	4.3. Achieve ASES accreditation and deliver quality services
	4.4. Explore opportunities for growth