

Hedland Well Women's Centre Strategic Plan 2019 - 2024

Connecting, Empowering and Advocating for Women in a Safe Place.

"...makes me feel like
I belong, makes me feel
safe, I feel like it's ok to be
me just as I am"



Providing a safe space for the delivery of quality services to Hedland women since 1991.
Our doors are open to all women seeking connection, friendship, empowerment and wellbeing.

Vision: Connecting, Empowering and Advocating for Women in a Safe Place

Strategic Objectives		Quality services that meet the health and wellbeing needs of women.	Service delivery that is accessible to all women.	A safe physical space for quality service provision.	Good governance practice that provides leadership opportunities for women.
Stakeholder Expectations		Services are professional, appropriate and tailored to the needs of women.	Women can connect in a safe and welcoming environment.	Services are delivered in a physical environment that balances the need for privacy and common areas.	The Centre is well governed by members and the diversity of the Hedland Community is reflected in decision making.
Initiatives & Outcomes	<12 months	Undertake a service review to identify gaps in the current service offering and design programs to cater for key demographic groups.	Establish a process for women to provide feedback on new service opportunities and improvements to existing services.	Develop a three-year financial forecast and explore the funding environment to identify potential sources of funding for the design and construction of a new building.	Prepare a five-year funding plan to explore fee-for-service and revenue diversity strategies with annual income targets.
		Explore and identity opportunities to deliver a greater diversity of clinical screening and wellness services.	Prepare a strategic marketing / communications plan to ensure the Centre’s services and location are well known to the existing and potential Hedland community.		
			Source diversity training for staff and directors and open public meetings with a statement embracing inclusion, tolerance and diversity to enhance the Centre’s role in servicing a diverse community.		
	2 - 3 years	Enhance service referral pathways that improve access to local wellness services.	Include the voices of Indigenous women in the Centre’s operations and governance to increase the level of Indigenous participation.	Secure design funding and engage key stakeholders in the design process of a building that caters for future service needs including dedicated spaces, professional consulting rooms and a children’s creche.	Prepare a succession plan for key leadership roles and an organisational workforce development plan that actively upskills and recruits local women.
		Develop a comprehensive strategy that supports incoming women and families, so they feel safe and connected.			
		Identify a partnership model to deliver professional social work services that improve access to local services.	Identify what services can be delivered in a virtual centre environment and provide opportunities for women who work to connect and access the Centre’s services online.		
		Develop, pilot and implement a program that provides confidence, resilience and empowerment for teenage girls.			
	3 + years			Secure funding to build and relocate to a purpose-built building.	Identify and implement an appropriate quality accreditation framework to guide the Centre’s operations.

"So much support and positivity. I felt very comfortable. I learnt a lot but also grew more confident in my own knowledge".



"After relocating to Hedland on my own it's such a piece of mind to have a supportive safe hub to go and meet others. Thank God we have the women's centre and all its staff "



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