



GOLDFIELDS

WOMEN'S

HEALTH CARE CENTRE

STRATEGIC & OPERATIONAL PLAN

2020 - 2023

15 Dugan Street, Kalgoorlie WA 6430
Phone: 08 9021 8266 | www.gwhcc.org.au

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The Goldfields Women's Health Care Centre acknowledges the First Nations and peoples of the Goldfields and pays respect to these Nations and peoples as the traditional custodians of the land

Our Vision

We will be at the forefront in delivering an extensive range of valued services that support the health and well-being of Goldfields women and their families

Our Mission

We will provide valued services to support women and their families to improve their health and well-being

Our Values

Trust and Respect: we will build trusting and respectful relationships

Confidentiality: we will maintain confidentiality in our work

Honesty and Professionalism: we will be honest and professional in everything we do

Integrity: we will be honest, transparent and accountable in our work and in developing trusting relationships

Innovation: to meet the needs of our clients in an ever-changing world, we will continuously strive for excellence and turn our ideas into effective solutions.



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STRATEGY	TASK	KEY PERFORMANCE INDICATORS
Service Delivery <i>Deliver a diverse range of professional health and support services</i>	<ol style="list-style-type: none">1. Provide support, services and information to women and families to improve their health and well being and address their health challenges.2. Provide support to people who have an unplanned pregnancy to enhance pre-decision-making.3. Maintain and enhance the Goldfields Wellness Centre, through the temporary outreach GP, and ensure it provides a range of services.4. Continue to lobby for the establishment of a permanent Goldfields Wellness Centre through Government Departments.5. Provide Family and Domestic Violence support through counselling, victim support appointments and access to the Women's Refuge.6. Counselling services are provided for clients through professional services at the GWHCC.7. Lead a consortium for the establishment of the Kalgoorlie-Boulder Family Domestic Violence Hub.8. Integrated Primary Mental Health Care- Centrecare Goldfields Partnership (IPMHC)	<ul style="list-style-type: none">• Multi-disciplinary Therapy Services will have increased by at least five Programs, by 2023.• Expand mental health and support programs by three, by 2023.• Increase clinical appointments by 10% per year.• Increase clients that receive holistic therapy by 10% per year.• Explore additional programs in consultation with community.• Surveys are undertaken each year to determine satisfaction level amongst clients• Meet with stakeholders bi-monthly and annually.• Develop tender or EOI by July 2020• After Hours Service to be in place at GWHCC by August 2020• 4 Networking or Promotion of IPMHC program events to be hosted



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<p>Partnerships</p> <p><i>Partner with key external stakeholders to improve access to services</i></p>	<p>1. Establish regular communication forums between organisations and individuals across the region to encourage collaboration and sharing of resources. Partners include:</p> <ul style="list-style-type: none">• NFP Goldfields Action Group• Womens Health Community Group - Regional Centres• Goldfields Suicide Prevention Group• Women's Health Department of Health Meeting via Scopia• Heads of Agency - Goldfields• Women's Health and Families Peak Body• Centrecare Goldfields ICM	<ul style="list-style-type: none">• Partnerships with 3 of key stakeholders to broaden access of services in the Goldfields and within WA.• Consult with at least five key stakeholders, monthly.• The CEO attends and represents the Centre at forums and events as required.



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Marketing <i>Increase community engagement</i>	<ol style="list-style-type: none">1. Organise the annual International Women's Day event with a renowned keynote speaker and local speakers.2. Participate in at least three community activities and/or events, such as the Spring Festival, Community Fair, Welcome Expo, Wellness Days etc.3. Develop strategies to increase memberships.4. Instigate a Corporate Membership Scheme by requesting businesses actively promote the GWHCC's membership amongst its employees. This should also include a 'pay it forward' component.5. The GWHCC newsletter is produced and circulated to its database of stakeholders, promoting relevant information and events.6. GWHCC information is provided, weekly through social media mediums.7. The website is updated monthly, or as the information is required.8. Provide greater awareness of resources that can be accessed to assist in meeting health challenges.9. Promote regular awareness of GWHCC via editorial print, online, radio, web and potential podcast.	<ul style="list-style-type: none">• Participate in at least three community events each year.• Increase memberships by 15% each year.• Three corporation organisations participate each year.• 1600 newsletters are circulated monthly in 2020, increasing by 100 each year.• Social media and website updates are provided weekly.• Number of articles appearing through media avenues.



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<p>Workforce & Governance</p> <p><i>Provide consistent high standards of governance and human resources</i></p>	<ol style="list-style-type: none">1. Policies and procedures are kept up to date and maintained2. New staff are inducted on all policies and procedures3. A Performance management review is undertaken with the CEO, annually.4. CEO to undertake performance management reviews annually.5. Training and development opportunities are provided to staff.6. Board meetings are held on a monthly basis7. Board papers are provided three days prior to a meeting8. Develop a new 'Operation Manager' position and include health promotion and prevention, as part of the position.9. Government audits, reporting and accreditation, is undertaken as required.	<ul style="list-style-type: none">• Ensure that effective processes are in place for Continuous Improvement• Staff, Volunteers and Committee skills and knowledge, continues to be expanded• The Board meet a minimum of 10 times per year• An Annual General Meeting is held within 12 months of the previous AGM• Increase the number of activities through Health Promotion and Prevention Resources.



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Finances <i>Maximise external financial opportunities</i>	<ol style="list-style-type: none">1. Continue to lobby for long term funding for the Well Women's Clinic.2. Seek ways to gain additional external funding.3. Research and write grant applications for increased services and programs.4. The sub-committee of the Board will organise two major fundraiser events each year - deferred until late 2020.	<ul style="list-style-type: none">• External funding is increased by 20% within three years• Four grant applications are submitted per annum to increase services and programs• Organise two major fundraiser events each year

GOLDFIELDS WOMEN'S HEALTH CARE CENTRE RATIFICATION

We the undersigned agree with the content of this plan and have worked to collaboratively develop our organisational intent at both strategic and operational levels.

Ali Kent
President

Gloria Moyle
Chief Executive Officer

24 July 2020



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