



Women's Health and Wellbeing Services Charter

Our Vision

Our vision is a world where all women and families are supported to be the best version of themselves.

Our Mission

To provide a diverse, innovative, quality-focused wellness service that sets the benchmark for the industry. We will continue growth in order to ensure sustainability and further our aim of being a provider of choice for all our services.

Our Purpose

To promote the overall health, self-esteem, independence, self-responsibility and health awareness of vulnerable disadvantaged women and families in the community with the commitment to acceptance and inclusion being maintained at all times.

To provide a confidential, holistic health service for the benefit of the disadvantaged women regardless of age, religion, politics or lifestyle.

To aid in the relief of poverty, sickness, suffering, distress, misfortune, destitution or helplessness among women in the wider south east metro region.

To promote public and government awareness and understanding of the health and other special needs and circumstances of disadvantaged women in the community and to advocate for the implementation of services to meet those needs.

Our Values

- Respect – valuing diversity and actively seeking everyone's contribution
- Equity – advocating for the whole community
- Integrity – aligning our actions with our values
- Excellence – Striving for the highest personal achievement in all aspects of service delivery.
- Passion – intense emotion and compelling enthusiasm.



Principles of the organisation

The core principle of the organisation is that we care.

The underpinning principles for the organisation include:

1. GWHS will maintain high ethical standards in external and internal relationships, key to maximum success.
2. Clients are recognised to be their own expert, clients are in control and lead the sessions and determine their own goals.
3. GWHS has a commitment to recovery principles WHWS believes in and promotes:
 1. A culture of hope
 2. Autonomy and self-determination
 3. Collaborative partnerships and meaningful engagement
 4. A focus on strengths
 5. Holistic and personalised care
 6. Family, carers, support people and significant others play a significant role in recovery
 7. Community participation and citizenship
 8. Responsiveness to diversity
 9. Self reflection and learning



Background to GWHS's Strategic Plan

At the time of writing this in March 2021 the health sector has been undergoing a significant amount of state and federal funding reform. GWHS has always relied on state and federal funding for operational costs. The reliance upon funding leaves the organisation in a situation of uncertainty and we need to find ways to reduce the reliance upon funding so that if we are no longer in a position where the operation of the organisation is in jeopardy if funding is withdrawn.

Strategic focus

- Continue to support vulnerable and disadvantaged women and families
- Expand the services we deliver to address emerging needs
- Reduce reliance on government funding by becoming more self sustaining.
- Maintain an effective, innovative organisation

Where WHWS is now

Operating GWHS under the name of WHWS

- 35% funding from WA Health – Women and Newborn's Health
- 24% funding from Mental Health Commission
- 17% funding from WAPHA
- 2% in other funding
- 22% from generated income
- General community based service focusing on general and perinatal mental health service and a small amount of health promotion direct to the public

Where we want to be by 2025

- WHWS – general, community based service focused on mental and physical health, direct to the public, in person and online.
- Hidden world of you – online service offering the Netflix of mental and emotional health. World wide membership. Income generating.
- WA Centre for Perinatal Mental Health and Parenting Support (CPPS) – Specialist program focusing on early parenting, perinatal mental health and attachment.
- Elevate wellbeing – Income generating business to support WHWS and CPPS, offering services such as EAP, supervision, Professional development, Mens counselling.
- 2000 HWY members
- 1000 people making monthly donations.



How we are going to get there – GWHS Strategic Objectives 2021 -2025

**Support
vulnerable and
disadvantaged
women and
families in our
community
through holistic,
multidisciplinary
health services**

**Expand and
increase the
services that we
offer to meet the
emerging needs of
the community
within Western
Australia**

**Continue to
support
vulnerable and
disadvantaged
clients within
South East Metro
WA with reduced
reliance upon
government
funding.**

**Maintain an effective,
innovative organisation**



Strategic Objective One

Outcome

Support vulnerable and disadvantaged women and families in our community through holistic, multidisciplinary health services

Strategies

- Increase the range of WHWS outreach locations.
- Engage vulnerable and disadvantaged individuals and communities reflecting the community we live in and embracing all cultures and groups through outreach.
- Develop web-based tools for the community to support self-advocacy and improve health knowledge.

Activities

- Investigate partnerships with health services to co-locate psychologists and counsellors.
- Target audience groups identified and appropriate communication methods adopted.
- Communicate changes to key stakeholders and referring organisations.
- Host community events run in partnership with NGOs, etc. on health promotion, specific health issues and population issues to increase diversity of WHWS' community reach.

1. Outputs

- 1.1 Expanded number of outreach locations
- 1.2 Decreased wait times between referral and face to face service delivery
- 1.3 Decreased number of 'Did not eventuate clients'
- 1.4 Increased consumer mental health as evidenced by participant pre and post mental health measures and survey feedback.
- 1.5 Enhanced community understanding of mental health.
- 1.6 Improved visibility of WHWS.



Strategic Objective Two

Expand the services we deliver to address emerging needs

Outcome

Expand and increase the services that we offer to meet the emerging needs of the community within Western Australia

Strategies

- Increase awareness of emerging needs
- Increase the staff to identify funding opportunities to support expanding services
- Engage people and community groups to create partnerships for service support and to reduce barriers to service access.

Activities

- Employ business development and grants officer to identify funding opportunities.
- Health promotion officer and community engagement officer to create community connections to increase awareness of emerging needs.
- Target audience groups identified and appropriate communication methods adopted.
- Marketing to target audience, key stakeholders and referring partners

2. Outputs

- 2.1 Expanded services available
- 2.2 Expanded reach
- 2.3 Expanded area of expertise.



Strategic Objective Three

Reduce reliance on government funding

Outcome

Continue to support vulnerable and disadvantaged clients within South East Metro WA with reduced reliance upon government funding.

Strategies

- Create additional brands
- Continue to offer WHWS as a generalist, multidisciplinary health service.
- Create CPPS as a perinatal, parenting and attachment specialist service.
- Increase the range of complimentary and traditional health services.
- Engage people and businesses who have not previously attended WHWS due to perceptions of services for vulnerable and disadvantaged clients.
- Focus on fundraising as a priority area.

Activities

- Rebrand GWHS into 4 separate services under the umbrella of GWHS.
- Highlight 'pay it forward' business model of this arm of HWY and Elevate Wellbeing.
- Target audience groups identified and appropriate communication methods adopted for 4 separate services.
- Marketing to target audience, key stakeholders and referring partners
- Create a pool of consultants to undertake training and facilitation of fee for service Elevate Wellbeing brand.
- Partner to develop training for NGOs and businesses.

3 Outputs

- 3.1 Expanded services available under 4 brands focusing on the specialist skills that GWHS has already been delivering.
- 3.2 Income generated to cover administration overheads
- 3.3 Increased staff to focus on this area of business.



Strategic Objective Four

Maintain an effective, innovative organisation

Strategies

- Maintain an effective organisation through competent governance, strategic partnerships, consumer-centred leadership and outcomes based organisational management.
- Promote and support opportunities for GWHS Members, Board, Volunteers and Staff to input into WHWS policy, research and advocacy activities.
- Create diverse income streams
- Investigate “Excellence Award” opportunities and foster innovation
- Ensure EAP is standard and is accessed annually by all staff.
- Attract and retain staff that are reflective of our community

Activities

- Develop social enterprise activities such as fee for service training, especially targeting the private health sector.
- Embed fundraising activities within GWHS core functions.
- Develop and implement a new GWHS Communication Strategy to direct media and marketing activities, and an Organisational Stakeholder Management plan including relationship management responsibilities
- Develop and implement new models of consumer engagement in service planning.
- Maintain an active voice in influencing policy directions in women’s health.
- Develop WHWS website to ensure it is user friendly, resource-rich and easy to navigate.
- Maintain constitution and incorporation style in alignment with external environment to optimise organisational effectiveness.
- Continue to review GWHS’s policies.
- Support and align GWHS workforce skills and strategies.
- Continue to develop GWHS’s Risk Management Framework

4 Outputs

- 4.1 Enhanced community understanding of the services GWHS and associated brands offer.
- 4.2 Diverse streams of income to enhance GWHS’s sustainability and independence.
- 4.3 WHWS fundraising targets established and exceeded.
- 4.4 Robust governance framework and organisational structure maintained.
- 4.5 A robust outcomes reporting mechanism is developed with effective quantitative and qualitative performance indicators
- 4.6 Updated Constitution.
- 4.7 Demonstrable evidence of continuously improving WHWS Board effectiveness.
- 4.8 Client Satisfaction Surveys undertaken, demonstrating satisfaction with WHWS’s performance and value.