

Sexual
Health
Quarters

Strategic Directions

2024 – 2027



Acknowledgement of Country

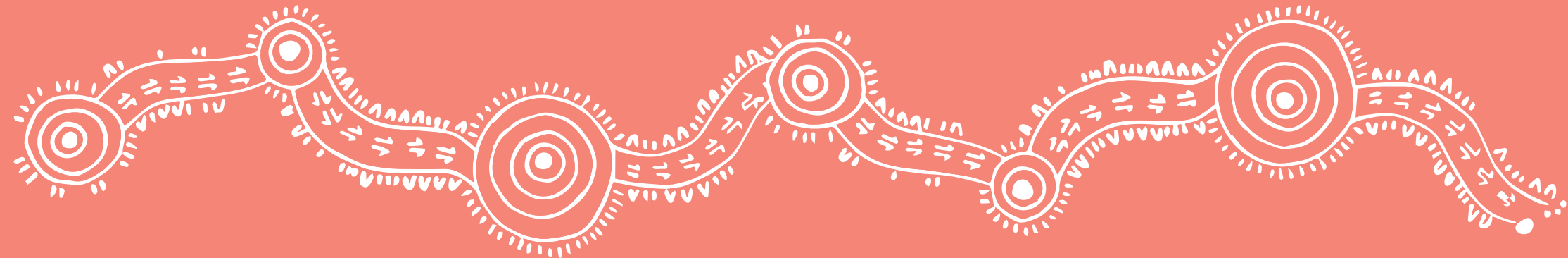
SHQ recognises Aboriginal and Torres Strait Islander peoples' resilience, strength and deep spiritual connection to land, waters, and community as Australia's First People and the Traditional Custodians. We pay our respects to them and their cultures.

We acknowledge the Whadjuk Noongar people as the Traditional Custodians of the land on which our head office is located. We recognise their positive contribution to the sexual health and relationship wellbeing of community and offer our respects to Elders past, to those guiding us today and to those shaping the leaders of the future.



Diversity and Inclusion Statement

SHQ celebrates diversity and understands the unique and combined experiences of individuals and communities. SHQ is inclusive and rejoices in what makes each of us who we are. Be yourself, we like it that way.



Introduction

Sexual Health Quarters proudly presents its new Strategic Plan for 2024-2027, a Plan that will see us continue to grow by building on our strong foundations and past successes.

To support the development of this Plan, we worked with our clients, staff, and stakeholders to identify priorities and service gaps and develop our strategies and actions.

Our focus over the next three years will be to further expand our current reach and diversify our income streams. Through targeted growth strategies we propose to further enhance our core services and venture into new complimentary services and markets to meet the needs of the communities we serve.

We remain steadfast and dedicated to empowering individuals to navigate their sexual health journey with confidence and autonomy. We are committed to engaging in culturally appropriate competent practices and tailoring our services to meet the unique needs of diverse populations. By championing inclusivity and diversity, we will ensure that our services are accessible and welcoming to everyone.

Dedicated to delivering a safe, supportive, and confidential environment for those seeking our services, we prioritise trust, respect, and privacy in all our interactions, creating an environment where individuals feel empowered to seek the support they need without fear of judgment or discrimination.

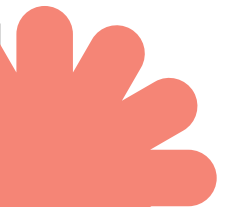
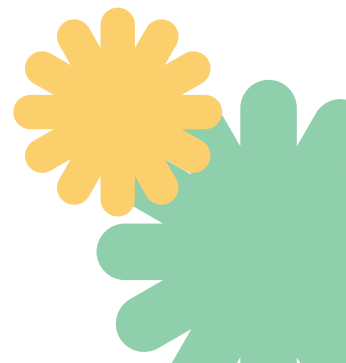
We remain committed to reducing disparities in healthcare access, addressing inequities in sexual health outcomes, and advocating for policies that ensure equitable care for all. Our aim is to ensure that everyone receives the care they need, regardless of age, culture, gender, sexuality, belief, ability, or circumstance.

Collaboration will be key to achieving our objectives and goals, and to driving positive change. Building a network of partners, stakeholders, and allies is essential to our advocacy efforts. Together, we will advocate for comprehensive sexual and reproductive health services and policies, secure funding for services and research, and advocate for legislative changes that protect the wellbeing and rights for all.

As we work towards a sustainable future, our 2024-2027 Strategic Plan envisions an organisation that will continue to grow to meet the evolving needs of our diverse community, making a meaningful impact on the sexual health and relationship wellbeing for everyone, for generations to come.



Debra Barnes
Chief Executive Officer



Our Vision

Freedom of choice and access to sexual health, respectful relationships, and rights for everyone.

Our Purpose

At SHQ, we believe that sexual health and respectful relationships are the cornerstone of overall wellbeing, impacting individuals, couples, families, and communities. We are driven by the belief that everyone has the right to access high-quality sexual health services, counselling, and education, free from judgment and discrimination.

We stand firm in our commitment to challenge the status quo, break down barriers, and foster inclusivity, striving each day to make a positive and enduring difference in the lives we touch, to challenge social injustice and passionately advocate for those who cannot speak freely.

Our Mission

Our mission is to provide affordable and accessible sexual health and relationship clinical care and counselling, and through education, empower those we serve, regardless of age, culture, gender, sexuality, belief, or ability, with the understanding and confidence to make informed choices about their sexual health and relationships.

Our Values



Respect for All

We are passionate about inclusiveness and rejoice in diversity. Working together to support human rights and call out social injustice, we work to provide a voice for those unable to speak freely.



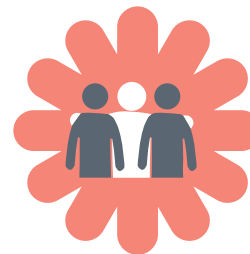
Courageous and Genuine

We are inspired and motivated by each other and our communities to do better, and to continually push the frontiers on sexual health, respectful relationship, and rights for everyone.



Friendly and Compassionate

We continually strive to create a friendly, safe, and welcoming service, working hard every day to deliver the highest standard of care, education, and training to those we support.



Stronger Together

We openly share our knowledge, skills, and humour among ourselves and those we work with. Together, we can deliver meaningful, impactful change.



Strategic Objectives

1. To strengthen and build on our unique way of thinking and working, living our values, and embedding a culture of high-trust, growth, and continuous learning.
2. To work in the spirit of curiosity, creativity, and innovation to support the growth of our existing services, and the development of new services and markets.
3. To be a service provider of choice by embedding our values in our service delivery models; providing choice and control through consumer-centred practices, and building strong, effective partnerships to promote better outcomes for consumers and stakeholders.
4. To continue to invest in appropriate technologies and systems that support quality, performance, and business growth.
5. To increase our brand profile and awareness, and to be endorsed and recommended by our consumers, partners, and stakeholders.
6. To meet and exceed contract requirements, legislation and regulation, and quality compliance standards.
7. To create financial efficiencies, diversify our funding streams, deliver revenue growth and long-term sustainability.



We will achieve this by

- Fostering a high-trust, innovative culture focused on growth and continuous learning. We will build, retain, and reward a diverse workforce, investing in development opportunities and enhancing our people and culture capabilities to support exceptional service delivery.
- Developing progressive service delivery models to meet consumer demand, exploring new markets for greater impact and improved access, building strategic partnerships to enhance community health outcomes, and participating in and facilitating research projects.
- Providing best-practice, evidenced-based clinical, counselling, and education services, and building strong partnerships with key individuals and organisations. Engaging consumers and stakeholders in co-designing our future services and advocating for policies that enhance sexual health, relationships, and human rights.
- Developing innovative digital and online solutions, creating new digital learning products for consumers and professionals, and utilising technology and data to support robust operational decision-making.
- Embedding our brand values and promise in all service delivery practices, implementing robust marketing plans and strategies, and ensuring our quality-assured resources and information meet the diverse needs of our consumers.
- Ensuring quality and safety standards and accreditation are maintained, continuing to embed the Australian Business Excellence Framework at all organisational levels, and further developing effective governance processes.
- Continually review financial performance and cost drivers, ensuring the effective and efficient use of resources to maximise opportunities, delivering on key strategic initiatives and goals, and diversifying revenue streams.



We will measure our success by

- A highly engaged, committed knowledgeable workforce, increased collaboration and knowledge sharing across departments and advanced people and culture management metrics and reports in place.
- Expansion and diversification of services for business growth, establishment of new partnerships and collaborations, and commencement of research projects.
- Consumers and stakeholders are highly satisfied and engaged in service development and delivery, increasing service accessibility.
- New online digital solutions and service offerings implemented, increasing consumer access, and demonstrating enhanced use of technology and data to improve service delivery and consumer outcomes.
- Our brand and reputation attract new consumers, and we receive testimonials and endorsements from consumers and stakeholders and are formally recognised for service excellence.
- Meeting and exceeding compliance reporting, audit, and accreditation requirements, consistently achieving our strategic objectives and exceeding contract deliverables.
- Diversification of revenue streams and maximising opportunities through effective resource management to achieve key strategic initiatives and goals.

**Sexual
Health
Quarters**

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