

# Strategic Plan

## 2016 - 2021



## Vision

Sexual health and wellbeing for all  
Western Australians

## Values

- We promote human rights
- We support social justice
- We support personal autonomy and choice
- We strive for excellence in all that we do
- We ensure confidentiality and privacy for all clients
- We value and respect diversity
- We aspire to work collaboratively

## Our Priority Groups

Sexual Health Quarters (SHQ) recognises that there are many barriers to enjoying sexual health and wellbeing such as culture, religion, location, language and financial status. Currently SHQ recognise the following priority groups and will target them in delivering services and information:

- Young people
- Aboriginal and Torres Strait Islander peoples
- People living with an intellectual disability
- Sex workers
- People from Culturally and Linguistically Diverse (CaLD) communities
- People from regional, rural and remote communities

As an expert provider of professional sexual health education and training, SHQ will also focus on workers who provide clinical services, information, support, education or promotion around sexual and reproductive health, including doctors, nurses, counsellors, community workers and teachers. SHQ will monitor trends and endeavour to respond appropriately to emerging priority groups.

“**Sexual health** can be defined as “a state of physical, emotional, mental and social well-being in relation to sexuality; it is not merely the absence of disease, dysfunction or infirmity. Sexual health requires a positive and respectful approach to sexuality and sexual relationships, as well as the possibility of having pleasurable and safe sexual experiences, free of coercion, discrimination and violence. For sexual health to be attained and maintained, the sexual rights of all persons must be respected, protected and fulfilled.” - *World Health Organization*”



# Strategic Directions

## Educate, inform and empower the public so that everyone can enjoy sexual health and wellbeing

As experts in the field of sexual and reproductive health in Western Australia, SHQ aims to destigmatise sexual health issues through awareness raising, education and information provision, in the knowledge that this will improve access to services. Through information, advice and support, SHQ helps people to make informed decisions about their own sexual health and wellbeing.

## Provide high quality sexual health services to the community

SHQ operates a range of high quality clinical, counselling and education services to meet the needs of people without ready access to mainstream health services. Through innovative services, targeted outreach, partnerships and expanded service delivery, SHQ aims to reach priority groups who have limited access to sexual health services and information. SHQ will further identify and develop programs to respond to emerging areas of unmet need in the WA community.

## Train health professionals and community workers to promote sexual health and wellbeing

SHQ builds the skills of health professionals and community workers to promote sexual health and respectful relationships through its range of training and education programs. SHQ is a leading provider of clinical training to develop and advance the skills of health professionals in sexual and reproductive health. SHQ will further build its profile as the preferred provider of sexual health clinical training in WA through the provision of high quality, best practice accredited courses.

## Goals

### Be the first point of contact for sexual health information and advice for people in WA

### Strengthen our advocacy for policies, practices and services that enhance the sexual health and wellbeing of people in WA

### Provide a range of best practice, high quality clinical, counselling and education services

### Position ourselves as WA's leading provider of sexual health education and training for health professionals and community workers

### Be WA's main provider of sexual health clinical placements for doctors and nurses

## Strategies

- Build our online presence through the creation of digital resources that engage our priority groups
- Partner with community organisations to promote SHQ services
- Promote and publicise our expertise and position as the most reliable sexual health information source in Western Australia
- Direct clients to the most appropriate service providers through referrals
- Develop and distribute innovative, relevant resources
- Collaborate with other service providers to distribute each other's information

- Advocate for policies, practices and services that enhance the sexual health, wellbeing and rights of all Western Australians
- Actively participate in National and International sexual health networks and advisory bodies
- Develop guidelines and policies to improve sexual health outcomes for the community
- Identify barriers to the destigmatisation of sexual health and wellbeing and advocate for their removal
- Develop our sexual health knowledge base through participation in research projects
- Employ a targeted, proactive approach to advocacy through planning, monitoring and prioritising of emerging technologies, trends and issues on both State and National levels

- Identify and implement appropriate best practice standards across all services
- Identify and adopt innovative technologies to improve service delivery, accessibility and expand reach to our priority groups
- Partner with organisations who work with our priority groups to assist with identifying areas of unmet need and provide access to hard-to-reach populations
- Develop and deliver education and counselling consultations via videoconferencing technology
- Employ a planned approach to exploring revenue opportunities, which includes diversification of funding sources

- Deliver a range of accredited, best practice and targeted training courses
- Engage with Family Planning Alliance Australia (FPAA) to ensure that collective expertise and capacity is used to develop credentials and deliver training courses
- Provide clinical training placements for doctors and nurses
- Utilise videoconferencing technology to deliver professional education and training to rural, regional and remote professionals in their local communities
- Adapt existing SHQ training courses and implement them online

- Configure clinics to expand training opportunities and meet demand
- Ensure sufficient uptake of clinical appointments to meet training requirements through promotion of services that support our clinical placement program
- Collaborate with funders and professional colleges to provide appropriate clinical placements that give health professionals specialised skills and confidence to deal with sexual health issues

## Strategic Enablers SHQ will realise its vision and goals through:

### Our People

- Building a workforce that reflects diversity
- Supporting our people and cultivating their skills through training and development
- Encouraging innovative ideas and excellence
- Providing a supportive culture that fosters employee engagement

### Our Resources

- Investing in technology and infrastructure to better deliver our strategies
- Strengthening our current funding relationships

### Our Governance

- Maintaining an independent, skills-based Board
- Having open and transparent governance processes
- Driving and reviewing best practice governance, quality and risk management policies and procedures
- Engaging external advisory committees, including consumer reference groups