

# IMPACT REPORT

## 2023

Your Body  
Your Choice  
Your Future





### Acknowledgement of Country

MSI Australia acknowledges the Traditional Custodians of the land on which we live and work. We pay our respects to Aboriginal and Torres Strait Islander Elders past and present. We also acknowledge the enduring connection to their Traditional estates across Australia and to the ongoing passion, responsibility and commitment for their lands, waters, seas, flora and fauna as Traditional Custodians.

We are registered with the Australian Charities and Non-Profits Commission (ACNC) and with the Australian Tax Office for tax deductible donations.

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Published by MSI Australia

GPO Box 1635, Melbourne VIC, 3001

MSI Australia Impact Report: 2023



**We are Australia's leading specialised non-profit advocate and provider of **abortion** and **contraception** services.**



**“The 2023 report demonstrates our dedication to ensuring that all Australians can access the abortion and contraception they need, regardless of their circumstances.**

**We remain committed to breaking down barriers, advocating for policy change, and providing high-quality care to help build a more equitable society.”**

**Greg Johnson AM  
Managing Director  
MSI Australia**





# Executive summary

MSI Australia's 2023 Impact Report highlights our work to embed contraception and abortion in Australian health systems and continue to advocate for reproductive choice as a fundamental human right.

Recognising that numerous barriers prevent many Australians from exercising this right, MSI Australia continues to provide time-sensitive and critical abortion and contraception services nationwide.

We know that, too often, choice is not available for people when considering abortion and contraception due to limited access to local services, lack of health information and the continuing stigma related to abortion and contraception.

In Australia, we are the leading non-profit advocate and provider of abortion and contraception care.

We are all about empowering people to make informed decisions about their bodies and futures.

By championing reproductive choice, MSI Australia not only improves individual lives but also supports gender equality, economic growth, and societal progress.

The 2023 report demonstrates our dedication to ensuring that all Australians can access the abortion and contraception they need, regardless of their circumstances.

We remain committed to breaking down barriers, advocating for policy change, and providing high-quality care to help build a more equitable society.

Greg Johnson AM  
Managing Director  
MSI Australia



# Our core services

Our core focus is to provide accessible and affordable abortion and contraception services across Australia.

We contribute to advocacy, policy and legislative reform efforts, public education, and comprehensive support services, including counseling, aimed at addressing the multifaceted challenges of reproductive health.

We are dedicated to reducing the stigma and barriers associated with accessing abortion and contraception care, striving to create an environment of inclusivity and equitable healthcare access for all people.





# Impact in 2023

MSI Australia is proud to be a leader in meeting the demand for abortion and contraception care in Australia, as more women and people learn about their rights and choices.

Providing reproductive choice not only saves lives and improves health outcomes – it advances gender equality by supporting women and girls to have agency in their health choices and outcomes. This can drive positive change, boost economic growth, and build a better world.

## Our abortion & contraception services

<b>33,000</b> services delivered	<b>18%</b> of abortion clients accessed LARC at time of abortion
<b>205,000</b> calls recieved for information, support and bookings	<b>16%</b> were provided to people without Medicare or Healthcare Card Access
<b>32,000</b> enquiries recieved via emails / online	<b>1 in 4</b> were seeking a booking
	<b>3 in 4</b> were seeking information and support



# Choice Fund

As a non-profit advocate and healthcare provider, we use donations to our philanthropic Australian Choice Fund to directly fund abortion and contraception for the most disadvantaged people in Australia who cannot access care through the public system.

The average gestation for a person seeking abortion care in 2023 was 11 weeks.

This is a snapshot of who we fund with generous donations from Australians.

<b>100%</b> were unable to access a public service	<b>85%</b> experienced financial hardship	<b>50%</b> had a Health Care Card
<b>27%</b> were experiencing family or domestic violence	<b>23%</b> did not have Medicare	<b>14%</b> were Aboriginal or Torres Strait Islander
<b>8%</b> were experiencing sexual violence	<b>14%</b> were homeless	<b>3%</b> were under 18

# Pillars of our strategic plan

- Giving people choice and voice
- Easy access to information, support, services
- Tailored responsive communication and action
- Supported, integrated journey - physical & mental wellbeing

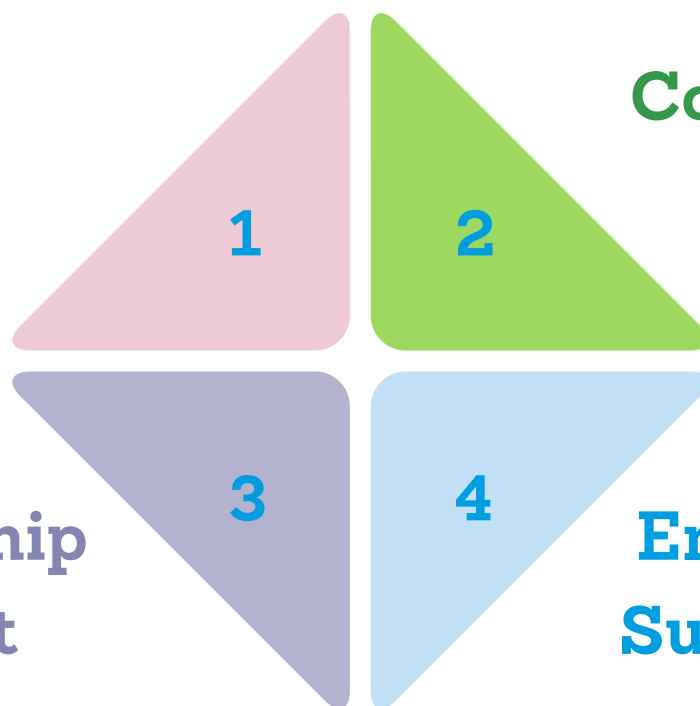
- Choice in abortion care - surgical, medical, telehealth
- Choice in contraceptive care for all people
- Specialised clinics as centres of excellence
- Leading in telehealth and digital health

**People  
Focus**

**Connected  
Care**

**Leadership  
& Impact**

**Enabling &  
Supporting**



- Advocacy, policy, voice
- Partnerships - communities, government, health sector
- Evidence, learning, research, best practice
- Service system capacity building

- Best people - build a capable, sustaining workforce
- Information, communications, technology - all fit for purpose
- Sustainability - financial, social, environmental
- Develop and sponsor targeted medicines and technologies

# First Australasian Clinical Abortion Care Guideline released

The release of the inaugural Australasian Clinical Guideline for Abortion Care by RANZCOG was a landmark moment, bringing tailored evidence-based guidance to clinicians in Australia and Aotearoa New Zealand.

There are many differences and inconsistencies that exist in abortion care practices across Australia. This guideline assists clinicians to provide timely and high-quality care for all women and people seeking abortion services. Dr Catriona Melville was part of the team who formulated the guideline.



*The guideline signifies another critical step towards equitable and accessible abortion care for all in Australia. It not only improves healthcare equity but also builds trust and confidence in the healthcare system.*

Dr Catriona Melville  
MSI Director of Clinical Excellence

- **Increased Telehealth options:** The guideline confirmed abortion via telehealth is safe and effective.
- **Routine Testing:** Routine blood group testing for Rh D status is no longer required for abortions up to 10 weeks. There are recommendations on use of an ultrasound prior to an abortion.
- **Pain Relief:** All women and pregnant people should receive effective pain relief for both medical and surgical abortions.
- **Antibiotic Guidance:** Antibiotic prophylaxis is recommended for surgical abortions but not medical abortions.
- **Informed Choice:** Women should be able to choose between safe and effective medical or surgical abortion methods.



# TGA reforms

In August 2023, the Therapeutic Goods Administration approved an application by MS Health, our sister organisation, which operates as a not-for-profit pharmaceutical company. Several restrictions were lifted on health professionals involved in prescribing and dispensing the abortion medicine MS-2 Step.

The reform improves access to abortion for women and pregnant people across Australia. Previously, medical practitioners had to undergo specific certification to prescribe abortion medicines, while pharmacists required registration to dispense MS-2 Step.

Consequently, only a small fraction of general practitioners in Australia were certified to prescribe.

The reforms allow all medical practitioners to prescribe the abortion medicine and open the door for various health practitioners, including nurses and midwives, to prescribe the abortion medicine, subject to state and territory legislation.



# ACT provides universal access to abortion

The introduction of universal abortion access in the Australian Capital Territory marked a significant milestone in reproductive health rights and equity in Australia. The initiative means that abortion care is readily available and free of charge to **all** residents of the ACT, regardless of their financial circumstances or visa status.


MSI Australia provides medical and surgical abortion and contraception care for the ACT Government as part of this initiative. By offering free access to contraception alongside abortion care, the ACT Government is improving health outcomes and providing greater autonomy for women and pregnant people in the ACT.

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*“The introduction of universal abortion access in the ACT alleviates the financial burden that many people face when seeking abortion care. The ACT is also funding free access to contraception at the time of abortion.*

*We believe this will lead to improved health outcomes and greater autonomy for women and pregnant people in the ACT.”*

Dr Philip Goldstone  
MSI Australia Medical Director



**We're about empowering you to make informed choices about your body and your future. Think confidential counseling, clear information on all your options, and advocacy that fights for equitable access to healthcare.**

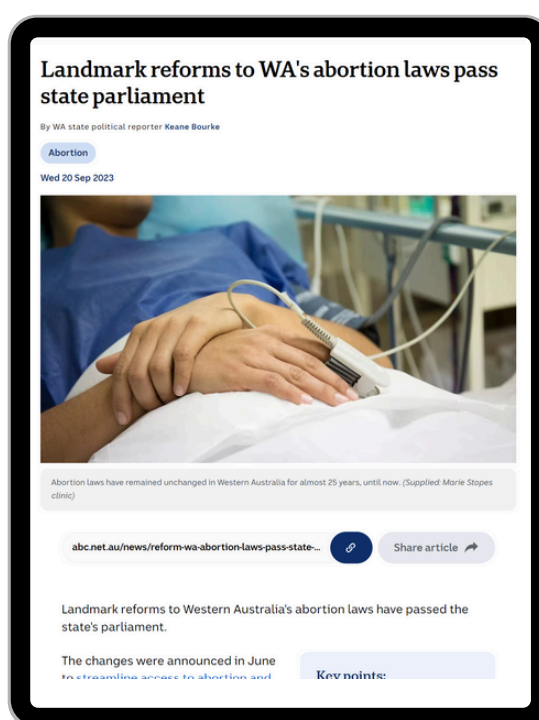


# WA abortion reform

In September, the West Australian parliament passed the Abortion Reform Legislation Bill 2023. The reforms represented a landmark change for abortion access in WA, overturning archaic laws.

The legislative reforms have removed abortion from the criminal code, extended the gestational time limit for procedures on request from 20 to 23 weeks, made counselling optional rather than mandatory, eliminated the requirement for multiple GP referrals, and abolished the opaque panel review process for abortions after 20 weeks gestation.

The reforms streamline the process for accessing an abortion in Western Australia, allowing people to make informed decisions about their reproductive health without unnecessary delays and hurdles.



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*“These legislative reforms make it clear that reproductive choice, and access to abortion care, should be just as accessible and affordable to Western Australians as any other form of healthcare.”*

*“By extending the gestational limit and dismantling unnecessary administrative hurdles, WA has taken a significant step forward in ensuring timely access to abortion care.”*

Greg Johnson AM  
MSI Australia Managing Director

## Queensland legislates abortion nursing reforms

The Queensland Government passed legislation that will allow qualified nurses and midwives to perform medical abortions.

The legislation aims to improve accessibility and reduce stigma surrounding abortion and contraception care. It acknowledges the challenges faced by women and pregnant people in accessing abortion services based on geographic location and seeks to make abortion care more community-based and available in regional areas.

The expansion of healthcare providers' scope will reduce the need for extensive travel to access medical abortion services and contribute to destigmatising abortion within communities.



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*The passing of this legislation in Queensland is monumental as it will empower nurses and midwives to play a crucial role in abortion care. Having more health practitioners able to provide medication abortion means fewer people will have to travel, often hundreds of kilometres, to access medical abortion. It will also mean less stigma in the community as abortion care becomes more like other essential health services.*

Dr Catriona Melville  
MSI Director of Clinical Excellence

# Research enables client-led follow up of medical abortion

We published a pioneering study poised to transform the delivery of medical abortion care nationwide. The new model of care involves a telephone consultation 14-21 days after the medical abortion, where patients discuss their results from a low-sensitivity urine pregnancy test (LSUPT) and undergo a brief assessment to ensure the process was successful and complication-free.

The adoption of this new model of care was made possible by the use of an LSUPT, allowing for home monitoring of medical abortion outcomes. This became particularly crucial through the COVID-19 pandemic, which restricted travel and in-person medical appointments.

The study results demonstrated the safety and efficacy of this streamlined process while also assessing its impact on reducing the number of face-to-face clinic appointments, which can serve as barriers to access and care. The findings will improve the accessibility and effectiveness of follow-up for early medical abortions.

This new model of care can minimise unnecessary in-person visits, blood tests, and ultrasound scans while maintaining high standards of care. The study was published in the Australian and New Zealand Journal of Obstetrics and Gynaecology (ANZJOG). MSI Australia has moved to client-led follow up using LSUPT and a self-assessment questionnaire, simplifying medical abortion follow up even further.





# Senate inquiry landmark report

In May 2023, the Senate Committee overseeing the inquiry into universal access to reproductive healthcare handed down its landmark report. The report demonstrates the need for adequate funding for abortion care and reproductive health services at a national level. It reflects concerns voiced by communities across Australia and offers actionable steps to address urgent issues surrounding abortion care and reproductive health services nationwide.

The report fell short in addressing the urgency of abortion access concerns, including ongoing financial stress and stigma faced by women and pregnant people.

The recommendations provide a roadmap for progress in addressing abortion-related inequities over the coming years.

The Senate

Community Affairs References  
Committee

Ending the postcode lottery: Addressing  
barriers to sexual, maternity and  
reproductive healthcare in Australia



*“It’s reassuring to see a bipartisan report which affirms abortion as healthcare. To know the recommendations of this report can be implemented beyond one political term is critical for longevity. While many of the solutions for about sexual and reproductive rights are within health systems, sometimes it’s beyond that. It is also about overcoming barriers in our communities around stigma, and it is about preventing reproductive violence in homes, in workplaces, and in care facilities.”*

Bonney Corbin  
MSI Australia Head of Policy

## MSI St Kilda

In 2023, we farewelled our East St Kilda surgical abortion site that has been a cornerstone in providing access to surgical abortion care for an incredible 51 years. This location supported thousands of patients and played a vital role in delivering essential abortion care to people throughout Australia.

We transitioned to the St Kilda Day Hospital. The move marks the beginning of a new chapter, ensuring that we continue to provide high-quality care in a well-equipped facility. The new location supports our staff in delivering exceptional healthcare services.



## MSI Richmond

Our East Melbourne medical clinic moved to a new state-of-the-art facility in Richmond and offers essential medical abortion and contraception care.



It is now co-located with our national support office. Our support office includes our national contact centre, counselling and psychosocial health team.

# Teleabortion

In 2023, we campaigned to raise awareness and improve access to our abortion by telehealth service, also known as teleabortion. The campaign focused on educating the public about how teleabortion works, highlighting that women and pregnant people can access safe, compassionate abortion care from the comfort of their home.

Our campaign increased awareness of teleabortion services, providing support and options for those in need of abortion care that is convenient, private and accessible.

This enables us to reach more women and pregnant people who cannot afford to travel long distances to clinics to access in clinic medical appointments. It provides women and pregnant people with choice.



# Women Deliver

In 2023, MSI Australia proudly participated in the Women Deliver Oceanic Pacific Regional Convening held on 6 and 7 June at the Melbourne Convention and Exhibition Centre. This event brought together more than 380 attendees to elevate the voices of women and girls from the Oceanic Pacific region under the theme "Sisters in Solidarity: Our Stories, Spaces, and Solutions."

Key themes discussed at the convening included Indigenous solidarity, cultural sovereignty and self-determination, decolonisation, intersectionality, gender data and evidence, climate justice, leadership and representation, resourcing for women's rights, care work and economic justice, gender-based violence, and sexual and reproductive health and rights.

Our participation in this event underscores our commitment to addressing these critical issues and advancing the rights and wellbeing of women and girls in our region.





## Culture and behaviour

We develop, maintain and reward a culture of personal and professional accountability for behaviours which include:

### Care & Compassion

We care for our people, clients, communities and each other.

We recognise that people have their own diverse, physical, emotional, social and cultural needs.

We always act with compassion and kindness.

We conduct our work with honesty and integrity.

### Partnering & Collaborating

We value partnership and teamwork and believe we are better together.

We seek to collaborate with other organisations where our vision and values align.

Our language and communication and actions focus on collaboration and cooperation rather than competition or conflict.

### Trust & Safety

We prioritise both the physical and mental wellbeing of our people, clients, communities and each other.

Our words, actions, communications and workplaces are free from judgement and discrimination.

We value accountability and know that we build trust with our clients and communities through all staff being accountable for their performance.

We maintain strong clinical and corporate governance structures and processes that empower our people at all levels to continuously deliver the best possible outcomes.

YOUR BODY,  
YOUR CHOICE,  
YOUR FUTURE.



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