

IMPACT REPORT

2024

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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MSI Australia Impact Report: 2024

A young woman with dark hair tied back, wearing a light pink t-shirt, is seated and looking towards a healthcare professional. The professional, wearing blue scrubs and a stethoscope, is standing and facing the woman. They are in a clinical setting with a window with white blinds in the background.

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

“The 2024 Impact Report highlights MSI Australia’s continuing achievement in both advocacy & policy and high quality service delivery to ensure that all Australians - particularly those battling stigma and distress, those facing financial hardship and those isolated in rural & regional communities - can access the abortion and contraception care they need.

We continue to break down barriers, fight stigma and discrimination, and provide affordable, patient-centred care across Australia.”

**Greg Johnson AM
Managing Director
MSI Australia**



Executive summary

MSI Australia's 2024 Impact Report reflects another year of progress toward embedding abortion and contraception within Australia's health system and advancing reproductive choice as a fundamental human right.

We have continued to see momentum in policy and access reforms across the country, from historic abortion law changes in Western Australia to new prescribing rights for abortion medication for nurses and midwives Queensland and the ACT.

Despite these advances, too many Australians still face many barriers to accessing care and service and exercising their right to abortion and contraception care due to cost, geographic location and high levels of stigma and discrimination.

As the nation's leading non-profit advocate and provider of abortion and contraception care, MSI Australia continues to deliver high quality, time-sensitive and patient-centred services across every state and territory, while working with governments, health systems and communities to make choice a reality for all.

By championing reproductive choice, we not only improve the lives of individuals, but also contribute to gender equality, social equity and economic participation.

Our work demonstrates our commitment to ensuring that every person can make informed decisions about their body and their future.

Together, we are building a fairer, more compassionate Australia where reproductive choice is recognised, respected and accessible to all.

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 nature of reproductive health.

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



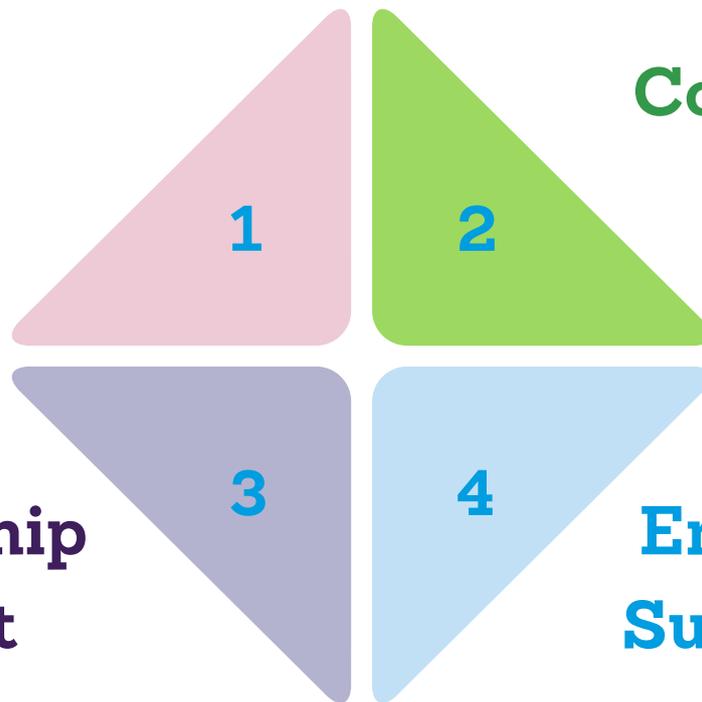
Pillars of our strategic plan

- 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

Impact in 2024

MSI Australia is proud to be a leader in meeting the demand for abortion and contraception care in Australia, as more women and people exercise 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 services include surgical abortion, medical abortion, abortion by telehealth, miscarriage management, vasectomy, counselling, and case management

Our services

36,000 services delivered	15% of all services were provided to people without Medicare or Healthcare Card Access 11% of abortion clients accessed LARC at time of abortion
97,000 calls recieved for information, support and bookings	1 in 4 were seeking a booking 3 in 4 were seeking information and support

Australian Choice Fund

As a charity registered with the Australian Charities and Not for Profits Commission, we welcome donations from the community to support our work through our philanthropic Australian Choice Fund. Donations to the fund are used to provide part or full financial support and counselling to the most disadvantaged people in Australia, people who cannot access care through the public health or hospital system. We support them to exercise choice and access abortion and contraception.

This is a snapshot of people receiving our Choice Fund financial assistance and counselling.

100% were unable to access a public service	63% experienced financial hardship	48% had a Health Care Card
29% did not have Medicare	20% were experiencing family or domestic violence	24% were migrants or refugees
15% were homeless	13% were Aboriginal or Torres Strait Islander	4% were under 18

Choice Fund impact

The Choice Fund provides direct financial assistance for the most disadvantaged women, and those most at risk, by:

- covering partial or full costs of abortion care
- covering partial or full cost of contraception to empower women to prevent unintended pregnancies.
- providing a counselling and case management support service for women to address psychosocial, financial and other risks
- focusing on people and communities where access to abortion and contraception services is severely limited or routinely denied.

2024 overview

- Over 400 women were assisted with counselling, financial and risk assessments, for Choice Fund support by our counselling and case management team.
- Over 200 women were supported financially with a combination of grants to cover full or partial costs of abortion or contraception, and assistance through delayed payment plans with many ultimately resulting in forgiveness of the debt.
- Over \$330,000 was provided in direct financial support to women from the Choice fund in 2024.



The nurse in surgery who held my hand and told me I was going to be ok and that it was almost over was wonderful. She really helped with the whole process and made me feel like a real person.

- MSI patient feedback

Expanding abortion access

Both the ACT and Queensland Governments took significant steps in 2024 to expand access to abortion care and align state-based regulation with new national regulation introduced in 2023. These reforms recognise the vital role of nurses and midwives in delivering timely, safe reproductive healthcare and continue Australia's progress toward equitable access for all.

The ACT Government introduced the Health (Improved Abortion Access) Amendment Bill 2024, which enables nurses and midwives to prescribe abortion medication in line with the 2023 Therapeutic Goods Administration changes.

The ACT Bill also strengthened patient access by requiring health professionals who conscientiously object to abortion to refer patients or provide information to locate another provider. Alongside this, the ACT expanded its free abortion care scheme — now available in some general practices in the ACT, ensuring no-cost abortion and access to long-acting reversible contraception for all ACT residents.

Similarly, the Queensland Parliament passed landmark legislation allowing nurses and midwives to prescribe medical abortion medicines. This reform increases the number of health professionals able to deliver early abortion care, making services more inclusive, accessible and timely, particularly in regional and rural areas where access is limited.



By enabling nurses and midwives to prescribe medical abortion medicines, we are creating new choices and options for accessing essential healthcare services. This will mean that more women and pregnant people can access safe and timely abortion care, regardless of their postcode."

Greg Johnson
MSI Managing Director

Australian Capital Territory

Health (Improved Abortion Access) Amendment Bill 2024 – enables nurses and midwives to prescribe abortion medication; requires conscientious objectors to refer or provide information; expands no-cost abortion and LARC access across public and some GP settings.

Queensland

Amendments to the Termination of Pregnancy Act 2018 allows nurses and midwives to prescribe medical abortion medicines; introduces government-backed training programs to support safe, timely access across the state.

WA abortion reform

2024 marked a historic milestone for reproductive rights in Western Australia, with long-awaited abortion law reforms coming into effect.

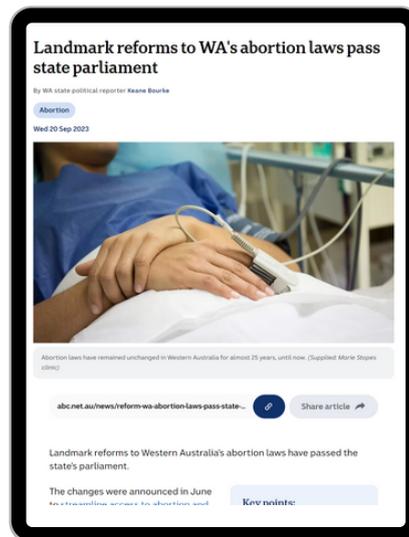
These changes make abortion care simpler, safer and more accessible, removing outdated barriers and recognising abortion as a healthcare issue rather than a criminal matter.

MSI Australia’s sustained advocacy alongside community partners in WA played a central role in achieving these reforms.

The new laws give women and pregnant people in WA greater autonomy to make informed decisions about their healthcare and reduce unnecessary delays that once complicated access to timely care.

Key reforms

- **Decriminalisation of abortion:** Accessing abortion is now treated as a healthcare issue, and is completely out of the criminal code for patients.
- **No more multiple doctor referrals:** Streamlining access and reducing barriers.
- **Mandatory counselling removed:** Patients have the choice to engage in counselling, respecting individual needs.
- **Elimination of panel review:** Removal of an unnecessary and often opaque and stressful process for abortion post 20 weeks gestation.



"These reforms are a testament to the collective effort of the community, lawmakers, and advocates who believe in the importance of reproductive choice and timely access to care."

The changes empower women and pregnant people to make informed decisions about their own bodies without undue restrictions."

Greg Johnson AM
MSI Australia Managing Director

Abortion Access Scorecard update

Over the past 25 years, abortion has been decriminalised in all states and territories across Australia. Since 2017 in particular, we have seen a wave of legislative and regulatory reforms that have improved access, clarified health responsibilities and removed abortion from criminal codes.

In 2024, we released an updated **Abortion Access Scorecard**, which shows a more positive national picture than ever before. However, significant differences remain between states and territories, creating confusion for consumers and health practitioners and leading to unnecessary and risky variations in access across the country.

Global developments, including the US election of the Trump administration, the overturning of Roe v Wade in the United States, and the growing anti-abortion push in many countries, continue to underscore the need for vigilance and advocacy in Australia. While abortion is legal in every State and Territory, access remains far from equal. Affordability, stigma, and discrimination on the basis of personal or religious beliefs within the health system continue to obstruct access to timely care. This is especially true for surgical abortion, which remains largely unavailable in public hospitals across Australia despite being the most appropriate form of care for some people.

While federal and some state and territory governments have committed to improving funding and access, on-the-ground realities tell a different story. Many women still face high out-of-pocket costs and limited public provision, particularly outside major cities. MSI Australia continues to lead advocacy to close these service gaps and ensure that reproductive choice is not just legal, but genuinely accessible and affordable for all.

ABORTION ACCESS SCORECARD



Medical student placements

We were delighted to welcome two medical students from the University of Melbourne to our St Kilda and Richmond clinics this year as part of their medical training.

Under the supervision of Dr Catherine Orr, the students gained valuable hands-on experience observing how we provide non-judgemental, safe and high quality abortion and contraception care.

This collaboration reflects our ongoing commitment to strengthening Australia's reproductive healthcare workforce.

By providing training placements and mentoring opportunities, MSI Australia helps ensure that future medical professionals are equipped with the skills, empathy, and understanding required to deliver safe, accessible, and compassionate sexual and reproductive healthcare.



Getting to know Dr Catherine Orr, MSI Victoria Senior Medical Officer

What motivated you to work in abortion and contraception care? Was it taught when you studied medicine?

CO: I trained in mainstream GP and worked in rural areas most of my life despite being Melbourne born and bred. Being a female GP, I spent most of my time dealing with women's health which became my area of expertise. I worked part-time until my children all started school and I have worked mainly full-time since then. I was working in Albury- Wodonga when a job came up at the local community health organisation, Gateway Health. I knew that this clinic had a Sexual Health clinic and a Refugee Clinic and I was keen to work in both of these areas. I was the treating doctor for both clinics and when MS-2 Step came onto the PBS in 2015, we decided as a clinic to add Medical Abortion to our services. We rapidly became a major provider of Medical Abortion in Northeast Victoria and partnered with University of Melbourne to publish research on the safety of Medical Abortion in Rural General Practice. As part of my Refugee Health work, I also trained to become an S100 prescriber and set up the first locally based HIV service in our area. It was on moving to Melbourne in 2020 that I was asked to come and work for MSI Australia and then trained to provide Surgical Abortion services up to 14 weeks.

What are the most common misconceptions or misinformation you encounter about abortion and contraception care?

CO: I think one of the most common misconceptions about abortion care is that most women suffer long term emotional distress after having an abortion. I am not denying that for most women it is a big decision and can be a very emotional decision but there is good evidence to demonstrate that most of the distress around abortion is related to access (ie difficulties finding a service that meets their needs). The most common feeling after an abortion, even when women are followed up for years later, is relief. There are a small group of women for whom the decision is very challenging and I am grateful to have such a fabulous counselling service at MSI Australia for these women.

Getting to know Dr Catherine Orr, MSI Victoria Senior Medical Officer

Can you describe a memorable moment you've had while providing care with MSI?

CO: There are so many memorable moments in our clinics! Every day, we have people who touch our hearts and make us proud to provide the service we do as it is such a needed service. I think when a patient tells us that she was super anxious about coming and worried that it would be a distressing time, but has found the clinic to be welcoming and kind, is when I am most proud of our team. I think at every step along the way, our patients are met with respect, understanding, care and professionalism.

Has providing abortion and contraception care impacted your view of healthcare and women's rights?

CO: With the current political climate across the world, we can never be too complacent about abortion access. As we have seen in America, things can change very quickly and we need to be vigilant to ensure ongoing access to abortion in Australia. We must ensure that abortion is part of medical and nursing training and is embedded in healthcare throughout Australia. Too many hard fought victories, just in my lifetime (decriminalisation, safe access zones) can be lost if we don't continue to fight for abortion rights.





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

Reducing Barriers to Long Acting Reversible Contraception

We introduced methoxyflurane (Penthrox), widely known as the “green whistle” as a new, cost-effective pain relief option for clients choosing to have an IUD inserted or removed at MSI Australia clinics.

Commonly used in emergency settings for its rapid onset and short duration of action, methoxyflurane provides safe, inhaled analgesia that can make IUD procedures more comfortable and accessible.

IUDs are the most effective form of contraception available in Australia, preventing pregnancy with 99.8% efficacy, yet their uptake remains low compared to global use.

Currently, only 6.3% of women use a hormonal IUD, and the uptake of copper IUDs is even smaller.

By offering Penthrox as an alternative to traditional pain relief, we are removing one of the key barriers to IUD use — fear of pain — and supporting more women and people to access long-acting, highly reliable contraception.



“This new option will allow more people to access long-acting contraception, more comfortably and with less worry about the possibility of pain during the procedure.

We are committed to ensuring we minimise pain and discomfort for all clients, at every part of their journey with us at MSI Australia.”

Kara Manser
MSI Clinical Nurse Educator



Interview with Kara Manser, Clinical Nurse Educator

We spoke with our Clinical Nurse Educator Kara Manser on the benefits of opting for the green whistle.

As a clinical educator, what do you think of the introduction of the green whistle?

KM: I am so glad that we can introduce an analgesia for women and people with a uterus, as an option when having an IUD insertion. Having an option that is in between no pain relief at all and deep sedation, has been lacking and it will now allow more people to access long-acting contraception, more comfortably and with less worry about the possibility of pain during the procedure.

Will this give more women and people pain relief?

KM: The green whistle is an inhaler used to reduce pain. It is intended to reduce the severity of pain that a person is feeling in an acute scenario, and at the recommended dose provides pain relief without producing anaesthesia. It will certainly offer the ability for more women and people with a uterus to experience less pain during an IUD insertion.

Why should women opt for the green whistle?

KM: The green whistle is a great option for those who wish to reduce the potential discomfort or pain of having an IUD inserted, without undergoing sedation or anaesthetic. It is a very low risk analgesia that is inhaled prior to and throughout the procedure. Women and people with a uterus have been having to withstand and put up with pain during IUD insertions due to the risk and cost of having an anaesthetic. We can now offer an alternative in the 'Green whistle' and open the door for people to have a less painful experience – which everyone deserves.

How was it doing the training with staff? How did you think it went and what feedback did you get?

KM: The Pentrox education team was fantastic in facilitating training with our medical staff and nursing teams. Their online learning module ensures staff are educated on the correct and safe usage of the green whistle whilst being extremely easy to understand. As a whole, all staff are thrilled that we can finally offer analgesia throughout this procedure and we are committed to ensuring we minimise pain and discomfort for all clients, at every part of their journey with us at MSI Australia.



Choice Week

Each year, Choice Week shines a light on the transformative power of reproductive choice and advocates for global access to safe contraception and abortion care.

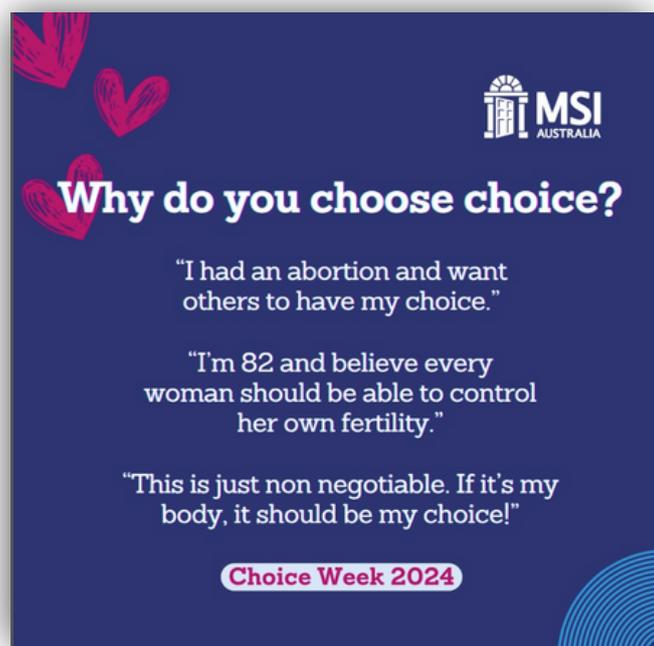
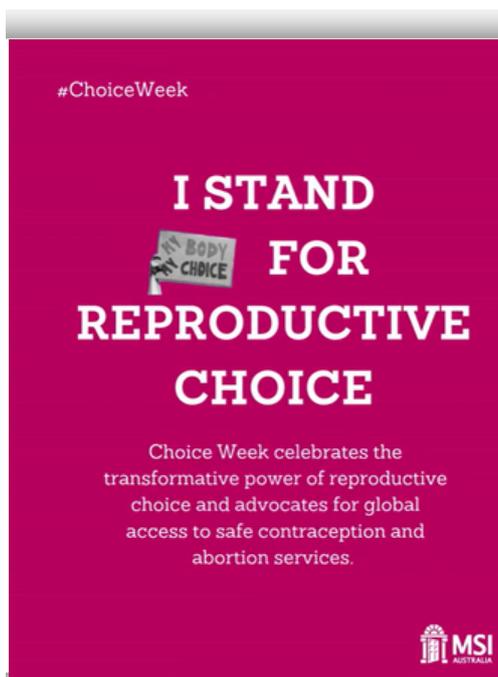
In 2024, this work took on new urgency as the world entered what may be the largest election year in history, with at least 64 national elections and decisions that will shape reproductive rights for generations.

In Australia, while abortion is legal across all states and territories, affordability and service access remain uneven.

Publicly funded options are limited, and many women and pregnant people, particularly in New South Wales, continue to face financial and geographic barriers, often travelling long distances to be able to access safe, timely and compassionate care.

MSI Australia used Choice Week to raise awareness, share powerful client and staff stories, and release the updated Abortion Access Scorecard, tracking progress and gaps across the country.

Behind the scenes, we continue to map and influence the abortion funding landscape, advocating for universal access to affordable, high-quality reproductive healthcare by 2030.



Driving Access, Research & Policy

Abortion access in regional Australia

In 2024, the Australian Journal of Primary Health published a paper about the issue of abortion access during the COVID pandemic. This paper was coauthored by co-authored by MSI's Bonney Corbin, MSI alumni Catriona Melville, Griffith University's Nicola Sheeran and Monash University's Liz Jones.



The paper outlines the challenges of maintaining abortion access in regional Australia during the coronavirus pandemic, with MSI chartering flights and exploring different attitudes and models of abortion care in collaboration with sector colleagues.

Addressing reproductive violence in migrant and refugee communities

We are very pleased to be part of an important research project that has received ARC Linkage funding to investigate reproductive violence within migrant and refugee communities. This initiative, led by Nicola Sheeran (previously at Griffith University and now at La Trobe University), includes our own Alison Fonseca and Bonney Corbin as part of the research team.

The project will shed light on the experiences of migrant and refugee women facing reproductive coercion and abuse. In collaboration with key partner organisations – Melbourne University, Children by Choice, Immigrant Women Support Support, Sexual Health Quarters and Multicultural Centre for Women's Health – it will explore crucial health, policy, and legal responses necessary to improve safety and well-being for these vulnerable populations. A key outcome is to develop and disseminate in -language resources to communities



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.



MSI Australia
Ground Floor East/678 Victoria St
Richmond VIC 3121
Telephone: 1300 003 707
Email: info@msiaustralia.org.au
www.msiaustralia.org.au
Registered charity number: 63093595192