

# 2024-2030 Strategic Plan

---

Your Body, Your Choice, Your Future



## About this Strategic Plan

Our Strategic Plan can be summarised through a plan on a page to capture the key strategic statements and priorities in a simple, accessible way that has day to day meaning for all our people, communities and external stakeholders. The Plan on a Page follows.

This Strategic Plan should be easily accessible and used by managers and staff to help guide our strategic decisions and actions. It will provide the framework for each Annual Business Plan and Budget - the documents which set out annual operational plans, priorities, and targets for activity, operational and financial performance.



## 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.

© MSI Australia 2023

Published by MSI Australia

GPO Box 1635, Melbourne VIC, 3001

MSI Australia Strategic Plan: 2024-2030

## Strategic Plan 2024-2030

# *Your Body, Your Choice, Your Future*

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

### Connected Care

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

### People & Communities

#### People Focus

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

### Leadership & Impact

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

### Enabling & Supporting

- Best people: capable, sustaining workforce
- Fit for purpose information, communications, technology
- Sustainability: financial, social, environmental
- Sponsor targeted medicines & technologies

Care & Compassion

Trust & Safety

Partner & Collaborator



# Words and Language

**Words are, of course, the most powerful drug used by mankind.**

**-Rudyard Kipling**

We consider words and language carefully.

People are sensitive to the words used to describe and label their identity. Words and language can affect motivation and influence health and wellbeing. Certain words and phrases can be harmful.

When communicating with and about people seeking to access abortion, contraception or related reproductive health information, support or services, everyone must consider how their choice of words and language can affect people.



## Our Vision

### ***Your Body, Your Choice, Your Future.***

We recognise that for many people in Australia, whether to continue with a pregnancy or parenting is not a choice.

There are many elements to this including:

- Lack of information, education and access to contraception
- Sexual violence abuse and coercion in many settings - including families and relationships, work, care and support services and prisons
- Chance - failure of contraception, human mistakes, social pressures
- Medical reasons related to complex personal health situations
- Disability, chronic illness and fetal anomaly
- Legislative and regulatory restrictions on reproductive rights
- Lack of affordable, funded access to abortion care and contraceptive care options

We support the fundamental human right of choice.

## Priority Populations

We particularly focus on engaging with and giving voice to the views and issues of the following priority populations:

First Nations people

People living in rural and regional Australia

Young people, particularly those aged 13-18

Culturally and linguistically diverse people

LGBTIQ+ people

People with disability and/or living with chronic conditions



# Who We Serve

We exist to advocate and provide information, support and services to enable reproductive choices for people and communities in Australia.

We do not serve shareholders, governments, or financial interests - we serve the communities of Australia.

We welcome government funding and support to enable us to provide services, products and support to the community - but we are independent of governments.

We are part of MSI Reproductive Choices, a global non-profit organisation supporting reproductive choice in 37 countries. We are a non-profit organisation and need to operate at a surplus to be sustainable.





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



## Our Services & Activities

Our core services are abortion and contraception care. We use the words abortion care and contraception care to honestly and openly communicate the main areas of our work. This does not limit our work in related areas.

In Australia, and internationally, these services are termed sexual and reproductive health. This term often means little to people in the community.

We are not only a provider of clinical services.

- we are an advocacy organisation
- we work on policy and legislative change
- we provide information to the public
- we support people through counselling and mental health awareness and services
- we work to reduce the stigma, discrimination and stress related to access to abortion care and contraception.







## **We specialise in abortion and contraception care.**

Our clinical staff, including doctors, nurses and medical administration, are people who are dedicated to abortion and contraception care. We have many of Australia's most experienced clinicians in abortion and contraception care.

Our clinics are centres of excellence providing surgical abortion care, medical abortion care and contraceptive care.

Our specialised counselling and psychological support services are dedicated to helping people in the community to access pregnancy, contraception and relationship counselling and services.

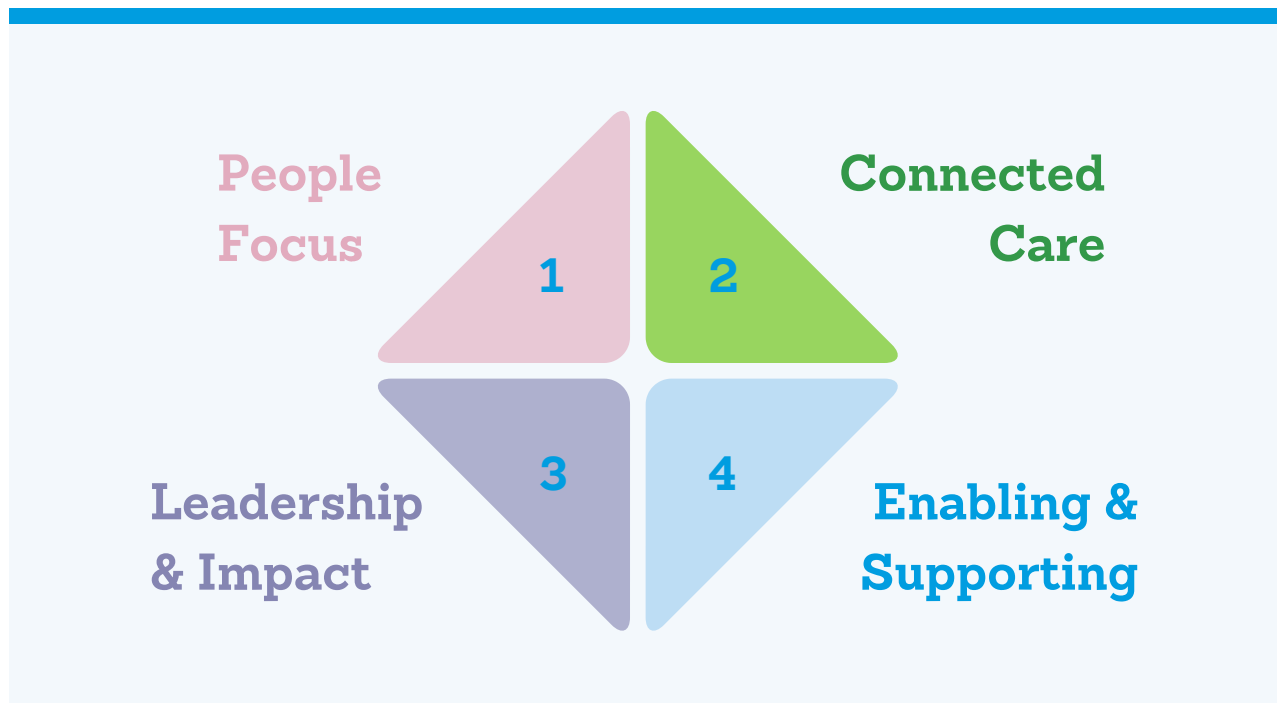
We are not a general medical service or a general practice.

We help prevent reproductive coercion and abuse everyday through comprehensive care and safety planning.

Our advocacy and policy team specialise in abortion and contraception law and systemic reform to increase access for all people in Australia.



## Pillars of our Strategic Plan





# Pillars of our Strategic Plan

We have identified four key strategic pillars of activities for this strategic plan. For each pillar we have identified the strategic priority areas. These will help to guide our plans, decisions and actions.

## Pillar 1

### People Focus

**At the core of our strategy is a deep commitment to meaningfully engage with people and communities. We continually strive to better understand diverse perspectives and needs.**

**We provide easily digestible information with input from people from all walks of life. We use the digital environment, to enhance our communication methods and amplify the voices of people and communities.**

#### Giving people choice and voice

We actively listen and work to engage with our clients and communities through many activities to ensure we understand their views and needs and respond to their diversity.

We strive to give balanced, plain language information to clients and communities to help them make informed choices about all aspects of contraception, pregnancy, abortion care and related services.

We invite and welcome people from culturally and linguistically diverse backgrounds to express their views about abortion, contraception and advocacy in a respectful way.

We continue to develop a vibrant client and community engagement program with particular focus on social media and digital platforms, to assist us in continuous improvement of our services, and give voice to clients and communities.

## People Focus

### **Easy access to information, support, services**

We strive to make the first contact from a person the best it can be. Our clients only need to provide their health and related information once, not multiple times.

We recognise that every person is important. Every person is different in their needs and their communication. Some people are seeking information, some are seeking support, some are seeking to make bookings for services. We will optimise these processes.

We provide easy, multichannel access including in person, by voice or video call, by email or chat, and by apps and websites. We make our National Contact Centre easy to access and use; we will recognise the different languages and communication skills of people and design the best processes and systems.

We make our websites and online applications easy to use and the information simple and easy to understand. We make online booking for services a very quick and easy process. We recognise and support those people who have difficulty with technology or communication and we are responsive to individual needs.

### **Client responsive communication and action**

We recognise that our communication and our actions – the words and language we use and the actions we take can be very powerful in having either a negative or positive effect and impact on our clients, their communities and health outcomes.

We recognise that our team are all individual people shaped by their own experiences and we will support our staff to be client responsive.

We strive to be careful, thoughtful and evidence informed in terms of all communications, verbal and written, to avoid unintentional blame or shame or harm to our clients and communities.

We recognise and embrace the diversity of our clients and challenge ourselves to be responsive to this diversity, particularly priority population groups.

We acknowledge that for our clients, regardless of their reproductive health decisions, pregnancy impacts their mental health, relationships, community participation, education, housing and many other facets of their lives in varying ways.



## **Supported journey - physical and mental wellbeing**

We recognise that a person's physical and psychosocial health is inseparable.

We respect our clients as autonomous and capable, inviting us to participate in their journey.

We recognise that for many of our clients and people seeking information and support, there is a high level of stress, distress or anxiety in their lives.

We recognise that many of our clients have experienced sexual, domestic and family violence, reproductive coercion, developmental and intergenerational trauma. These experiences of violence directly impact their physical, mental and spiritual wellbeing.

We strive to always think about the person's psychological health and wellbeing in the context of their life stage, social circumstances and worldview. We develop programs and processes to reduce and prevent reproductive stigma, coercion, abuse and violence.

We measure and report on mental health and psychosocial health outcomes for our clients as well the physical health outcomes of treatments.

## **People Focus**



## Pillar 2

# Connected Care

**Our models of care and service will be integrated and connected to make it easy for people to understand their choices and facilitate access to our services. We recognise that many of our clients will need to access our services multiple times and we will strive to make this experience connected and seamless.**

**We value interdisciplinary care planning with and for our clients. We build and maintain effective partnerships for care with other health organisations to ensure clients have a clear pathway to transition from our services to other services.**

## **Choice in abortion care - surgical, medical, telehealth**

MSI has been a pioneer of different methods and models of abortion care - medication, surgical (also termed procedural), in clinic and by telehealth. We believe in choice for people, and we recognise that there is no one “right” abortion method. Every person has different bodies, situations and needs.

We are committed to maintaining high quality surgical and medical abortion services in Perth, Brisbane, Canberra, Sydney and Melbourne. Additional locations may be considered if sustainable.

We recognise and support the enhanced access to medical abortion care which will evolve through broader prescribing rights (Nurse Practitioners, Authorised Midwives, other) and changes to State and Territory based abortion laws over time.

We partner with peak bodies and individuals from new prescriber groups to help integrate with MSI services and build capacity and competency in medical abortion care.

We foster and build a larger network of medical practitioners working with MSI providing medical abortion care (both in clinic and telehealth). We continue to innovate and develop a national abortion by telehealth service connected to our other services.



## Connected Care

### **Choice in contraception care for all people**

We foster more choices in contraception for all genders, non-binary and gender fluid people. We advocate for more affordable and accessible contraception care. We lead on integrating contraception care with abortion care.

Recognising that our current services for men are somewhat limited to vasectomy, we will develop more partnerships and more programs in collaboration with men's health organisations, groups and advocates.

We develop appropriate, evidence informed advocacy, information, support and services in regard to contraception with and for priority populations.



### **Specialised clinics as Centres of Excellence**

We will develop many of our clinic sites as Centres of Excellence to provide a comprehensive range of choices in abortion and contraception care.

We work to develop more structured training and development opportunities in these clinics both for our existing medical practitioners, nurses, other health professionals and staff, and also to attract new staff.

We develop partnerships between our clinics and suitable public hospital services to facilitate joint workforce training and development activities across a number of disciplines including medical, nursing, psychology and social work.

We integrate research into our clinics and involve more health professionals in targeted research activities. We use various clinics as innovation sites to trial new devices and new approaches.

We ensure our clinics operate at the forefront of new evidence-based care and play a role in early adoption of new evidence into practice.

## **Leading in telehealth and digital health**

We have Australia's largest abortion by telehealth program and we have pioneered this and other digital health services in abortion and contraception care. We seek to expand our telehealth and digital health care to include more practitioners such as Nurse Practitioners, Authorised Midwives and others.

We develop strategic partnerships with technology companies to continue to innovate and lead in digital health. We develop our websites and digital applications to continuously integrate content developed by and with clients and communities, in a range of formats and languages.

We integrate more interactive content (video and other) into our websites to create better engagement with clients and communities.

We ensure our web and phone systems for bookings and related processes are easy to use and client responsive.

## **Connected Care**





**Pillar 3**

## **Leadership & Impact**

**We advocate for the better access to abortion and contraception care including the establishment of a national funding scheme for free abortion and contraception services.**

**We will maintain and develop dynamic partnerships with communities and constructive policy relationships with governments at all levels.**

**By undertaking critical research and building evidence we are continuously improving client experiences and tailoring better outcomes.**

### **Advocacy, policy, voice**

We are a leader in advocating to remove all remaining legal and regulatory barriers against people seeking abortion care and health professionals providing and supporting abortion care. We are a leader in advocacy for a national funding scheme supported by all Governments to provide free access to abortion and contraception care for all.

We actively engage our clients and communities in advocacy and give them the choice to be active participants and have their voice on advocacy and policy matters.

We will make greater use of social media and digital platforms for advocacy.

We develop and promote public policy initiatives to improve and expand access to abortion and contraception care, challenging all forms of reproductive coercion and violence.

We develop clinical leaders and consumer leaders both internally and externally and provide them with a platform for advocacy and policy influence.

## Leadership & Impact

### **Partnerships – community, government, health sector**

We develop and maintain dynamic partnerships with people and their communities to give them a choice and a voice in all our activities.

We maintain the best possible, constructive policy and influence relationships with the Australian Government and all State and Territory Governments and always take a non-party political approach.

We seek to partner with all State and Territory Governments and the Australian Government to develop service partnerships. We seek to partner with major public hospitals in both capacity building (training and workforce development) and service delivery arrangements.

We collaborate closely and constructively with all relevant consumer and community organisations, health peak bodies, professional associations and others to strengthen advocacy and service funding.

### **Evidence, learning, research, best practice**

We integrate research and evidence more actively with policy and advocacy through partnerships with universities, institutes and communities.

We partner with universities and institutes to develop suitable joint appointments for some of our staff. We support our own clinicians and staff in research activities. We focus on rapid translation of the best new evidence into practice for better outcomes for our clients.

We work to maximise the value of our unique national databases for appropriate research and learning. We actively participate with others to develop best practice policies, guidelines and education materials and promote these.

We promote our clinics as places of evidence, research, learning and best practice. We integrate student teaching and learning activities into our clinics and other activities.



## Leadership & Impact

### System capacity building

We partner with the health system, including public hospitals, universities and training providers to play a useful role in expanding national capacity in abortion and contraception care. We focus on large scale systems approaches rather than small scale.

We seek greater funding support for specialised counselling and psychological support services in abortion and contraception care.

We partner with various Colleges (RACGP, RANZCOG, other) to develop the service system workforce. We will support more doctors, nurses, allied health professionals and other health practitioners to be trained and competent in abortion care.

We actively partner with individual practitioners and practitioner organisations where scope of practice for abortion care and/or contraception care is being expanded to mutually develop our own practice and to strengthen broader health systems.

We have particular focus on surgical/procedural abortion care; sedation/anaesthesia care; optimal scope of practice; prevention of reproductive coercion and abuse within institutions, communities, knowledge systems and practice settings.



**Pillar 4**

## **Enabling & Supporting**

**The importance of workforce development and support is ever evolving. Ensuring the well-being of staff can be achieved through effective communication, team-building and using rapidly changing technology with purpose.**

**Our financial sustainability, will align with community expectations. We will supports First Nations communities, and minimise our environmental impact.**

**Through MS Health, we will develop and sponsor medicines and technologies to enable affordable reproductive care.**

### **Best people - build and develop a capable, sustaining workforce**

We value the wonderful team of people who contribute to the success of our organisation as staff, contractors and volunteers; and we will support their continuing professional development and personal wellbeing.

We strive to reduce and/or prevent adverse mental health and wellbeing impacts for staff arising from their work and we will provide a psychologically safe workplace.

We communicate regularly and effectively internally to ensure that our people feel engaged. We will ensure that information about MSI's global activities are communicated regularly and we will create opportunities for our people to connect to our global mission.

We ensure that the people who contribute to MSI Australia, MSI Asia Pacific and MS Health feel a valued part of the one global team. We develop and maintain a medical staff program to ensure that all medical practitioners who work with MSI Australia (employees, contractors, referrer, partners, researchers, students and supporters) are valued and engaged.

We develop and maintain a leadership program for staff to help identify and develop leaders and managers. We are accountable for our organisation, our actions and our behaviours. We will recognise and reward those who are accountable and deliver in their roles.



## Enabling & Supporting

### **Information, communications, technology are fit for purpose**

We strive to develop and maintain information for clients, communities, staff and partners that uses plain language, is designed for purpose, and is current and accurate.

We use many communications channels to maximise our reach and connection to people and communities. This will include new media, social media, traditional media.

We seek to apply new technologies, applications, systems and processes only where they are fit for purpose and achieve the purpose.



### **Sustainability - financial, social, environmental**

We continue to provide essential abortion and contraception care and support by maintaining sound financial and business management and operating at a surplus to enable us to invest in the future.

We recognise that we operate with a “social licence” and have a responsibility to monitor, understand and respond to the evolving expectations of the communities we serve.

We maintain a strong focus on and support for First Nations people and communities and address in a meaningful way reconciliation action plans, voice, treaty and truth.

We maintain a strong environmental focus and minimise our contribution to climate change and other adverse environmental impacts.

### **Develop and sponsor targeted medicines and technologies**

We channel our work on new medicines and technologies through MS Health. We value our global history in bring the “abortion pill” to Australia and continuing to supply abortion related medicines and products for the Australian community through the PBS and other mechanisms.

We develop and distribute new medicines and technologies (products) designed for purpose to support affordable access to abortion and contraception care or related needs.

We partner with health professionals and organisations to increase awareness and utilisation of the best, evidence-based medicines and technologies in abortion and contraception care and related services.

Our platforms for community voices enable us to hear new and emerging community needs, and to tailor our health products accordingly.

## **Enabling & Supporting**





# 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  
GPO Box 1635, Melbourne VIC 3001, Australia  
Telephone: 1300 003 707  
Email: [info@msiaustralia.org.au](mailto:info@msiaustralia.org.au)  
[www.msiaustralia.org.au](http://www.msiaustralia.org.au)  
Registered charity number: 63093595192

#### **Acknowledgements**

MSI Reproductive Choices 10 Year Strategy, available at <https://www.msichoices.org/news-and-insights/resources/msi-2030-your-body-your-choice-your-future/>

Our language matters – Diabetes Australia, available at <https://www.diabetesaustralia.com.au/position-statements/>