



WHIN Strategic Plan 2026-2030



Acknowledgement of Country

WHIN acknowledges Victorian Aboriginal people as the Traditional Owners of the land on which we provide our services, the Wurundjeri Woi-wurrung people of the Kulin Nation. We pay our respects to their Elders past and present.

We acknowledge that Aboriginal sovereignty was never given up and that we stand on stolen land. We are committed to Aboriginal self-determination and to supporting Treaty and truth-telling processes.

We recognise the ongoing leadership of Aboriginal communities in advancing gender equality and the health, safety and wellbeing of women and gender diverse people. As First Peoples, Aboriginal Victorians are best placed to determine a culturally appropriate path to these for their communities.

About



WHIN is a leading feminist, not-for-profit organisation advancing the health, safety and wellbeing of women and gender diverse people. Founded in 1991, Melbourne's north is our heart. As part of Victoria's Women's Health Services Network, our work extends statewide and has national influence.

We work across the full spectrum of health, safety and wellbeing, from health promotion and primary prevention to family violence leadership, systems advocacy and strengthening responses to gender-based violence. Through this whole-of-system approach, we work to advance gender equity, address the structural drivers of gender-based violence, and create the conditions for women and gender diverse people to thrive.

Everything we do is guided by our vision of a region where women and gender diverse people live free from violence, with voice, choice and power to lead healthy, safe and fulfilling lives. We centre the voices, experiences and strengths of our communities, recognising that the knowledge, resilience and expertise across Melbourne's north are the foundation of our work.

We work in partnership with a wide range of organisations and sectors to address the drivers of gender inequality, improve health outcomes and build equitable, safe and healthy communities. Through leadership, collaboration and action, we influence the systems, policies and attitudes that shape lives, creating lasting change across Melbourne's north and beyond.

Inclusion Statement

At WHIN, we are committed to advancing health justice and gender equity for all women and gender diverse people.

We centre diverse identities, cultures, abilities, ages and lived experiences, affirming every person's right to voice, choice and power in their health and lives. We recognise the ongoing impacts of colonisation and the systemic exclusion experienced by people and communities facing racism, ableism, ageism, homophobia, transphobia and other forms of discrimination.

We understand that people's health and wellbeing are shaped by the social, economic and environmental conditions in which they live, as well as by systems that create inequality. We work to address these conditions and remove the barriers that prevent people from living healthy and safe lives.

Our work is grounded in listening, fostering belonging, and valuing lived experience as expertise. We partner with communities through inclusive, culturally safe and trauma-informed approaches, embedding co-design and shared decision-making.

We are committed to meaningful inclusion and hold ourselves accountable by embedding these principles in everything we do.



Our Goals

Our Vision

Women and gender diverse people in the north and beyond are free from violence, with voice, choice, and power to lead healthy, safe, and thriving lives.

Our Purpose

To advance gender equity and promote the health, safety and wellbeing of women and gender diverse people.

Our Mission

We advance gender equity and health justice through prevention, advocacy, partnerships, and systems change. We centre lived experience to improve health, safety, and wellbeing for women and gender diverse people.

Our Values



Feminist

We advance gender equity and health justice by recognising and challenging systemic inequalities, discrimination, and power imbalances. We advocate for the dignity, rights, safety, and autonomy of women and gender diverse people, and work to ensure services, systems and institutions are inclusive, respectful, accessible, and responsive to diverse lived experiences.

Connected

We centre the voices, experiences, and strengths of women and gender diverse people. We foster respectful, inclusive relationships that build care and belonging across our organisation, partnerships, stakeholders, and the communities we serve.

Creative

We approach challenges with curiosity, imagination, and openness. We question conventional approaches, test new ideas and develop responsive solutions that meet the diverse and evolving needs of women and gender diverse people and communities.

Collaborative

We share knowledge, build capability, and create opportunities for participation and leadership. We work alongside women and gender diverse people, communities, and partners to strengthen influence and drive positive change.

Bold

We act with courage, conviction, and accountability. We speak up, challenge inequity and harmful systems, elevate diverse voices and lived experience, and drive meaningful change to improve the health, safety, and wellbeing of women and gender diverse people.



How We Work

We bring our values to life through the way we work every day:



We centre lived experience.

We listen to and are guided by women and gender diverse people, ensuring their voices meaningfully shape decisions, priorities, and practice.

We practise intersectional feminism.

We recognise that gender inequity is shaped by intersecting systems of power, including racism, colonisation, disability, class, age, sexuality, gender identity, and geography, and we respond by actively addressing these overlapping forms of injustice in our work. We prioritise and centre those most impacted by these systems of oppression.

We commit to decolonising practice.

We recognise that colonisation is ongoing and continues to harm Aboriginal and Torres Strait Islander peoples, communities, cultures, and Country.

We take responsibility for challenging colonial systems, practices, and assumptions in our work. We centre Aboriginal and Torres Strait Islander voices, knowledges, and leadership, and embed ongoing learning, reflection and accountability in how we support Aboriginal self-determination and Indigenous sovereignty.

We share power and work in partnership.

We collaborate with communities, partners, stakeholders, and each other, building trust, capability, and shared influence.

We act with courage and integrity.

We speak up on inequity, challenge harmful systems, and make decisions grounded in our feminist commitments and evidence.

We think creatively and adaptively.

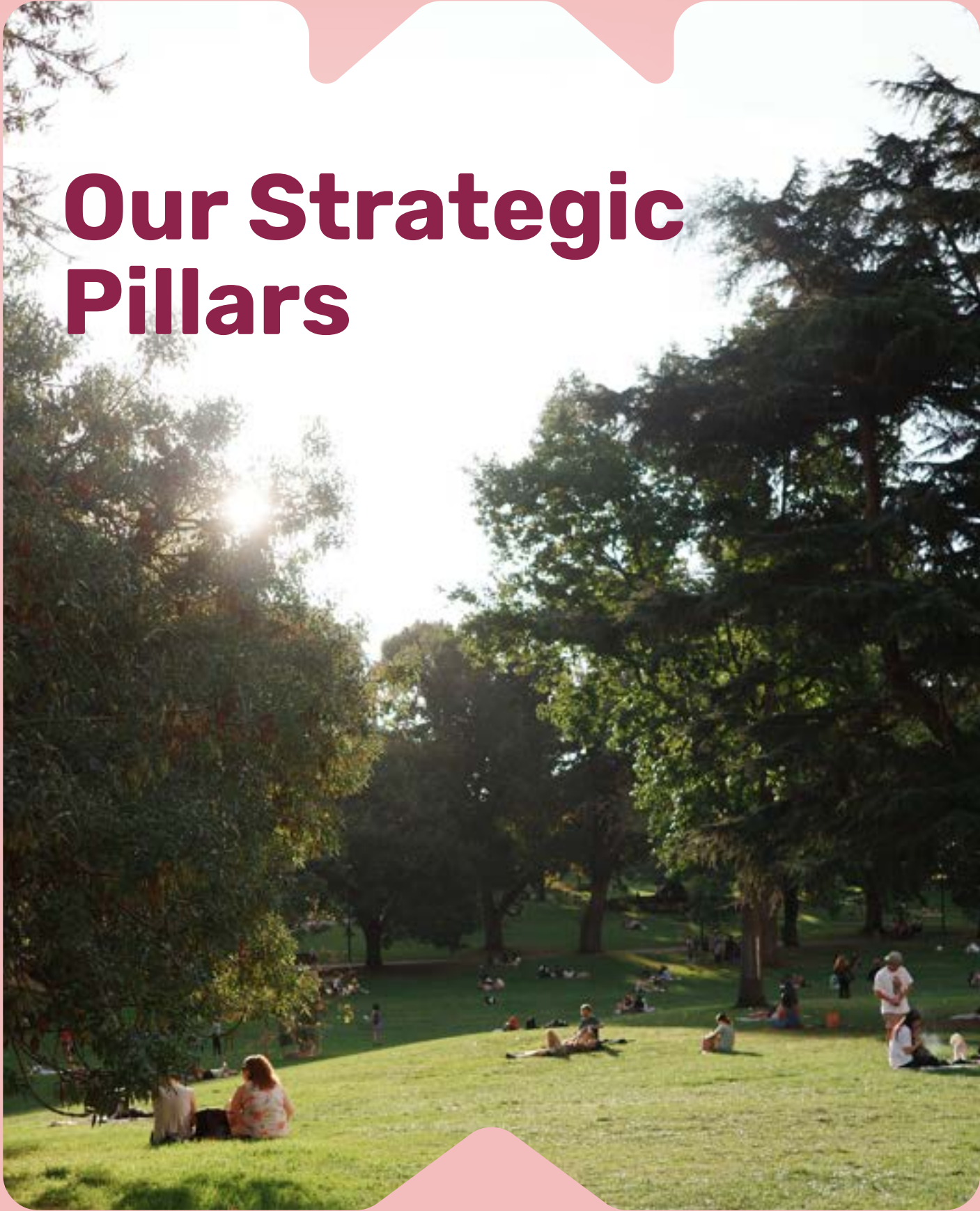
We embrace innovation, test new approaches, and respond to changing needs with curiosity and openness.

We focus on meaningful impact.

We use evidence, reflection, and learning to improve outcomes for women and gender diverse people.

We foster safety, inclusion and belonging.

We actively create environments where people feel respected, valued, and can participate fully.



Our Strategic Pillars

Transformative Leadership

WHIN is a trusted and courageous leader in advancing gender equity and health justice. We embed intersectional, anti-oppressive, and gender-transformative approaches across all areas of our work to drive meaningful improvements in the health, safety, and wellbeing of women, gender diverse people and communities.

Success looks like:

- WHIN is recognised as a trusted leader in gender equity and health justice, demonstrated through strategic partnerships, invitations to lead, and sector-wide recognition.
- Intersectional, anti-oppressive, and gender-transformative approaches are embedded across programs, partnerships, and internal practice.
- A measurable increase in capacity and confidence across the workforce and partners to apply gender equity and health justice approaches.
- Improved practice in partner organisations, demonstrated through strengthened policies, enhanced service delivery, and increased workforce capability.
- Strong representation and leadership of women and gender diverse people in decision-making and program design.
- Measurable improvements in health, safety, and wellbeing outcomes linked to WHIN's work.

Our Strategic Pillars

Advocacy and Systems Influence

WHIN is a strong and influential voice for gender equity and health justice. Through advocacy, partnerships, and evidence-informed practice, we shape systems, policies, and communities to drive lasting change.

Success looks like:

- WHIN influences policy, funding, and system reform at local, regional, state and national levels.
- WHIN drives the embedding of gender equity and health justice across policies, strategies, and service systems.
- Strong, sustained partnerships amplify influence and collective impact.
- Sustained visibility of key issues affecting women and gender-diverse people in public and policy conversations.
- Lived experience meaningfully informs advocacy, decision-making, and system design.
- Measurable systems change, including new policies, more inclusive services, improved system navigation, and increased access.

Connected Communities

WHIN is trusted, visible, and connected to the communities we serve. Women and gender diverse communities feel safe, heard, and reflected in our work.

Success looks like:

- Strong, trusting relationships with women and gender diverse communities across the north and beyond.
- Increased visibility and accessibility of WHIN within diverse communities.
- Women and gender diverse people feel safe, heard, and reflected in WHIN's work.
- Lived experience is meaningfully embedded in program design, delivery, and evaluation.
- Diverse communities are actively engaged and represented in WHIN's initiatives and partnerships.
- Partnerships with community organisations are strong, reciprocal, and sustained.
- WHIN's work consistently reaches and engages those most impacted by systemic inequities.

Our Strategic Pillars

A Thriving and Sustainable Organisation

WHIN is financially resilient and future-ready, with diversified funding, strong systems, and clear evidence of impact. We have the capability and stability to deliver meaningful, long-term change.

Success looks like:

- Diverse, stable, and sustainable funding aligned with strategic priorities.
- Strong governance, systems, and internal processes that enable effective delivery.
- A skilled, supported, and values-aligned workforce with high capability and wellbeing.
- Robust and consistent evidence of impact across all areas of work.
- Monitoring, evaluation, and learning are embedded in practice.
- The organisation demonstrates resilience and adaptability in a changing environment.
- Long-term partnerships and investments support sustained impact.

Governance and Culture

WHIN is an employer of choice: a values-led and inclusive organisation where people feel proud to work. Our staff and volunteers are supported, and empowered to grow, thrive, and deliver their best for each other, and for the communities we serve.

Success looks like:

- WHIN is recognised as an employer of choice, attracting and retaining a skilled and values-aligned workforce.
- Staff and volunteers experience high levels of engagement, wellbeing, and a strong sense of purpose and belonging.
- A positive, inclusive, and values-led culture is experienced consistently across the organisation.
- Leadership consistently demonstrates strong governance, accountability, and alignment with organisational values.
- Workforce diversity reflects the communities WHIN serves, with inclusive and equitable practices embedded.
- Staff and volunteers are supported and empowered to grow, lead, and contribute meaningfully to the organisation's impact.
- Clear governance structures and decision-making processes support transparency, effectiveness, and accountability.



Definitions

Gender equity and health justice are the foundations of our work to prevent violence, advance wellbeing, and create healthier, more equitable communities.

Health justice

is the principle that everyone should have the opportunity to be healthy, safe, and able to thrive. It means living with dignity, with access to affirming, accessible services that respond to individual needs. It involves actively addressing the barriers and inequalities that shape health and wellbeing, and listening to, and working with, the people most impacted.

Gender equity

means ensuring fair opportunities, resources, and conditions for people of all genders by addressing systemic barriers and inequalities that limit access, safety, and participation. It recognises that women and gender diverse people are most affected by these inequities and calls for action to address them.

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