



**YWCA HUNTER  
STRATEGIC PLAN  
2026**



**YWCA**  
HUNTER REGION INC



# ACKNOWLEDGEMENT OF COUNTRY

YWCA Hunter acknowledges the original custodians of the land we operate on, the Awabakal and Worimi peoples, and pay our respects to Elders past, present and emerging for they hold the memories, the traditions, the culture and hopes of the First Nations peoples of Australia.

# ABOUT YWCA HUNTER

**Our mission is to support, empower and connect women and families for a stronger community.**

Strengthened by Christian heritage and enriched by worldwide membership, YWCA Hunter is part of a global membership-based movement of women and girls that promotes women's leadership and gender equality.



The World YWCA is one of the world's largest and oldest women's organisations with a global reach of 25 million women and girls in over 125 countries. It advocates for peace, justice, human rights and care of the environment, and has been at the forefront of raising the status of women for over 150 years. The World YWCA develops women's leadership to find local solutions to the global inequalities they face.

Within Newcastle and the wider Hunter region, YWCA Hunter has been supporting and working with women and families for over 100 years. Commencing operations in 1921, the YWCA offered club rooms, a cafeteria, classes and a variety of activities open to all people. In moving with recognised community needs, YWCA Hunter currently provides services that address needs in the community including programs for children, young people and women more mature in years.

As the community grows and changes, YWCA Hunter looks toward continuing to nurture emerging needs in partnership with other aligned organisations to support, empower and connect women and families for a stronger community.



# OUR VALUES



## RESPECT

We demonstrate respect in all interactions and behaviours. This includes the acknowledgment of the traditional owners of the land and our commitment to Indigenous recognition and reconciliation.



## INTEGRITY

We are honest, open and transparent in our communications and behaviour.



## EMPOWERMENT

We envisage a world where women have the power to act on their own authority in a self-determined manner; to exercise their rights and to be full and equal members of society.



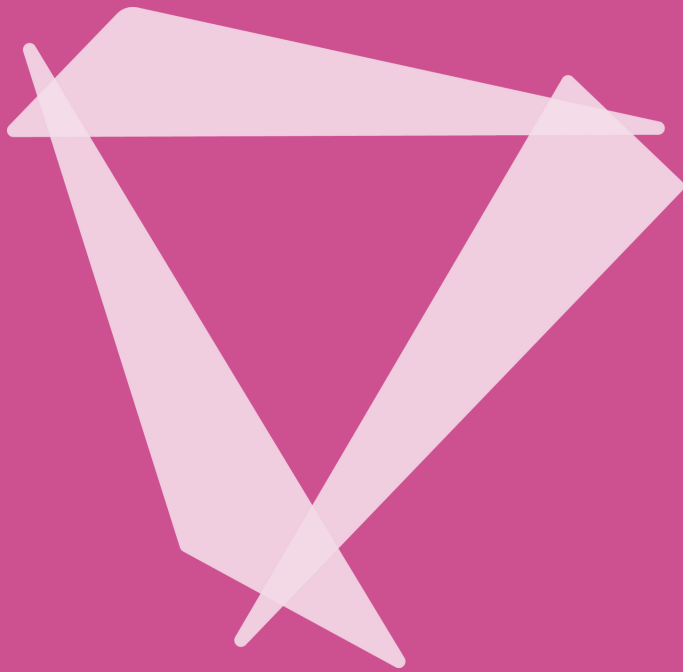
## CONNECTION

We aim to contribute to the building of a strong community that is inclusive, accepting and appreciative of diversity.



## EQUITY

We endeavour to ensure that personal or social circumstances such as gender, sexual identity, ethnic origin, family background or disability are not obstacles to participating in our programs and services, and that all are given the assistance they require to find enjoyment and success in their participation and interaction with YWCA Hunter.



# OUR FUTURE

Within the context of a global pandemic, increasing costs of living and a national affordable housing crisis, our strategic focus is on consolidating and building on YWCA Hunter programs and services to maximise impact against our vision of supporting, empowering and connecting women and families for a stronger community.

We will achieve this through three strategic objectives:

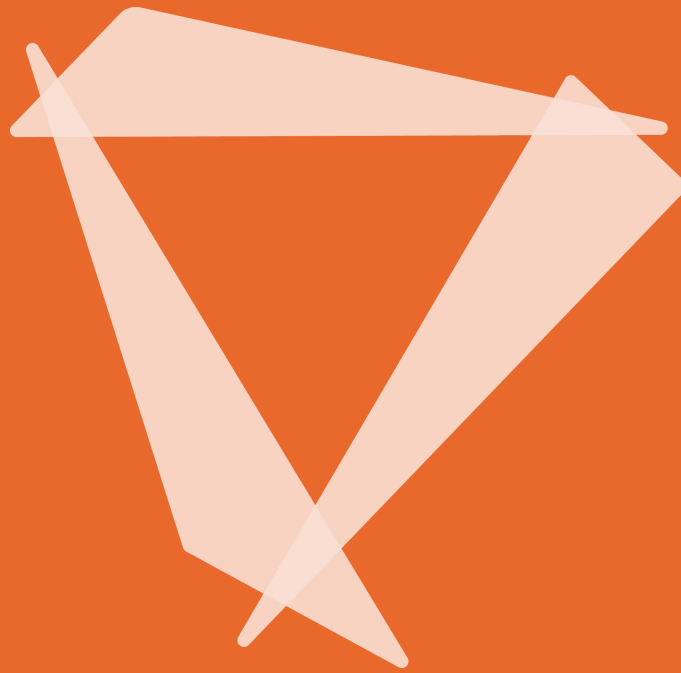
- 1. Continuing to support recognised community needs through strong financial management and governance**
- 2. Delivering accessible programs and services that empower women, marginalised gender groups and families in the Hunter region**
- 3. Establishing a profile within the corporate sector, not-for-profit organisations and governments to connect and advocate on issues affecting women and marginalised gender groups in the Hunter region**

**SUPPORT.**

**EMPOWER.**

**CONNECT.**







# OUR FOCUS

**1. YWCA Hunter continues to support recognised community needs through strong financial management and governance**

**How will we achieve this?**

- 1.a. Define target groups that maximise impact against purpose
- 1.b. Establish capital expenditure availability and investment strategy
- 1.c. Review the Constitution against strategic direction
- 1.d. Seek deductible gift recipient (DGR) status

**How will we know when we've got there?**

- Target groups identified by December 2022
- Investment strategy developed by June 2023
- Strategic investment made by June 2024
- Constitution review completed by June 2023
- DGR status achieved December 2025

**2. YWCA Hunter's programs and services are accessible and empower women, marginalised gender groups and families in the Hunter region**

**How will we achieve this?**

- 2.a. Evaluate programs and services against adopted target groups and investment strategy
- 2.b. Revise and implement programs and services consistent with program review outcomes
- 2.c. Implement a program to foster an engaged and motivated workforce

**How will we know when we've got there?**

- Annual program evaluation in place by October 2023
- 25% participation increase in existing programs
- Repeat demand on new programs
- Annual performance and developmental plans in place by June 2023

**3. YWCA Hunter has an established profile within the corporate sector, NFPs and governments as an advocate on issues affecting women and marginalised gender groups in the Hunter region**

**How will we achieve this?**

- 3.a. Implement a brand awareness campaign (including social media, networking, submissions)
- 3.b. Undertake advocacy work as arises to support purpose
- 3.c. Establish an integrated reporting framework that documents impact against purpose

**How will we know when we've got there?**

- 10% annual increase in program participation
- 10% annual increase in social media engagement
- Attendance at targeted forums (one per quarter)
- Submissions to government inquiries or distribution of findings
- Quarterly Board reporting on strategic measures in place by June 2023
- Publication of annual report that showcases impact against purpose by June 2023





**YWCA** | HUNTER  
REGION INC

Co-created with:



*Shiplee  
Studios*  
GRAPHIC DESIGN & ILLUSTRATION





**SUPPORT.**

**EMPOWER.**

**CONNECT.**

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