

# STRATEGIC PLAN 2020-2025

The vision and purpose for the Women's Housing Company are at the centre of our Strategic Plan. They are the two pillars around which this, and future plans, are developed and set our long term direction.



## Vision

Empowering women to improve their lives through the provision of housing that is affordable



## Purpose

Providing quality, safe, and stable housing and homelessness services for women

## About Us

The Women's Housing Company is a registered Tier 1 not-for-profit community housing provider under the National Regulatory System for Community Housing. We focus on providing safe, secure and affordable housing and homelessness services to single women and women with children. With over 35 years of history and experience, the Women's Housing Company has grown and expanded our services to provide crisis, transitional, social and affordable housing.

## Strategic Objectives

The objectives are the five key areas we will prioritise over the next five years to progress our vision and achieve our purpose. The strategies are high level activities that will be critical for achieving our objectives. More detailed actions under each strategy will be provided in our yearly business plans.



### Quality services

Providing safe and stable housing and homelessness services for women



### Enhanced wellbeing

Linking clients to the support they need to improve their lives



### Purposeful growth

Increasing the supply of housing and homelessness services for women



### Impactful advocacy

Leading voice in advocating for women's housing and homelessness services



### Sustainable business

Continuing financial and operational sustainability

## Our Values

**Collaboration | Integrity | Courage | Respect | Focus**