

STRATEGIC PLAN 2026–2030

Our vision:

Every woman and her family have a safe place to call home.

Purpose

Provide safe social and affordable housing and homelessness solutions for women and their families as a foundation for safety, connection, and opportunity.

Our values:



Respect

We value everyone's diversity and unique story and treat all with dignity.



Courage

We stand up for what's right and speak out for and with women.



Integrity

We are honest, fair, ethical and transparent.



Support

We listen, encourage, and help others succeed.



Collaboration

We work together with tenants, clients, and partners.



Acknowledgement of Country

We acknowledge the Traditional Custodians of the lands where we live and work.

We pay our respects to Elders past, present, and emerging, and honour the strength and resilience of Aboriginal and Torres Strait Islander women in our communities.

Our Strategic Objectives for 2026–2030



1. Quality Homes and Services

We deliver safe, secure, and high-quality housing that provides the foundation for women to rebuild their lives and thrive.

Our priorities:

- Achieve best practice housing access and tenancy management services
- Strengthen our specialist housing and homelessness services for women
- Establish a contemporary core and cluster crisis accommodation model
- Improve the quality, accessibility, and sustainability of the homes we manage
- Partner with services that support safety, wellbeing, and long-term housing stability

2. Grow with purpose and impact

We will expand our housing portfolio and services to meet the growing demand for safe and affordable housing for women across NSW.

Our priorities:

- Increase the number of homes we manage to meet the housing needs of single women and women with children
- Develop specialist housing options and support programs, including supported housing for women with specific needs
- Work with strategic partners, including government, corporate and not for profit organisations to boost housing outcomes for women
- Focus on areas where the need is greatest, and ensure our growth is sustainable and well-managed



3. Strong workforce and future-proofed organisation

We will build a strong, resilient, and future-ready workforce and organisation that sustains our mission and impact.

Our priorities:

- Invest in technology, systems, and innovation to drive efficiency and provide a foundation for growth
- Diversify income through philanthropy, fundraising, and social impact investment
- Foster a values-driven culture that prioritises wellbeing, safety, and inclusion
- Support and develop our people to lead with purpose and deliver lasting change
- Strengthen governance, leadership, and financial sustainability



4. Amplify women's voices and influence

We champion the rights, lived experience and leadership of women to drive equality and social change.

Our priorities:

- Expand empowerment initiatives to build confidence, connection, and leadership
- Advance reconciliation, diversity, and disability inclusion across all programs and services
- Advocate for stronger investment in women's housing and gender-responsive policy
- Embed impact measurement and storytelling to demonstrate outcomes and influence systems change



Message from the Chair and CEO

The Women's Housing Company is proud to build on a strong legacy as we enter a new chapter with bold ambition and clear purpose. For more than 43 years, we have provided safe, secure housing for women facing homelessness, an achievement that reflects the dedication of our staff, partners, and supporters.

Our 2026–2030 Strategic Plan builds on this foundation with a transformative agenda leveraging technology, strategic partnerships and innovation.

We will grow social housing to meet the increasing need for safe and affordable housing for women. We will also strengthen our commitment to providing affordable housing for low-income essential workers unable to afford to live close to jobs.

To prepare for this growth, we will enhance efficiency, technology, governance, and leadership.

We will continue to invest in our people and culture, ensuring staff wellbeing through change management and capability building.

We will diversify income through advocacy, fundraising, and business development, while continuing programs that empower women through education, employment, and community connection. For us, housing is more than shelter, it is a foundation for thriving.

This plan is a call to action to work with us and partner with us. Every woman deserves a safe home, and we are determined to make that a reality across New South Wales. Together with staff, partners, and supporters, we will continue to create safety, connection, and opportunity.

Carmen Osborne
Board Chair

Nada Nasser
Chief Executive Officer

Our point of difference

The Women's Housing Company is a not-for-profit organisation with over 43 years' experience providing safe, affordable homes and support for women and children across New South Wales. We manage more than 1,210 properties and help over 2000 women each year through our housing and homelessness services.

Together with our tenants and clients, our partners and supporters, we're building safe homes and stronger communities for women across NSW.

If you want to partner with us, have questions, ideas, or want to get involved, please contact us at www.womenshousingcompany.org

Our unique approach is:

- **Women-centred:** Our services are designed for women, by women. We understand the unique challenges women face - whether they are an older woman, a single mum, escaping violence, or working in essential jobs.
- **More than housing:** We believe housing is the foundation for recovery, connection and opportunity, enabling women to build the life they want.
- **Safe and welcoming:** Our homes and services are trauma-informed, culturally respectful, and inclusive.
- **Here in a crisis:** We provide crisis accommodation and outreach for women who are homeless or at risk, and work with other organisations to get them the help they need.

