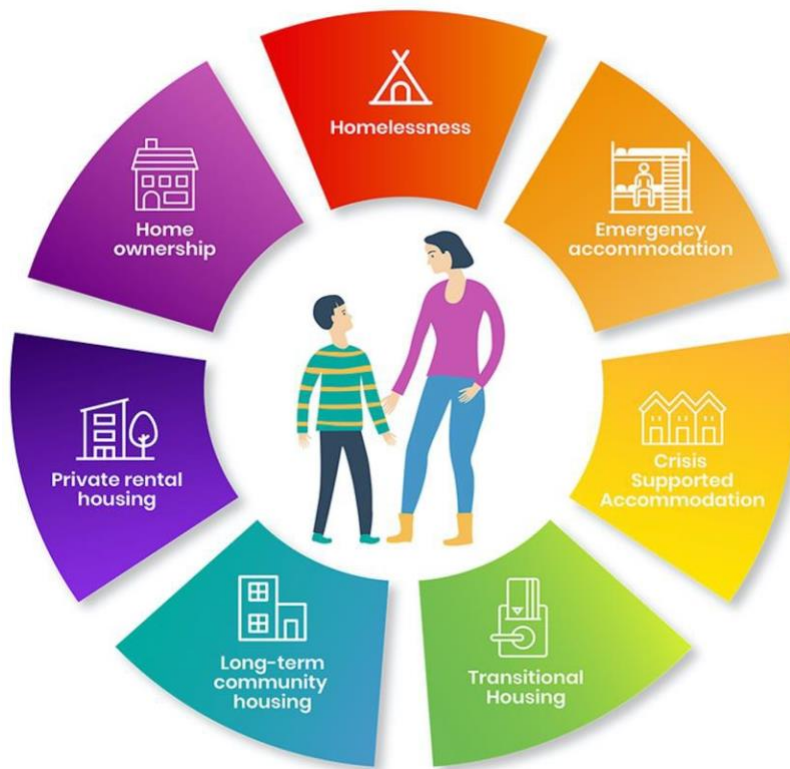




# STRATEGIC PLAN

## 2025-2026





## Acknowledgment of Country

We acknowledge the Traditional Custodians of the lands and waterways.

We pay our respects to Elders past and present and recognise the deep relationship and care that the traditional custodians have with this land. We recognise the ongoing survival and cultural wisdom of all Aboriginal and Torres Strait Islander peoples, and other First Nations peoples around the world.

We acknowledge that the over representation of Aboriginal and Torres Strait Islander people in the homelessness system is a direct result of colonisation, and sovereignty was never ceded.

Always was, always will be, Aboriginal Land.

© Women's Housing Alliance

**VERSION 2.0 – Approved January 2025**



### About the Women's Housing Alliance

The Victorian Women's Housing Alliance (WHA) formed in 2019 to address the systemic barriers and housing crisis being faced by women and children fleeing family violence.

The WHA's members are leading organisations across the family violence, homelessness, and housing sectors with expertise in delivering safe, sustainable housing (both transitional and social), and providing family violence support, homelessness support, and a range of allied services. The WHA is committed to driving systemic change to deliver effective solutions to homelessness for women (trans gender and cis gender), non-binary people and their families.

Our members include:

- Caroline Chisholm Society
- Council to Homeless Persons
- Council of Single Mothers and their Children
- Elizabeth Morgan House
- Flat Out
- Good Samaritan Inn
- Juno
- McAuley Services for Women
- Refuge Victoria,
- Safe Steps
- Smart Justice for Women
- Law and Advocacy Centre for Women
- WEstjustice
- WIRE
- Women's Housing Ltd.
- Women's Property Initiatives
- YWCA



## Purpose

To harness our collective voice and expertise to drive systemic change and advocate for a gendered lens to ending homelessness and housing insecurity for all women, trans and gender diverse people and their families.

## Vision

All women, trans and gender diverse people and their families have safe, secure and affordable housing.

## Shared values

### **Inclusive Feminism**

Inclusive feminism takes into account the many different ways women and non-binary people are marginalised, including race, gender, sexuality, and more. It understands identity as more than just biology, and embraces the complexities and non-binary nature of gender.

### **First Nations self-determination**

Self-determination is an ongoing process that allows First Nations Peoples to meet their social, cultural, and economic needs. It includes: the right to choose how their lives are governed and developed; the right to participate in decisions that affect their lives; the right to formal recognition of their group identities; and the right to control their lives and future.

### **Evidence based advocacy**

Our programs and advocacy are evidenced based and can demonstrate impact. This includes lived experience and expertise in the development and implementation of programs and policy.

### **Collective**

We work collectively and toward a collective impact model that recognises the strengths each alliance member brings to the table.



## Strategic Goals 2025-2027

<b>Goal 1. Be an effective voice for the application of a gendered lens on housing and homelessness policy</b>		
<b>Actions</b>	<b>When</b>	<b>Outcome</b>
1.1 Develop a gendered housing and homelessness policy statement	Mar 2025	An increased awareness and a growing coalition of supporters to advocate for housing and homelessness reform.
1.2 Develop a communication plan and stakeholder management plan including key days/events for advocacy	April 2025	
1.3 Deliver symposium/forum	Nov 2025	
1.4 Actively seek opportunities to participate in panels and roundtables for expert opinion and supporting policy design.	Ongoing	

<b>Goal 2. Build and implement better housing and homelessness programs for women (trans and cis) and non-binary people who are homeless or at risk of homelessness</b>		
<b>Actions</b>		<b>Outcome</b>
2.1 Advocate for improvements in existing service delivery for women, trans and gender diverse people and their families	Ongoing	Women, non-binary people and their children have
2.2 Finalise a program model for the <i>Homes for 100 Women</i> Project	Jul 2025	access to safer, supported
2.3 Develop a Funding Strategy to secure ongoing funding for the <i>Homes for 100 Women</i> Project	Sep 2025	housing and homelessness services



**Goal 3. Provide evidence-informed advocacy and policy solutions to gendered homelessness and housing insecurity, including the voices of lived experience**

<b>Actions</b>	<b>When</b>	<b>Outcome</b>
3.1 Develop outcomes measure/theory of change to measure WHA impact	May 2025	Our work is evidence-based, impactful and outcomes focused
3.2 Develop an economic analysis to support our business case for the Homes for 100 Women Project	Sep 2025	
3.3 Establish Lived Experience Representation and/or Advisory Group for the Alliance	Nov 2025	

**Goal 4. Initiate and foster effective engagement with both federal and state government.**

<b>Actions</b>	<b>When</b>	<b>Outcome</b>
4.1 Advocacy for the publication and implementation of the National Housing Plan	Mar 2025	Homelessness policy, advocacy and programs are developed with a gendered lens
4.2 Advocate for operational funding in line with expanding capital programs	Mar 2025	
4.3 Develop working relationship departments and ministers	Ongoing	
4.4 Hold Ministerial Roundtable on gendered housing	Apr 2025	



## Enablers

### **Enabler 1. Brand awareness**

- 1.1 Promote and communicate the WHA purpose and vision with stakeholders
- 1.2 Support, build and strengthen WHA membership through implementation and ongoing review of terms of reference and membership
- 1.3 Update the website to properly articulate WHA purpose, vision, policy positions and strategic plans

### **Enabler 2. Resourcing**

- 2.1 Secure secretariat support for WHA
- 2.2 Secure in-kind support from Alliance members
- 2.3 Explore in-kind and pro-bono support from corporates and philanthropy

### **Enabler 3. Governance**

- 3.1 Review and maintain Terms of Reference
- 3.2 Develop MOU/ Auspice agreements for funding
- 3.3 Explore incorporation