



Australian
Breastfeeding
Association

Strategic Plan

2020-2023

Photo courtesy Susan D'Arcy

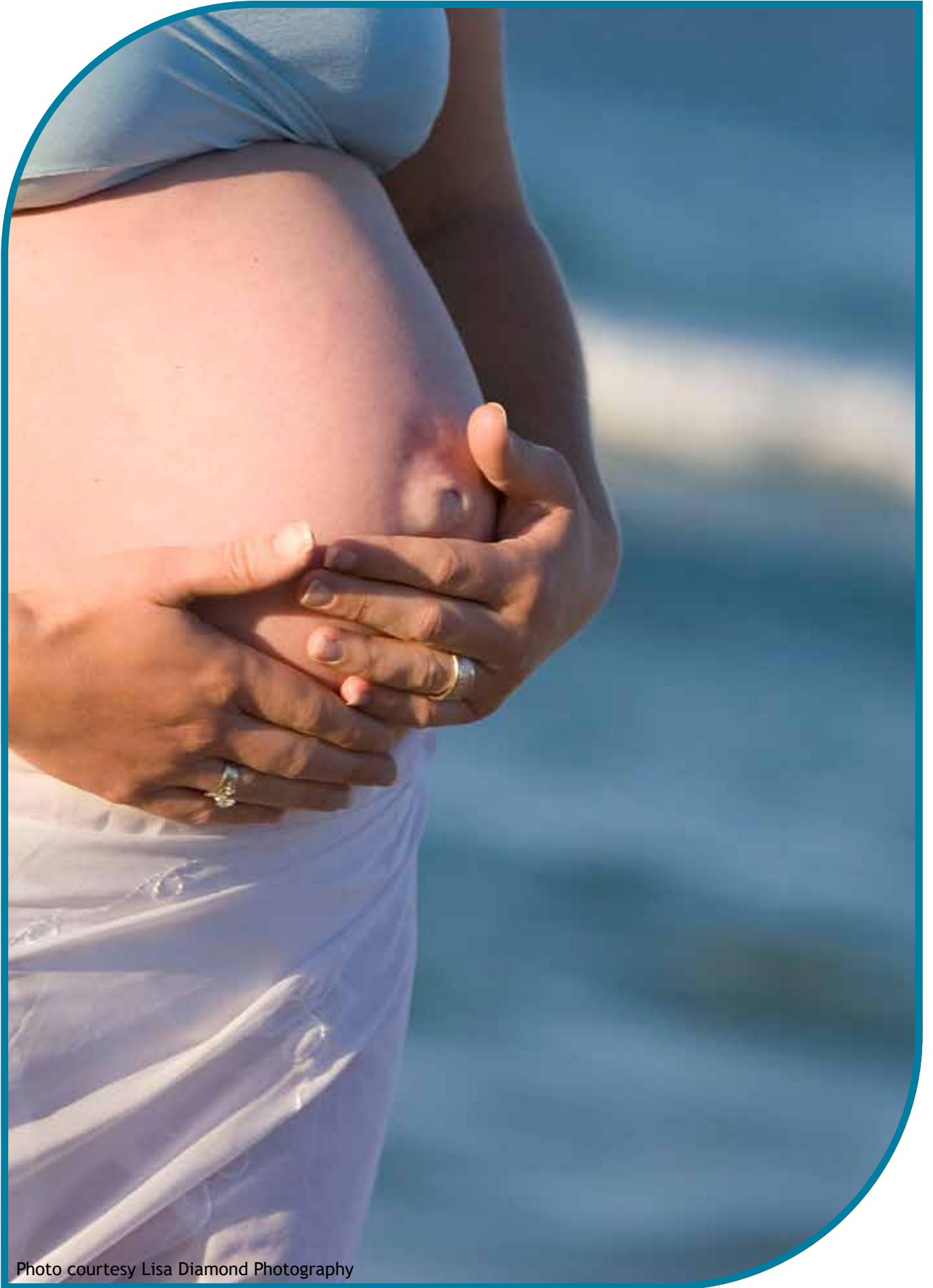


Photo courtesy Lisa Diamond Photography

Overview

From its beginnings in suburban Melbourne in 1964, the Australian Breastfeeding Association has grown into a national organisation dedicated to the support of breastfeeding.

The Association's strong practical support and advocacy for mothers wanting to breastfeed their babies have been credited with increasing breastfeeding rates in Australia since the 1970s. The Association is recognised as the leading authority on breastfeeding in Australia and also enjoys an enviable reputation across the world.

The 2020–2023 Strategic Plan will guide the work of the Association, ensuring we remain focussed on our mission so that breastfeeding is recognised by all Australians as important and culturally normal.

As the Australian Breastfeeding Association moves into the new decade, the key strategies of this plan will enable the organisation to remain relevant to Australian families and the broader community.

Our Vision

Breastfeeding is recognised as important by all Australians and is culturally normal.

Our Mission

As Australia's leading authority on breastfeeding, we support, educate and advocate for a breastfeeding inclusive society.

In all we do, we aspire to be:

- Supportive
- Respectful
- Inclusive
- Skilled
- Ethical.

Our organisation values:

- Mother-to-mother support
- Excellence and innovation in breastfeeding support
- The contribution of our people
- Honesty and respect.

Key stakeholders

We recognise the value of working collaboratively with all stakeholders to fully achieve our objectives. Our stakeholders include:

- Mothers, babies, children and their families and support networks
- Our members, volunteers and employees
- Government at all levels
- Health professionals and related organisations
- Our funding bodies, sponsors and donors
- The Australian community, our partners and supporters.

Strategic Framework

These strategic areas have been identified as key to achieving our mission and working towards our vision.

1. Breastfeeding peer support
2. Health professional education in breastfeeding
3. Advocacy
4. Community education
5. Public awareness and promotion of ABA
6. Organisational viability
7. Training, education and resources
8. Governance and organisational development.



Photo courtesy Jane Bigelow

1: Breastfeeding peer support

Provide mothers with practical mother-to-mother support and evidence-based information, enabling them to make informed decisions on their breastfeeding journey.

Priorities

- Provide a range of services and resources for mother-to-mother and peer support.
- Adapt to changing needs for breastfeeding support.
- Ensure volunteer capacity to deliver peer support.
- Meet mothers wherever they are on their breastfeeding journey.

Outcomes

- Up-to-date products and services that meet varied needs.
- Increased engagement with mothers, families and the services that support them.

2: Health professional education in breastfeeding

Support health professionals in their work with mothers and families by providing evidence-based information and research on breastfeeding.

Priorities

- Provide a range of services and resources for health professionals that support best practice in breastfeeding management.
- Adapt to changing needs when providing breastfeeding information and education for health professionals.

Outcomes

- Up-to-date products and services that meet varied health professional needs.
- Increased engagement with health professionals.



Photo courtesy Melanie Carter

3: Advocacy

Strengthen advocacy by engaging with key decision makers within the community, government and other organisations.

Priorities

- Increase awareness of the importance of breastfeeding and breastfeeding support among key policy and decision makers.
- Develop strategic alliances with relevant and influential organisations.
- Contribute to products and services supporting breastfeeding friendly communities.

Outcomes

- Increased advocacy and engagement with external organisations, key policy and decision makers and stakeholders.
- Increased involvement in initiatives that protect and promote breastfeeding.
- Increased range and promotion of products and services to support those initiating and implementing breastfeeding friendly initiatives.

4: Community Education

Educate the Australian community to normalise breastfeeding and understand its importance.

Priorities

- Harness the skills and local knowledge of our volunteers to provide a range of services and resources for community education.
- Adapt to changing needs for community-based breastfeeding information.
- Work with communities in higher need of breastfeeding support.

Outcomes

- Up-to-date products and services that meet community needs.
- Increased community education activities, and engagement with communities and those who support mothers and families.



Photo courtesy Susan D'Arcy



Photo courtesy Rebecca McPherson

5: Public awareness and promotion of ABA

Ensure the Australian Breastfeeding Association is known as an authoritative, well-regarded organisation that proactively responds to the ongoing need for protection, support and promotion of breastfeeding.

Priorities

- Strengthen the approach to public relations and media by building a proactive network of staff and volunteers.
- Promote the Australian Breastfeeding Association as a relevant organisation which represents the interests of breastfeeding women and families.
- Highlight and show the value of the Association's points of difference including practical mother-to-mother support and up-to-date, evidence-based breastfeeding information.
- Confirm the Australian Breastfeeding Association as Australia's peak body on breastfeeding.

Outcomes

- Increased engagement of volunteers in promoting the Association.
- Increased engagement of breastfeeding mothers with the Australian Breastfeeding Association.
- Increased positive perception of the Australian Breastfeeding Association amongst Australian families, health professionals and the wider community.
- Increased engagement with the media resulting in accurate and positive information about breastfeeding and the Australian Breastfeeding Association.



Photo courtesy Latasha Cossey

6: Organisational viability

Provide for financial security and sustainability by diversifying income streams, protecting and increasing the real value of our financial assets, investing well and using our financial and people resources effectively.

Priorities:

- Develop and implement an effective 3-year financial planning strategy.
- Expand and diversify income streams.
- Ensure volunteer engagement and retention.
- Continuous improvement of technology platforms to meet organisational needs.

Outcomes

- Increased capacity to finance key programs and activities and meet challenges of changing organisational needs.
- Increased length of active volunteer involvement.
- Technological resources reviewed, updated, replaced or developed.



Photo courtesy Vicky Leon

7: Training, education and resources

Provide high quality and accessible training, education and resources to our volunteers, health professionals and the wider community to ensure skilled, knowledgeable and practical breastfeeding support for mothers.

Priorities

- Ensure high quality training and ongoing education of Australian Breastfeeding Association volunteer breastfeeding counsellors and community educators.
- Develop and maintain a team of qualified and active facilitators, trainers and assessors to meet the needs of our educational programs.
- Strengthen the Australian Breastfeeding Association as the leading educator on breastfeeding.
- Confirm the Australian Breastfeeding Association as the peak body for Australian breastfeeding information.

Outcomes

- Sufficient trained personnel, including volunteers, to meet and maintain program delivery targets.
- Increased health professional uptake of Australian Breastfeeding Association educational programs.
- Increased use of the Australian Breastfeeding Association's breastfeeding information resources and services.

8: Governance and organisational development

Develop a well governed, effectively managed, representative and accountable organisation that values and recognises the contributions of its people.

Priorities

- Embed the Australian Breastfeeding Association's strategic priorities in all activities.
- Ensure the organisational structure meets the needs of the Association through annual reviews.
- Develop and enhance management processes and systems to ensure accountability, fiscal viability and risk are monitored and effectively managed and mitigated.
- Ensure transparent, fair and efficient people management processes are in place.
- Ensure effective communication and respectful relationships at all levels of the Australian Breastfeeding Association.

Outcomes

- Increased awareness of and referral to the strategic framework and related priorities in planning at all levels.
- Reduced time needed to monitor and control administrative and management systems.
- Increased satisfaction levels of volunteers and paid staff.

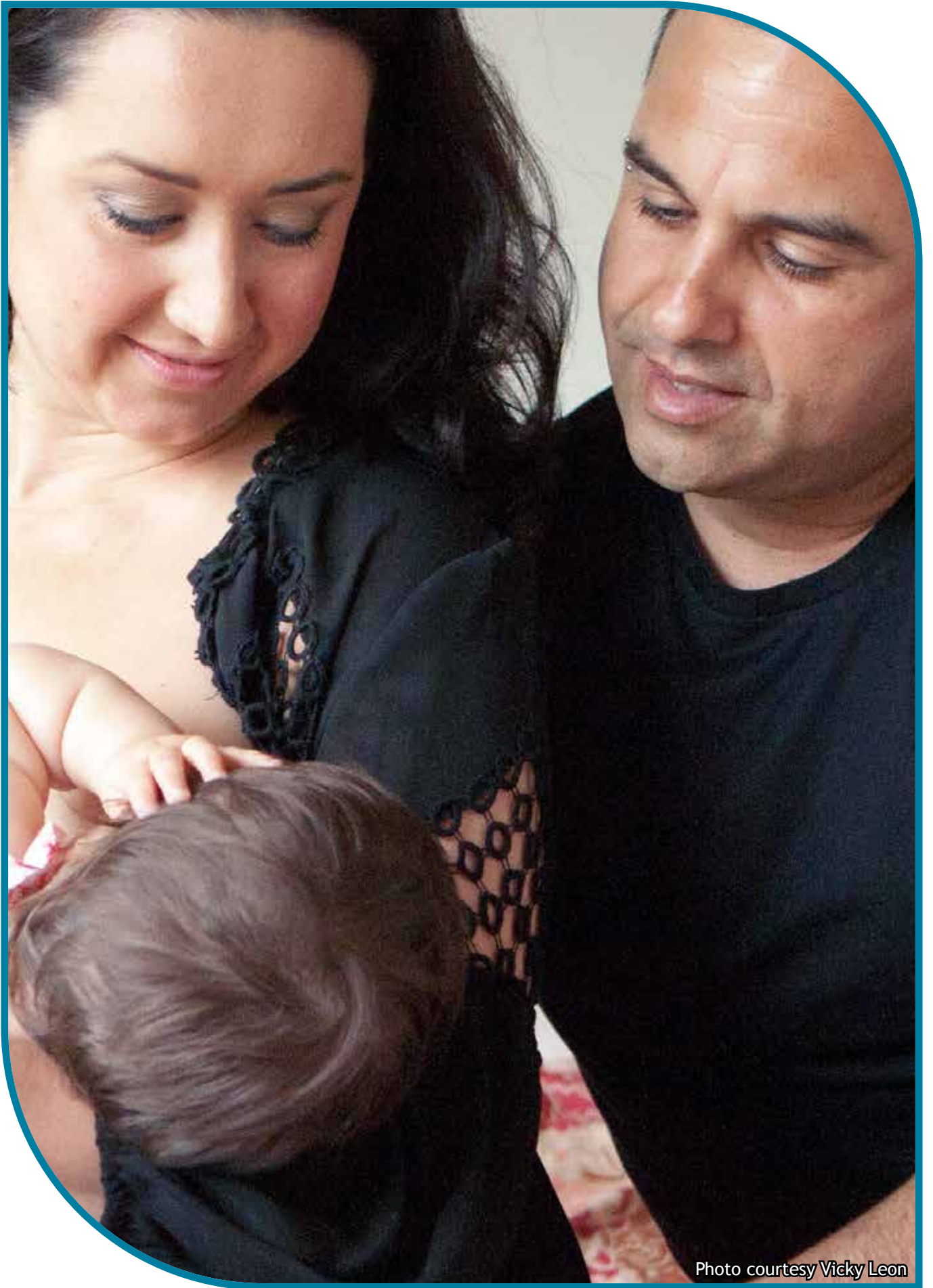


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