

Australian Breastfeeding Association Strategic Plan 2020-2023

The World Health Organization recommends exclusive breastfeeding for babies to 6 months of age yet in Australia only 15% of babies are exclusively breastfed for this period of time.*

The 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 Stakeholders

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

Our 8 Strategic Areas

Breastfeeding peer support

Provide mothers with practical motherto-mother support and evidencebased information, enabling them to make informed decisions on their breastfeeding journey. Health professional education in breastfeeding

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

Advocacy

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

Community education

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

Public awareness and promotion of ABA

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

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

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.

Governance and organisational development

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

Next steps

July 2020 2021 2022 2023

- Officially launch strategy at National Online Conference 8 August 2020
- Create operational plans by end of September 2020.