

# Strategic Plan 2013-2016



**Australian  
Breastfeeding  
Association**



## 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 mothers and babies.

The Association's strong practical support and advocacy for mothers wanting to breastfeed their babies has 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 2013–2016 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 approaches the next 50 years, the key strategies of this plan will enable the organisation to remain relevant to the mothers who need information, help and support as they breastfeed their babies.

## 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

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 and their families

- Our members

- Our volunteers and employees

- Government at all levels

- Health professionals

- Our funding bodies

- Our sponsors

- The Australian community

- Our corporate partners

## Key result areas

Key result areas (KRA) have been identified to help achieve our mission.

Breastfeeding support

Organisational viability

Training, education and resources

Advocacy

Public awareness and profile

Governance and organisational development

## KRA1: Breastfeeding support

Provide mothers with practical mother-to-mother support and information, enabling them to establish and continue breastfeeding.

### Strategic priorities

- Provide a range of services and resources for mother-to-mother and peer support
- Adopt technological solutions for breastfeeding support
- Meet mothers wherever they are on their breastfeeding journey

### Outcomes

- Products and services that meet customer needs
- Increased engagement with mothers, families and the services that support them

## KRA2: Organisational viability

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

### Strategic priorities:

- Develop and implement an effective 4-year financial planning strategy
- Ensure a balanced diversity of income streams
- Provide effective and efficient programs
- Develop and maintain an effective technology platform to support operations and service delivery

### Outcomes

- Achieve financial security
- Reduced financial risk
- Resources are matched to service needs



## KRA3: 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.

### Strategic priorities

- Grow and maintain a team of qualified and active trainers and assessors
- Maintain the Australian Breastfeeding Association as the leading provider of nationally recognised courses in breastfeeding education
- Strengthen the Australian Breastfeeding Association as the leading provider of breastfeeding education for Health Professionals
- Confirm the Australian Breastfeeding Association as the peak body for Australian breastfeeding information

### Outcomes

- Sufficient human resources to meet and maintain service delivery targets
- The Australian Breastfeeding Association is the leading provider of breastfeeding education for Health Professionals
- The Australian Breastfeeding Association is the place to go for breastfeeding information

## KRA4: Advocacy

Strengthen the advocacy work of the Australian Breastfeeding Association in order to improve breastfeeding outcomes, and through participation in breastfeeding research and policy development, educate the broader community that breastfeeding is normal.

### Strategic priorities

- Raise awareness of the importance of breastfeeding
- Develop strategic alliances with relevant and influential advocacy organisations
- Contribute to the evidence base for breastfeeding information and mother-to-mother support
- Confirm the Australian Breastfeeding Association as Australia's breastfeeding authority

### Outcomes

- Increased numbers of breastfeeding mothers post 3 months from birth
- Increased advocacy work with external organisations
- Influence policy and cultural change

## KRA5: Public awareness and profile

Maintain the Australian Breastfeeding Association as an authoritative, high profile organisation that is responsive to changing needs to protect, support and promote breastfeeding.

### Strategic priorities

- Develop a proactive approach to public relations and media
- Promote the Australian Breastfeeding Association as a relevant organisation which represents the interests of breastfeeding women and families
- Ensure public relations strategy highlights the Association's point of difference — practical mother-to-mother support and up-to-date, evidence-based breastfeeding information

### Outcomes

- Increased relevance of the Australian Breastfeeding Association to the community
- Increased engagement of breastfeeding mothers with the Australian Breastfeeding Association
- Increased positive perception of the Australian Breastfeeding Association amongst Australian consumers and health professionals

## KRA6: Governance and organisational development

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

### Strategic priorities

- Reflect the Australian Breastfeeding Association’s strategic priorities in all activities
- Improve management processes and systems to ensure that accountability, fiscal viability and risk are monitored and effectively controlled
- Ensure clear, fair and efficient processes are in place for people management
- Ensure a cooperative, professional and integrated relationship with Mothers Direct

### Outcomes

- A professional and strategically focussed governance board
- Clear and consistent strategic priorities developed at board level and reflected throughout the organisation
- An effective, transparent and efficiently run organisation
- Sustainable management of human resources