

# SHINE SA Strategic Framework 2015-20

Our Vision	Our Purpose	Our Values
Sexual & relationship wellbeing for all	To lead a comprehensive approach to sexual, reproductive and relationship health and wellbeing by providing quality education, clinical, counselling and information services to the community.	Respect Excellence Innovation Integrity Social Justice

## STRATEGIC PILLARS

SEXUAL HEALTH	EDUCATION	SUSTAINABILITY	QUALITY																
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Human Resources / Assets & Systems Objective																			
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Quality Objective																			
Corporate Governance Objective																			
Population Health Services Plan	Annual Business Plan	Quality Plan	Marketing/ Communications Plan																

## OUR STRATEGIC ENABLERS

PARTNERSHIP	AWARENESS	RESOURCES
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# Annual Operational Plan

## SHINE SA Strategic Plan 2015-20

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Our Strategic Challenges		
Financial sustainability	Reduced State responsibility for primary care	Increasing competition for tenders

Our Strategic Goals and Objectives			
Sexual Health	Education	Sustainability	Quality
<p>By 2020: The sexual health of the community is improved and inequities reduced with a particular focus on our vulnerable populations</p> <ul style="list-style-type: none"> <li>We are providing comprehensive sexual health services</li> <li>Our services remain accessible to disadvantaged populations</li> <li>We have extended our reach to rural communities</li> <li>We have extended services to the community through grant funding</li> </ul>	<p>By 2020: SHINE SA is the leader in sexual health education in primary and secondary schools and in the education of its own workforce, medical, nursing and community sector workers and allied health staff in sexual health and wellbeing</p> <ul style="list-style-type: none"> <li>We have an educational profile that meets the needs of professionals and the community</li> <li>We contribute to sexual health knowledge nationally</li> <li>We provide cultural safety and inclusive workforce development</li> <li>We have the foundations of a learning organisation</li> </ul>	<p>By 2020: SHINE SA is an employer of choice with the resources, infrastructure and facilities along with a sufficiently skilled clinical and non-clinical staff/workforce to implement its strategic plan</p> <ul style="list-style-type: none"> <li>We are able to optimise revenue sources to secure sexual health services</li> <li>Our workforce is competent and can deliver a broad range of sexual health services</li> <li>We have a culture that underpins our reputation as a quality organisation</li> <li>Our HR Systems provide functional and development support to service areas</li> </ul>	<p>By 2020: Customer focused systems drive improved clinical and non-clinical services, which are efficient and effective</p> <ul style="list-style-type: none"> <li>We have sound clinical governance systems in place</li> <li>We embrace consumer participation culture</li> <li>We are a quality driven organisation</li> <li>We have a robust corporate governance system in place</li> </ul>

Our Strategic Enablers		
Partnerships	Awareness	Resources
<p>By 2020: SHINE SA communities and our partners are involved in the planning, design and evaluation of programs and activities</p> <ul style="list-style-type: none"> <li>A comprehensive STI &amp; BBV service is enabled through partnerships</li> <li>We develop a comprehensive sexual health service through partnerships</li> <li>Our research strategy is enabled through partnerships with Universities</li> <li>National partnerships and research enhances service planning and design</li> </ul>	<p>By 2020: SHINE SA is active in the development of sexual health policy at a state and national level. SHINE SA promotes sexual health and relationship wellbeing</p> <ul style="list-style-type: none"> <li>We pursue positions at a state and national level to influence policy</li> <li>Our strategic marketing framework enables the execution of future strategies</li> </ul>	<p>By 2020: SHINE SA's consumer and client focused resources support the clinical and non-clinical workforce to deliver effective services and information</p> <ul style="list-style-type: none"> <li>A Workforce Strategy to 2020 informs future education services</li> <li>An independent ICT Wide Area Network enables technology to support our state role by increasing reach and access to clients</li> <li>A Dashboard platform enables systems to support monitoring and reporting</li> <li>A physical master plan enables the delivery of our service profile</li> </ul>

### Our Strategic Opportunities

SEXUAL HEALTH	EDUCATION	AWARENESS	SUSTAINABILITY
HIV Medicine	Telemedicine	Branding	Private revenue sources