

# CANBERRA MOTHERCRAFT SOCIETY

## 2021-2026 Strategic Plan

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### OUR VISION

Healthy families through:  
Thriving Mothers, Thriving Babies.  
Ija Mulanggari, Goodtha Mulanggari (Ngunnawal language).

### OUR MISSION

To support and influence the delivery of comprehensive policies and services for the well-being of women and families in the pre-natal and early years.

### OUR VALUES

We value:

- the use of reliable evidence as the foundation for policy development and service delivery;
- primary health care focused on achieving physical, emotional and psychological well-being and strengthening family resilience;
- close links to the community;
- respect for individuals and cultural differences; and
- strong leadership as a good community organisation.

### OUR STAKEHOLDERS

We will achieve our objectives through working with our stakeholders:

- ACT community
- Child and family health providers, researchers and professionals
- Mothers
- Families with young children
- Members

**OUR  
OBJECTIVES**

1. To support the wellbeing of women and families with young children through:
- encouraging the development of coordinated primary health care policies;
  - promoting evidence-based models of care, community development and primary health care programs;
  - promoting woman-centred care in maternity services;
  - supporting continuing education in the fields of midwifery and child and family health;
  - supporting research in primary health care for women and families;
  - identifying emerging health needs of families through advisory committees; and
  - working in collaboration with communities and partners in the field.

2. To demonstrate best practice as a community organisation in all of our activities, through:
- focus on organisational purpose, direction and achievement of strategic ends;
  - striving for contemporary best practice governance; and
  - providing sound leadership through a skilled board.

3. To strengthen community awareness and support for CMS and our role in the community.

4. To ensure financial sustainability in the short and long term to enable achievement of our strategic objectives.

**KEY  
OUTCOMES**

- Partnerships
- Sponsorships
- Fellowships
- Scholarships