

AUTONOMY FOR EVERY BODY



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We acknowledge the Traditional Owners and Custodians of the land on which we live and work. We pay our respects to Aboriginal and Torres Strait Islander Elders past, present and emerging. We also acknowledge the enduring connection to their Traditional estates across Australia and to the ongoing passion, responsibility and commitment for their lands, waters, seas, flora and fauna as Traditional Owners and Custodians.

PLANNING FOR ANOTHER 20 YEARS OF ADVOCACY IN ACTION

Pro-choice



**Your body.
Your choice.**

Foreword from our Consumer Advisor



Abortion is finally recognised as essential healthcare. What is now written in policy and legislation will take a while to reach people in communities. We know that abortion access is still vastly different whether someone lives in metro, regional or rural areas, if they have a clinic or hospital that provides surgical or medical abortion, and whether they can trust their GP to treat them with respect and support. Provision of sexual and reproductive healthcare by the public system is still unsatisfactory.

This historic stigma runs deep. People experiencing an unplanned pregnancy are stranded in an outdated health system that doesn't budget for humanity. They are abandoned by the state.

MSI have picked up this slack, providing equitable access to care when it's needed.

As a citizen of this country, I want all pregnant people to feel safe, secure and confident to be able to choose to access abortion care, just like any other healthcare procedure. Let's build a health system where every person can be in control of their own bodies and lives.

Nishadee Liyanage
Consumer Advisor

An introduction from our Managing Director



Twenty years ago, MSI Reproductive Choices was invited to take over an abortion clinic in Perth that was about to close. For two decades since, fiercely pro-choice people have come together to do what is needed to provide access and choice to women and pregnant people across the country. The organisation has advocated through action, delivering services even when that path was paved with deep prejudice.

Marking our 20th year in Australia, it is timely we reflect on our legacy and namesake and turn our attention to the next 20 years.

What we know is that we cannot continue as we have. We don't want to strive to only be sustainable, we want to thrive. We want to cut our ties with a legacy of eugenics, racism, and paternalism for which family planning is known. We want to achieve health equity for all. We want to do all this to deliver bodily autonomy and reproductive justice.

Which is why we can no longer subsidise chronic underinvestment in abortion and contraception access. We have supported hundreds of thousands of people access essential healthcare that should be provided by the public system. This has been to the detriment of our viability and mission, and it perpetuates a policy context that harms our clients and communities.

As we refocus on universal access, we're also facing a period of unprecedented change. Health consumers are choosing virtual care for convenience, privacy and safety.

To respond, we need to rationalise our day surgery network and evolve models of care. All this has and will require us to make difficult decisions, to communicate transparently and strengthen community partnerships.

We have an ambitious transformation agenda that requires us to do 5 things at once:

1. improve our current services and cost structures
2. diversify our product and service offering
3. evolve our models of care and improve access through technology
4. advocate for public policy change that supports the mission
5. embed anti-discrimination practice and cultural safety.

I hope you can join me on this journey of transformative change for an organisation that continues to bring together dedicated, passionate, courageous people with one purpose.

A stylized, handwritten signature in dark blue ink, consisting of a large 'J' and 'H' followed by a horizontal line.

Jamal Hakim
Managing Director

Dedicated, independent, pro-choice

We are an independent, non-profit organisation dedicated to ensuring sexual and reproductive health services are equally accessible to all people living in Australia. We are the only national accredited provider of abortion, contraception and vasectomy services, and the country's longest running provider of teleabortion.

Our holistic, client-centred approach empowers individuals to control their reproductive health safely, and with dignity, regardless of their circumstances. Through active partnerships with healthcare providers, researchers and communities, our models of care ensure the total wellbeing of our clients is supported at every stage.





WHAT FIGHT



WE ALL FOR:

Purpose

Your choice, made easier

Mission

Children by choice, not chance

Vision

A world where every birth is wanted

OUR VALUES

**Integrity**

pursuing our purpose without compromise and partnering with like-minded organisations to destigmatise our services, so everyone can have the right to choose.

**Agency**

safeguarding our independence, that of our clients and staff, so we can continue to enable and defend reproductive choice and rights.

**Safety**

prioritising not only the physical wellbeing of our clients, but also creating safe spaces for our colleagues and clients that are free from judgement and discrimination.

**Quality**

maintaining strong clinical and corporate governance structures, as well as robust and integrated processes and systems that empower staff at all levels to continuously deliver good outcomes for our clients.

**Courage**

being able to summon the strength and determination to fight for sexual and reproductive rights, and to look after ourselves and each other, so we can last the distance.

Our behaviour statements

1.

We care for our clients and each other with **compassion**, and as individuals with their own diverse, physical, emotional, social and cultural needs.

2.

We conduct our work in an **honest, just and sincere** manner. We care and deliver through our words and actions.

3.

We respect each other for who we are, and we all create space for **trust, safety and wellbeing**.

Our culture statement

We're an independent, non-profit organisation made up of values-driven experts who are deeply devoted to ensuring all people living in Australia have safe, supportive and accessible sexual and reproductive health services.

Our values are at the core of what we do, and they are what drive us on a daily basis to overcome the challenges that we face in pursuing our purpose. Through active, reciprocal and respectful partnerships with healthcare providers, researchers and communities, our innovative, community-centred and client-centred models of care ensure the wellbeing of our clients is supported at every stage.

As an organisation made up of diverse and passionate people, we work collaboratively and tirelessly to learn, grow, advocate and challenge in pursuit of a shared vision of equal access, sexual and reproductive justice for all people in Australia.



A close-up portrait of a young woman with a warm smile, wearing a light blue hijab with a green headband and a teal patterned top. She is looking slightly off-camera to the right. The background is a soft-focus outdoor scene with trees and a bright light source, creating a bokeh effect. Large, white, hand-drawn style text is overlaid on the bottom half of the image.

IT'S YOUR
MADE



CHOICE
EASIER

OUR HISTORY



Our organisation is situated on lands that were never ceded. While we have been in operation for over 20 years, our presence and the way we established ourselves in Australia in no way silences or erases the reality that our achievements have been built on continuing occupation, dispossession and exclusion.

We acknowledge sexual and reproductive healthcare history in Australia is interwoven with discriminatory practices including genocide, eugenics and reproductive coercion. We resolve to centering Aboriginal and Torres Strait Islander peoples as Traditional Owners and Custodians. We also acknowledge the dispossession and exploitation of South Sea Islander peoples.

We strive to embed cultural safety in the way in which we provide services and care, as well as taking reconciliation action alongside developing products and services into the future.

In honour of this commitment, we resolve to change our name and move forward with greater awareness, respect and inclusivity.

20 YEARS OF ADVOCACY IN ACTION

**Local hand,
global
heart**

Founders purchase
The Mother's Clinic
in London clinic and
launch our global
organisation.

1975

Abortion access
decriminalised in
Western Australia.

1998

Our Australian
organisation was
founded.

2000

**Your body.
Your choice.**

Parliament of
Australia removes
veto rights on
medical abortion
sponsorship
application.

2006

1995

Beijing Declaration
recognises
reproductive
healthcare as
women's right.

2001

First clinic
opens in Perth.



2007

First medical
abortions provided
in Australia.

Decriminalisation of abortion access in Victoria sets the standard for other states and territories. We publish landmark study, *Real Choices: women, contraception and unplanned pregnancy*.

MS Health launches and applies to sponsor medical abortion. Support services centralised into one office in Melbourne.

2008

MSHealth

MS Health achieves listing on the Pharmaceutical Benefits Scheme (PBS). Abortion access decriminalised in Tasmania.

2013



Australian Choice Fund launched to provide people who cannot afford care access to services.

Abortion law reform in the Northern Territory increases access.

2017

Victoria

2009

Open first early medical units in Sydney and Melbourne, providing convenient and discreet medical abortions.

2015

First private-public partnership for abortion and contraception services established in Perth.

National teleabortion service launches.

New South Wales

New South Wales decriminalises abortion access. Abortion law reform in the ACT enables nurse-led care.

Launch comprehensive workplace people and culture strategy.



2019

Western Australia legislates safe access zones – it is now illegal in every jurisdiction for picketers to harass and intimidate people entering abortion clinics.

South Australia decriminalises abortion access – it is now legal for a woman or pregnant person to access abortion care in every jurisdiction.

2021

2018

Published first ever white paper on reproductive coercion in Australia, *Hidden Forces*.

Queensland decriminalises abortion access.

Queensland

2020

COVID-19 pandemic fuels greater collaboration with the public health sector. Situational Report launched. Had abortion recognised as a category 1 essential service.

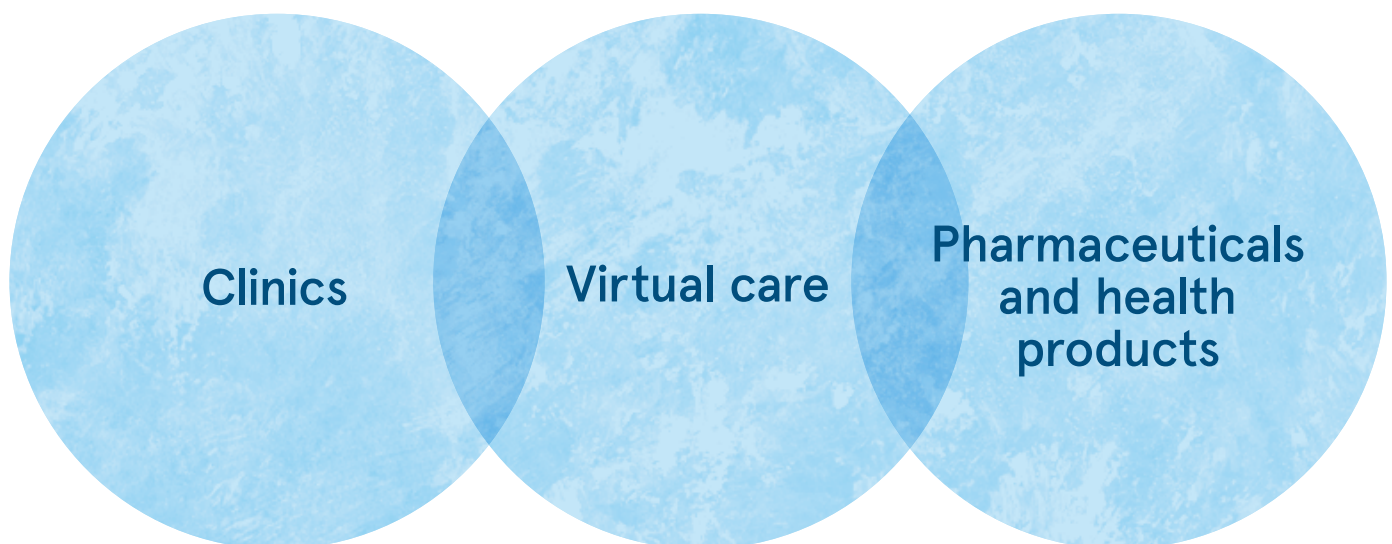
Published second edition of *Hidden Forces* white paper on reproductive coercion and a legislative scan on nurse-led abortion care.



OUR FUTURE

By the end of 2023, we will have separate organisations under one corporate structure, supporting three streams working together to safeguard and deliver bodily autonomy and choice to more people in Australia.

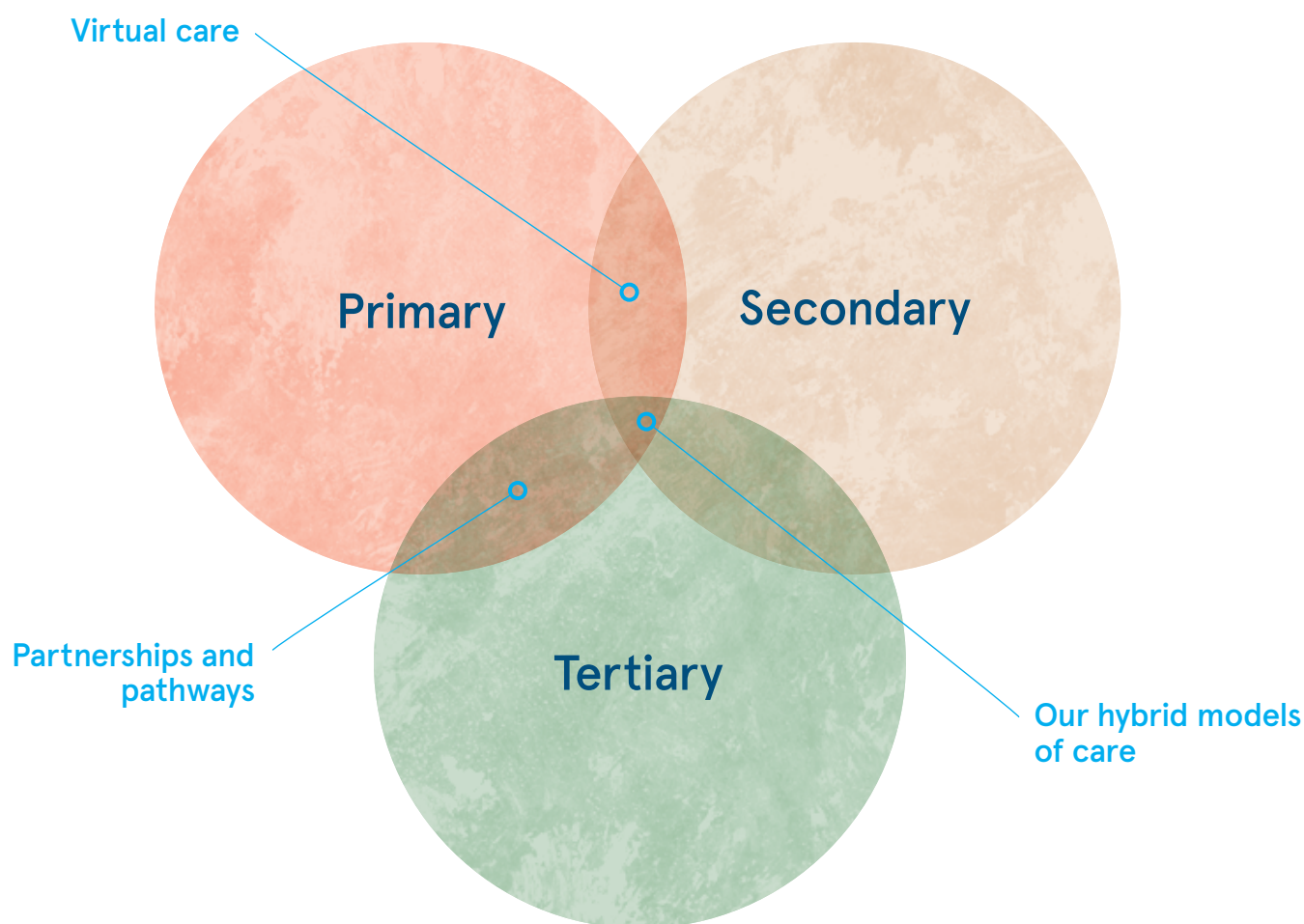
They will work together to provide an integrated and fully supported client journey, becoming a major facilitator of bodily autonomy for clients across their sexual and reproductive health lives through hybrid models of care.



National support office

Our place within the Australian health system

We have a unique responsibility and capability to support clients and the entire health system to ensure people get timely access to the services they need. We have developed relationships and pathways that help clients navigate the complexities of the health system that has historically made sexual and reproductive health access particularly challenging to overcome. To do this, we operate in the intersection of health systems, delivering primary and secondary care in hybrid virtual health models, in close partnership with public tertiary health service providers.



“Understanding people’s choices and delivering them in the most effective way possible, through collaboration with every part of the health system – that’s value-based healthcare.”

Swathy Santhakumar, Project Coordinator.

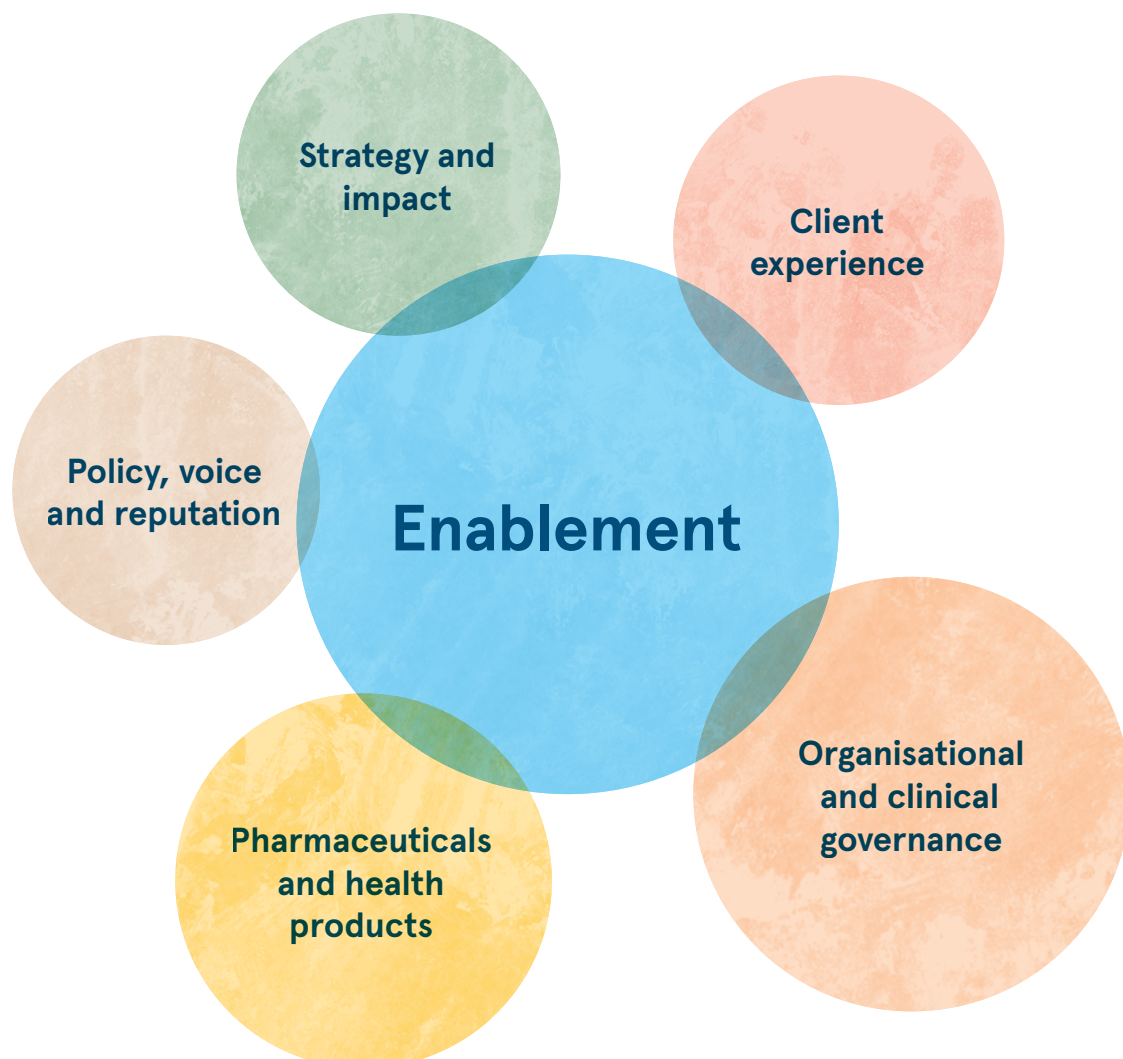
Strategic and operational alignment

A committee structure and governance framework that contains a multidisciplinary team capable of rapid iteration and strong project management capabilities will govern the implementation and review of our strategy in action. This committee will work across the organisation using a person centred co-design approach.

Our priorities and spheres of activity

Our priorities and spheres of activity include:

- improve our current services and cost structures
- diversify our product and service offering
- evolve our models of care and improve access through technology
- advocate for public policy change that supports the mission
- embed anti-discrimination practice and cultural safety.



Organisation and objectives

Client experience

Provide integrated, trauma informed, and fully supported hybrid virtual and face-to-face client journeys.

Objective: optimise service channels to deliver safe, non-judgemental and comprehensive services through a supported and easy to navigate client journey.

Organisational and clinical governance

Responsible for responsive, safe, quality governance systems, frameworks, and approaches.

Objective: meet and exceed established standards ensuring health products and clinical services are managed responsibly, delivered safely and to a high quality.

Pharmaceuticals and health products

Design, develop and distribute safe and quality pharmaceutical and health products.

Objective: effectively manage a product portfolio servicing the needs of the sexual and reproductive health sector.

Strategy and impact

Oversee the progress and performance of the organisation in the implementation of the strategy in action.

Objective: build the organisational roadmap to thrive now and into the future.

Policy, voice and reputation

Drive the agenda and shape the environment in which we operate in order to achieve our mission.

Objective: be a trusted voice for sexual and reproductive healthcare and rights in Australia.

Enablement

A central support function that sits across clinics, virtual care, pharmaceuticals and health products streams.

Objective: enable the business to deliver services to our clients and colleagues in a timely, effective and efficient way.

Notes

Further information and enquiries

If you would like to provide feedback,
please use the details below.

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