

# Strategic Framework 2021-2026



Work with and alongside Māori to protect and nurture Māori taonga – including health, reproduction, culture and language – and to support Māori rangatiratanga through effective, beneficial partnerships.

	ACHIEVING EQUITY	BUILDING CAPACITY AND CAPABILITY	COURAGEOUS ADVOCACY	DELIVERING EXCELLENCE
COLLABORATIVE	<p><b>Respond</b> to and work with Māori, iwi, local and international partners to improve equity in SRHR.</p>	<p><b>Collaborate</b> to expand access to services/information. Build capability and capacity in a range of environments/settings.</p>	<p><b>Prioritise</b> building strategic partnerships that will advance SRHR.</p>	<p><b>Improve</b> equitable access to services and information through data and evidence-based decision making.</p>
SUSTAINABLE	<p><b>Evaluate</b> initiatives using an equity lens. <b>Embed</b> equity in all our work. <b>Provide</b> services and information in a way that promotes equity.</p>	<p><b>Evolve</b> staff skills continuously to meet the needs of clients and community.</p>	<p><b>Advocate</b> for increased investment in SRHR.</p>	<p><b>Reduce</b> waste measurably. <b>Assess</b> environmental impact of new initiatives and business contracts. <b>Build</b> organisational infrastructure which improves efficiency.</p>
RELEVANT	<p><b>Ensure</b> our brand resonates with diverse communities domestically and internationally.</p>	<p><b>Build</b> expertise and capacity in providing services and information online.</p>	<p><b>Advance</b> SRHR by promoting equity, inclusiveness and social justice.</p>	<p><b>Design</b> services to respond to client and community need. <b>Utilise</b> technology effectively to improve equity and access.</p>
ADAPTABLE	<p><b>Use</b> new solutions to make a difference where opportunity to improve equity is greatest.</p>	<p><b>Support</b> innovation. Respond quickly to shifting professional requirements internally and externally.</p>	<p><b>Capitalise</b> on opportunities and provide leadership to improve SRHR outcomes.</p>	<p><b>Review</b> and respond to changing environments - using a rapid review process.</p>