

# Strategic Plan

2021-2025



**Maternity Choices Australia** (MCA) formerly Maternity Coalition is the leading not-for-profit maternity consumer advocacy group in Australia. MCA has been advocating for women and working with Government Agencies, Health Departments and other organisations for over 30 years to improve outcomes for women and mothers.

**Our Vision:** To see ALL women thrive physically and emotionally during pregnancy, birth and motherhood.

**Our Mission:** To reduce birth trauma, physical and emotional harm and depression in Mothers and ensure all women have access and choice of all maternity services.





# PRIORITY AREA 1

**To improve the awareness and education about and in the Maternity Healthcare System and access to appropriate care.**

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Advocate for consumer's rights and access to safest, evidence care thorough Australia

Create and Lead education initiatives across Australia to improve the consumers health literacy and understanding

Work collaboratively Hospital and Health Services to provide consumer engagement and guidance to best meet consumer needs

Lead, guide and support the relevant departments to implement continuous improvement and outcomes focused on the individual



## PRIORITY AREA 2

### **Build stronger communities and increase community involvement and support for Women and Mothers during the first 1000 days.**

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Advocate for local solutions and sufficiently resourced communities and women that are empowered to engage in their maternity care

Provide one-to-one and group peer support during pregnancy and early motherhood

Provide tailored workshops and programs in local communities in conjunction with the health service to meet the needs of the local women

Support consumers in their community, ensuring services are aligned to support the women and family's needs

Advocating and using the MCA voice to ensure communication and any decision making is shared effectively between consumers, health services, governments and other organisations



## PRIORITY AREA 3

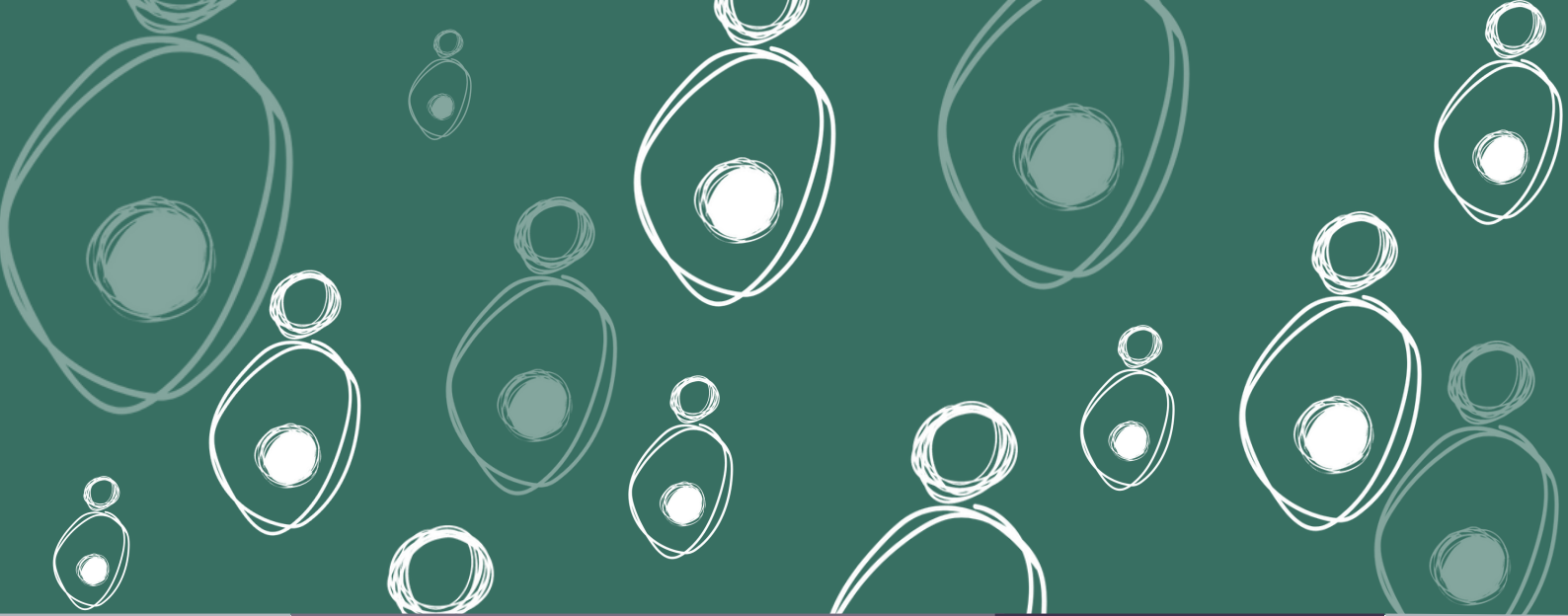
### **Increase the Government and Health System's investment into sustainable programs supporting women and mothers wellbeing and mental health.**

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Maintain sustainable systems and data capturing to ensure MCA have the capability and resources to work together with governments, to collect data, develop evidence, engage effectively and deliver on programs

Assist governments and departments to develop systems, policies, processes and structures that incorporate the perspective of consumers to ensure it meets consumer needs and delivery's best individual outcomes

Communicate effectively and appropriately with governments and departments, delivering information that is imperative to continuous improvements and development of programs and services that meet consumer needs



**MATERNITY  
CHOICES**  
*Australia*

