

SHINE_{SA}

Strategic Plan

2026–2030

**Sexual and Reproductive
Health for Every *Body***



We acknowledge and respect the Kurna people as the traditional custodians of the lands on which SHINE SA is located. We acknowledge that we meet, work and live on the lands of the Kurna, Peramangk and Ngarrindjeri people.

SHINE SA acknowledges these ancestral lands and their significance for the traditional owners. We respect their spiritual relationship with their country. We pay our respect to the cultural authority of all Aboriginal people.

Vision

A future where sexual and reproductive health and rights are universal, upheld and celebrated.

Purpose

We care, we educate, we advocate – supporting every body's sexual and reproductive health, autonomy and dignity.

Who We Are

For more than 50 years, SHINE SA has been South Australia's leader in sexual and reproductive health, delivering education, clinical care, workforce development, community partnerships, and advocacy.

Our approach is built on the **fundamental right** of every person to control their own body, receive inclusive care, and have the knowledge and support to make informed decisions about their sexual and reproductive health.

This commitment is the foundation of our work, our DNA, shaping how we care, how we advocate, and how we partner with communities.

The coming decade brings persistent and emerging challenges: misinformation, stigma, inequity, and political threats to sexual and reproductive rights.

In this context, SHINE SA's **focus on empowered communities, equitable access to integrated care**, and a **rights-protective** policy environment positions us to drive **meaningful population impact**.

Our work **prioritises** those experiencing the **greatest barriers** to sexual and reproductive health, including Aboriginal communities, LGBTIQ+ people, young people, people with disability, and culturally and racially marginalised communities.

Our **commitment to reconciliation** means we listen to and learn from Aboriginal communities, ensuring their voices and cultural knowledge guide our work. Our **strong commitment to LGBTIQ+ inclusion**, alongside focus on other communities of interest, ensures services, governance, and advocacy **reflect and respect diversity** in sexual, gender, cultural, racial, and bodily experience.

Through these priorities and enablers, SHINE SA will continue to **protect rights, strengthen systems**, and contribute to a future where sexual and reproductive health and rights are universal, upheld, and celebrated.

Our Strategy

Strategic Priorities

**Communities and workforces
confident in sexual and reproductive
health and rights**



**Equitable access to high-quality,
integrated sexual and reproductive
health care**



**A policy and community
environment that protects and
advances sexual and reproductive
health and rights**



Enablers



**Equity, inclusion
and lived
experience**

**Sustainable
organisation and
system capability**



Strategic Priority 1

Communities and Workforces Confident in Sexual and Reproductive Health and Rights

We envision communities and workforces that are informed, confident, and empowered to uphold sexual and reproductive rights and advance inclusion.

By 2030, SHINE SA will:

- ➔ Lead inclusive, evidence-based education across schools, communities, workplaces, and digital platforms.
- ➔ Equip educators, clinicians, and community workers to provide rights-based, person-centred support.
- ➔ Lead public conversations that counter misinformation, reduce stigma, and strengthen sexual and reproductive health literacy.
- ➔ Share insights, research, and best practice to inform policy, service design, and public understanding.



Equitable Access to High-Quality, Integrated Sexual and Reproductive Health Care

We envision a health system where every person can access safe, respectful, integrated care, wherever they live and whatever barriers they face.

By 2030, SHINE SA will:

- Deliver trauma-informed, culturally safe, and inclusive healthcare that affirms autonomy and choice.
- Expand statewide access through digital care, outreach, partnerships, and innovative models.
- Strengthen coordination with primary care, specialist services, and community organisations to ensure seamless pathways.
- Be recognised as South Australia's centre of excellence in sexual and reproductive health practice, training, and innovation.







Strategic Priority 3

A Policy and Community Environment that **Protects and Advances Sexual and Reproductive Health and Rights**

We envision a society where rights are protected, harmful narratives are challenged, and decision-makers are guided by evidence and lived experience.

By 2030, SHINE SA will:

-  Advocate for policy, legislative, and system reforms that protect access, autonomy, and equity.
-  Build partnerships, amplify community leadership, and challenge discrimination and exclusion.
-  Promote accurate, rights-based narratives that dismantle stigma and counter misinformation.
-  Influence policy and practice using evidence, expertise, and lived experience.



Equity, Inclusion and Lived Experience

Equity shapes every decision, service, and partnership.

- Aboriginal cultural safety policies and practice embedded across programs, partnerships, leadership, and governance.
- Strong commitment to LGBTIQ+ inclusion across leadership, services, and advocacy.
- Co-design and lived experience guiding culturally safe, trauma-informed, and gender-affirming practice.
- Measurement of equity outcomes to drive continuous improvement and accountability.

Sustainable Organisation and System Capability

A resilient, future-focused organisation is essential for population impact.

- Diverse and secure funding supporting independence and long-term community benefit.
- Skilled, supported, and reflective workforce aligned with public health principles.
- Modern systems, digital capability, and data infrastructure improving access, quality, and operational efficiency.
- Strong governance, risk management, and strategic foresight enabling agility and leadership.



Learn more
shinesa.org.au



**Proud to be an
accredited QIP, AGPAL,
and Rainbow Tick
Organisation**

