

The background features several horizontal, wavy bands of varying shades of blue, ranging from a very light sky blue to a deep navy blue. The bands are layered and overlap, creating a sense of depth and movement.

**POSITIVE LIFE NSW  
STRATEGIC PLAN  
2013-2015**

# POSITIVE LIFE NSW STRATEGIC PLAN 2013-2015

 PositiveLifeNSW  
the voice of people with HIV since 1988

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# INTRODUCTION TO POSITIVE LIFE NSW

Positive Life NSW is the public face and voice of all people living with and affected by HIV in New South Wales. It is a professional health promotion agency that makes a significant contribution to and positive impact across the spectrum of health and social issues that are experienced by people living with and affected by HIV. Positive Life NSW works collaboratively with HIV and mainstream organisations to improve the health and wellbeing of people living with and affected by HIV. It does this through evidence based education, health and social policy advocacy, and direct service delivery.

# POSITIVE LIFE NSW

## VISION

All people living with HIV are able to live valued and meaningful lives, free from the impacts of stigma and discrimination, and contributing to the end of HIV transmission

## MISSION

Positive Life NSW is the state-wide peer based organisation that speaks for and on behalf of people living with and affected by HIV

We provide advocacy and leadership in advancing the human rights and quality of life of people living with and affected by HIV in NSW

# OUR PRINCIPLES

Positive Life NSW respects and is guided by:

- The Universal Declaration of Human Rights (1948)
- The Denver Principles (1983)
- The Ottawa Charter for Health Promotion (1986)
- The Meaningful Involvement of People Living with HIV and AIDS (MIPA) Declaration (2010), which evolved from
- The Greater Involvement of People Living with HIV and AIDS (GIPA) Declaration (1994)
- The United Nations General Assembly Declaration of Commitment on HIV (2001)
- The NAPWHA Declaration of Rights (1995)
- Melbourne Declaration 2012

# GOALS

- Lead the community response in HIV health policy, treatments uptake and contribution to research to ensure that the interests of people living with and affected by HIV are central in advocacy, representation and decision making
- Delivering best practice, peer-based HIV health promotion and improving health literacy of people living with and affected by HIV
- Continue to develop the capacity of Positive Life NSW to effectively represent the interests of people living with and affected by HIV in NSW
- Reduce the impacts of stigma and discrimination
- Delivering peer-based health promotion services that build the individual capacity of people living with and affected by HIV to maximise their health



# THE FIVE PILLARS

1

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# **PILLAR 1:** **POLICY DEVELOPMENT**

**LEAD THE COMMUNITY RESPONSE IN HIV  
HEALTH POLICY, TREATMENTS UPTAKE  
AND CONTRIBUTIONS TO RESEARCH, TO  
ENSURE THAT THE INTERESTS OF PEOPLE  
LIVING WITH AND AFFECTED BY HIV ARE  
CENTRAL IN ADVOCACY, REPRESENTATION  
AND DECISION MAKING**

# PILLAR 1: POLICY DEVELOPMENT

## STRATEGIC GOAL (WHAT WE WILL DO)

1.

### WE WILL:

Contribute to and advocate for the development and implementation of effective policies, services and activities that support the health, well-being and other needs of people living with and affected by HIV

## STRATEGIC ACTIONS (HOW WE WILL DO THIS)

### WE WILL:

- effectively contribute to developments in health policy
- foster improved access to HIV treatments and other relevant support services leading to improved health outcomes for people living with HIV and a reduction in transmission of HIV in NSW

## EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE THAT POSITIVE LIFE NSW WILL HAVE:

- implemented policies that are responsive and reflect support to the health and wellbeing of people living with and affected by HIV
- that Positive Life NSW has contributed and responded to policy developed by key organisations and stake holders that support the health and other needs of people living with and affected by HIV
- feedback given by Positive Life NSW to people living with HIV and service providers on outcomes of advocacy and policy initiatives
- submissions will be published on the Positive Life NSW website

# PILLAR 1: POLICY DEVELOPMENT

## STRATEGIC GOAL (WHAT WE WILL DO)

### WE WILL:

Positive Life NSW effectively engages with government and non-government policy makers to achieve Positive Life NSW's priority objectives

## STRATEGIC ACTIONS (HOW WE WILL DO THIS)

### WE WILL:

Provide advocacy, policy analysis, advice and representative views through reflecting the use of research, best practice principles, regular consultations with people living with and affected by HIV, and contributions from relevant HIV service providers and stake holders

## EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE THAT POSITIVE LIFE NSW WILL HAVE:

- conducted policy analysis of relevant research and other evidence, and identified emerging issues
- consultations implemented with people living with and affected by HIV and relevant service providers, that identifies emerging issues
- the measurement of quality and satisfaction based on feedback from people living with HIV, service providers and relevant stakeholders on outcomes of policy analysis consultations and issues identified
- submissions and policy discussion papers published on the Positive Life NSW website

# 2.

# PILLAR 1: POLICY DEVELOPMENT

## STRATEGIC GOAL (WHAT WE WILL DO)

### WE WILL:

Provide representation on relevant government, non-government, research and clinical committees and establish new partnerships that align with the objectives of Positive Life NSW

## STRATEGIC ACTIONS (HOW WE WILL DO THIS)

### WE WILL:

Positive Life NSW will actively participate in government and non-government committees representing the needs of people living with and affected by HIV

## EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE:

Positive Life NSW's value of contribution on relevant committees and partnership projects will be evidenced by the acknowledgement and recognition it receives through the feedback of relevant stakeholders with whom it participates and from its constituents

3.

Continue to evaluate our advocacy initiatives and representation to improve the effectiveness and efficiency in policy development

Participate meaningfully and robustly in the development of policy and delivery of advocacy activities

Regularly review the efficiency and effectiveness of policy and advocacy activities through a quality management process

Key stakeholders acknowledge the value and contribution made by Positive Life NSW in policy and advocacy for people living with and affected by HIV

4.

# **PILLAR 2:**

## **HEALTH PROMOTION/ EDUCATION**

**DELIVERING BEST PRACTICE PEER-BASED  
HIV HEALTH PROMOTION AND  
IMPROVING HEALTH LITERACY OF  
PEOPLE LIVING WITH AND AFFECTED  
BY HIV**

**THE WORLD HEALTH ORGANISATION  
DEFINES HEALTH AS A "STATE OF COMPLETE  
PHYSICAL, MENTAL AND SOCIAL  
WELL-BEING AND NOT MERELY THE  
ABSENCE OF DISEASE OR INFIRMITY"**

# PILLAR 2: HEALTH PROMOTION/ EDUCATION

## STRATEGIC GOAL (WHAT WE WILL DO)

### WE WILL:

Sustain and enhance peer-based interventions that increase and empower the capacity of people living with and affected by HIV to make informed decisions regarding the health benefits and broader ranging benefits of HIV treatments including the impact of treatment on reducing the rates of HIV transmission

## STRATEGIC ACTIONS (HOW WE WILL DO THIS)

### WE WILL:

- Develop and deliver community education campaigns focusing on individual health and preventative benefits of condom use, HIV treatments, HIV testing and regular monitoring of health and wellbeing
- Address treatment facts and uptake myths to encourage treatment uptake
- Reinforce evidence based harm minimisation strategies, and early access to HIV rapid testing

## EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE THAT POSITIVE LIFE NSW WILL HAVE:

Delivered community education campaign/s informing people living with and affected by HIV that bring about:

- *Improved individual and overall community health benefits through reduced transmission risks demonstrated by increased uptake of antiretroviral treatments and an undetectable viral load*
- *A demonstrated outcome through increased seeking and uptake of regular testing for those at high risk of exposure to HIV*

1.

# PILLAR 2: HEALTH PROMOTION/ EDUCATION

## STRATEGIC GOAL (WHAT WE WILL DO)

### WE WILL:

Enhance peer-based health promotion interventions to more effectively address the needs of culturally and linguistically diverse (CALD) communities living with and affected by HIV

## STRATEGIC ACTIONS (HOW WE WILL DO THIS)

### WE WILL:

Develop and implement health promotion interventions and initiatives that more effectively meet the needs of people living with and affected by HIV from CALD communities

## EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE:

Delivered health promotion campaigns will have included information that effectively meets the needs and expectations of CALD populations with HIV

- *Evidenced by messages, resources and themes delivered through campaigns that reflect the shared and differing needs of gay men, heterosexual men and women and people from CALD backgrounds living with and affected by HIV*

# 2.

# PILLAR 2: HEALTH PROMOTION/ EDUCATION

## STRATEGIC GOAL (WHAT WE WILL DO)

### WE WILL:

Continue to utilise and enhance the use of new and emerging communication technologies, such as social media, to provide relevant treatment and health promotion, strategies, information and advice to people living with and affected by HIV

## STRATEGIC ACTIONS (HOW WE WILL DO THIS)

### WE WILL:

Develop and distribute Talkabout, E News bulletins and maintain an up-to-date website and social media presence

## EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE:

The facilitation of progressive informative dialogue with and for people living with and affected by HIV articulating issues associated with living with HIV via print and on-line media

- Talkabout published
- E News published
- Positive Life NSW website maintained and enhanced
- A strengthened rigorous social media presence in policy and health promotion activities

3.

Ensure health promotion and health literacy initiatives are evidence based and align with the strategic priorities of Positive Life NSW

Appraise health promotion and health literacy programs for depth of quality to ensure they are evidence based and provide relevant accurate information to people living with and affected by HIV and other relevant stakeholders

Evaluations conducted and responses generated for campaign and service delivery activities

4.



# **PILLAR 3:**

## **SERVICE DELIVERY**

**DELIVERING PEER-BASED EVIDENCED  
HEALTH PROMOTION SERVICES THAT  
BUILD THE INDIVIDUAL CAPACITY OF  
PEOPLE LIVING WITH AND AFFECTED BY  
HIV TO MAXIMISE THEIR HEALTH AND  
QUALITY OF LIFE**

# PILLAR 3: SERVICE DELIVERY

## STRATEGIC GOAL (WHAT WE WILL DO)

### WE WILL:

Develop and implement peer-based health promotion interventions that build the capacity of people living with and affected by HIV to maximise their health, wellbeing and quality of life standards to champion strategies that prevent HIV transmission

1.

## STRATEGIC ACTIONS (HOW WE WILL DO THIS)

### WE WILL:

Positive Life NSW works together with persons living with and those affected by HIV to promote treatment uptake, create supportive environments enabling adherence to treatment strategies, and identify a range of appropriate care services providing information on referral pathways ensuring people are not lost to follow-up and care

## EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE:

- the provision of telephone, email and face-to-face peer-based health and treatment support services that support individuals living with HIV to better manage their own health, the health of their partners, friends and family
- a demonstrated focus on health and wellbeing including antiretroviral initiation, regular testing and monitoring, and provision of information around cessation of smoking campaigns, cancer prevention, exercise, obesity, healthy eating, mental health, and aging

# PILLAR 3: SERVICE DELIVERY

## STRATEGIC GOAL (WHAT WE WILL DO)

### WE WILL:

Deliver peer-based group health promotion interventions that inform, support and empower people living with and affected by HIV to improve their health and quality of life and to prevent the transmission of HIV

## STRATEGIC ACTIONS (HOW WE WILL DO THIS)

### WE WILL:

Develop and implement peer group education programs that address the treatment, health promotion information and support needs of people living with and affected by HIV

- Genesis workshops partnered with ACON
- Fresh Start Smoking Cessation programs
- HIV+ Q&A (discussion groups on HIV health related topics)
- The Quarterly – series of social functions for people living with and affected by HIV
- Mardi Gras Fair Day and Coast Out events

## EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE:

Peer support programs that sustain both wellness and supportive social networks for people living with and affected by HIV:

- Quality of Life evaluation of programs delivered
- Materials and resources produced, published and distributed
- Events attended and programs delivered

# 2.

# PILLAR 3: SERVICE DELIVERY

## STRATEGIC GOAL (WHAT WE WILL DO)

3.

### WE WILL:

Continue to be the leading and influential representative voice of people living with and affected by HIV, by continuing to raise community awareness about the impacts of stigma and discrimination on the lives of people living with and affected by HIV

## STRATEGIC ACTIONS (HOW WE WILL DO THIS)

### WE WILL:

Support and facilitate presentations delivered by the Positive Speakers Bureau (PSB) in schools, universities, medical/HIV environments, key community and corporate environments to ameliorate the issues, and impacts of stigma and discrimination on the lives of people living with and affected by HIV

## EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE:

The depth and breadth of audiences and environments to whom presentations are made, that educate and create an awareness of the diverse lived experiences of people living with HIV about the impacts of stigma and discrimination

# PILLAR 3: SERVICE DELIVERY

## STRATEGIC GOAL

(WHAT WE WILL DO)

### WE WILL:

Deliver initiatives that address perceived and internalised stigma within peer communities to improve health-related and quality of life outcomes for people living with and affected by HIV

## STRATEGIC ACTIONS

(HOW WE WILL DO THIS)

### WE WILL:

Develop and implement activities that address the persistent impact of internalised and perceived stigma from peers and their communities toward people living with and affected by HIV

## EVALUATION

(HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE:

Monitoring and evaluation of new peer based group interventions that are developed, piloted and delivered to address internalised HIV stigma and are shown to improve health and social outcomes for people living with and affected by HIV

4.

# PILLAR 3: SERVICE DELIVERY

## STRATEGIC GOAL (WHAT WE WILL DO)

### WE WILL:

Provide administrative and logistic support to maintain and enhance the capacity of Positive Life NSW staff, Board members and volunteers to achieve the objectives of Positive Life NSW

## STRATEGIC ACTIONS (HOW WE WILL DO THIS)

### WE WILL:

Implement logistical and infrastructural support allowing staff, Board members and volunteers to achieve their programmatic objectives effectively and efficiently

## EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE:

- internal and external performance reviews and audits
- external 360° Management Performance Reviews and Financial Audits
- key stakeholder satisfaction/ complaint records and resolutions
- Board / Staff combined planning days
- monthly Board and Finance and Governance Meetings

5.

# **PILLAR 4:**

# **PROFESSIONAL CAPACITY BUILDING**

**CONTINUE TO DEVELOP THE CAPACITY  
OF POSITIVE LIFE NSW TO EFFECTIVELY  
REPRESENT AND ADVOCATE FOR THE  
INTERESTS OF PEOPLE LIVING WITH AND  
AFFECTED BY HIV IN NSW**

# PILLAR 4: PROFESSIONAL CAPACITY BUILDING

## STRATEGIC GOAL (WHAT WE WILL DO)

### WE WILL:

Develop the capacity of positive speakers to highlight the diverse lived experience of people living with HIV in the current environment

1.

## STRATEGIC ACTIONS (HOW WE WILL DO THIS)

### WE WILL:

- provide media and public speaking training to members of the PSB to deliver presentations that engage, inform and facilitate awareness within their audience to raise awareness about HIV and the lived experience of people living with HIV, and highlight the impacts of stigma and discrimination
- PSB actively engages and creates networks with the wider community

## EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE:

- the delivery of PSB biannual training programs for positive speakers to demonstrate improved speaker skills with updated knowledge on HIV related issues allowing them to adapt speech content to reflect the needs of their audience
- the number of opportunities facilitated for positive speakers to deliver talks within the key audiences identified and increased



# PILLAR 4: PROFESSIONAL CAPACITY BUILDING

## **STRATEGIC GOAL** (WHAT WE WILL DO)

### **WE WILL:**

Develop the capacity of staff to meet the objectives of Positive Life NSW

## **STRATEGIC ACTIONS** (HOW WE WILL DO THIS)

### **WE WILL:**

Create training opportunities that will be offered to staff enabling them to increase their skills and capacity to deliver programs that meet the objectives of Positive Life NSW and the NSW HIV Strategy 2012-2015

## **EVALUATION** (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### **BY THE END OF THE STRATEGY, WE WILL SEE:**

- an increase in capacity building training contingencies provided for the staff
- the number and measured quality of programs delivered to meet these objectives
- program monitoring and evaluation reports generated

2.

# PILLAR 4:

## PROFESSIONAL CAPACITY BUILDING

### STRATEGIC GOAL (WHAT WE WILL DO)

#### WE WILL:

Maintain the capacity of the Board to meet the governance, policy development and compliance requirements of Positive Life NSW

### STRATEGIC ACTIONS (HOW WE WILL DO THIS)

#### WE WILL:

- provide training to Board members on governance, policy development and compliance
- create synergistic values across the organisation between Board and staff members around strategic direction and business objectives

### EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

#### BY THE END OF THE STRATEGY, WE WILL SEE:

- an annual comprehensive Board Induction Training Day for all incoming Board members around the areas of Board governance, Executive and Director responsibilities, policy development and legal and financial compliance
- work plans developed from the annual Board and Staff Combined Planning Days to meet and work across the goals and objectives of Positive Life NSW

3.

# PILLAR 4:

## PROFESSIONAL CAPACITY BUILDING

### STRATEGIC GOAL (WHAT WE WILL DO)

#### WE WILL:

Encourage and develop the capacity of volunteers to have meaningful involvement in programs and activities developed and facilitated by Positive Life NSW

### STRATEGIC ACTIONS (HOW WE WILL DO THIS)

#### WE WILL:

Develop and implement a recruitment and training program for volunteers to expand our volunteer base, that engages and reinvigorates their participation and effectively matches individual skills and roles performed, to the mutual aims and objectives of Positive Life NSW and those living with and affected by HIV

### EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

#### BY THE END OF THE STRATEGY, WE WILL SEE THAT POSITIVE LIFE NSW WILL HAVE:

- piloted and delivered volunteer training programs
- the demonstrated individual capacity of volunteers in their ability to assist Positive Life NSW to achieve its stated objectives
- an increase in the volunteer base

# 4.

# PILLAR 4: PROFESSIONAL CAPACITY BUILDING

## **STRATEGIC GOAL** (WHAT WE WILL DO)

### **WE WILL:**

Achieve the quality performance and management standards of accreditation annually

## **STRATEGIC ACTIONS** (HOW WE WILL DO THIS)

### **WE WILL:**

By engaging in the process of continuous quality improvement activities based on best practice principles, standards and governance

## **EVALUATION** (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### **BY THE END OF THE STRATEGY, WE WILL SEE:**

Positive Life NSW achieving annual NGO accreditation status based on adherence to the guidelines and principles of documentation and performance

5.

# **PILLAR 5:** **SECTOR CAPACITY BUILDING**

**DELIVERING PEER-BASED EVIDENCED  
HEALTH PROMOTION SERVICES THAT  
BUILD THE INDIVIDUAL CAPACITY OF  
PEOPLE LIVING WITH AND AFFECTED BY  
HIV TO MAXIMISE THEIR HEALTH AND  
QUALITY OF LIFE**

# PILLAR 5: SECTOR CAPACITY BUILDING

## STRATEGIC GOAL (WHAT WE WILL DO)

1.

### WE WILL:

Maintain and enhance working relationships with government, non-government, research and clinical sectors to reduce the impacts of stigma and discrimination within and on the lives of people living with and affected by HIV

## STRATEGIC ACTIONS (HOW WE WILL DO THIS)

### WE WILL:

Work collaboratively with Local Health Districts, professional medical organisations, ACON, other non-governmental organisations (NGOs) and key stakeholders to promote policies and deliver education that reduces stigma and discrimination in across identified and relevant settings

## EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE:

The degree of engagement and collaboration demonstrated with the Ministry of Health, Local Hospital Districts HIV and Related Programs units, the National Association of People Living with HIV Australia (NAPWHA), the Australian Federation of AIDS Organisations (AFAO), ACON, the Bobby Goldsmith Foundation (BGF), Hepatitis NSW, the HIV/AIDS Legal Council (HALC), the Australian Society of HIV Medicine (ASHM) and the Kirby Institute to inform and promote policies and education programs delivered that reduces the impact of stigma and discrimination in various settings

# PILLAR 5: SECTOR CAPACITY BUILDING

## **STRATEGIC GOAL** (WHAT WE WILL DO)

### **WE WILL:**

Enhance and further build the capacity of health care providers and relevant services to provide evidence based information, support and referral to appropriate clinical and care services, peer education and other support services ensuring that people living with and affected by HIV are effectively linked into care and not lost to follow-up

## **STRATEGIC ACTIONS** (HOW WE WILL DO THIS)

### **WE WILL:**

Work collaboratively with Local Health Districts, the Agency for Clinical Innovation (ACI), ASHM and the NSW Sexually Transmitted Infections Programs Unit (STIPU) to identify barriers to service access and develop strategies that enable people living with and affected by HIV appropriate high quality and timely clinical care and support services

## **EVALUATION** (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### **BY THE END OF THE STRATEGY, WE WILL SEE:**

A demonstrated engagement with the Ministry of Health, the ACI, HIV community teams, Medicare Locals, St Vincent's, the Royal Prince Alfred and the Prince of Wales Hospitals, and sexual health services that has enabled people living with and affected by HIV to access appropriate high quality and timely clinical care and support services

# 2.

# PILLAR 5: SECTOR CAPACITY BUILDING

## STRATEGIC GOAL (WHAT WE WILL DO)

3.

### WE WILL:

Continue to identify ways to improve the relationships between public health policy, criminal and antidiscrimination laws to achieve an environment that supports safe practices, provides safeguards against discrimination, and protects public health and the rights of people living with and affected by HIV

## STRATEGIC ACTIONS (HOW WE WILL DO THIS)

### WE WILL:

Work closely with governmental, non-governmental organisations and clinicians to improve working relationships, and utilise systemic advocacy to better inform the development of public health policy, criminal and antidiscrimination law

## EVALUATION (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### BY THE END OF THE STRATEGY, WE WILL SEE:

The level and quality of outcomes from the meaningful engagements with the Ministry of Health, the Attorney General NSW, HALC, NAPWHA, AFAO and ACON that demonstrates reorientation and reforms in areas of public health policy, and criminal and antidiscrimination laws that impact on people living with and affected by HIV



# PILLAR 5: SECTOR CAPACITY BUILDING

## **STRATEGIC GOAL** (WHAT WE WILL DO)

### **WE WILL:**

Continuously evaluate the effectiveness of sector capacity building activities

## **STRATEGIC ACTIONS** (HOW WE WILL DO THIS)

### **WE WILL:**

Contribute meaningfully, effectively and efficiently in sector capacity building, and resulting programs and activities

## **EVALUATION** (HOW WE WILL KNOW WE HAVE SUCCEEDED)

### **BY THE END OF THE STRATEGY, WE WILL SEE:**

- evaluations conducted and reports produced on sector capacity building activities
- evidence in the utilisation of Best Practice measures implemented

4.



FREECALL 1800 245 677 SWITCH (02) 9206 2177  
WEB [www.positivelife.org.au](http://www.positivelife.org.au)  
POSTAL PO Box 831, Darlinghurst NSW 1300