



Strategic Goal 1

## Supporting women and their babies

Number of birth, labour and postnatal support services provided	→	<p><b>Birth and labour support</b>            Q1-2 target: 60   Achieved: <b>51</b>            Q3-4 target: 60   Achieved: <b>52</b></p> <p><b>Postnatal support</b>            Q1-2 target: 24   Achieved: <b>28</b>            Q3-4 target: 24   Achieved: <b>37</b></p>
Clients reporting increased satisfaction, knowledge and preparedness for pregnancy, birth and parenting	→	<p>Q1-2 target: &gt;80%   Achieved: <b>82%</b>            Q3-4 target: &gt;85%   Achieved: <b>90%</b></p>
Active volunteer doulas	→	<p>Q1-2 target: &gt;45   Achieved: <b>62</b>            Q3-4 target: &gt;45   Achieved: <b>52</b></p>
Hours volunteered by doulas	→	<p>Q1-2 target: 1753   Achieved: <b>1002</b>            Q3-4 target: 1133   Achieved: <b>1246</b></p>
Bicultural doulas inducted into doula support program	→	<p>Q1-2 target: &gt;10   Achieved: <b>2</b>            Q3-4 target: &gt;10   Achieved: <b>8</b></p>

### Summary

Overall we performed well in Q3-4, even though we continued to face COVID-19 related challenges, such as changes in hospital visitor policies and volunteer availability.

For our 56 clients in Q3-4, we provided 52 episodes of pregnancy, labour and birth support and 37 episodes of postnatal support during the first six weeks of parenting. Services included both in-person and remote support when hospital visitor and other restrictions limited face-to-face service provision. We will continue to use our learnings about remote service provision to inform our education and aspects of our doula support in FY21-22.

Of our clients surveyed, 90% reported increased confidence and preparedness for birth after participating in our doula program, against our target of 85%.

52 doulas actively volunteered during the period, against our target of 45. The number of hours volunteered (1246) was greater by more than 100 hours than last year's benchmark of the same period.

Our second bicultural doula program commenced in May 2021, with eight new students. They will be matched with an experienced doula mentor and inducted as Birth for Humankind doulas on completion of their coursework in October 2021. Two people from our 2020 bicultural doula cohort have commenced volunteering within our doula team.



### Strategic Goal 2

## Encourage and model respectful maternity care in the Australian maternal health system

Increase in media, social and digital engagement	→	Q1-2 target: 5%   Achieved: <b>6%</b> Q3-4 target: 5%   Achieved: <b>11%</b>
Number of media reports	→	Q1-2 target: 4   Achieved: <b>4</b> Q3-4 target: 4   Achieved: <b>5</b>
Number of training programs provided for maternal health workers	→	Q1-2 target: 2   Achieved: <b>2</b> Q3-4 target: 2   Achieved: <b>0</b>

### Summary

Our social media community increased by 11% in Q3-Q4 (a significant increase from the previous six months) thanks to our Be the Village fundraising campaign and strategic ambassador and community partnerships that amplified our digital presence.

We continued to build our media profile in Q3-4 and raise awareness of the unique challenges faced by our clients during the pandemic. We achieved five major media articles, against our target of four, with features in Kidspot, RUSSH, Third Sector, on SBS Insight and a four-page spread in The Australian Women's Weekly magazine.

We did not host any training or education webinars in the period, instead investing our resources in developing our e-learning platform.



### Strategic Goal 3

## Ensure organisational sustainability, accountability and impact

Staff satisfaction and engagement rates	→	Q1-2 target: 75%   Achieved: <b>78%</b> Q3-4 target: 75%   Achieved: <b>83%</b>
Volunteer satisfaction and engagement rates	→	Q1-2 target: 75%   Achieved: <b>92%</b> Q3-4 target: 75%   Achieved: <b>90%</b>

### Summary

In Q4 all staff completed our quarterly staff survey, with an overall satisfaction and engagement rate of 83%, against our target of 75%. Fifteen volunteers participated in our volunteer survey, with a 90% satisfaction and engagement rate, against our target of 75%. We will consider how to make training and social events more accessible to our volunteers in FY21-22, within the parameters of the current environment.

In April, staff and board participated in trauma-informed leadership training, as part of our goal to embed trauma-informed care and practice into our service delivery and organisational policies. We have since conducted a review of our branding and communications guidelines, incorporating trauma-informed principles, and will continue to review our practices and policies in FY21-22.