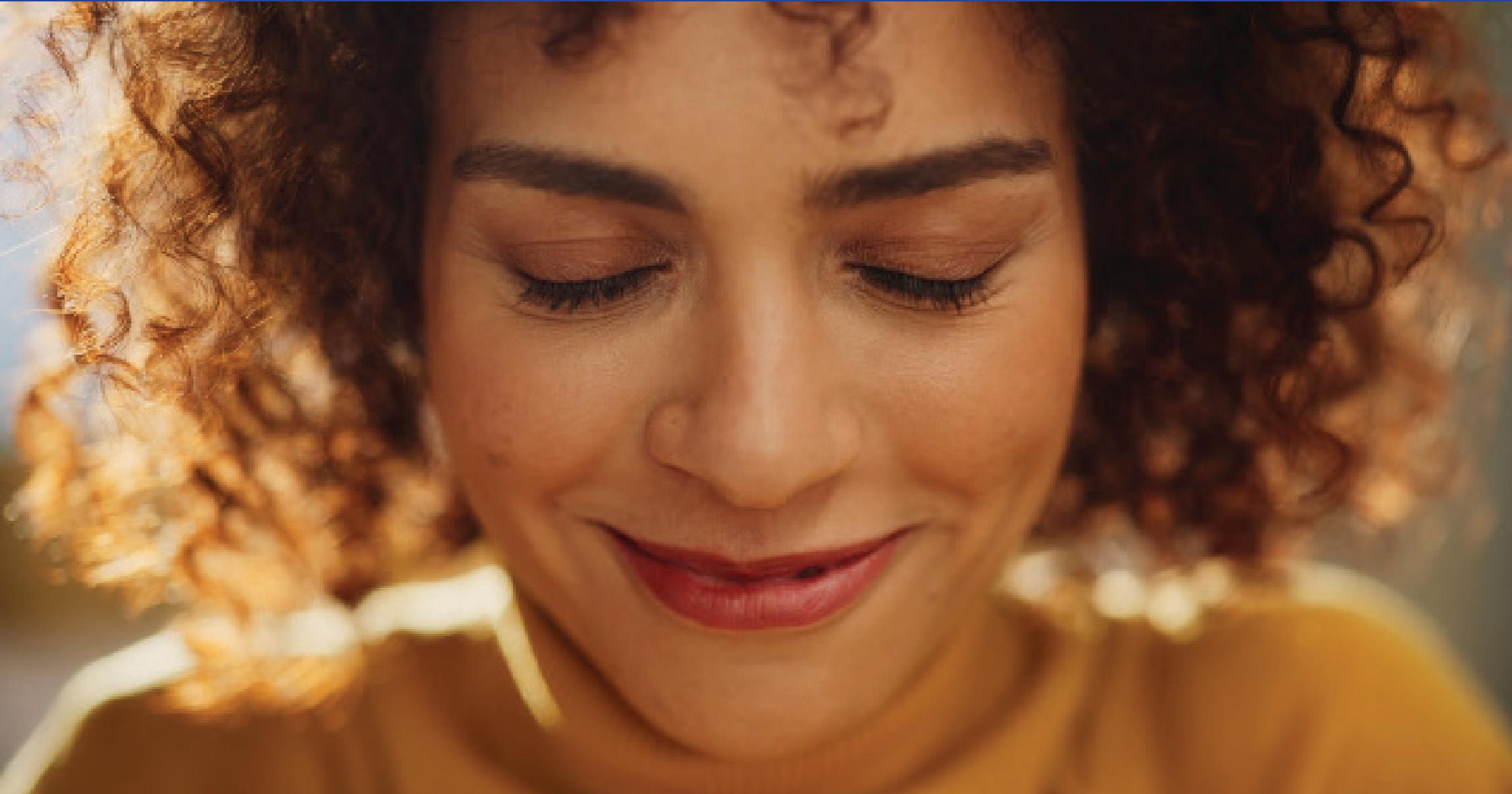




Care  
Education  
Advocacy

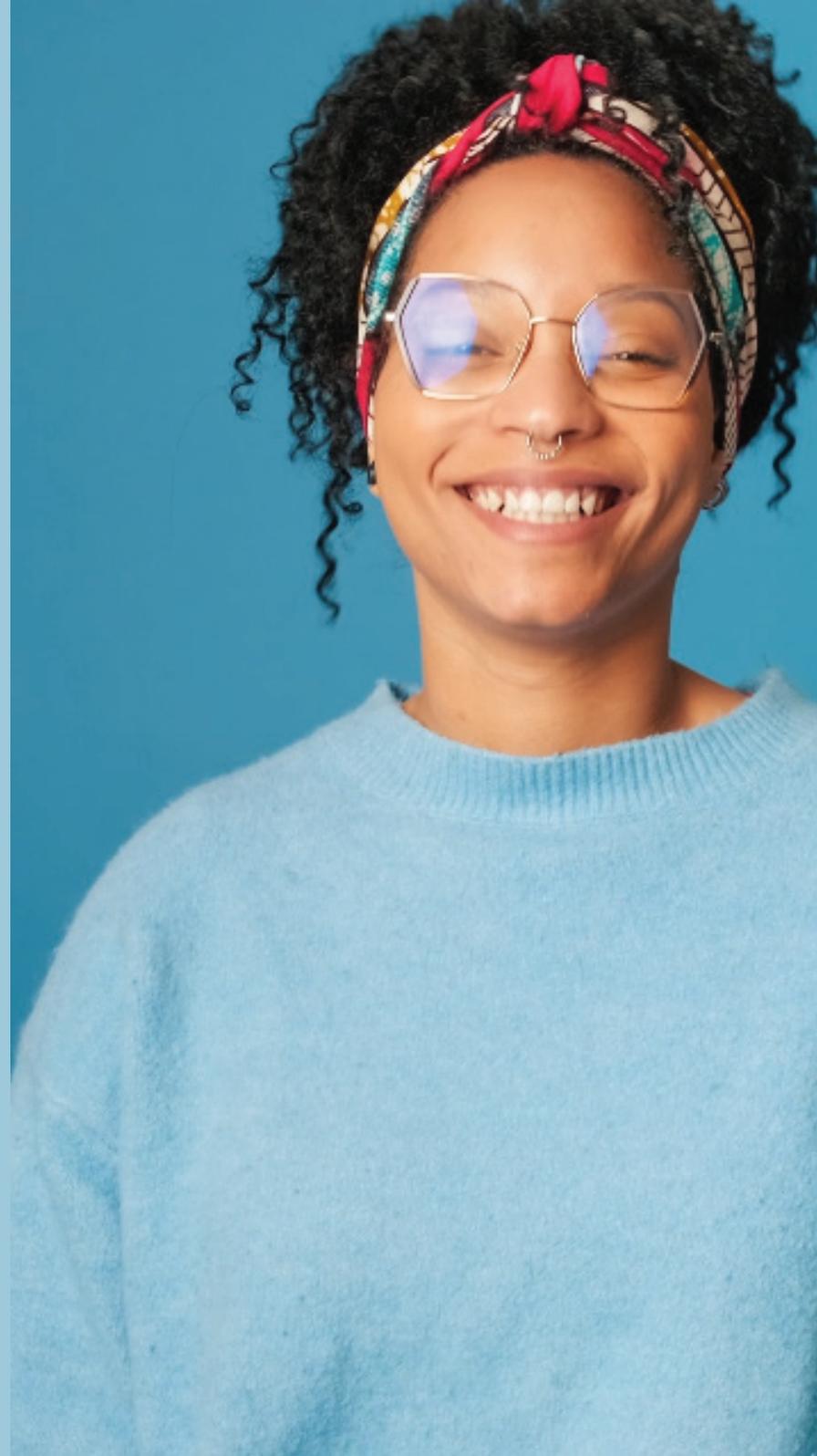
# Impact Report 2024

**Championing Inclusive Care  
and Community Impact**



# Table of Contents

2	About Sexual Health Victoria
3	President's Report
4	Chief Executive Officer's Report
5	Advance sexual and reproductive health equity
6	Workforce capacity building for health professionals
8	Educate and promote healthy and respectful relationships
10	Provide excellence in sexual and reproductive health care
12	Provide advocacy and research to help shape the future of equitable healthcare
15	Deliver impactful sexual health promotions to priority populations
18	Strategy on a page
19	Board of Directors
20	Finance Summary
23	Contact



# About Sexual Health Victoria

Our vision is for everyone to enjoy optimal reproductive and sexual health.

Sexual Health Victoria (SHV) is a state-wide independent, for purpose, all-choice organisation that focuses on sexual, relationship and reproductive health care, education, research and advocacy.

SHV's Sexual Health and Education Centre:

1. Delivers inclusive, timely and accessible information and services,
2. Advances sexual and reproductive health education and literacy,
3. Strengthens the primary care, school and community based service systems,
4. Builds workforce capacity and capability, and
5. Supports people to make informed decisions about their sexual and reproductive health and wellbeing that are right for them.

Governed by a voluntary Board of Directors, SHV has been providing services to the Victorian community for over 55 years. SHV is registered as a health promotion charity with the Australian Charities and Not For Profit Commission (ACNC).

SHV collaborates with health and community service providers, hospitals and academic organisations, youth and disability service providers, teachers, parents and carers and government departments. This collaboration ensures programs and services are tailored to meet the needs of our clients, fill service system gaps and to advocate for safe and equitable access to reproductive and sexual health.

We are a member of the Family Planning Alliance Australia (FPAA) and the International Planned Parenthood Federation (IPPF) and actively engage and work with academic institutions and universities, women's, men's and gender diverse organisations, the LGBTIQ+ community, local Public Health Networks and other Victorian Government departments.



***“Sexual health is a state of physical, mental and social well-being in relation to sexuality ... sexual health requires a positive and respectful approach to sexuality and sexual relationships, as well as the possibility of having pleasurable and safe sexual experiences, free of coercion, discrimination and violence”.***

**World Health Organisation**

# President's Report



**Carolyn Morris**  
**Chair of the Board**

The last year has been one of strategic evolution, where we have fortified our foundations and expanded our influence across key areas of sexual and reproductive health. SHV continues to be a leader, not only in service delivery but in policy advocacy, training, and health promotion.

A major achievement this year has been our leadership in sexual and reproductive health access, especially in regional and underserved communities. The expansion of our services, particularly through telehealth, underscores SHV's strategic vision to break down barriers. These innovations are not only vital for patients in remote areas but also reflect patient-centred care models.

**In 2024, SHV continued to solidify its role as a leader in sexual and reproductive health services, while also amplifying our voice in public discourse through significant media outreach.**

One of the key successes this year has been our proactive approach to media engagement. SHV contributed to over 35 articles across prominent publications, cementing our position as a trusted authority in sexual and reproductive health. These articles covered a range of critical topics, including access to contraception, sexual consent education, periods, healthy relationships and the rise of sexually transmitted infections to name a few.

By engaging with the media, we've expanded the reach of our advocacy, bringing important conversations into the public eye and encouraging a more open dialogue about sexual health.

Furthermore, SHV has continued to excel in shaping the future of clinical education. Our training programs provide the skills and education to medical professionals with the expertise needed to support their patients. This aligns with our broader strategy of building a resilient and knowledgeable healthcare workforce to meet growing demands in clinical excellence to support the needs of all Victorians.

Looking to the future, we are focused on strengthening our advocacy work. From promoting comprehensive sexual education through every life-stage, we aim to keep sexual health issues at the forefront of public discourse. With support from our dedicated staff, partners, and stakeholders, SHV is ready to drive the next phase of innovation and impact.

Thank you to everyone who has supported SHV on this journey. Together, we are building a healthier, more equitable future.

Carolyn Morris  
President

# Chief Executive Officer's Report

## Championing Inclusive Care and Community Impact



**Caroline Mulcahy**  
**Chief Executive Officer**

I am delighted to reflect on a year marked by a transformative and heightened interest in inclusive sexual and reproductive health (SRH) in Victoria. The Victorian Government's focus on the strategic enablers of SRH aligns with our strategic directions and priorities, and we are keen to support our community with timely advocacy to increase support for health and education services.

**Our service, education and advocacy has been focussed on ensuring that every person, regardless of their background, location, or circumstances, has access to the sexual and reproductive health care and support they need. We have spent time listening to our community, stakeholders and partners to advance the goals in our Strategic Plan. Looking back on the year that was, I'm so proud to be leading this organisation in its 55th year - we have certainly made progress, and this Impact Report reflects these achievements.**

Central to our work has been the strategic strengthening of our Sexual Health Education Centre which provides statewide education, information and training for health professionals and the wider community. We have met with primary and secondary school students, their teachers and parents/carers, young people, community groups and people with cognitive disabilities to deliver our specialised programs which empower individuals who often find themselves on the margins of healthcare conversations. By tailoring sexual health education to meet our community's unique needs, we are fostering greater understanding of consent, personal safety, and respectful relationships.

Our two clinics have seen increased activity and demand, particularly for contraception and vital testing and screening, as the incidence of sexually transmitted infection (STI) rates increase. This is following our STI campaign and is the most common conversation we have with clients, after contraception and cervical screening tests. We increased our strategic and operational partnerships this year and you may have seen some of our eye-catching and engaging campaigns across Melbourne and Victoria.

One of our most significant achievements has been expanding telehealth services so that more people across Victoria can access our services and programs. We have implemented two new telehealth services: cervical screening and medical abortion, for individuals who previously faced geographical and/or logistical barriers. This digital service development innovation has been especially impactful for those living in regional areas, allowing them to receive care safely, with confidence and with their privacy assured.

We have also been an active advocate for our clients, priority populations and the community we support, responding to public health gaps and media concerns, such as providing vaccinations following the outbreak of MPOX and campaigns around sexual consent and wellbeing, with our expert advice being instrumental in shaping and leading conversations to ensure communities stay informed and supported.

As we look to 2025, my goal is to continue expanding our organisation's reach while continuing to innovate in the ways we deliver care and support. Our commitment to inclusivity and access remains stronger than ever, and I am excited to see how our work will continue to evolve in the coming year.

I would like to acknowledge our funders and supporters. The Victorian Department of Health provides core funding which supplements our fee for service income, and this year we have gained several grants to continue projects such as Affirmative Consent,

Thank you also to our incredible team and our partners for helping us deliver clinical excellence and education, resources and tools which build both capability and capacity. Our Board's governance and stewardship has been exemplary, and I thank them for their support, guidance and encouragement. Together, we are shaping a future where sexual and reproductive health is a fundamental right for all.

Caroline Mulcahy  
Chief Executive Officer

# Advancing sexual and reproductive health equity

SHV advances sexual health literacy and builds capacity through education services within the primary care, schools and community-based systems to further support people to make decisions about their reproductive and sexual health and wellbeing that are right for them.



# Workforce capacity building for health professionals

Our Education Centre offers advanced training and accredited courses which provide doctors, nurses, midwives and allied health professionals with essential skills in sexual and reproductive health. Our courses and tailored programs enhance the capability and capacity of these health practitioners to deliver quality comprehensive sexual and reproductive healthcare. We achieve this by teaching key topics such as contraception options, long-acting reversible contraception procedures, early medical abortion care, genital health, and sexually transmissible infections and blood-borne virus testing and treatment.

## Impact snapshot

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We trained

**508** 

health professionals

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We grew our reach by

**18%** 

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***'As a Sexual Health Nurse establishing a nurse led Sexual and Reproductive Health Hub in a rural community, I found your courses practical, relevant, and professionally delivered, with excellent ongoing support from SHV educators.'* - Nikki M.**

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## Our courses

Our education is accessible to health professionals across Victoria, Australia and globally, with options including self-paced online learning, live virtual classrooms, live virtual simulation and face-to-face training and supervision, with clinical placements. Whether it is our deep-dive courses such as our most popular FPA National Certificate in Reproductive and Sexual Health for Doctors, or the Comprehensive Sexual and Reproductive Health course for nurses, participants can choose the delivery method that suits them. In total, we had 508 course registrations for the year.

## Royal Australian College of General Practitioners and Australian College of Rural and Remote Medicine accreditation

These courses are meticulously developed and conducted to offer general practitioners' valuable clinical knowledge and skills. Moreover, completion of these courses contributes to enhancing the professional standing of participants and enabling them to earn Continuing Professional Development hours essential for their ongoing professional development and registration.

## Long-Acting Reversible Contraception (LARC) advanced training courses

We take immense pride in our pivotal role in training health professionals in the clinical knowledge and practical skills necessary to provide Long-Acting Reversible Contraception options in their clinics. This year, our comprehensive skills training encompassed implant simulation for 147 participants, with 11 receiving clinical training, including 16 as part of their FPA National Certificate. Additionally, 46 participants completed clinical training for intrauterine device (IUD) insertions.

For those unable to access simulation or clinical training locally, we offered online learning options, which attracted 120 registrations for implant training and 12 for IUD insertion. Our growing reputation as leaders in LARC training has also enabled us to expand our "train the trainer" programs, with 11 participants in the Implant course and 35 in the IUD insertion course.

We continue to integrate LARC education across various courses, including the FPA National Certificate in Reproductive and Sexual Health for Doctors, the Comprehensive Sexual and Reproductive Health course for nurses, the Cervical Screening course, and our Contraception online course. Our bespoke LARC webinar and audit activity attracted 60 participants, further solidifying our role as a leader in LARC education.

## Clinical Placements

Clinical placements play a vital role in our training approach. Alongside theoretical learning, we facilitate practical clinical placements for health professionals across our clinics. These placements provide participants with hands-on, real-world experience, boosting their confidence in delivering comprehensive sexual and reproductive health assessments, treatments and care. Through these placements, participants gain exposure to a diverse range of clients and cases, enriching their skill set and preparing them to effectively provide sexual and reproductive healthcare in Victoria.

## Medical Registrar Training

We provide medical registrars the opportunity to further develop their skills through specialised extended skills placements. By working in these settings for 6-12 months, registrars gain valuable insights into the complexities of sexual and reproductive health, while building their capacity to deliver sensitive, patient-centred care across diverse populations. This initiative strengthens the future workforce and ensures a higher standard of sexual health services across Victoria.

We supported 4 general practice extended skills registrars and 2 sexual health physician registrars.



# Educate and promote healthy, respectful relationships

Our everyBODY Education program is a youth program for school, TAFE and University students. The program seamlessly bridges the gap between medical expertise and educational insight, delivering crucial sexual health knowledge in a way that empowers students and supports their well-being.

Our everyBODY Education program delivers comprehensive relationships and sexuality education (RSE) from early years through to Year 12, using a whole-school approach. This framework ensures consistent, age-appropriate learning which engages teachers, staff, parents and carers, and students. It fosters a supportive environment where sexual health topics are openly discussed, promoting respect, inclusion, and healthy relationships for positive health outcomes.

We also provide this education to community groups and higher education institutions.



## Impact snapshot

We trained

**796**

educators & community workers



We educated

**13,944**

primary & secondary school students

We delivered courses/sessions to

disability & support staff

**62**

parents & carers

**1180**

We provided classroom resources

downloads

**11,936**

## **Our sexual health everyBODY Education program aims to:**

- Promote healthy, respectful relationships
- Reduce gender-based and sexual violence
- Enhance emotional, social, and physical well-being
- Lower sexually transmissible infection and blood-borne virus rates
- Reduce instances of unintended pregnancies
- Improve access to essential health services
- Foster a supportive environment for seeking help and reporting incidents
- Empower young people and their networks to achieve optimal reproductive and sexual health.

### **Provide essential sexual health education to primary school students**

Our everyBODY Education program underscores our dedication to enhancing sexual health literacy and overall well-being. This year, we delivered tailored classroom sessions designed specifically for primary school students. These interactive sessions offered a safe and welcoming space for students to explore topics like body awareness, safety and autonomy, sexuality, relationships, and well-being.

Our experienced educators provided age-appropriate sessions aligned to the Victorian

Curriculum, covering essential areas such as:

- protective behaviours,
- distinguishing between public and private body parts,
- understanding reproduction and puberty,
- and navigating social media and online interactions.

### **Delivered vital sexual health and relationship education to secondary students**

These interactive lessons provided a safe space to explore sexual health, relationships, consent, fertility and well-being. Aligned to the Victorian Curriculum, our education covered sexual intercourse, healthy relationships, consent, pornography, gender diversity and inclusion, Sexually Transmissible Infections and Blood Borne Viruses, contraception options, and navigating online sexual content. These sessions empower students to make informed choices and decisions about their sexual and reproductive health in a life course approach. We delivered over 1,100 sessions to 12,858 Victorian school students.

### **Engage parents and carers through facilitated sessions**

These inclusive discussions, informed by medical expertise and classroom content, inform, educate and reassure parents and carers by answering their questions in a supportive environment. This approach aims to help them confidently guide their children's learning beyond the classroom.

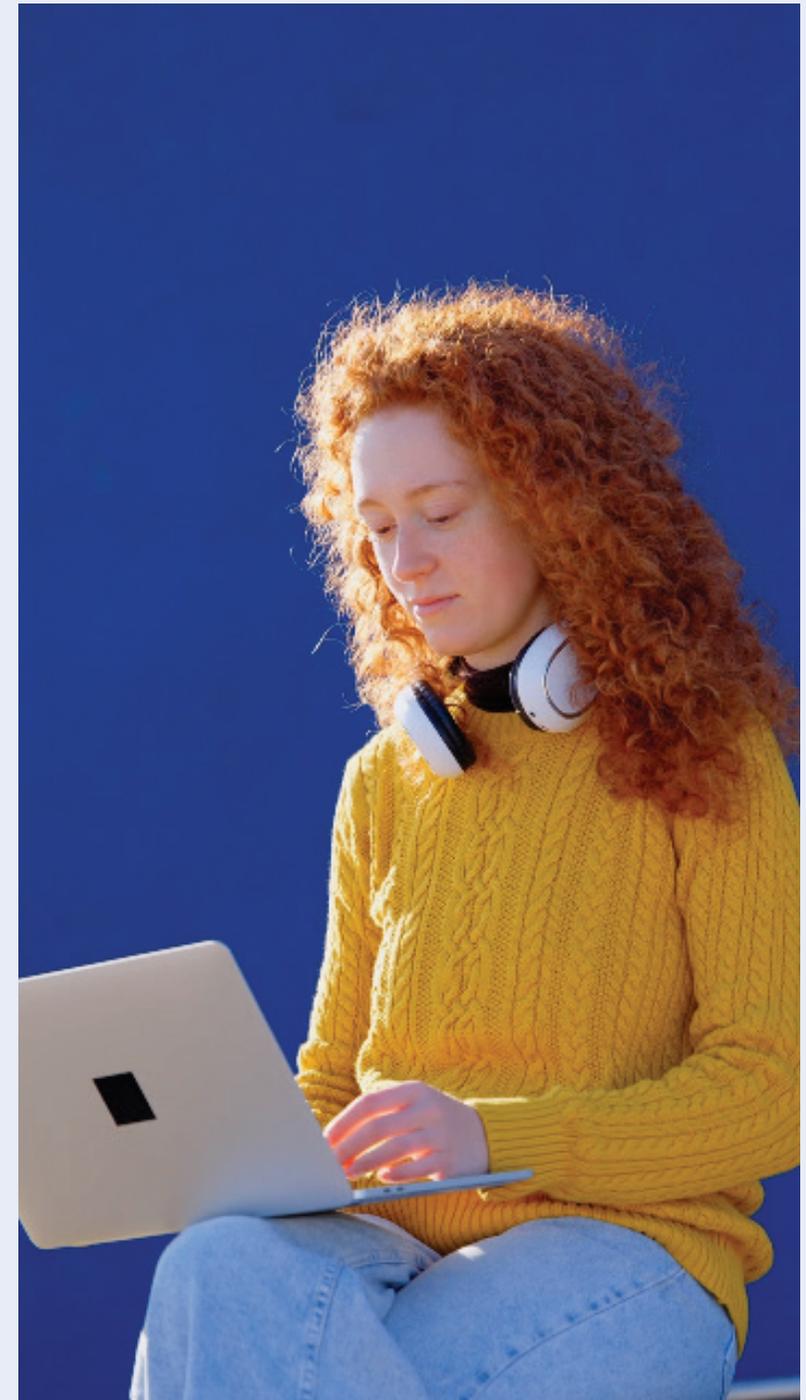
## **Specialised sexual health education for individuals with cognitive disabilities**

We offer tailored education for individuals with cognitive disabilities, emphasising key areas such as respectful relationships, consent, safer sex, online safety, and personal well-being. Our sessions use interactive group activities and role-playing to make learning engaging, relevant and relatable. By unpacking the complexities of sex, we ensure participants can access and apply the knowledge effectively. We aim to empower participants with the skills and confidence to make informed decisions, foster healthy relationships, and enjoy fulfilling lives. We provided 62 courses to disability & support staff.

### **Doing 'IT': Our relationships and sexual health education podcast**

Our "Doing 'IT'" podcast series features over 72 episodes where our schools and community educators interview experts to help parents, carers, and teachers navigate sex and relationships education. Topics include body safety, puberty, sexual health, consent, and relationships.

The Doing 'IT' podcast has attracted over 25,000 downloads, with over 5,000 in this financial year.



# Provide excellence in sexual and reproductive health care

We are dedicated to delivering safe, quality, evidence-based sexual and reproductive health services to the Victorian community. Our mission is to create a nurturing environment where everyone feels welcome, respected and supported. We are committed to service excellence and our professional, highly skilled and qualified staff provide all-inclusive, non-judgemental care and support to ensure our clients receive the health care they deserve.

This year marks an exciting development as we introduce telehealth services for cervical screening tests and medical abortions. These new offerings are part of our ongoing effort to make essential health care more accessible and inclusive for everyone across Victoria.

Our specialised clinics have positively impacted health outcomes over the past year. Staffed by 18 general practice doctors and nine nurses, our two clinics provide expert, empathetic and compassionate care.

## Impact snapshot

We delivered:

**17,385**  
clinic appointments

Number of services provided:



STI & BBV tests

**5,009**  
11% ↑



cervical screening tests

**1,606**  
43% ↑



implant contraceptive insertions

**707**

IUD insertions

**1,322**

### **Supporting our community through accessible, specialised and affordable sexual health care**

Over the past year, our clinics—located in Melbourne CBD and Box Hill—have delivered more than 17,000 sexual health appointments. We launched two new telehealth services to improve accessibility, with a focus on regional Victorians.

#### **Self-collection cervical screening tests**

We made a significant stride forward in enhancing accessibility to cervical cancer screenings with the launch of our new telehealth service for self-collection cervical screening tests. This service, developed in collaboration with Victorian Cytology Service (VCS) Pathology, enables patients to complete self-collection cervical screenings in the privacy of their own home; a crucial service innovation for those in under-screened and rural communities. During the financial year, SHV experienced a 43% increase in cervical screening tests, underscoring the impact of the Australian and Victorian Governments' strategies to eliminate cervical cancer and Human Papillomavirus by 2035.

#### **Cervical Screening tests**

Over the year, we provided 1,600 cervical screening tests (CSTs) through our telehealth service and general clinics. We offer both self-collection and clinician-administered tests. Our CSTs prevent cervical cancer by detecting abnormalities that require monitoring, investigation, or treatment.

#### **Medication abortion service**

We introduced a telehealth service for medication abortions, greatly improving access to this health care, particularly across regional Victoria. This service, developed in collaboration with 1800 MyOptions and Terry White Chemists, has led to a 16% increase in access to, and services delivered for Medical Termination of Pregnancy (MTO). By addressing geographic and social barriers, SHV's telehealth initiative ensures private, equitable and confidential care closer to home. This advancement aligns with Victoria's progressive reproductive health policies and the Australian Government's strategy, expanding access to safe and stigma-free abortion choice and options.

#### **Expanding our gender-affirming care services**

Following the successful implementation of our new gender-affirming care program, we are poised to expand our services in the coming year. This service has demonstrated the critical need for accessible, inclusive health care and has underscored our commitment to supporting individuals seeking gender-affirming care. Working alongside Thorne Harbour and building on the positive outcomes and feedback from the initial pilot, we are excited to enhance and broaden our offerings, ensuring that we continue to provide equitable and compassionate care that meets the diverse needs of our communities.

#### **Sexually transmissible infections and blood borne virus tests**

We have actively advanced early detection and prevention of sexually transmissible infections (STIs) and blood-borne viruses (BBVs) over the past year. We experienced an 11% increase in testing year-over-year, with over 5,000 screenings conducted. This proactive approach enables timely intervention and contributes to reducing the transmission of infections.

#### **Long-Acting Reversible Contraception (LARC) services**

Our commitment to diverse contraceptive options resulted in the successful administration of over 2,000 Long-Acting Reversible Contraceptives (LARCs) this year, including hormonal and copper IUDs and contraceptive implants. These highly effective methods provide a more convenient and reliable alternative to daily contraception, enhancing our ability to support diverse needs in pregnancy prevention.

***During the financial year, SHV experienced a 43% increase in cervical screening tests, underscoring the impact of the Australian and Victorian Governments' strategies to eliminate cervical cancer and Human Papillomavirus by 2035.***

# Provide advocacy and research to help shape the future of equitable healthcare

Our organisation leads the way in improving sexual and reproductive health services through key partnerships with academic institutions and universities, regional and metropolitan primary and community care services, the Victorian Aboriginal Community Controlled Health Organisation, the Women's Health Network in Victoria, the Women's Health Alliance and organisations such as Sexual Health Intimacy Psychology Services, Melbourne Sexual Health and Healthy Male. These collaborations enable evidence creation and advocacy to enhance community health and service access. Our research and advocacy are backed up by thorough program and service evaluations.

We actively share our work through conferences, publications, and media.

Presentations and articles highlight our advances, while media appearances by our experts address critical issues such as contraception, sexually transmissible infection rates and telehealth services for medical abortion, cementing our role in sexual and reproductive health advocacy.

## Impact snapshot

We were mentioned

**35**



**times in the media**

**Number of media interviews:**



**radio interviews**

**8**



**online & print news interviews**

**20**

## Research and evaluation partnerships

Our dedication to enhancing reproductive and sexual health services is supported through key research and evaluation partnerships with leading universities and health organisations. These collaborations are vital in providing an evidence base that enhances community access, health, and well-being. Our primary partners include:

- La Trobe University Australian Research Centre for Sex, Health and Society (ARCSHS)
- University of Melbourne (UoM) School of Population and Global Health
- Monash University SPHERE Centre of Research Excellence in Sexual and Reproductive Health
- Family Planning Alliance Australia (FPAA), with primary members in each state and territory

Our research efforts are focused on advancing reproductive and sexual health through evidence-based practices. Key activities include:

- Department of Health and Aged care blood borne virus and sexually transmissible infection grant -Funded Research: research led by ARCSHS to develop integrated approaches to support sexual health promotion and education among young people.
- National Health and Medical Research Council-Funded Project: supporting research led by UoM, to develop and trial an online STI clinic for young people.
- SPHERE Research Projects: providing expert advice for SPHERE programs of research including the Australian Contraception and Abortion Practitioner Support Network (AusCAPPS) and other significant studies.
- Postgraduate Research Supervision: including research into organisational advocacy for medical abortion in Victoria.
- National Collaboration via FPAA: Sharing annual clinical service provision data with the International Planned Parenthood Federation (IPPF) for broader insights.
- Market Research to guide and improve SHV programs and service delivery

- Competitive Grant Applications: including the NHMRC Ideas Grant application led by UoM focused on eliminating abortion stigma.

## To ensure our services maintain the highest standards, we engage in rigorous evaluation practices, including:

- Systematic Client Feedback Collection: Gathering insights through online and paper-based surveys for each of our services and programs.
- Online Nurse-Recorded Data Collection: Monitoring and analysing data from our nurse-led telephone Helpdesk and Information service.

These research and evaluation activities are crucial for refining and improving our services, ensuring quality, and advancing our mission to improve reproductive and sexual health outcomes.

## Conferences presentations

Whitburn S, Kirby C, Mountford J, Giles S, Adams A, Hudson L, Johnson M, Read S, McNamee K. Establishing a new gender affirmation clinic: professional reflections and evaluative findings. AusPATH 2023 Biennial Conference, 2023 November, Melbourne.

Huxtable L. Upskilling RSE Teachers In CALD Communities. NEPHU's Healthy Together North East Showcase, 2024 June, Melbourne.

## Publications

Choo BV, Vostrcil LA, Plummer EL, Fairley CK, Bradshaw CS, McNamee K, et al. Trends in different contraception methods among women attending the Melbourne Sexual Health Centre from 2011 to 2020. Public Health. 2024; 233:130-6.

Mazza D, Watson CJ, Taft A, Lucke J, McGeechan K, Haas M, et al. Pathways to IUD and implant insertion in general practice: a secondary analysis of the ACCORD study. Aust J Prim Health. 2023;29(3):222-8.



## Advocacy and awareness through media engagements

Throughout the year, we provided media spokespeople, including Chief Executive Officer Caroline Mulcahy, Medical Director Dr. Kathy McNamee, Schools and Community Manager Sam Read, Clinical Education Manager Dr. Sara Whitburn and Schools and Community Content Lead Anne Atcheson. They appeared on major mastheads and broadcasting stations, raising awareness, and providing expert, qualified insights.

## Radio news interviews

- New report flags major rise in STIs globally. 3AW Radio News: 24 May '24
- When is the right time to talk to young people about periods? ABC Radio: 19 Feb '24
- New abortion telehealth and medication delivery service benefits regional Victorians. The Wire Radio: 9 Feb '24
- New Abortion Telehealth and Medication Delivery Service Benefits Regional Victorians. 2SER: 9 Feb '24
- How do we educate teens on healthy relationships? ABC Conversation Hour: 22 Nov '23
- Get ready for Summer. Ease of STI testing and treatment. Joy FM: 1 Nov '23
- Sexual Consent Education and Young People. ABC News Radio: 18 Oct '23
- The impact of educating youth on relationships and sexuality. 'Moolah' on Disrupt Radio: 3 Aug '23

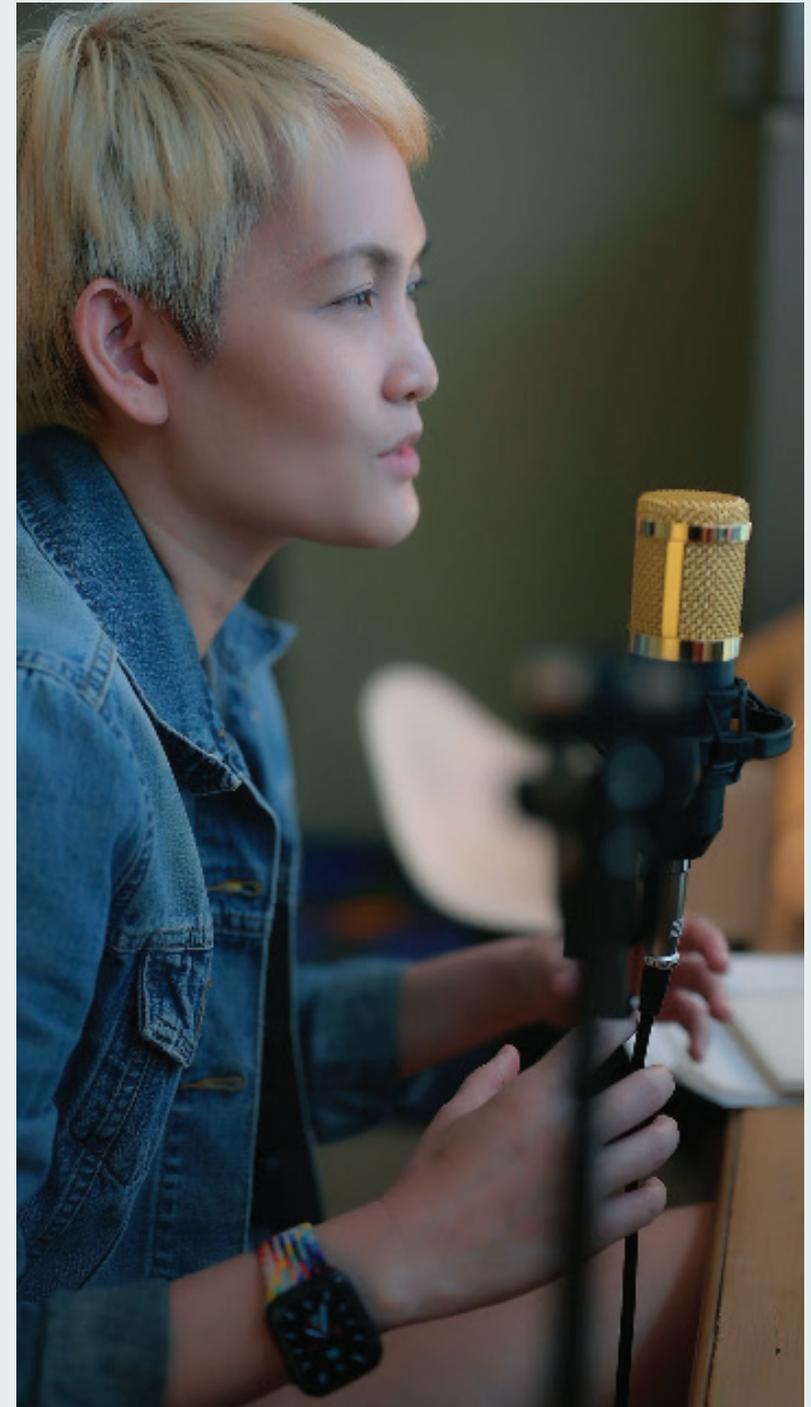
## Online and print news articles

- The Abortion Pill - How dangerous is it really? Gimlet Media. Science VS Podcast: 23 May '24
- Restricting access to pornography is not the definitive solution to sexualised violence. The National Tribune: 16 May '24
- New telehealth and medication delivery services benefit regional Victorians. The Wire: 9 Feb '24

- Pioneering Telehealth Service and Medication Delivery Revolutionises Access to Medical Abortion for Regional Victorians. The National Tribune: 9 Feb '24
- Telehealth pioneer revolutionises medical abortion. The Mirage: 9 Feb '24
- There's a new sex-ed ad out - and we don't know what to think. Australian Women's Health: 23 Jan '24
- Dramatic spike in syphilis cases spark concern. The Herald Sun: 20 Dec '23
- The concerning STI is on the rise among Aussies - it's now hitting one group harder than others. Daily Mail: 20 Dec '23
- Australia records highest cases of syphilis in 10 years. ABC News: 19 Dec '23
- At what is the appropriate age to talk to kids about sex? Sydney Morning Health / The Age: July '23
- Sexual Health Clinics under pressure as STI cases rise. Yahoo News: July '23

## Industry news articles

- Porn bans no solution to sexualised violence. Education Today: 12 Jun '24
- Teaching children about porn far more required than simply restricting access. Education. HQ: 22 May
- Telehealth service improves medical abortion access. Hospital and Healthcare: 9 Feb '24
- Sexual Health Victoria (SHV) has introduced a telehealth medical abortion service across the state. Pharmacy Daily: 9 Feb '24
- Common STIs surge among young people. The Royal Australian College of General Practitioners: 10 Nov '23
- Medical Abortions are okayed even in the second trimester. Medical Republic: 2 Nov '23



# Deliver Impactful Sexual Health Promotion to Priority Populations

Our goal is to enhance sexual health awareness and education, particularly among priority populations. We are committed to empowering individuals to make informed and appropriate decisions about their sexual health. We focus on engaging with:

- young people,
- individuals from diverse cultural and linguistic backgrounds,
- recently settled migrants and refugees,
- Aboriginal and Torres Strait Islander communities,
- people living in rural and regional areas,
- people with disabilities,
- individuals with limited health literacy,
- theLGBTIQ+ community.

## Impact snapshot

We reached over

**11 million**  
individuals

Estimated reach:

Radio & streaming services campaigns  
**1.9 million**

Website visits  
**587,000+**

Events attendance  
**150,000+**

Social media impressions/views  
**242,000+**

Street posters campaign  
**9.1 million**



Over the past year, we have implemented innovative health promotion strategies to spark essential conversations. Our campaigns have included thought-provoking street posters across Melbourne, streaming audio health advertisements and a dynamic social media presence. These efforts aim to dismantle taboos surrounding consent, sexually transmissible infections (STIs), and condom use, fostering open discussions about safe and fulfilling sexual health.

Our comprehensive range of resources, from informative brochures to visually striking posters, underscores our commitment to delivering accurate information and promoting positive sexual health behaviours. These tools are vital in driving meaningful change and creating a healthier, more informed society.

By addressing shame and breaking down barriers, we are encouraging a collective movement towards better sexual health literacy. Our efforts ensure that individuals can approach their sexual well-being with confidence and pride, leading to a more knowledgeable and empowered community.

### **Health Promotion Initiatives**

Over the past year, we have employed innovative health promotion methods and campaigns to facilitate and ignite essential conversations.

Our website was visited by 587,420 users, who downloaded 33,578 health resource factsheets.

During the year we ran health promotion initiatives:

#### **1. Schoolies Events – ‘The Naked Truth of Sex’ and Safe Sex Packs**

We actively engaged with young school leavers during major Schoolies events in Victoria and Queensland. By distributing over 8,000 safe sex packs (condoms and lubricant) and educational materials, we empowered attendees to make better informed decisions, reduced stigma, and promoted consent, healthy relationships and respect alongside responsible sexual behaviour.

**Estimated Attendance: 30,000**

#### **2. Radio Campaigns – RRR and Joy FM**

Our impactful radio campaigns on RRR and Joy FM are made possible through strategic partnerships with these stations. With an estimated reach of 1.1 million+, our collaboration ensures that safe sexual practices, consent, and STI testing messages resonate with a wider audience. By leveraging these partnerships, we foster informed decision-making.

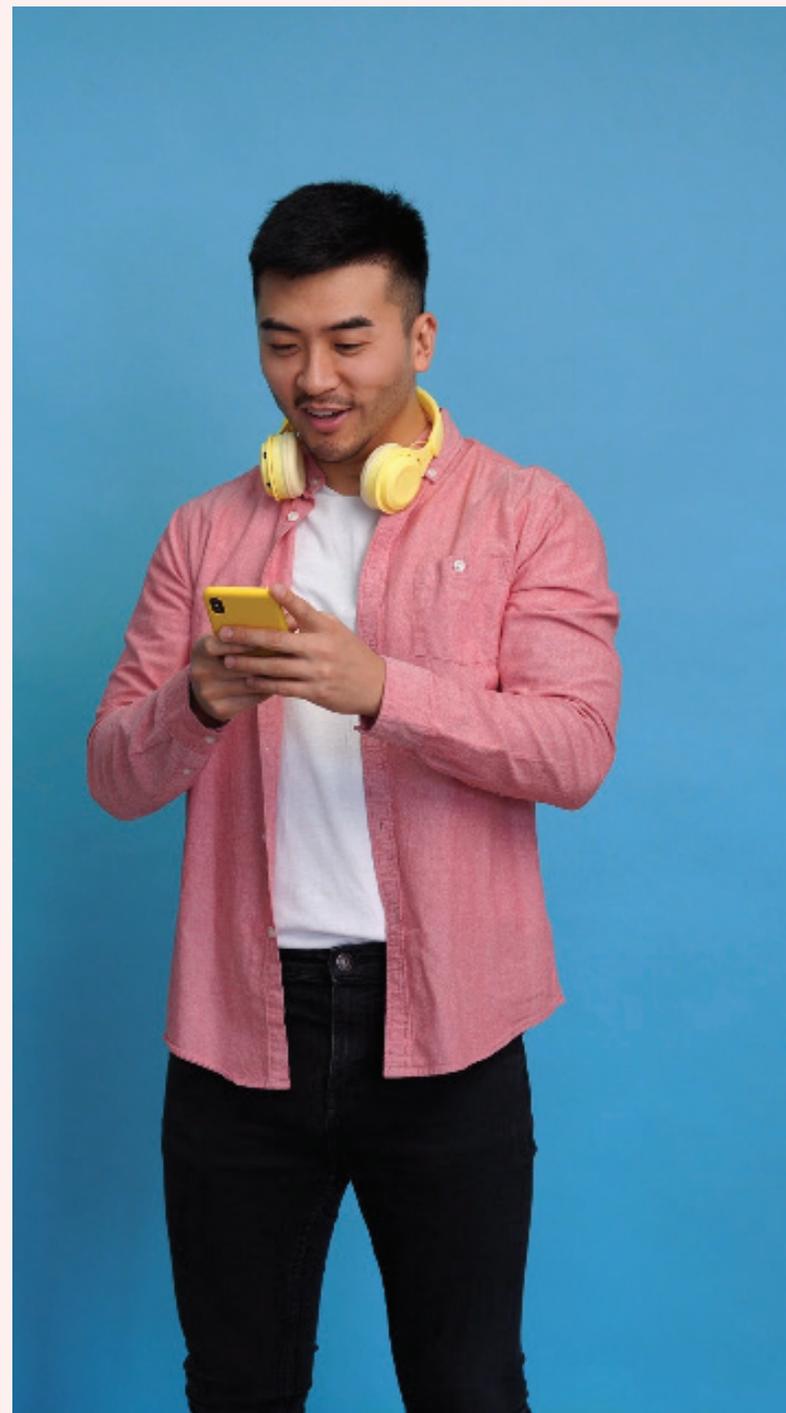
**Estimated Listeners: 1.1 million**

#### **3. Audio Ad Streaming – Consent, STI Testing, CST Self Collect**

Audio ad streaming is a powerful tool for promoting sexual health. By reaching an estimated 819,000 listeners, we emphasise the importance of consent, regular testing, and self-collection of cervical screening services. The intimate nature of audio, combined with its accessibility and emotional impact, ensures that our messages resonate effectively.

**Estimated Listeners: 819,000**

***Our comprehensive range of resources, from informative brochures to visually striking posters, underscores our commitment to delivering accurate information and promoting positive sexual health behaviours.***



#### 4. Street Promotion Posters – STI Testing and Condom Usage

Our eye-catching posters across Melbourne serve as powerful catalysts for promoting sexual health. With bold typography and vibrant colours, they break down taboos around STI testing and correct condom usage. These visual reminders encourage safe sex, open conversations, empower individuals, and contribute to a healthier, more informed society.

**Estimated Impressions: 9.1 million**



#### 5. 2024 MidSumma Festival

Our support for, and participation in, the 2024 MidSumma Festival creates a platform for open discussions about sexual health, inclusivity, and overall well-being within the vibrant LGBTIQ+ community. With an estimated reach of 121,000, we demonstrate that we are allies, able to amplify awareness and empower positive change.

**Estimated Attendance: 121,000**



#### 6. New SHV TikTok Channel

Our TikTok channel delivers engaging content, which aims to provide and promote factual, evidence-based sexual health education to a younger audience. We continually dispel myths and untruths whilst promoting real facts, figures and solutions.

Our contemporary, fun and collective efforts reduce stigma and taboos, empower individuals, and create a more informed society. Together, we embrace sexual well-being with confidence and pride.

**Estimated Video Views: 83,000+**



#### Increased engagements through social media campaigns

Our social media outreach has been a powerful tool in sharing vital sexual health information. Through our active presence on Instagram, Facebook, LinkedIn, and Twitter, we shared over 430 times across 100 campaigns, gaining more than 158,597 impressions and a collective following of more than 7,000 followers.

**Estimated Impressions 158,000+**

*Our contemporary, fun and collective efforts reduce stigma and taboos, empower individuals, and create a more informed society.*

# Sexual Health Victoria Strategy: 1 July 2023 to 30 June 2028

<b>Vision</b>	For all people to enjoy optimal sexual and reproductive health and wellbeing		
<b>Strategic intent</b>	Increase access and engagement in sexual and reproductive health knowledge and services by providing excellence in clinical services, education, training and advocacy		
<b>Strategic goals</b>	Work with others to increase sexual and reproductive health knowledge, capability and expertise	Expand clinical services to align with the needs of Victorian communities	Be recognised as the leading voice in sexual and reproductive health to drive change
<b>Strategic objective</b>	We will engage and collaborate widely to inform education and research	We will provide excellent care and services in a safe and welcoming environment	We will consult and advocate for person-centred and system change
<b>Strategic initiatives</b>	<ul style="list-style-type: none"> <li>• Provide comprehensive, contemporary, age and life stage appropriate sexual and reproductive health education, training and information.</li> <li>• Provide leadership in the application, coordination and dissemination of sexual and reproductive health research, resources and best practice to schools, community and the clinical workforce.</li> <li>• Champion multidisciplinary models of sexual and reproductive health care.</li> </ul>	<ul style="list-style-type: none"> <li>• Explore innovative care models which are responsive, personalised, inclusive, cost-effective and free from stigma, racism and discrimination.</li> <li>• Translate research findings into our everyday, contemporary care practices.</li> <li>• Expand the reach of our existing services by working alongside and supporting other providers.</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthen our brand as the trusted, credible source of information on sexual and reproductive health.</li> <li>• Enhance collaboration with sector partners to improve integration and coordination across the sexual and reproductive health system.</li> <li>• Lead advocacy to increase accessibility to sexual and reproductive health services.</li> </ul>
<b>Strategic enablers</b>	Our People	Research and Evidence	Systems, Information and Data

# Board of Directors



**Carolyn Morris (Chair)**

Appointed to the Board as a non-executive director in 2015.



**Dr Anna Wilkinson**

Appointed to the Board as a non-executive director in 2017.



**Ann Maree Keenan**

Appointed to the Board as a non-executive director in 2020.



**Stelvio Vido**

Appointed to the Board as a non-executive director in 2020. Resigned October 2023.



**John Kuot**

Appointed to the Board as a non-executive director in 2021.



**Dr Angela Lu**

Appointed to the Board as a non-executive director in 2022.



**Ricki Vinci**

Appointed to the Board as a non-executive director in 2023.



**Dr Dan Wilson**

Appointed to the Board as a non-executive director in 2023. Resigned February 2024.



**Anne Howells**

Re-appointed to the Board as a non-executive director in 2023.



**A/Prof Ines Rio**

Appointed to the Board as a non-executive director 2023. Resigned June 2024.



**Patrick Ow**

Appointed to the Board as a non-executive director in 2024.

# Finance Summary

Throughout the 2023/24 financial year, SHV's strategic focus on cost effective service delivery resulted in a surplus of \$253,169. The surplus is mostly due to a 4.4% increase in self-generated income, diversified and consolidated funding sources, and strong returns on term deposits.

Continued growth of EveryBODY Education servicing more schools and delivering relationships and sexuality education to more young people resulted in an 10.9% increase in income compared with the previous year.

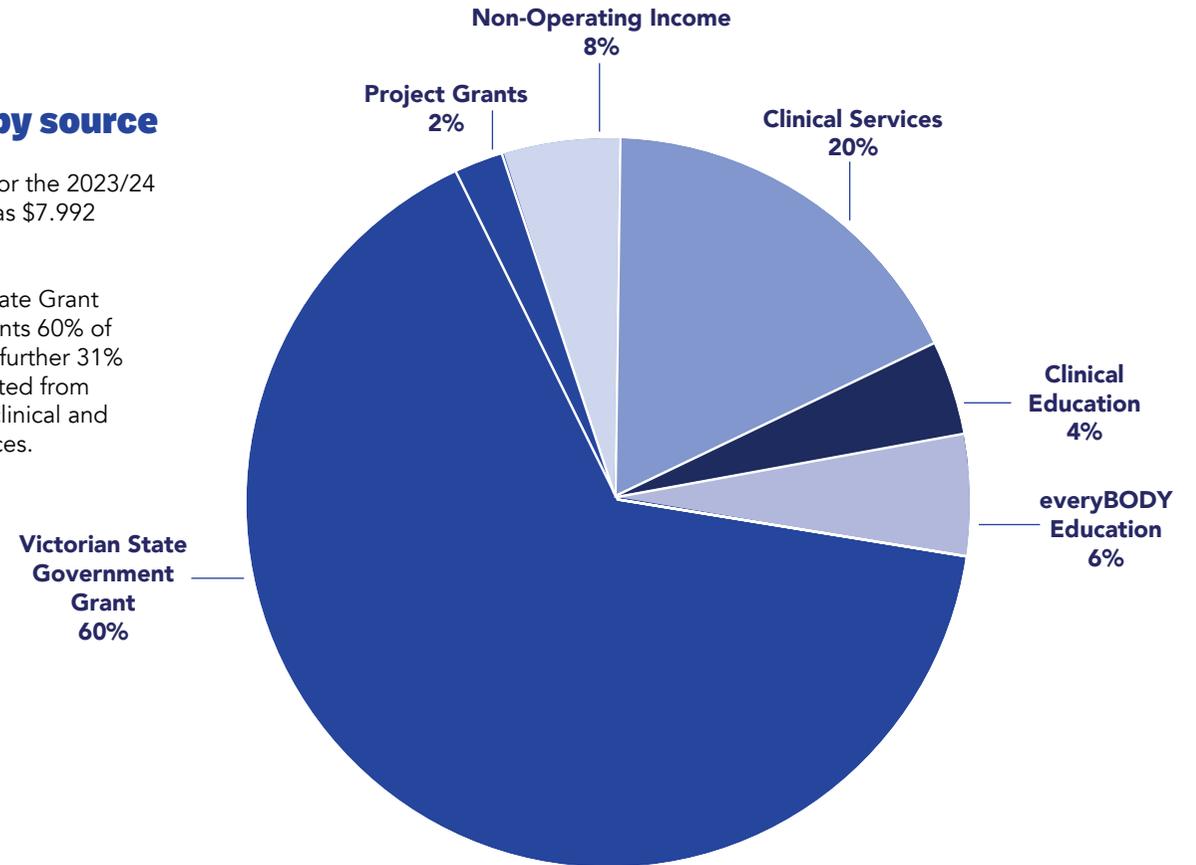
At the end June 2024, SHV has \$3.5m in Retained Earnings. Strong cash and working capital balances provided sufficient liquidity to meet debts as and when they fall due.

SHV prepares financial statements in accordance with the Australian Accounting Standards as outlined in the Independent Auditors report. A full set of the audited financial statements for the Year Ending 30th June 2024, and the accompanying notes, are available on our website at [www.shvic.org.au](http://www.shvic.org.au).

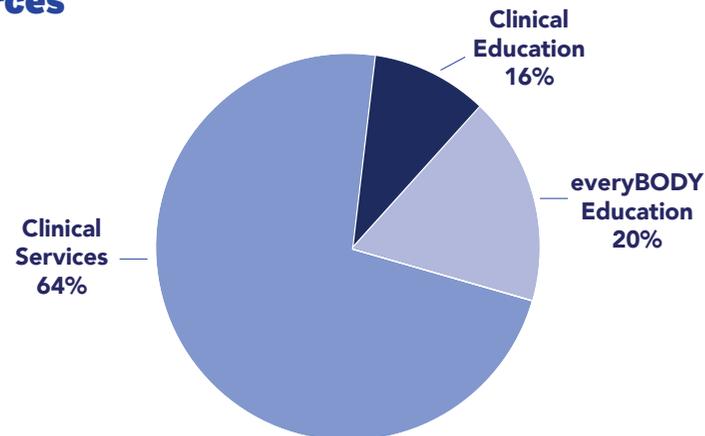
## Revenue by source

Total Revenue for the 2023/24 financial year was \$7.992 million.

The Victorian State Grant funding represents 60% of revenue, with a further 31% revenue generated from the delivery of clinical and education services.

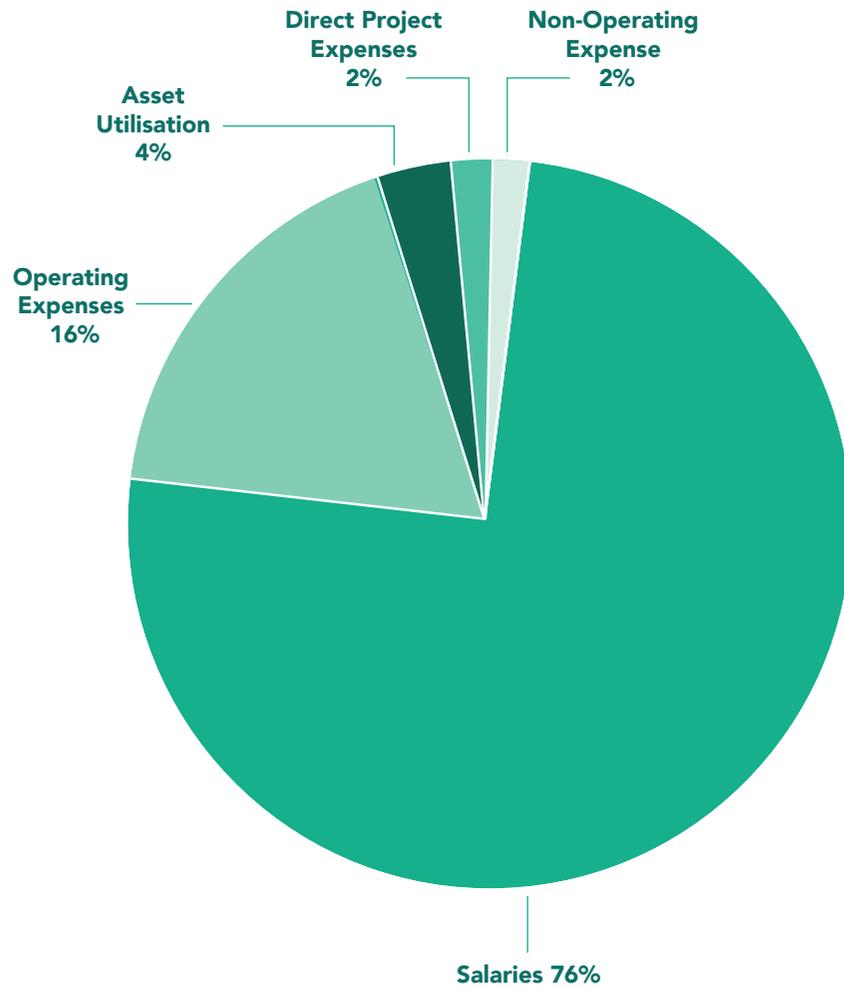


## Service delivery income sources



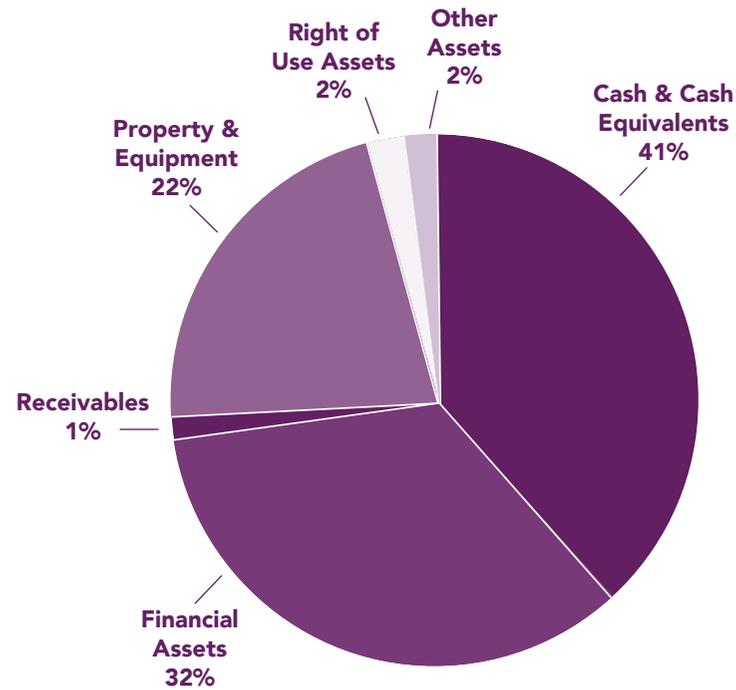
## Expenditure

Total Expenditure for the 2023/24 financial year is \$7.757m. Salary costs at 76% of total expenditure reflect the professional service nature of SHV.



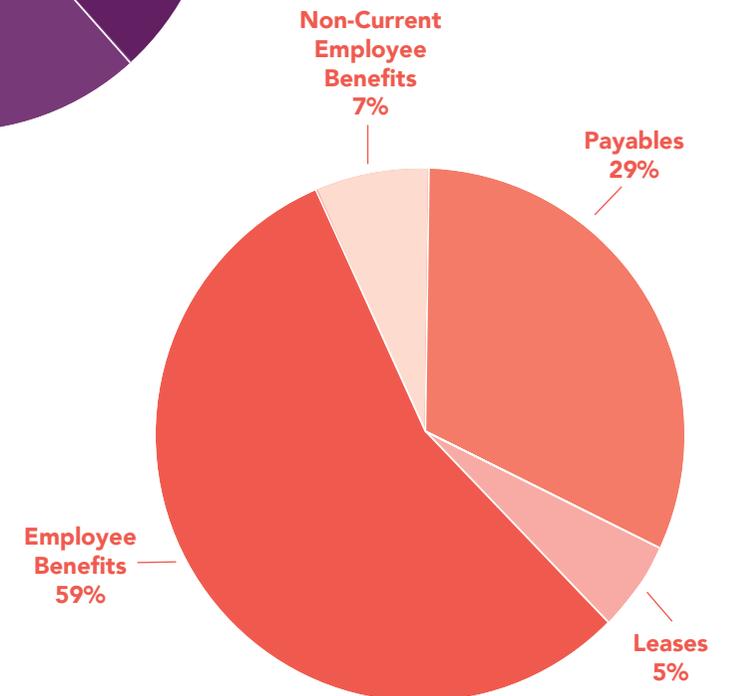
## Assets

Assets totalled \$5.413m with \$4.123m reported as Current Assets.



## Liabilities

SHV had \$1.876m in Liabilities at the end of 2023/24 financial year, 93% of which are Current Liabilities. Employee benefit provisions represent 65% of all liabilities.



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For more information contact Sexual Health Victoria on:  
T/ 03 9257 0100 or visit [www.shvic.org.au](http://www.shvic.org.au)

Sexual Health Victoria acknowledges the support of the Victorian Government.



Sexual Health Victoria acknowledges the Aboriginal and Torres Strait Islander people as the Traditional Custodians of the land on which our offices stand and in the regions in which we provide our services. We pay our respects to Elders past and present. Sexual Health Victoria is committed to providing respectful and inclusive services and work environments where all individuals feel accepted, safe, affirmed and celebrated. With our commitment to embracing diversity and eliminating all forms of discrimination in the provision of reproductive and sexual health services, we welcome all people irrespective of cultural or linguistic background, sexual orientation, gender identity, intersex status, religion or spiritual beliefs, socio economic status, age or abilities.



#### Disclaimer

This publication may be of assistance to you and every effort has been made to ensure that the information provided is correct. Sexual Health Victoria does not guarantee that the publication is without flaw of any kind or is wholly appropriate for your particular purposes and therefore disclaims all liability for any error, loss or other consequence which may arise from you relying on any information in this publication.

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