

CHILDREN BY CHOICE

Strategic Plan 2026-2031

About Children by Choice

Children by Choice is an independent non-profit feminist organisation based in Queensland that has been championing the reproductive rights of women and pregnant people for over 50 years. Since 1972, Children by Choice has supported women and pregnant people across Queensland as the state's first dedicated all-options pregnancy support service. We are a leader in protecting, supporting, and advancing reproductive autonomy and rights.

We deliver telephone support and counselling services for clients, provide in-person and remote sector training, and undertake integrated research, advocacy, and partnerships with the communities we serve. Our research and advocacy strategies challenge stigma, influence policy, and address the inequities that restrict access to abortion and reproductive healthcare in the community.

We respect and uphold every person's right to make their own reproductive and sexual health decisions, free from judgement or barriers, and work alongside individuals, communities, and organisations to create meaningful, lasting change. We work to create a future where all women and pregnant people can access timely, affordable, and non-judgemental abortion care.

Our Vision

All people can freely and safely make their own reproductive choices without barriers.

Our Mission

To advance equitable access to compassionate abortion care through advocacy, client-centred support, and systems change.

Our Values



Equity – We address systemic barriers that prevent people from accessing equitable reproductive healthcare, information, and compassionate abortion care.



Pro Choice – We uphold the right of every pregnant person to reproductive autonomy, free from coercion, stigma, or interference.



Compassionate – We approach our clients, partners, communities and each other with empathy, dignity, and respect, while holding firm boundaries that protect reproductive autonomy.



Feminist – We take an intersectional approach that upholds bodily autonomy, equity and equality.



Integrity – We hold ourselves to high ethical standards through transparency, accountability, and responsible decision-making.

Acknowledgement of Country

Children by Choice acknowledges Aboriginal and Torres Strait Islander peoples as the First Australians. We recognise their cultures, histories and diversity and their deep connection to the lands, waters and seas of Queensland and the Torres Strait.

We acknowledge the Jagera/Yaggera people and the Turrbal people as the Traditional Custodians of Meanjin (Brisbane), the lands on which our office is located and where we meet, work and learn.

We also acknowledge the systemic inequities First Nations people face, no matter where they reside, in receiving culturally safe care, guidance and access to reproductive healthcare. We commit, as an organisation, to reduce those barriers and advocate for change.

Ngali yanbala – we go together – we walk forward as one.

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Our Clients

can freely and safely make their own reproductive choices and access abortion care without barriers.

Strategies

- We provide a fully funded tele-service that offers clients pregnancy options support and counselling.
- Through our consumer and community engagement strategy, we meet priority populations where they gather to build awareness and promote our service.
- We connect our health sector and consumers to increase equitable access to abortion care and related healthcare.
- Our resources are informed by client experience and up-to-date research, and are accessible to diverse audiences including priority populations.
- We grow our reach in Queensland and across Australia.

Our Team

is supported, skilled and values aligned.

Strategies

- We create a culturally safe, trauma-informed workplace.
- We co-develop professional development plans with each staff member, taking into account individual areas of interest, skills gaps and regulatory compliance.
- We include values alignment as mandatory recruitment criteria for staff and volunteers.
- We conduct monthly PULSE Surveys that measure staff satisfaction and drive continuous improvement.
- Our Management Committee is diverse in its skills and experience.

Our Organisation

is financially sustainable and socially responsible, ensuring ethical stewardship of resources and long-term organisational resilience.

Strategies

- We diversify our revenue streams and maintain adequate reserves.
- We execute a philanthropy and fundraising strategy.
- We seek to maintain current levels of government funding to ensure continuity of service.
- We extend our service offerings beyond Queensland.
- Our policies and procedures are current, appropriate, tailored to our work and environment, and compliant with accreditation schemes and regulatory requirements.

Our Sector

is educated, connected, and resourced to deliver an effective service system that supports reproductive rights and compassionate care.

Strategies

- We build sector capability through comprehensive education and training.
- We connect the sector through direct engagement, event delivery, and relevant, informative digital communications.

Our Voice

is shaped by client and sector experience and is amplified to advance reproductive justice.

Strategies

- We advocate for reproductive rights
- We deliver campaigns that are meaningful, impactful and measurable.
- We build strategic relationships to influence public policy, legislation and to increase funding to deliver our services.

