



# 2029 Adventure

How *Pelvic Health Matters*  
will look, act & feel by 31<sup>st</sup> May 2029



*Leading the way*

# Introduction

At Pelvic Health Matters we are committed to growing, improving and becoming the best version of ourselves. Known as *Women's & Men's Health Physiotherapy* for 34 years, we rebranded to *Pelvic Health Matters* in 2026, to better reflect what we believe in and what we do.

We stay accountable to becoming better every day by being brave enough to decide what our future will look like, publishing our vision for everyone to see, and then working hard to make that future our reality.

**Our vision for the future translates our core purpose, fundamental reason for existence, and our core values, guiding principles and behaviours, into a focussed goal; our bold and brave 10 Year Dream.**

The journey towards achieving this 10 Year Dream includes three *Adventures*. Our first Adventure started in 2022 and was completed in 2025. **We now share our middle Adventure that outlines ten exciting destinations we will visit.**

Along with keeping us accountable, the beauty of publishing our goals is that our vision acts as an open invitation for other people with a passion for pelvic health to join us and contribute to shaping the future of Pelvic Health Matters.

We hope you enjoy reading this and are motivated to contribute, get involved or reach out if you'd like to know more about our Dream and Adventures.

*Shan Morrison & The Leadership Team*

February 2026

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# What We Do

With a sole focus on pelvic health physiotherapy, we use a whole person approach to change lives for the better.

Creating a safe space, and establishing meaningful connections, we listen to truly understand and discover what matters.

With empathy and collaboration, we guide our patients to restore what matters, helping them achieve their pelvic health goals (PHGs) and enjoy what matters.





## Who We Are

Considered a centre of excellence for over 30 years, we are a passionate group of postgraduate-qualified pelvic health physiotherapists and committed support staff, united by a common purpose to restore pelvic health.



## Our Culture

We're a supportive, friendly close-knit bunch where everyone matters. Together, we create an environment where every person feels inspired and proud of the difference we make, sharing and celebrating success stories.

We value laughter along with learning and prioritise team wellbeing, with shared lunchbreaks in a bright breakout room. We genuinely enjoy working together and strive to bring out the very best in each other.

# Leading the Way

Formerly known as *Women's & Men's Health Physiotherapy*, we have an unwavering belief that pelvic health matters for everyone, at every stage of life.

Always evolving, we stay up to date and embrace change and innovation. With a reputation for exceptional care and over 30 years of experience, we continue to lead the way by focussing solely on pelvic health – and that won't change.

# Coaching & Support

We don't just talk about coaching and support, we promise and deliver with a formal structure.

All team members have their own dedicated professional development pathway – always. No matter the role or level of experience, **Pelvic Health Matters** has systems and resources to support learning and development and the provision of best practice care.

With an ongoing expectation of personal accountability, we become the best versions of ourselves, both as individuals and as a group.



Team after a Self-Care Yoga and  
Meditation PD

# Core Purpose

Pelvic Health Matters exists to **restore** pelvic health, **empowering** every person to live their **best life**.

*This is our cause, our belief and what we stand for. It's our Why!*



# Core Values

At Pelvic Health Matters our core values are promises we make to each other, guiding our behaviour and informing our decision making.

## Respect Everyone

- We communicate with honesty, clarity and kindness.
- We are trusting, empathetic and compassionate.
- We value and acknowledge everyone's perspective and contribution.

## Work Together

- We have a positive can-do attitude.
- We support everyone to achieve professional, personal and shared goals.
- We are reliable, dedicated and accountable.

## Make Connections

- We are friendly, caring and inclusive.
- We genuinely listen and take the time to get to know each other.
- We enjoy celebrating milestones and successes.

## Strive for Excellence

- We always do our best.
- We aim to provide an exceptional experience every time.
- We are innovative and committed to continual improvement.

## Embrace Learning

- We are curious, questioning and willing learners.
- We inspire each other with our courage to adopt change.
- We generously share knowledge and collaborate.



# 10 Year Dream

By 31<sup>st</sup> May 2032,  
Pelvic Health Matters patients  
will have achieved  
**50 000 Pelvic Health Goals**

“ *Setting PHGs ensure my patients feel heard, providing clarity and direction, they help tailor treatment to what is most important, enhancing motivation and giving us a reason to celebrate achieved goals – which makes everyone feel good.* ”

Pelvic Health Matters Physio, 2025.

We have always had a strong focus on person centred care utilising a biopsychosocial perspective. A key aspect of this is collaborative goal setting where patients identify outcomes that are meaningful and personal, based on their values, hopes and priorities. Ensuring goals are values based empowers patients to pursue them with more passion and provides us with a deeper understanding of their motivations and their ‘why’.

Sharing our 10 Year Dream changed our goal setting approach, and we discovered specific listening techniques and targeted questions that led to truly patient driven meaningful goals. We developed systems to support the setting, documentation, review, recording and, most importantly, the celebration of pelvic health goals.

We are excited to further refine our approach as we progress towards our 10 Year Dream and are so pleased our team have embraced it.



# 2029 Adventure

By 31<sup>st</sup> May 2029, Pelvic Health Matters will look like this:

## Rebrand Launch

After 34 years we rebranded, officially becoming Pelvic Health Matters on April 1st, 2026. Our new name reflects what we've always believed; pelvic health matters for everyone.



## Our Pathway

Our unique pathway - Discover, Restore, Enjoy what matters - is embedded in every patient interaction. It shapes how we listen, plan, and support - ensuring exceptional care that's truly personalised, empowering our patients to live their best lives.



## Community Connection

We have an amazing Pelvic Health Matters team where work and laughter go hand in hand. It's a safe place where you belong, are supported and understood. We form valuable connections and friendships as we build something special together.



## Celebrating Impact

Hundreds of success stories have been shared - patient journeys and professional wins alike. By acknowledging the work and honouring meaningful milestones and moments of pride, we didn't just work together, we celebrated together.



## Thriving Team

We've focused on our people's professional satisfaction and growth. Through regular check-ins, thoughtful support, and genuine care, we committed to everyone feeling valued and empowered to flourish.



## Lighter Load

By streamlining systems, utilising resources and embracing innovation and technology, we removed what weighs us down, creating space, time and energy for what truly matters.



## Affirming Care

We've created genuinely inclusive care that honours every person's unique way of experiencing the world - respecting diverse bodies, brains, identities and backgrounds with compassion and understanding. We committed to a trauma-sensitive, neuro-affirming approach and embraced all the things that came with that - positives, challenges and everything in between.



## PHG Momentum

We've built momentum towards our 10 Year Dream of 50,000 Pelvic Health Goals, celebrating thousands of meaningful achievements - from stepping stones to break throughs. Every goal achieved impacts someone's life and fuels us to transform more lives in the months and years ahead.



## Recognition & Reach

Pelvic Health Matters is an established brand, and we have expanded our reach. Our referrers and patients recognise us as Melbourne's pelvic health physiotherapy leader and trust us to be their provider of choice.



## Learning Your Way

Investment in innovative, individualised development paid off - building confidence, expanding skills, and creating pathways for growth. Learning portfolios kept us on track. We developed our practice AND our people.



With all these destinations visited we will be well on the way to our patients achieving 50 000 PHGs by 31<sup>st</sup> May 2032.



 Pelvic  
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