

# VARTA

Victorian Assisted Reproductive  
Treatment Authority



## Strategic Plan 2018 - 2020

[www.varta.org.au](http://www.varta.org.au)

## Our vision

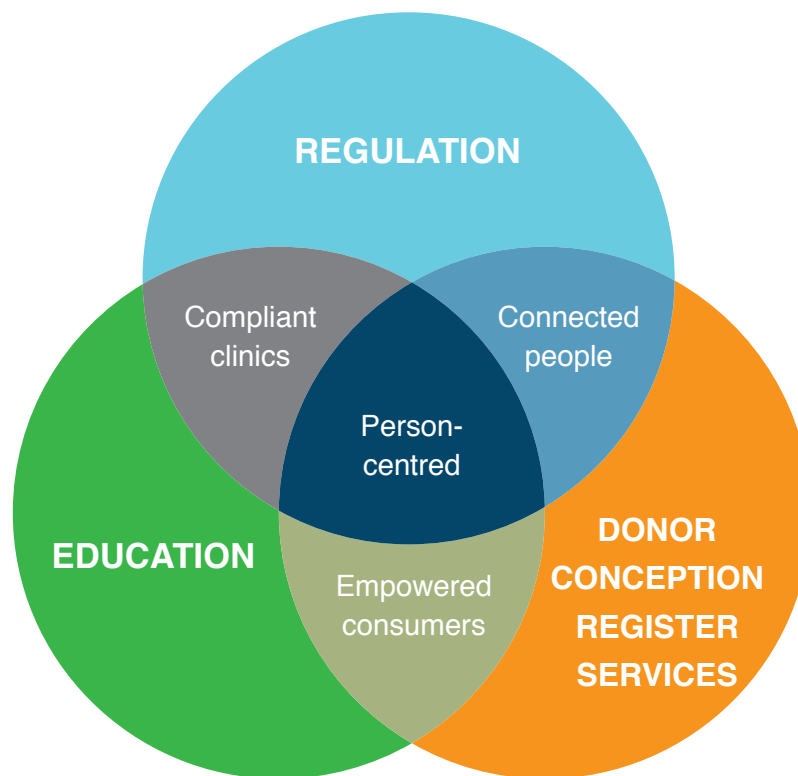
People are enabled to make optimal choices about their fertility, assisted reproductive treatment and the connections it creates.

## Our purpose

We help people understand what they can do to improve their chance of having a baby.

We regulate ART providers, and prioritise the best interests of people having ART treatment, and their future children.

We support people involved in donor conception to get the information they need, and achieve their connection preferences.



## What we do

### REGULATION

- We administer the registration of ART providers in Victoria and monitor and report on treatment outcomes
- We approve the import/export of donor gametes and embryos containing donor gametes, into and out of Victoria
- Confidential information is stored within our systems, which comply with privacy regulations

### EDUCATION

- We translate research findings about fertility, infertility, ART and pre-conception health into information materials and education programs, campaigns and projects
- We educate the community and relevant professionals
- We educate ART clinics to foster their compliance with the *Assisted Reproductive Treatment Act* (2008)

### DONOR CONCEPTION REGISTER SERVICES

- We manage the Central and Voluntary Registers and process applications from people who want to seek or store information on the registers
- We provide information, counselling and support for donor-conceived people (DCP), parents, donors and family members
- We make connections between donors, DCP and parents who received donor treatment

## Our strategic priorities 2018 - 2020

### We will focus on:

#### Regulation

Undertake risk-based regulatory planning to effectively use regulatory tools.  
Embed learnings to enhance future processes and minimise risks and build our expertise  
in investigating potential legislative breaches by ART clinics.

#### Education

Increase engagement with consumers, and build VARTA's knowledge of behavioural insights  
and technology to broaden our methods of innovative and appropriate education methods,  
to enable more people to understand fertility, infertility and ART.

#### Donor Conception Register Services

Evaluate the impact of the *Assisted Reproductive Treatment Amendment Act 2016 (Vic)* -  
the experiences of donor-conceived people, donors, parents and VARTA's systems and processes,  
to analyse, enhance our practices and share with others, nationally and internationally.

#### Organisational capability

Operate with sustainable human and financial resources to undertake its functions and achieve  
strategic outcomes, as an innovative, responsive, capable, transparent and sustainable organisation  
with a positive culture.

### We are

#### Independent

We operate as a statutory authority guided by the  
*Assisted Reproductive Treatment Act 2008 (Vic)*  
and the Minister of Health's expectations.

#### Evidence-informed

We gather and analyse current evidence and  
translate findings, to inform all that we do.

#### Collaborative

We work in partnership with those working in  
ART, health, education, research and legal  
sectors, and we consult with our consumers.

#### Inclusive

We are committed to the *Charter of Human Rights  
and Responsibilities Act 2006 (Vic)*, and to the  
protection of the welfare of all people treated  
through and born from, ART.

#### Sustainable

We operate as an innovative, responsive and  
capable organisation.

We value integrity, transparency,  
respect and our 'person-centred'  
way of working.

## We enable people to make well-informed choices

### People of reproductive age

From young adult to late forties

### People who want to have a baby

Soon, or sometime in the future

### People considering ART treatment

Those with fertility concerns

### People involved in ART treatment

Parents, donor-conceived people, donors and their families, surrogates

## We work with organisations that inform, support and influence

ART providers, clinicians, counsellors and other clinic staff

Fertility industry co-regulators

Consumer, health, education and fertility peak bodies

General practitioners, nurses and other primary health care providers

Registry of Birth, Deaths and Marriages

Education professionals in schools and universities

Media

Primary health, preventive health, public health and health promotion organisations

Researchers

## Outcomes

## Measures and indicators

**Efficient risk-based regulatory systems and processes**

- Risks are effectively managed
- Well-managed potential breaches of the Act
- Effective collaboration with co-regulators
- Positive outcomes with ART providers

**Innovative education and health promotion and well-informed consumers**

- Increased levels of consumer input into design
- Greater use of new technology to reach consumers
- Increased website reach and engagement
- Increased social media engagement
- Available, current, relevant resources
- Research results

**Efficient, high quality Donor Register Services**

- Improved technology functions
- Positive client experiences

**Sustainable operations**

- Increased funding
- Balanced budgets
- Risks managed effectively
- Successful partnerships and collaborations

**Engaged employees**

- Positive staff engagement survey results
- Continuous momentum across organisation