

CCA STRATEGIC PLAN

(Effective 1 July 2024 - 30 June 2027)

Our Purpose:

To reduce the incidence and impact of all cancers for all Australians.

Our Values:

Our values are more than words on a page, they guide our decision making and reflect how we do things at Cancer Council Australia. Our values are embedded in our Strategic Plan and in all the activities at Cancer Council Australia:

- Collaboration
- Compassion
- Excellence
- Innovation
- Trust

Our Role:

Cancer Council Australia is a trusted and respected leader in cancer control. As the national membership body for state and territory Cancer Councils we work with our Members and with those affected by cancer, health professionals, the Federal Government, and partners in the public health and cancer sectors, to reduce the incidence and impact of all cancers for all Australians.

Cancer Council Australia works to make a lasting impact on cancer outcomes by shaping and influencing policy and practice across the cancer control continuum; developing and disseminating evidence-based cancer information through thought leadership and research activities; convening and collaborating with cross sectorial stakeholders and consumers to set priorities; and speaking as a trusted voice on cancer control in Australia.

Our Priorities:

- 1. Policy and Advocacy – Cancer Council Australia is a leader in national cancer control policy and advocacy with our focus being on reducing the risks of cancer and achieving better outcomes for all Australians affected by all cancers.**
 - 1.1. We are the primary liaison point for our Members with the Federal Government in all things related to cancer control and we are the national and international spokesperson and representative for cancer control on behalf of our Members.*
 - 1.2. We develop and advocate for evidence-based policies that address cancer prevention, early detection and optimal cancer care.*
 - We work with subject matter experts from all Cancer Councils and from other organisations to develop and advocate for evidence-based policies that address the key challenges of cancer control in Australia, and to position Australia as a world leader in cancer control policy and cancer outcomes.
 - We prioritise policy and advocacy efforts that address inequity, with a specific focus on cancer outcomes for Aboriginal and Torres Strait Islander people and priority population groups and communities.

- We actively promote our evidence-based policies through effective communications activities to the general community, health professionals, policy makers and relevant sectors to build awareness and support uptake.
- We ensure the perspectives of people affected by cancer, and especially those who experience the poorest cancer outcomes, are known by public servants, politicians, political advisors and key thought leaders to ensure that cancer planning and delivery is multi-disciplinary and person focused.
- We collaborate with our Members and external partners to coordinate our advocacy where our targets fall across organisational and jurisdictional borders.

1.3. *We advocate for funding to deliver national behavioural change programs consistent with our Cancer Council National Cancer Prevention Policy and evidence-based research.*

1.4. *We advocate at a Federal Government level for funding for the delivery of services that improve cancer prevention and care outcomes, including by our Members where appropriate.*

1.5. *We advocate on behalf of our Members on relevant non-cancer related Federal issues that have the potential to impact on our collective work.*

2. Prevention – Cancer Council Australia plays a leading role in national prevention activities including evidence-based campaign delivery, product licensing, policy and advocacy.

2.1 *We work with our Members and other stakeholders in the development of national policies that prevent cancer, actively promote healthy lifestyles and empower individuals and communities to create environments that reduce the risk of cancer.*

2.2 *We prioritise efforts that address inequity for Aboriginal and Torres Strait Islander people and priority population groups and communities.*

2.3 *We work with our Members and other stakeholders to deliver a range of evidence-based best practice national prevention and behavioural change communications to promote healthy lifestyles for all.*

2.4 *We manage the licensing of Cancer Council's suite of sun protection that actively promote sun safe behaviours.*

3. Support – Cancer Council Australia supports i) all people affected by cancer through the provision of quality information, ii) health professionals with provision of evidence-based clinical guidance and iii) our Members in the delivery of their work

3.1 *We support the community by being a trusted voice on cancer control through the provision of independent, evidence-based information.*

3.2 *We support the health sector to deliver evidence-based, best-practice care by working with our Members and partners to define best practice diagnosis and treatment and by engaging with the health sector to support the implementation of relevant national strategies and plans that aim to improve cancer outcomes for all Australians.*

3.3 *We support the work of our Members in the delivery of their work as agreed.*

4. Brand – Cancer Council Australia protects, informs and shapes the shared Cancer Council brand.

4.1 *We nurture and enhance the Cancer Council brand and reputation to ensure Cancer Council continues to be recognised as a trusted leader and expert in cancer control.*

4.2 *We actively measure and evaluate the Cancer Council brand and reputation across key Cancer Council Australia audiences.*

- 4.3 *We track and manage brand and reputational risk, issues and crises, to ensure all activity is consistent with our purpose.*
- 4.4 *We ensure brand coherency across our national communications to maximise our presence across our touchpoints.*
- 4.5 *We manage brand and reputation with our licensees.*
- 4.6 *We demonstrate and celebrate the impact of Cancer Council's work across all cancer control domains.*

5. Research - Cancer Council Australia facilitates, undertakes, advocates for and participates in research and thought leadership on cancer control to reduce the incidence of, and to drive improved cancer outcomes for all Australians.

- 5.1 *We actively monitor and synthesise research outputs to inform national policy and improve cancer outcomes.*
- 5.2 *We conduct, participate in and synthesise research to understand Cancer Council Australia audiences and deliver evidence-led communications.*
- 5.3 *We participate in research programs that relate to our policy priority areas and that address inequity, with a specific focus on cancer outcomes for Aboriginal and Torres Strait Islander people and priority population groups and communities.*
- 5.4 *We advocate for funding for cancer research with the Federal Government.*
- 5.5 *We work with research groups across our Members to champion their work and increase the profile of Cancer Council's research activity.*
- 5.6 *We work to ensure that the valued voice and experience of consumers is embedded in our research activity.*
- 5.7 *We showcase and celebrate the impact Cancer Council research investment and participation has on improving cancer outcomes to demonstrate the important work of Cancer Councils.*

6. Sustainability – Cancer Council Australia operates effectively and sustainably and is adequately resourced to deliver on its purpose.

- 6.1 *We work to achieve national collaboration and harmonisation in cancer control and effectively leverage and demonstrate the skills and expertise across our Members.*
- 6.2 *We deliver excellence in governance and risk management.*
- 6.3 *We build and maintain independent and valued external partnerships.*
- 6.4 *We attract and retain a highly skilled and diverse workforce.*
- 6.5 *We ensure our systems and processes are efficient, effective and support innovation.*