



Cancer
Council
NT

2019 – 2030 Strategic Plan

April 2019

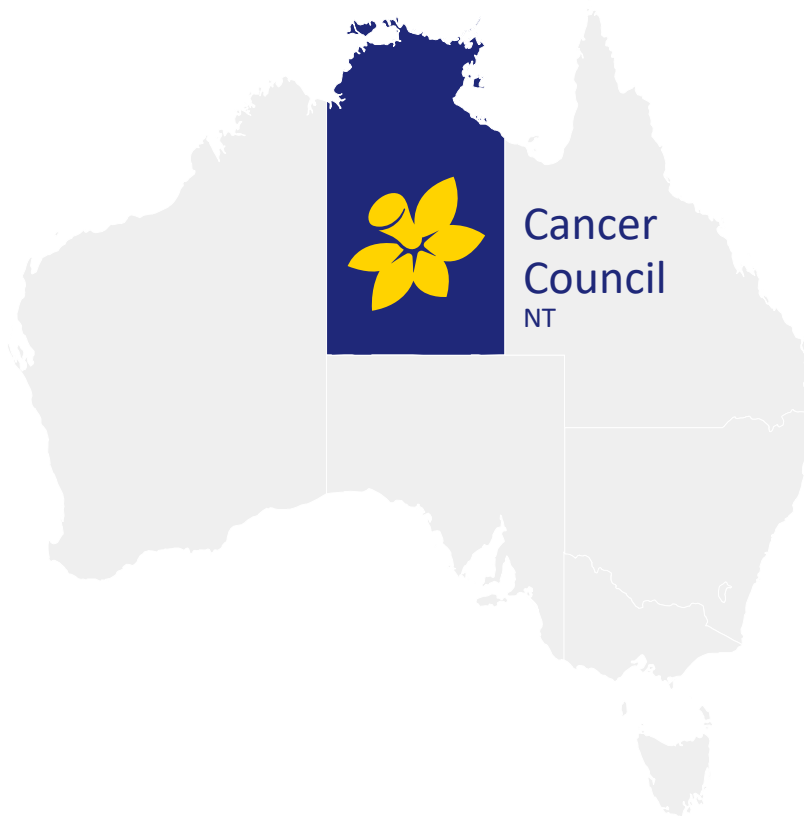


Background

The Cancer Council of the Northern Territory Inc (Cancer Council NT) has been operating in the Northern Territory since 1979, providing a range of invaluable services to Territorians impacted by cancer, when they need it most. Cancer Council NT maintains a head office in Darwin, with a small team of fiercely dedicated and knowledgeable staff, and a loyal volunteer base. Smaller offices are maintained in regional centres of Katherine and Alice Springs. Cancer Council NT receives 83% of its annual funding budget through the generosity of Territorians, donating to their cause.

Cancer Council NT has recently undergone significant generational change in its leadership, both at the Board and Executive levels. With this new leadership comes a drive to reinvigorate Cancer Council NT:

- to reach the next generation of volunteers and supporters of the organisation and to deliver key prevention and awareness messages to a younger demographic, whilst maintaining its valued core base of staff and volunteers with the experience to guide the organisation forward.
- to take advantage of the technological advances that present significant opportunity to work smarter, and reach a far broader audience than has been accessible in the past.
- to create longer term certainty around financial resources through leveraging trends towards socially conscious giving.
- to take a strong position in advocacy and research, and
- to expand the reach of Cancer Council NT through targeted partnerships with remote health and education providers to reduce the incidence and impact of cancer across the NT (including culturally appropriate service delivery to Aboriginal Territorians, who comprise approximately 30% of the Northern Territory's population).



OUR VISION

A cancer free future

OUR PURPOSE

We are Australia's leading cancer charity, uniting the community, providing support, investing in research and saving lives

OUR VALUES

Our values influence the work that we do, and the way we work with our colleagues and with our community



INNOVATION

Seek and embrace the best



RESPONSIBILITY

Be accountable for our results and resources



COURAGE

Speak out and step up



COLLABORATION

Work together to achieve our goals

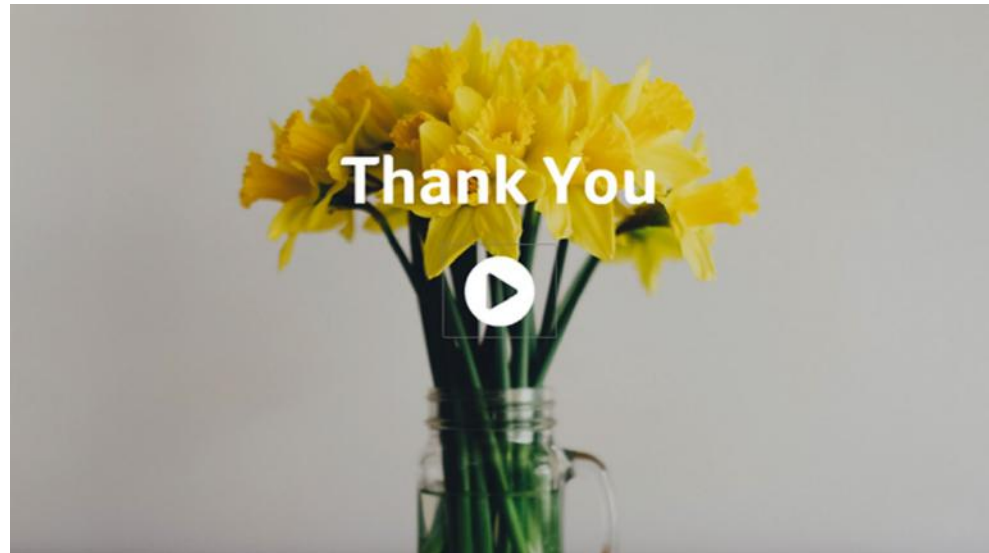
Our mission

Every minute

Every hour

Every day

we're working with all Territorians to prevent cancer, create hope and help save lives.



Strategic objectives

A CANCER-FREE FUTURE

Every minute

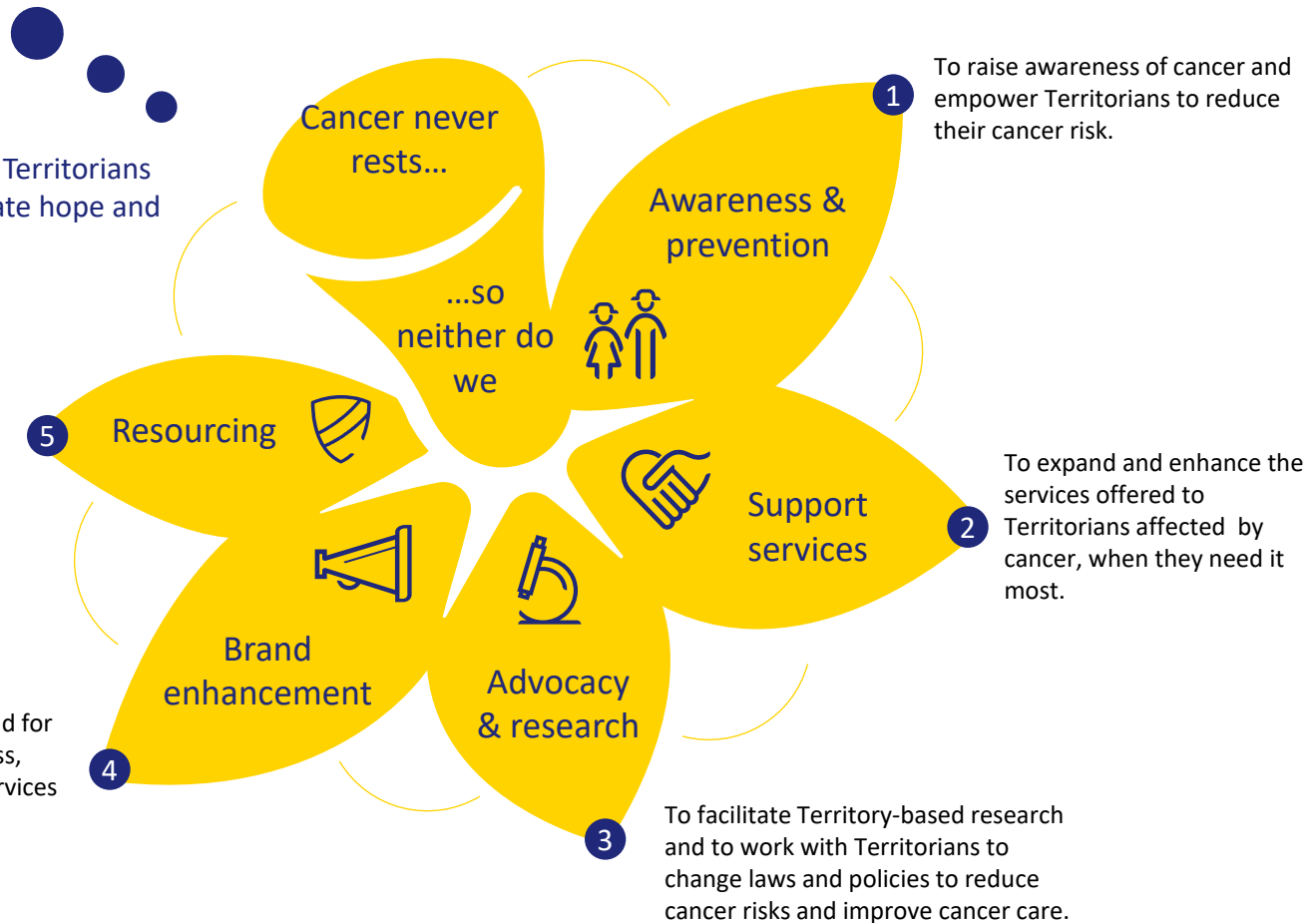
Every hour

Every day

we're working with all Territorians to prevent cancer, create hope and help save lives.






To optimise available resources for efficient and effective delivery against core strategic initiatives.

To build the most highly regarded and trusted brand for cancer advocacy, awareness, prevention and support services in the Northern Territory.





The way forward

	BUILD A STRONG FOUNDATION (2019 – 2021)	LEVERAGE OUR INVESTMENT (2021 – 2024)	EXPAND OUR REACH (2024 – 2030)
<p>1. Awareness & prevention</p> 	<ul style="list-style-type: none"> – Enhance engagement with targeted CCA programs. – Establish relationships with NT-organisations through which awareness and prevention messaging can be distributed to a wide audience. – Expand delivery of messaging to include schools, Aboriginal health organisations and corporate sponsors. 	<ul style="list-style-type: none"> – Expand engagement with CCA programs. – Leverage digital technology to deliver messaging, and link to events. – Embed delivery of health messaging into Aboriginal health organisations and ongoing work with corporate sponsors. – Deliver messaging to all NT schools. 	<ul style="list-style-type: none"> – Offer a full suite of CCA programs. – Establish program for generational change in three targeted Aboriginal communities.
<p>2. Support services</p> 	<ul style="list-style-type: none"> – Enhance the efficiency with which patient transport services are delivered. – Establish a full suite of complimentary therapies and a Survivorship Program. – Expand services to Alice Springs and Katherine. 	<ul style="list-style-type: none"> – Enhance the efficiency with which all patient services are delivered by encouraging patient use of My Health Record. – Continued enhancement to efficiency of delivery of patient transport services. – Expand services to Gove. 	<ul style="list-style-type: none"> – Expand geographical reach for support services to targeted remote communities.
<p>3. Advocacy & research</p> 	<ul style="list-style-type: none"> – Enhance engagement with CCA and build networks for advocacy activities. – Identify research activities planned for the Northern Territory and build networks with key research organisations. 	<ul style="list-style-type: none"> – Leverage CCA advocacy material (with local overlay as available and relevant), and established networks for advocacy campaigns. – Support national and Territory-based research in the Territory. 	<ul style="list-style-type: none"> – Continue focus on advocacy for social, health and policy change. – Continue support for all Territory-based, cancer-related research projects.
<p>4. Brand enhancement</p> 	<ul style="list-style-type: none"> – Engage with CCA to advocate for a range of new brand resources to promote Cancer Council NT appropriately for NT context. – Develop and implement an evaluation framework for events. – Establish new relationships to provide longevity and sustainability in donation and sponsorship base. – Execute multi-year corporate sponsorships for national Cancer Council events. – Develop a risk register. 	<ul style="list-style-type: none"> – Execute multi-year corporate sponsorships for new suite of local Cancer Council NT events. – Expand engagement with younger demographic. – Invest in branding and messaging appropriate for Aboriginal community engagement. 	<ul style="list-style-type: none"> – Execute plans for Aboriginal community engagement.
<p>5. Resourcing</p> 	<ul style="list-style-type: none"> – Investment in ICT hardware and software to maximise efficiency. – Maximise efficiency of staff and volunteers through a co-ordinated approach to managing resources for maximum output and engagement. – Recruitment of staff to deliver services in Katherine and Alice Springs, including securing of budget to pay ongoing. 	<ul style="list-style-type: none"> – Establish systems for large monetary and in-kind donation support, including sponsorships and bequests. – Expand team capacity and capability to deliver strategic objectives. 	<ul style="list-style-type: none"> – Explore innovative models for generating economies of scale. – Recruit to facilitate expansion CCNT activities to targeted Aboriginal communities.



1. Awareness & prevention



Strategic objective: To raise awareness of cancer and empower Territorians to reduce their cancer risk.

BUILD A STRONG FOUNDATION (2019 – 2021)

LEVERAGE OUR INVESTMENT (2021 – 2024)

EXPAND OUR REACH (2024 – 2030)

Strategic initiatives

- Engage with CCA prevention and awareness discussions in priority prevention and awareness areas for the Northern Territory, including Sun Smart Program, Quit Smoking Program and Nutrition Program.
- Establish relationships with NT-based organisations through which awareness and prevention messages can be delivered (schools, health service providers, government and corporate workplaces).
- Expand prevention and awareness activities to include two additional focus areas based on CCA’s national framework, including Alcohol and Cancer Screening.
- Expand prevention and awareness messaging in schools to include exercise and physical activity.
- Expand relationships with NT-based organisations through which awareness and prevention messages can be delivered to include key Aboriginal health organisations, and corporate sponsors.
- Utilise technology to enhance prevention and awareness messaging by linking materials to events and campaigns.
- Expand prevention and awareness activities to include all focus areas as defined under CCA’s national framework.
- Continue to work with the Northern Territory Department of Education and private schools to deliver prevention and awareness messages across all schools in the NT.
- Focus on delivery of prevention and awareness messages for generational change in targeted Aboriginal communities with well established, education and health service facilities with a strong record for repeat visitation and attendance.

Key performance indicators

- Maintain a presence (through cancer awareness and prevention materials) at 3 networked GP services across the Northern Territory.
- Prevention and awareness activities (linked to brand enhancement) delivered in 3 Government schools.
- Corporate sponsor participation in prevention and awareness messaging.
- Maintain a presence (through cancer awareness and prevention materials) at 3 networked Aboriginal health organisations across the Territory.
- Cancer prevention and awareness programs delivered through all Northern Territory schools.
- Corporate sponsor participation in prevention and awareness messaging.
- Full suite of CCA prevention and awareness messages delivered in the Northern Territory.
- Cancer prevention and awareness programs delivered in 3 targeted Aboriginal communities.

2. Support services



Strategic objective: To expand and enhance the services offered to Territorians affected by cancer, when they need it most

BUILD A STRONG FOUNDATION (2019 – 2021)

LEVERAGE OUR INVESTMENT (2021 – 2024)

EXPAND OUR REACH (2024 – 2030)

Strategic initiatives

- Leverage partnership with CDU (graduate program) to deliver a full suite of complimentary therapies, including Massage, Meditation, Music and Exercise.
- Establish a Survivorship Program.
- Provide open information about the way services are delivered to manage patient expectations and create enhanced respect for the services provided.
- Enhance the efficiency through which patient transport services are delivered through use of digital applications to remind patients of transfer service bookings and co-ordinate driver bookings.
- Encourage patients to use the My Health Record system to improve continuity in service delivery across services.
- Expand service delivery to Darwin-based Aboriginal population through engagement with Aboriginal hostels in the area.
- Expand geographical reach for support services to targeted remote communities through partnerships with well established health service facilities.
- Develop partnerships with other Cancer Council state organisations to facilitate training opportunities for their staff in remote or Aboriginal support service delivery.

Key performance indicators

- Operation of digital patient notification system.
- Operation of digital booking and driver co-ordination system.
- Establishment of a Survivorship Program with an average of 20 attendees per program.
- Established suite of complimentary therapies.
- 80% of patients utilising My Health Record.
- Relationships established with all hostels in the Darwin area.
- Support services offered in 3 targeted Aboriginal communities.



3. Advocacy & research



Strategic objective: To facilitate Territory-based research and to work with Territorians to change laws and policies to reduce cancer risks and improve cancer care.

BUILD A STRONG FOUNDATION (2019 – 2021)

LEVERAGE OUR INVESTMENT (2021 – 2024)

EXPAND OUR REACH (2024 – 2030)

Strategic initiatives

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| <ul style="list-style-type: none"> – Engage with CCA advocacy discussions and material to enhance knowledge and credibility to engage in local advocacy. – Identify and build key relationships for advocacy messaging at a Territory level, including Ministers and Chief Executive Officers of key Northern Territory Government Portfolios and Departments (Health, Education, Chief Minister). – Identify research activities underway and proposed for the Northern Territory, including the lead research organisation and CCNT’s plan to establish a connection to provide support. – Establish working relationships with researchers, both internal (to Cancer Council nationally) and external. | <ul style="list-style-type: none"> – Strengthen relationships with key Aboriginal health organisations, land councils and cultural services to enhance CCNT’s research support capability. – Formalise partnership arrangements Charles Darwin University and Menzies, including terms for return in-kind support, or monetary contribution towards CCNT’s research support activities. – Develop strong working relationships with relevant interstate Cancer Council research teams. – Continued engagement with CCA for advocacy material, and overlay local content as available and relevant, to engage in local advocacy. | <ul style="list-style-type: none"> – Continue advocacy for social, health and policy change in the Northern Territory. – Continue leveraging networks and relationships to support all cancer research in the Northern Territory. |
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Key performance indicators

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| <ul style="list-style-type: none"> – Regular (quarterly) presence in NTG Newsroom media releases. – Regular (monthly) presence in other media. – Minister attendance at every national Cancer Council event (Australia’s Biggest Morning Tea, Daffodil Day, Relay for Life). – Have identified all cancer research activities in the Territory and developed plans for connection with each. activity. | <ul style="list-style-type: none"> – Established working partnerships with other Cancer Council branches. – Memorandums of Understanding with Menzies and CDU. – Receipt of recurrent research support (monetary and in-kind) to the value of \$100,000 per annum. – Implementation of an Education policy regarding sun-smart schools. – Northern Territory is not the winner of the Dirty Ashtray award. | <ul style="list-style-type: none"> – Engagement with all cancer-related research activities undertaken in the NT. – Implementation of an Education policy regarding smoke-free schools. |
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4. Brand enhancement



Strategic objective: To build the most highly regarded and trusted brand for cancer advocacy, awareness, prevention and support services in the Northern Territory.

BUILD A STRONG FOUNDATION (2019 – 2021)

LEVERAGE OUR INVESTMENT (2021 – 2024)

EXPAND OUR REACH (2024 – 2030)

Strategic initiatives

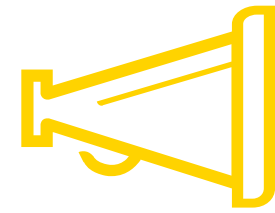
- Explore innovative and engaging ways to reach a younger demographic; the next generation of Cancer Council supporters, including through crowd sourcing partnerships for new marketing and product ideas.
- Leverage new CCA brand material and participate in ongoing CCA brand discussions to advocate for stronger brand alignment with the NT context.
- Identify and recruit well-known and well-connected Territorians as event ambassadors.
- Enhance digital presence for promotion of events and campaigns, and to raise awareness and provide information for prevention of cancer.
- Establish and implement an objective framework for event evaluation.
- Establish relationships with NT schools to leverage awareness and prevention activities for fundraising.
- Establish a comprehensive risk register, mitigation strategies, and refreshed policies.
- Develop a Reconciliation Action Plan.
- Develop multi-year agreements for corporate sponsorship of major events and campaigns.
- Expand engagement with schools to include Government schools, in line with Awareness & Prevention strategic initiatives.
- Leveraging insights from event evaluation results, establish new events as appropriate to target younger demographic.
- Invest in the development of brand communication strategies for Aboriginal communities.
- Execute brand investment for targeted Aboriginal communities.

Key performance indicators

- Deliver 3 new events or products to engage younger demographic.
- CCA developed marketing material tailored for NT context.
- Ambassador promotion for every national Cancer Council event (Australia’s Biggest Morning Tea, Daffodil Day, Relay for Life).
- Regular (monthly) digital distribution of prevention and awareness information.
- Digital distribution of all Cancer Council NT and national events.
- Event evaluation framework developed and implemented for evaluation of every event.
- Risk register in place and regularly reviewed.
- Updated suite of policies in place.
- Development of a Reconciliation Action Plan.
- 3 multi-year corporate sponsorship agreements signed; one for each annual national Cancer Council event.
- Tailored branding approach for 3 targeted Aboriginal communities.



5. Resourcing



Strategic objective: To optimise available resources for efficient and effective delivery against core strategic initiatives.

BUILD A STRONG FOUNDATION (2019 – 2021)

LEVERAGE OUR INVESTMENT (2021 – 2024)

EXPAND OUR REACH (2024 – 2030)

Strategic initiatives

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| <ul style="list-style-type: none"> – Invest in information and communication technology (ICT) hardware and software to automate repetitive processes and maximise the efficiency of staff and volunteers, including integration of data into a Client Management System. – Review and update information storage systems, policies and procedures. – Develop a volunteer optimisation strategy, including identification of demographic and skills mix required for volunteer base, review of existing volunteers and planning future volunteer recruitment. – Update human resources policies and procedures to pave the way for volunteers to be treated the same as permanent staff. – Invest in relevant training for volunteers and permanent staff. | <ul style="list-style-type: none"> – Establishment of a sensitive approach through which bequests are sought to Cancer Council NT. – Recruitment of new positions to facilitate in delivery enhancements against all strategic objectives. – Explore mutually beneficial partnerships with complementary, like-minded charities. – Invest in staff participation in national professional development and networking opportunities. – Establish a system for grant application support, leveraging relationships with NT Government, through NTG Department of Trade, Business & Innovation and appropriately qualified corporate supporters. | <ul style="list-style-type: none"> – Employment of Aboriginal community liaison officers in support of expansion to targeted Aboriginal communities. – Explore the development of a pooled resources model for cancer organisations in the NT, including the establishment of a managed fund, and a agreements for sharing pooled resources to achieve economies of scale across a number of charity organisations. |
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Key performance indicators

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| <ul style="list-style-type: none"> – All staff with new computers and software, and appropriate training in using updated software. – CRM implemented and fully operational across the whole of Cancer Council NT. – Documented and distributed guidelines for data storage. – Volunteer optimisation strategy developed and executed. – Training plans developed and implemented for all staff members and volunteers. – Recruitment of staff to Katherine and Alice Springs. | <ul style="list-style-type: none"> – Receipt of \$300,000 in bequests by 30 June 2024. – Growth of Cancer Council NT team (comprising paid / permanent staff, and volunteers) to efficiently and effectively deliver the high quality service envisaged under all strategic objectives. – Staff development plans implemented for business development and networking. | <ul style="list-style-type: none"> – Receipt of \$500,000 in bequests by 30 June 2024. – Employment of Aboriginal liaison officer(s) as appropriate to targeted Aboriginal communities. – Development of a feasibility assessment for establishment of resource sharing and investment models. |
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PREVENTION EDUCATION



RELAY FOR LIFE 2018



PINK RIBBON RACE DAY 2018



PREVENTION EDUCATION IN SCHOOLS



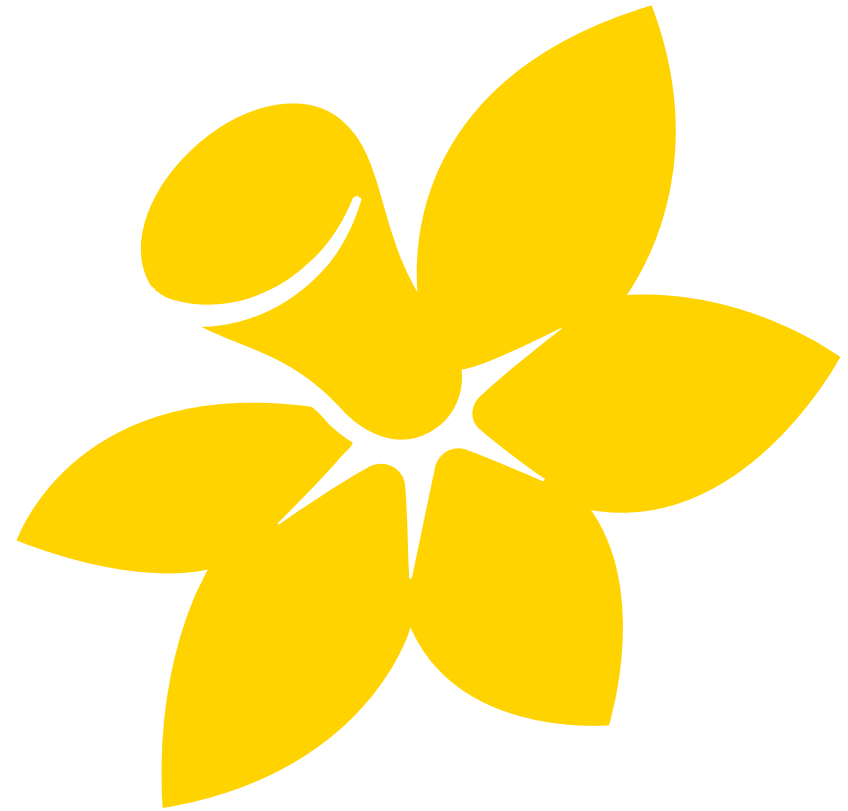


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