

# CANCER COUNCIL TASMANIA

## STRATEGIC PLAN 2021-24



**Our vision:** A cancer-free future  
**Our mission:** To reduce the incidence and impact of cancer on all Tasmanians

### OUR GOALS

#### PREVENT

Broaden our reach and empower and support Tasmanians to embrace healthy lifestyles that reduce their cancer risk.

#### SUPPORT

Ensure equitable access to relevant and quality support services for anyone impacted by cancer.

#### RESEARCH

Investment into cancer research that provides the best opportunity to prevent cancer, improve cancer outcomes and save lives.

### OUR PRIORITIES ....TO SUPPORT OUR GOALS



Advocate for public investment into evidence based preventative health.

Provide impactful outcomes for our clients through an effective model of supportive care.

Collaborate and invest in local, high quality cancer research.

Provide the community with the tools, skills and knowledge that support and enact behavioural change.

Increase access, awareness and the utilisation of cancer support services.

Raise awareness of research outcomes to the greater community.

### OUR ENABLERS ....THAT SUPPORT OUR PRIORITIES



#### 1. People

1. Invest in and use the skills of our people
2. Provide an environment that embraces diversity and inclusivity.
3. Foster a culture to support an agile and resilient team that works collaboratively and effectively.

#### 2. Reputation and relationships

1. Leverage off the outcomes being achieved from programs and activities to promote awareness and raise funds.
2. Strengthen and expand community engagement, relationships and partnerships the support out strategic goals.
3. Advocate for impactful change that enhances health and wellbeing.

#### 3. Financially sustainable

2. Develop diversification in funding to build reliable income streams.
3. Seek and/or scale up financial business opportunities.

#### 4. Effective integrated systems

1. Use data to leverage increased activity and other business opportunities.
2. Effectively organise and execute media and communication activities.
3. Review, evaluate and based on evidence, modify services and programs to maximise the outcome for Tasmanians.