

# Our 2019-23 Strategy



We are Australia's leading cancer charity, working across every area of every cancer. Every day, we support families affected by cancer when they need it most, speak out on behalf of the community on cancer issues, empower people to reduce their cancer risk, and find new ways to better detect and treat cancer.

# We believe in a **cancer** **free** future.

## OUR PURPOSE

Uniting the community, providing support, investing in research and saving lives.

## OUR VALUES

These 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

# What do we want to do?

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We want to reduce the impact of cancer by:



Reducing cancer risk



Increasing cancer survival



Improving the quality of life for people affected by cancer



Improving cancer outcomes for priority populations

# Who do we want to be?

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We want to be:



An inspirational place to volunteer and work



An innovative, agile and effective organisation



A trusted partner



Financially sustainable

# How will we achieve our outcomes?

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We will do it through:

- Information and Support
- Research
- Prevention
- Advocacy
- Funding
- Enabling our people



# Reduce cancer risk

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## What we want to do:

### Build the evidence for preventing cancer through lifestyle change and vaccination

- Conduct, fund and publish policy-driven research to determine the best opportunities to prevent cancer, including lifestyle change and vaccination

### Reduce smoking

- Provide evidence-based community programs and information to reduce smoking and support smoking cessation
- Influence change in tobacco control policy and practice

### Improve sun protection behaviours

- Provide evidence-based community programs and information to improve sun protection behaviours
- Promote sun protection policies and influence policy change for shade in key community settings

### Increase the number of people who are physically active, eat well and are a healthy weight

- Provide evidence-based community programs and information to increase the number of people that are physically active, eat well and are a healthy weight
- Influence policy change that supports people to make healthy lifestyle choices

### Reduce alcohol consumption

- Help the community to understand the link between alcohol and cancer
- Influence change in alcohol policy and practice



Laura Twyman, Senior Project Officer

**“ There is still a lot of work to be done in tobacco control, but it also feels like there is so much exciting potential. It’s a privilege to work alongside the NSW community to inspire people to take action to reduce the burden of tobacco smoking. ”**



# Increase cancer survival

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## What we want to do:

### **Build on the evidence for screening, early detection and treatment**

- Conduct and fund research to determine the best opportunities to increase cancer survival

### **Support bowel, breast and cervical screening programs to improve participation**

- Deliver community-facing information and support to improve screening program awareness and participation

### **Support access to optimal treatment and care**

- Provide people affected by cancer with information about optimal treatment and care
- Influence change in state and local cancer treatment and care policy and practice to address inequalities



**Stacey Keightley**, Screening Lead

**“ Many cancers can be treated successfully if detected early, which means the work we do every day to help our community participate in the bowel, breast and cervical screening programs can directly increase their cancer survival. Knowing that I play a part in that is incredible, and it makes me so proud to work for Cancer Council NSW.”**



# Improve the quality of life for people affected by cancer

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## What we want to do:

### Meet the practical and physical needs of people

- Provide evidence-based community services and information, such as transport, accommodation, legal and financial assistance

### Meet the emotional needs of people

- Provide evidence-based community services and information, such as counselling, support groups, our online community and 13 11 20

### Ensure people have access to the information they need to navigate their cancer journey

- Provide evidence-based information via our 13 11 20 Information and Support line, on our website, podcasts, webinars, in healthcare facilities and in our *Understanding Cancer* resources



**John Daven**, Support Group Leader and Cancer Connect Volunteer

**“ Meeting the emotional needs of people affected by cancer is my biggest motivation to be a Support Group Leader and Cancer Connect volunteer. This is evident to me in the faces, voices and demeanour of those who attend the support group and those I speak to via the Cancer Connect line. ”**



# Improve cancer outcomes for priority populations

We know that there are communities experiencing a disproportionate burden of disease and poorer cancer outcomes.

**We aim to partner with and support the following communities in NSW:**

- Aboriginal people
- Key culturally and linguistically diverse communities
- Lower socio-economic communities



*Designed by Marcus Lee, a descendant of the Karajarri people. The visual concept is an interpretation of an Indigenous styled daffodil. The symbol of the daffodil is our trusted icon and is the international symbol for hope.*



**Vicki Wade**, Board Member

**“ It saddens me to see how many of my people are suffering disproportionately from cancer related illness. I myself have lost both parents to cancer. I am equally hopeful that through our partnerships and collaborations with Aboriginal communities we can lessen the burden. I am passionate and motivated to do all I can to give my people the hope they deserve. ”**



# Be a trusted partner

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## Foster collaboration with health sector partners

- Collaborate with health sector partners so that we can work together to reduce the impact of cancer and avoid duplication of effort

## Be an independent and trusted voice on cancer issues

- Set an evidence-based advocacy agenda that addresses unmet needs and is tailored to local communities
- Coordinate and partner with community to be an independent and trusted voice on cancer issues.

## Build awareness of our role, impact and the programs, services and information that we provide

- Reach more people to reduce risk, increase survival and improve quality of life



**Jasmine Enright**, Community Programs Coordinator

**“ My drive for building relationships with health professionals and centres in my community lies within the compassion that I feel towards those in need. It is both a meaningful and heart-warming privilege to be able to work with treatment centres to help those affected by cancer. ”**



# Be an innovative, agile and effective organisation

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## Be a community-centric organisation, ready for changing needs, trends and opportunities

- Ensure we are aware of changing needs, trends and opportunities, and we are set up to be able to adapt accordingly

## Be efficient and effective with our organisational processes and systems

- Be efficient and effective so that we can focus on high priority actions for the greatest impact in our community

## Further our impact through routine monitoring, evaluation and reporting

- We cannot be sure we are making an impact if we do not monitor, measure, evaluate and report on it



**Sashank Singh**, Systems Engineer

**“ As a part of the IT team, we are vital for the day to day operations of Cancer Council NSW. I am responsible for all the technology needs and smooth operation of IT resources, so staff and volunteers can perform their tasks without any disruption. I feel proud realising that I am not just working but also helping aid a cancer free future. ”**



# Be an inspirational place to volunteer and work

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## Attract and retain a diverse and talented workforce equipped for the future

- Attract and retain a talented workforce that represents the diversity of those we serve in the community
- Inspire our workforce so that they are happy and healthy coming to work each day and can see how their career can develop in our organisation

## Foster a vibrant, agile, and community-focused culture

- Foster a culture that encourages agility and a focus on our five-year outcomes

## Grow and enable our talent to deliver on our strategic priorities

- Provide our staff and volunteers with the knowledge and skills they need to deliver our five-year outcomes

## Embrace bold transformational leadership

- Develop leaders who can manage the demands on our organisation to change as the needs, trends and opportunities in the health and not-for-profit sector change



**Mark Evans**, PR Officer

**“ The vibrant, contagious energy of the people around me is one of the first things I noticed when I started working at Cancer Council NSW. Regardless of their age or tenure, staff and volunteers approach their work with a sense of purpose, positivity and pride in what they do. ”**



# Be financially sustainable

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## Grow and diversify our funding

- Grow our funding so that we can continue to reduce the impact of cancer long into the future
- Seek funds from multiple sources and have strong long-term management of our fundraising initiatives

## Embed organisational risk management and maintaining compliance

- Improve how we manage risk and compliance to improve our organisational resilience, protect our reputation and provide a reliable base for decision making



**Helen Van Nooten**, Campaign Manager

**“ My role allows me to seek out innovative ways to look for new opportunities to grow our funding. By working in an agile environment, I can test, learn and identify new fundraising initiatives. ”**



# With your help, we can get closer to a **cancer free** future every day.

## **VOLUNTEER**

Give your time, skills and energy  
[volunteervacancies@nswcc.org.au](mailto:volunteervacancies@nswcc.org.au)

## **FUNDRAISE**

Host or join a fundraising event  
[cancerCouncil.com.au/get-involved](http://cancerCouncil.com.au/get-involved)

## **GIVE REGULARLY**

Donate a regular amount each month or quarter  
[cancerCouncil.con.au/ways-to-donate](http://cancerCouncil.con.au/ways-to-donate)

## **LEAVE A CONTRIBUTION IN YOUR WILL**

Make a difference now and for future generations  
[bequests@nswcc.org.au](mailto:bequests@nswcc.org.au)

## **SHOP WITH US**

Visit one of our retail stores or shop online  
[cancerCouncil.com.au/get-involved/our-retail-stores](http://cancerCouncil.com.au/get-involved/our-retail-stores)

**13 11 20**

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