



**Cancer
Council**
NSW

2024-2028

5-Year Strategy



Professor Sarah Hosking
Cancer Council NSW CEO

“We have made extraordinary progress in our work to tackle cancer to date – progress which has only been possible thanks to our generous supporters. We have developed this new five-year strategy to tackle cancer head on.

When we started mapping out this new ambitious plan for the future, we asked ourselves some big questions...

What if we could stop cancer before it even starts?

What if cancer outcomes were equitable across our community?

What if cancer survivors could not just survive, but live well, both with and beyond a cancer diagnosis?

We need your help to answer these questions. We need your help, to tackle cancer. I am so excited to share our new strategy with you, as we embark on this ambitious plan. Because it's all of us, against cancer.”

Join us as we lead the way towards a cancer free future.



Our purpose

We change the path of cancer and make sure no one walks alone.

OUR CHALLENGE

Over the next 25 years, around **1.52 million people** in NSW will be diagnosed with cancer.



There are more than **15,000 cancer related deaths** in NSW each year.



There is a **71% survival rate** five years after cancer diagnosis in NSW. This means there are more people living with and beyond cancer who need supportive care.



People are impacted by cancer disproportionately in NSW, depending on a range of risk and behavioural factors, access to healthcare and barriers to accessing interventions.



OUR RESPONSE



Reduce cancer risk through prevention and early intervention.



Improve cancer survival through world-class research.



Enhance the quality of life of people affected by cancer through transformative support.



Improve equity in cancer outcomes through bold advocacy.



Our priorities for change

We have identified three opportunities to drive significant impact in our work to tackle cancer. These priority focus areas for FY24–28 will enable us to change the path of cancer, and make sure that no one walks alone.



Grow our impact in areas of greatest need

Daffodil Centre research shows that inequity in cancer outcomes is increasing in NSW, Australia and globally. To combat this, we will increase our focus on the communities with the greatest need, prioritising projects with the most opportunity to drive change.

We will do this by:

- Making strategic decisions to drive positive change for the communities that need us most
- Strengthening our impact measurement, reporting and analysis
- Ensuring a continuous virtuous circle of learning and improvement through integrating our research findings across programs, policy and advocacy



Improve the lives of cancer survivors

Thanks to life-saving cancer research and improved cancer care, more people than ever before are living beyond their cancer diagnosis and treatment – presenting us with a new challenge: an increased number of cancer survivors facing a combination of long-term impacts on their physical, emotional and financial wellbeing. We will harness our expertise and research to improve the lives of cancer survivors and people living with the ongoing effects of cancer in NSW.

We will do this by:

- Leading a state-wide survivorship plan
- Building a Centre for Survivorship Research in collaboration with the UNSW, to grow the evidence base that will inform change
- Using our voice to deliver targeted survivorship advocacy in areas of unmet need
- Developing Cancer Council NSW community-based survivorship services



Work with community for better outcomes

We know that purposeful, strategic community engagement is critical to achieve better health and cancer outcomes. To maintain our relevancy and increase our impact at community level, we will form partnerships with like-minded organisations, combining our expertise to save lives. By working with the NSW community, we will prioritise our focus to where it is needed most.

We will do this by:

- Engaging with the community to inform purposeful and impactful connection and improve cancer outcomes for NSW
- Prioritising our focus to reduce inequity in cancer outcomes and make it easier for everyone to access the care they need

We exist to ensure people like Loretta don't have to walk alone after a cancer diagnosis.

When Loretta was diagnosed with stage 4 metastatic breast cancer, she was told that she might have only three months to live. Amazingly, five years on, she is still alive.

Loretta turned to Cancer Council for support in her time of greatest need. Loretta spoke to a Cancer Council counsellor which helped release the pressure valve.

“With him, I could talk about things I couldn't talk about with my family,” Loretta remembers, “it was a huge help because, around that time, I really thought that it was the end for me.”

We were also able to provide Loretta with financial support and connected her with a pro bono lawyer to sort out her will.

“I will be forever grateful to Cancer Council for their help in my time of need, it was a huge help to get me through those few months of a terminal illness diagnosis,” Loretta says.



About Cancer Council

We are Australia's leading cancer charity, standing by everyone living with cancer, protecting life's moments, for life.

We support people 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 sooner, across every aspect of every cancer.

Together we are tackling cancer and leading NSW towards a cancer free future.

**We're here for all Australians affected by cancer.
Call 13 11 20 for Information and Support.**

Contact us

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*Aboriginal Respect
Symbol. Designed by
Marcus Lee Design for
Cancer Council NSW.*

Cancer Council NSW would like to acknowledge the Traditional Custodians of the land on which we live and work.

We would also like to pay respect to the Elders past, present and emerging, and extend that respect to all other Aboriginal and Torres Strait Islander peoples.