

CCA Strategic Plan.

(Effective 1 July 2021–2024)

*Cancer Council Australia is a valued member of the Cancer Council Federation.
Our Strategic Plan, reflects and delivers on the Cancer Council Federation Strategy.*

Our Purpose:

A cancer-free future.

Our Role:

Cancer Council Australia, as a trusted source of cancer information and a leader in cancer control, works with our partners across the Cancer Council Federation and with those affected by cancer, health professionals, Government, and partners in the public health and cancer care sectors, to prevent and reduce the impact of cancer for all Australians.

Our Priorities:

- 1. Research – Support and enable world-class cancer research.**
 - 1.1. *We support and participate in research across the cancer control continuum that addresses our policy priorities.*
 - 1.2. *We leverage Federation research expertise and outputs to inform national policy and improve cancer outcomes.*
- 2. Policy and Advocacy – Advocate for effective policies and investment to reduce the risks of cancer and achieve better outcomes for people affected by cancer.**
 - 2.1. *We develop and champion evidence-based policies that address cancer prevention, early detection and optimal cancer care and which seek to improve cancer services for all Australians and in particular, those who have poorer cancer outcomes.*
 - 2.2. *We advocate for Federal laws and policies that prevent cancer and improve cancer care and outcomes.*
 - 2.3. *We advocate for funding to deliver national behavioural change programs consistent with the National Preventive Health Strategy, our Cancer Council National Cancer Prevention Policy and evidence-based research.*
 - 2.4. *We are the national and international spokesperson and representative for cancer control for the Federation.*
- 3. Prevention – Shape policies to prevent cancer, actively promote healthy lifestyles and empower individuals and communities to create environments that reduce the risk of cancer.**
 - 3.1. *We deliver a range of national prevention and behavioural change communications to promote healthy lifestyles for all.*
- 4. Support – Support all people affected by cancer through quality information and support services.**
 - 4.1. *We support the health sector to deliver evidence-based, best-practice care.*
 - 4.2. *We support the community by being a trusted voice on cancer control through the provision of independent, evidence-based information.*
- 5. Brand – Protect, inform and shape the Cancer Council brand so that it best supports and reflects the work of the Federation.**
 - 5.1. *We nurture and enhance the Cancer Council brand and reputation, and showcase the Federation's impact, to ensure Cancer Council is positioned as a trusted leader and expert in cancer control.*
- 6. Sustainability – Ensure that the Cancer Council Federation is sustainable and adequately resourced to deliver on its purpose.**
 - 6.1. *We add value to the Cancer Council Federation.*
 - 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.*