

2020–2023

Strategy for a cancer free future

We believe that no one should go through a cancer journey alone.

Our vision is a cancer free future.

Our mission is to lead, empower and mobilise the community.

Every day we move closer to a future where cancer is no longer feared, but seen as a preventable, treatable and manageable disease.

This 2020–2023 Strategy outlines our ambitious goals to:

- **Invest** in research to save lives.
- **Prevent** people from getting cancer in the first place.
- **Improve** the quality of life for South Australians affected by cancer.
- **Build** our capacity to fulfil our mission.

We will achieve our goals by collaborating with people in our community, government, health services, health professionals, NGOs and other state and territory Cancer Councils in an effort to maximise the use of every dollar generously donated.

The primary focus over the life of this three-year strategy is to offer services and programs that produce a positive impact for every South Australian affected by cancer. New initiatives during the 2020–2023 Strategy include:

- a significant investment in upgrading our supportive accommodation to continue providing a home away from home for regional guests.
- reviewing the mechanism for funding cancer research in this state once the current Beat Cancer Project expires June 2021.
- increasing our reach into the community by addressing access inequality and finding service improvements to target specific demographics and cohorts; and
- increasing the South Australian community’s understanding of our everyday impact.



Invest in research to bring us closer to a cancer free future by:

Remaining the largest non-government investor in cancer research so that South Australian researchers can find better ways to prevent, detect and treat cancer.

Ensuring the research we fund is being translated into new and better health outcomes for South Australians.

Ensuring more South Australians have access to clinical trials and cutting-edge research.

Leveraging additional funding to ensure a minimum of \$2 of cancer research is funded for every \$1 invested.



Prevent people from getting cancer in the first place by:

Increasing the number of South Australians who are aware of what they can do to minimise their risk of getting cancer with simple lifestyle changes.

Making sure South Australians protect their skin from harmful UV radiation and check their skin regularly.

Reducing the number of adults who smoke to save lives in the future.

Stopping young people from taking up smoking and reducing the number of 15–29 year olds who smoke.

Maximising the number of South Australians who are accessing the free national screening programs.

Making cancer education and services accessible and easily understood by Aboriginal and culturally and linguistically diverse communities.

Focusing on decreasing preventable cancer rates in Aboriginal and Torres Strait Islander communities and supporting those affected by cancer in a culturally appropriate way.



Improve the quality of life for people affected by cancer by:

Continuing investment in supporting people affected by cancer with psychosocial and practical support.

Investing in supportive accommodation for regional people who come to Adelaide for treatment.

Providing experienced nurses to reduce cancer distress through the provision of information to make informed choices and support for those who need it.

Decreasing stress by providing practical and financial support during cancer treatment for those who need it.

Ensuring South Australians impacted by cancer have immediate and timely access to the information they need.



Build our capacity to fulfil our mission by:

Inspiring employees, Ambassadors, volunteers, donors and fundraisers to take action to help deliver our mission.

Ensuring South Australians know what we do and why we do it.

Strengthening relationships with our supporters and recognising their contribution towards a cancer free future.

Strengthening our position of influence on legislative and policy change to reduce the impact of cancer.

Developing new and sustainable income streams to ensure the continuation of our mission delivery programs.

Continuously improving the delivery of our mission and administrative operations to maximise the use of every dollar donated.

Managing risk and maintaining a sustainable business model.