

Cancer Council SA Strategic Plan

2023-2028



From our Chair and Chief Executive.

Cancer Council SA has a proud history of working across every aspect of every cancer for more than 90 years. We have worked hard to reduce the rate and impact of cancer through research, prevention and support programs that make a real difference to the lives of South Australians.

But there is still more work to be done.

Despite improvements in cancer prevention and survival, the incidence of cancer is increasing. Thirty one new cases of cancer are diagnosed in South Australia every day.

This Plan outlines Cancer Council SA's five-year strategy, which is designed to drive ambitious outcomes in the lead up to our 100-year anniversary in 2028. At the centre of our Strategic Plan is our purpose: **to reduce the rate and impact of cancer through best practice prevention, research and support.**

Our incredible people and our organisational values of care, integrity and excellence are at the heart of everything we do. We value building meaningful partnerships to enable greater reach and better outcomes for the community we serve, and recognise and celebrate the wonderful role our donors, volunteers and partners play in delivering on our purpose.

This Plan outlines our commitment to adapting our organisation to continue to meet the needs of people impacted by cancer, embrace technology and build new, meaningful partnerships with other organisations that share our values and strategic direction.

We are focused on maintaining our trusted place in the South Australian community as a charity of choice. We are committed to expanding our reach to support all South Australians impacted by cancer.



A handwritten signature in black ink that reads "K. Maywald".

The Hon. Karlene Maywald
Chair, Cancer Council SA



A handwritten signature in black ink that reads "Kerry Rowlands".

Kerry Rowlands
Chief Executive, Cancer Council SA

Our purpose.

To reduce the rate and impact of cancer through best practice prevention, research and support.

Our organisational focus areas.



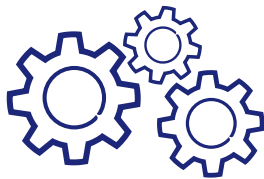
Our Pillars

Our Pillars of **prevention, research and support** underpin our purpose.



Our Outcomes

Our Outcomes are the results we aim to achieve over the next five years.



Our Enablers

Our Enablers are **people, advocacy, technology, investment and fundraising**.



Our Values

Our Values are **care, integrity and excellence**.



Our pillars:

Prevention.

We aim to prevent cancer, where possible, through evidence based primary, secondary, and tertiary prevention programs and services.

While great progress has been made towards the prevention of cancer over the past decade, there remains significant opportunity to reduce the rate and impact of cancer through prevention programs and services, and early-detection action.

In Australia approximately 44,000 cancer cases each year (around 1/3 of all cancers diagnosed) are preventable. Risk factors, such as smoking, excessive exposure to UV radiation, alcohol use, poor diet, insufficient exercise, and being overweight or obese can all significantly increase an individual's cancer risk. There are also environmental, occupational and population risk factors that require consideration and action.

Cancer Council SA is committed to advocating for policy and law changes, at both the state and federal level, where evidence indicates these changes can prevent cancer at both a population and individual level. We will encourage and facilitate access to screening for all South Australians to detect cancers and precancerous conditions, and support people to take action.

Our organisation is dedicated to expanding access to prevention programs and services over the next five years through placing a greater emphasis on inclusivity and accessibility for all South Australians, including Aboriginal, culturally and linguistically diverse and remote communities.

Prevention stages:

Primary prevention:
stop cancer from occurring

Secondary prevention:
detect cancer early

Tertiary prevention:
minimise cancer's impact

Our outcome.

Reduced incidence of preventable cancers.



Our pillars:



Research.

We value and nurture partnerships that help to maximise South Australia's best and brightest researchers working to minimise the rate and impact of cancer.

The outcomes of cancer research have, and will continue to make a significant contribution to reductions in the rate and the impact of cancer on South Australians, and the broader community.

Cancer Council SA is committed to expanding research to cover prevention, understanding the biology and causes of cancer, early detection, treatment, survivorship and the wellbeing of people affected by cancer. We will also focus on ensuring community perspectives inform our research priorities.

Our organisation is committed to supporting early and mid-career researchers. By committing to invest in these emerging researchers we are helping to ensure South Australia plays a critical role in developing the next generation of cancer prevention, detection and treatment breakthroughs.

Cancer Council SA recognises that innovation and success in cancer research requires partnerships and collaboration involving a broad range of researchers, clinicians, patients, and other organisations to translate yesterday's discoveries into today's treatments and tomorrow's cures.

Our outcome.

Reduced cancer impact and mortality rates.



Our pillars:



We offer best practice support and information for all South Australians impacted by cancer.

In 2021, more than 11,400 cases of cancer were diagnosed in South Australia. Further to this devastating number, it is estimated that for every person diagnosed with cancer, at least another three people are seriously impacted as a result. People affected by cancer can experience significant distress and our goal is to do everything we can to minimise this distress through a wide range of support solutions.

The aim of our cancer support work is to decrease distress and improve the quality of life of people affected by cancer, and assist those close to them. As the diversity of the South Australian community continues to grow alongside the increase in access to technology, Cancer Council SA intends to meet our clients where, when and how they need us. This requires a commitment to expanding the way we deliver our support services to ensure they are easily accessible to everyone, including our Aboriginal, culturally and linguistically diverse and remote communities, as well as people impacted by disabilities.

We are committed to continuous improvement of our support services, including evolving how we provide information, counselling and accommodation services to people impacted by cancer to ensure our support meets the community's needs.

Our outcome.

Increased access to quality information and support services.



Our enablers.



People

Our capable and committed people are the foundation of our success. They are empowered to deliver the best possible outcomes for our clients and community. We provide a supportive, safe, inclusive and flexible work environment.



Advocacy

We drive powerful advocacy across cancer prevention, research and support. We do this through evidence based recommendations, strong stakeholder relationships and impactful campaigning to influence policy settings and laws.



Technology

Technology plays a major role in the success of our organisation. We ensure our people, processes and technology enable our ways of working and create positive customer experiences.



Investment

We will maintain an asset portfolio that supports our long term financial sustainability.



Fundraising

We value the ongoing contribution from all our donors big and small who enable our important work. We are committed to ensuring they have a great supporter experience. Growing our donor base and having a balanced fundraising portfolio are key priorities.



Our values.

Our values underpin our ways of working, they help guide us through the good days but really show up on the challenging days when it's hard to decide which way to go.

Cancer Council SA's values are more than just words on a page. They are the foundation of our organisation and represent the three core behaviours that we aim to embody in every interaction: **care, integrity and excellence.**



Care

We are driven to make a difference for all – those we serve, our teammates, our partners and ourselves.



Integrity

We strive to do the right thing always, act truthfully and honourably, be our authentic selves, be inclusive and embrace diversity.



Excellence

We work as one team and constantly push ourselves to be the best we can. We arrive every day inspired to make an impact through our talents, passion and commitment.

We bring these values to life by living and breathing them every day. They are embedded in the way we behave towards our community, but also in the way we treat each other. When it comes to living and breathing our values, we are only as strong as our weakest link. Strong values begin and end with the commitment of each and every person within our organisation, and that is why we have recognised **people** as our most critical enabler in our pursuit of success. ***Together we go further.***

We bring our values to life externally by:

We believe in going the extra mile and putting ourselves in our clients shoes.

We are inclusive and dedicated to listening to our clients and community, being there for them when they need us and how they need us.



Care

We bring our values to life internally by:

We are inclusive in our decision making and are committed to ensuring diversity and fairness.

We aim for our staff to feel empowered, safe and respected without exception.

We work hard to drive collaboration across teams while still creating an environment of flexibility.

We hold ourselves to account and do what we say we're going to do.

We are invested in ensuring our clients' and community's experience is consistently positive and represents us at our best.



Integrity

We are dedicated to building trusting relationships, deeply rooted in respect and honesty.

We have zero tolerance for bad behaviour and we hold everyone to the same standards.

We actively seek, explore and act upon feedback from our clients, community, partners and researchers.

We are deeply committed to striving for best practice across all of our work.



Excellence

We push ourselves to look for new and better ways of doing things, being innovative and agile in our approach.

We value all contributions and the power of sharing knowledge, while remaining focused on our purpose.

Strategy on a page.

Our Purpose
Why we exist.

To reduce the rate and impact of cancer through best practice prevention, research and support.

Our Pillars
Our areas of focus and outcomes we are striving towards.



Prevention

We aim to prevent cancer, where possible, through evidence based primary, secondary, and tertiary prevention programs and services.

Outcome

Reduced incidence of preventable cancers.



Research

We value and nurture partnerships that help to maximise South Australia's best and brightest researchers working to minimise the rate and impact of cancer.

Outcome

Reduced cancer impact and mortality rates.



Support

We offer best practice support and information for all South Australians impacted by cancer.

Outcome

Increased access to quality information and support services.

Our Enablers
How we'll get there.



People



Advocacy



Technology



Investment



Fundraising

OUR VALUES
What's important to us.



Care



Integrity



Excellence



Let's go!

For free* and confidential information and support about cancer, Monday to Friday 9.00 am – 5.00 pm:

- call Cancer Council **13 11 20**
- chat online at cancersa.org.au
- email cc@cancersa.org.au

Free* interpreting service is available on **131 450**.

*Cost of a local call
0922

