



# Navigating Cancer Together

Strategic Plan 2023–2027

# From the CEO.

Cancer Council Queensland is Queensland's leading non-government cancer organisation that interfaces with the community. Our Mission is to lead Queenslanders in a partnership against cancer.

We bring over sixty years of experience in conducting high quality research into all cancers for all Queenslanders. We translate this research into the provision of quality care and information services to patients and their families throughout the cancer journey.

We are a not-for-profit entity, working in close alignment with a broad network of education, health philanthropic, industry and community partners. These partnerships are pivotal to the success of our new 2023-2027 strategic plan, titled "Navigating Cancer Together".

The strategy identifies three priorities which focus on Research, Prevention and Support. These key priorities will deliver evidence-based programs, which will reduce cancer risk and improve the experience and quality of life for people living with cancer.

The strategy will build on our successful track record and national reputation in the delivery of internal research projects, as well as financial support to improve the capability, education and knowledge across the sector. To achieve this impact, we will:

- Create new partnerships to improve the connectivity between research, clinical care, and patient support services to ensure timely and best practice treatment
- Partner with other cancer charities to share resources, build capacity and increase access to critical data
- Enhance access and equity in the provision of services to remote communities, indigenous Australians, people with a disability, members of the LGBTIQ+ community and Queenslanders experiencing economic disadvantage
- Increase the provision of services in response to increased demand and diversity for patient care
- Educate and inform our teams to help respond and adapt to the changing cancer sector landscape.

The navigating cancer together theme within our strategy, was designed to demonstrate the importance of partnerships. We look forward to working with you, to ensure every Queenslanders impacted by cancer has the support, advice and access to high quality cancer care.

**Andrew Donne**

**Chief Executive Officer,  
Cancer Council Queensland**

**Cancer Council Queensland acknowledges Traditional Custodians of Country throughout Queensland and recognises the continuing connection to lands, waters and communities. We pay our respects to Aboriginal and Torres Strait Islander cultures and to Elders past, present and emerging.**

# Cancer Council Queensland's mission has never been so vital...

**More than 30,000 Queenslanders are diagnosed with cancer each year. This is expected to increase to over 40,000 new cases a year by 2030 as the population grows and ages.**

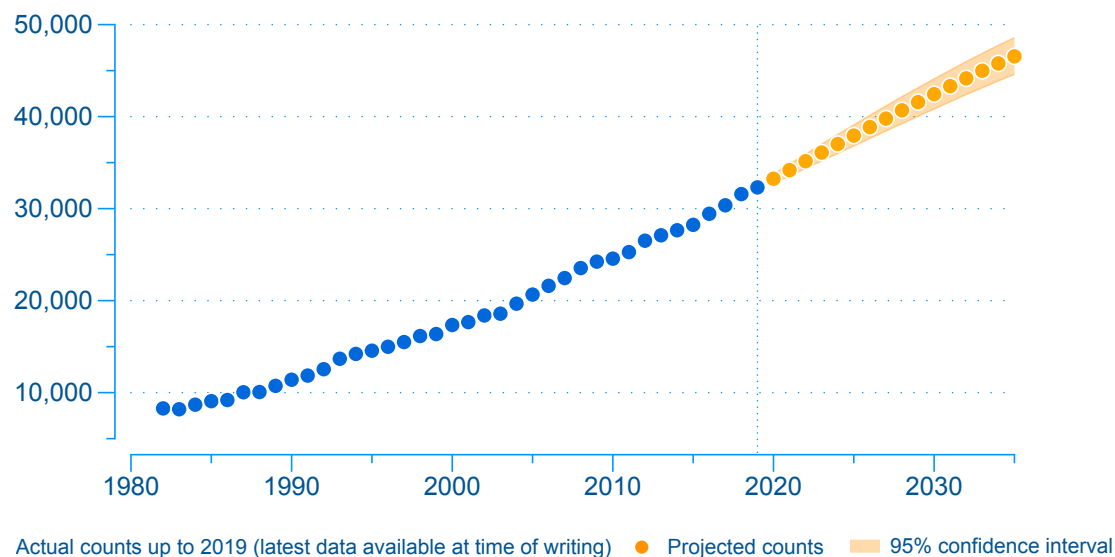
At the same time, survival is improving as early detection and treatment of cancer improves, and so each year the number of people living with cancer will increase. It is estimated that approximately 350,000 Queenslanders will be living with cancer by 2030.

Research indicates:

- 1 in 2 Queenslanders will be diagnosed with cancer by the age of 85.
- Over 450,000 new diagnoses are estimated over the period 2019–30.
- Overall cancer survival is increasing whereby 5-year relative survival has increased from 53% to 72% over the last 40 years.

There is a growing demand and a continually changing need for support services.

Figure 1: Actual and projected number of cancer diagnoses in Queensland by year.



Data source: Queensland Cancer Register, Cancer Council Queensland data extract, data extract, 1982–2019. Australian Bureau of Statistics, 2020. Australian Demographic Statistics, Dec 2019. ABS Cat. No. 3101.0. ABS: Canberra.

# Our mission.

To lead Queenslanders in a partnership against cancer.

# Our strategy.

Navigating cancer together.

Cancer Council Queensland is here to support all Queenslanders impacted by cancer by reducing cancer risk, improving early detection and improving the quality of life for Queenslanders impacted by a cancer diagnosis.

# Our values.

Our mission will be achieved by high-performing people who live our values.

## Responsible

We are committed and accountable, have pride in our work and accept ownership for our actions and behaviours.

## Equitable

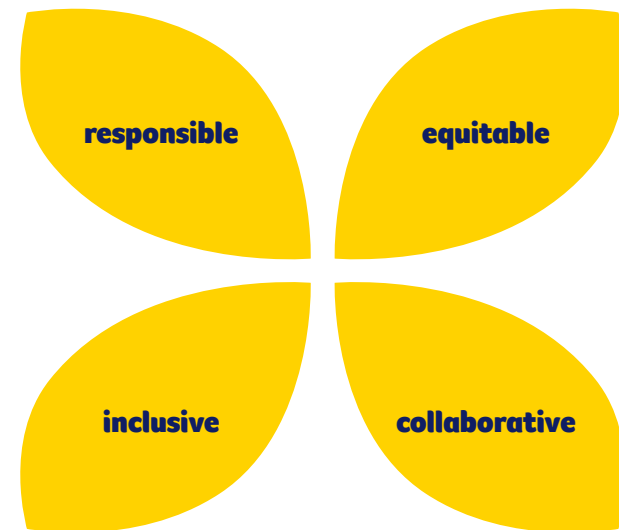
We engage with each other, our clients and the community, with respect and fairness.

## Inclusive

We embrace diversity and value others, empowering authentic participation.

## Collaborative

We encourage and empower each other, working together to achieve our goals.



# Our strategic priorities.

## Informed by data, driven by research.

**Our work is enabled by: high performing people, strong partnerships, accreditation, financial sustainability, technology and sound governance.**



# Our strategic priorities.

## Research

### Conduct and support cancer research to improve outcomes for all people affected by cancer.

#### Translate evidence to practice

- Ensure that Cancer Council Queensland's programs and services are informed by research and founded on evidence of need and effectiveness.

#### Improve prevention and early detection

- Conduct high-quality research to understand cancer risk behaviours and barriers to change. Develop and test interventions to drive behaviour change and improve screening participation.

#### Understand the needs of those affected by cancer

- Conduct high-quality research to understand gaps in health and support systems, and how these can be improved to help survivors and their families to live well after cancer.

#### Understand the epidemiology of cancer

- Conduct high-quality research to understand the epidemiology of cancer, and to map and report variations and trends in cancer outcomes and influences on a population basis.

### Drive high quality research for children with cancer

- Maintain a national population-based registry of childhood cancer; analyse and report national childhood cancer benchmarks; conduct high-quality research to improve outcomes for children with cancer.

#### Leverage cancer data

- Communicate accurate data about cancer to all stakeholders using accessible and effective communication methods to drive individual and health system change.

#### Support external research

- Support Queensland-based cancer research, next-generation cancer researchers, and cancer clinical trials.

### OUR IMPACT

Improve cancer prevention, early detection, wellbeing and survival on a population basis.



# Our strategic priorities.

## Prevent

**Engage the community to reduce cancer risk and improve early detection for all Queenslanders.**

### **Educate and empower**

- Drive behaviour change and reduce cancer risk by distributing evidence-based information and delivering programs and tools to schools, workplaces and community groups.

### **Drive behaviour change**

- Develop initiatives and partner with the community to focus on improving sun behaviours, reducing smoking and vaping and increasing screening participation.

### **Advocate and engage**

- Advocate for government departments, agencies and key decision-makers to improve their policies, laws and programs and drive government investments in risk management and early detection.

### **Champion health equity**

- Build coalitions for change and address barriers to health equity with a focus on rural and remote communities.



### **OUR IMPACT**

**Prevent more cancers and reduce cancer mortality rates.**

# Our strategic priorities.

## Support

### Support Queenslanders affected by a cancer diagnosis with access to the information and services they need to navigate the cancer journey.

#### Innovative services and programs

- Develop and deliver inclusive services, programs and tools that meet the changing needs of the community, improve access, and reduce barriers faced by patients, carers and families.

#### Health professional and community partnerships

- Develop and strengthen partnerships with health professional and community networks to provide information, educate the community and ensure our services complement clinical care.

#### Improved survivorship

- Enhance access to information and services to support survivors and their families to live well after cancer.

#### End-of-life and palliative care

- Work with community and health professionals to improve access to end-of-life and palliative care information and support.

#### Mental health and wellbeing

- Deliver support to patients, carers and families to reduce distress and improve access to services and evidence-based coping resources.

#### Advocate for improved government funding

- Advocate for additional government funding to deliver optimal care for Queenslanders living with cancer to improve support, services and treatment, and remove barriers to access.



#### OUR IMPACT

Improve the wellbeing of Queenslanders affected by cancer.



# Our strategic priorities.

## Enablers



### High-performing people

Our people are strengthened by a culture of inclusion, collaboration and responsibility, a truly remarkable place to volunteer and work.



### Positive partnerships

We build and maintain relationships that are impactful, strong and mutually beneficial, adding value to our partnership and supporters through our trusted brand.



### Accreditation

We are committed to maintaining quality standards through accreditation against the Human Services Quality Standards.



### Financial sustainability

We use and manage our assets responsibly, to ensure we can deliver on our mission and strategic goals, now and in the future.



### Technology

Our technology systems ensure that we can achieve our strategic goals efficiently and effectively.



### Sound governance

Our systems, processes and conduct demonstrate our commitment to good governance.

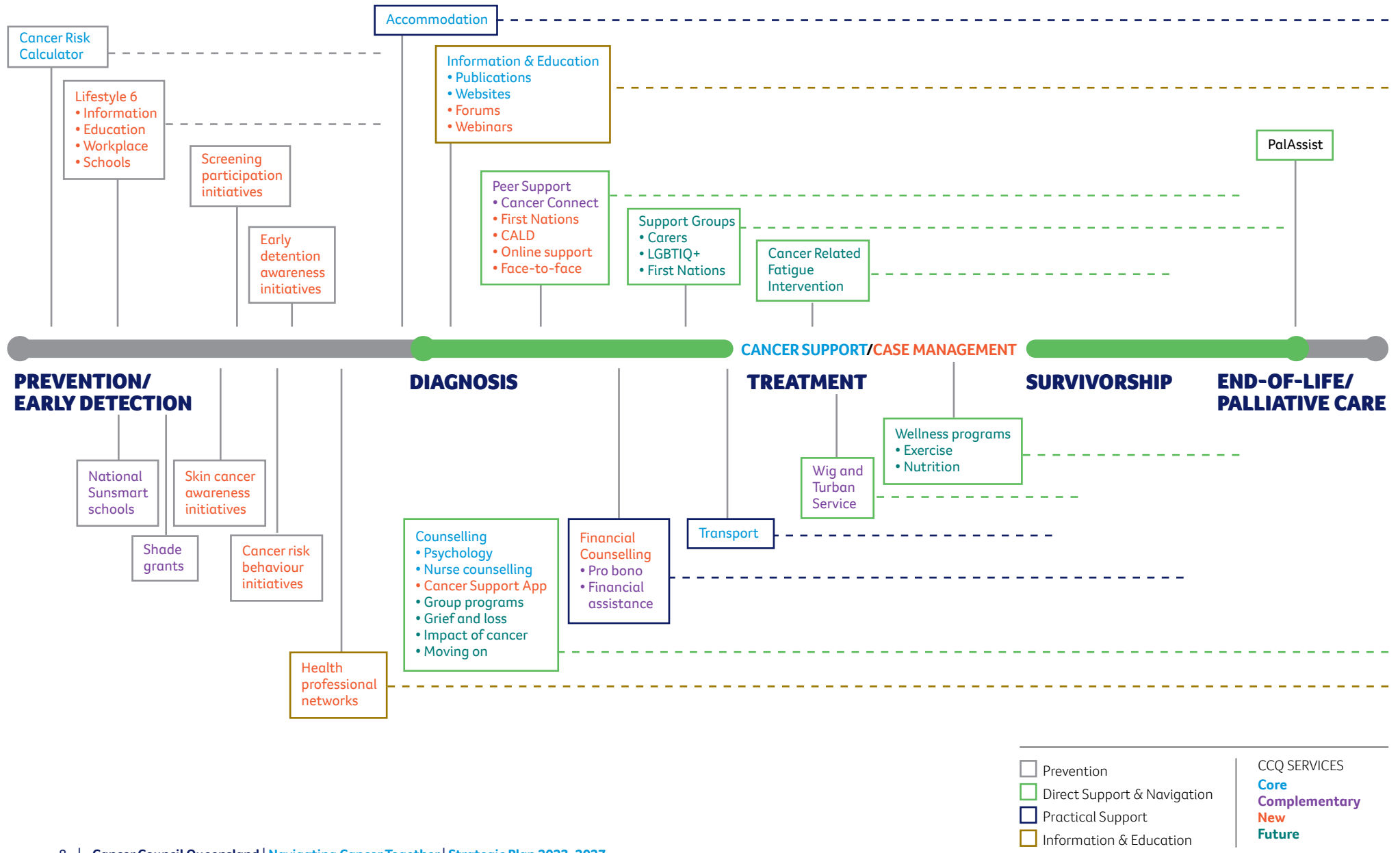
## EQUITY AND INCLUSION

**We will attract, retain and motivate employees and volunteers to understand, accept, respect and value equity and inclusion.**

We will maximise access to services for all Queenslanders affected by a cancer diagnosis, including First Nations People, CALD, LGBTIQ+, people with a disability and Queenslanders living in rural and remote locations.



# Our impact.





# How you can help us support Queenslanders.

We rely on generous donations from the community to deliver our vital cancer research, prevention and support services.



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## CONTACT US

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