

2020–2022

STRATEGIC PLAN



INFORM

Queenslanders with trusted knowledge and advice

Position Cancer Council Queensland as the trusted 'go-to' source of truth

How we will **do it**

- Inform the community of our impact and activities
- Develop a bespoke brand integration plan
- Partner with other trusted organisations
- Develop an integrated marketing, digital and engagement strategy to target key stakeholders
- Continue to undertake and invest in research aligned with strategy
- Provide up-to-date cancer resources and information
- Develop and leverage video content
- Create emotive storytelling to engage the community to influence change

Success **indicators**

- Increased brand recognition through benchmarking
- Research impact
- Collaboration with national and international research organisations
- Increased website hits and downloads
- Requests for information from community, government, researchers, and medial outlets
- High impact influence on government



Support & CONNECT

Queenslanders living with cancer to the right services and people



Optimise services and support to be the premier navigator of cancer information and services

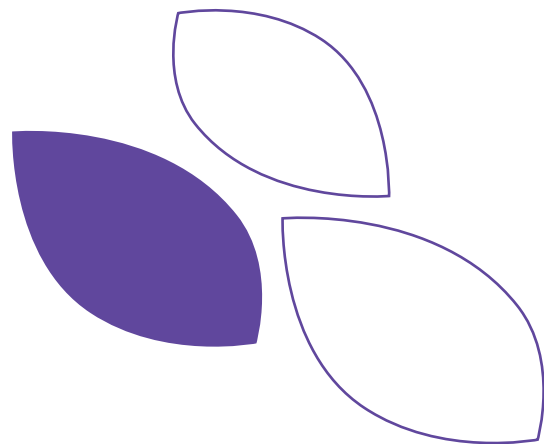
How we will **do it**

- Map existing services and support to identify gaps
- Increase feedback from service and program users
- Identify technologies that could enhance support and extend reach e.g. e-support groups
- Improve Helpline by making it a more comprehensive navigation aid
- Improve website information and navigation options
- Implement CRM to underpin service delivery

Develop model for living with cancer to support local community

How we will **do it**

- Pilot new models of community cancer care and support
- Continually review and repurpose existing facilities



Build strong service and support partnerships

How we will **do it**

- Develop a presence throughout the public, private and community agencies to increase referrals
- Use information from these relationships to improve evidence informed advocacy
- Identify best-practice partners

Success **indicators**

- Increased number and diversity of referrals to our support and services
- Increased usage of our support and services (helpline calls, website hits etc)
- Increased physical presence of Cancer Council Queensland in clinical areas
- Increased feedback on the quality, reliability and timeliness of our support and services
- Positive patient (client)-reported outcomes

Grow SUSTAINABILITY

to ensure our future

Improve systems to underpin growth and efficiency

How we will do it

- Implement an improved CRM and communications platform
- Improve website functionality and navigation
- Develop fit for purpose IT Systems including data and document management
- Investigate efficiencies with other Cancer Councils and health sector NFPs

Invest in people

How we will do it

- Attract and retain skilled volunteers with a focus on young volunteers
- Optimise volunteer management by funding and implementing a volunteer management system
- Attract and retain skilled employees
- Improve change management, implementation and communication
- Conduct an annual employee engagement and volunteer survey

Grow financial base

How we will do it

- Explore new sustainable avenues of revenue
- Attract, acquire and retain donors and supporters
- Identify considered philanthropic opportunities
- Ensure that the investment approach has the correct balance of risk and reward and is in line with mission and values
- Increase profitable revenue sources from government, corporates, mid-value and major gifts

Optimise governance

How we will do it

- Increased diversity of input into Cancer Council Queensland governance
- Measure the organisation's governance against best practice
- Implement rolling internal audit program to minimise risk

Success indicators

- Increased revenue from diverse sources
- Increased employee and volunteer feedback through PULSE surveys
- Increased attraction and retention of skilled volunteers and employees
- Increased volunteer youth engagement
- Maximise expenditure for "purpose"





BRISBANE

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CAIRNS

GOLD COAST

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TOOWOOMBA

TOWNSVILLE

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