

# Strategic Plan

2020-2025



cancer voices sa

RAISING A VOICE FOR THOSE AFFECTED BY CANCER

Cancer Voices SA  
is **'raising a voice  
for those affected  
by cancer'**

through advocacy,  
involvement,  
awareness and  
information.

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# Message from the Executive Team

**The Cancer Voices South Australia (CVSA) Strategic Plan 2020-2025 provides direction and focus for the work of CVSA over the next five years. It builds on the work of CVSA since its establishment in 2007 as an independent volunteer organisation seeking to raise a voice for people affected by cancer in South Australia and beyond.**

This plan brings together the work of our Executive Team (all volunteers), members and partners across the cancer community in South Australia. The plan provides us with a roadmap for achieving improvement in the experience of people affected by cancer in South Australia and a sustainable future for our organisation.

In developing our Plan we re-examined our priorities against the current cancer health landscape, considered issues of concern and identified where our organisation could have a meaningful role.

## **The plan highlights**

### **What we believe in**

Advocacy, Involvement, Awareness and Information in the cancer policy, practice and research environment

### **Our values**

Respect, Equity, Experience and Collaboration and what they mean in practice

### **Our purpose**

To raise an independent voice to influence the achievement of better outcomes for South Australians affected by cancer

### **Our vision**

That all people affected by cancer are central to their treatment and ongoing care, with good systems and information underpinning their experiences and outcomes.

The plan also reflects our Independent status, our Experience, Leadership and Collaborative approach as an organisation.

It is against this backdrop that our focus for the next five years is on improving several important aspects of cancer prevention, treatment and care, services and research.

This plan brings together the work of our Executive Team (all volunteers), members and partners across the cancer community in South Australia.

## Our goals

Our goals focus on Influence, Leadership, Partnerships and Operations. These goals will be linked to a set of strategies and indicators of success that will inform us of our progress and outcomes.

### 1. Providing Leadership at the State and National Levels

- Sustain and increase our Education and Wellness programs
- Improve information and communication about cancer to raise awareness of emerging issues at the local, state and national levels

### 2. Influencing outcomes for people affected by cancer

- Advocate to improve cancer quality and safety
- Increase consumer involvement in the development, implementation and review of South Australia's Cancer Services
- Advocate for the coordination of the care of children and young people living with cancer

### 3. Working in Partnership with Policy Makers, Health Professionals and Researchers

- Increase consumer involvement in cancer research projects and participation in clinical trials
- Increase our partnerships with policymakers, cancer health professionals and cancer researchers to achieve common goals

### 4. Managing Operations to build sustainable organisation

- Build sustainable management and operations of CVSA
- Increase our membership and achieve our purpose and vision.

As an independent volunteer organisation funding to achieve our goals is reliant on the generosity of donations from our members, partners and supporters as well as applying for grants deemed appropriate to our work. The Executive Team commits to the most effective allocation of our limited resources towards the achievement of the goals in our strategic plan.

We will continue learning as we implement our plan and adjust our strategies as we monitor progress and results.

On behalf of the Executive Team, I thank the many people who have contributed to the development of our strategic plan and to our members, partners and supporters who will assist us in achieving our goals.



**Chris Christensen**  
**Co-Chair, Cancer Voices SA**

# About Cancer Voices SA

Cancer Voices SA is led by people who are passionate about making a difference to cancer outcomes. We are a 100% independent volunteer organisation, relying on the generosity of community donations to support and manage our work as a registered Charity.

We undertake our work and achieve our goals by:

- focusing on wellness, not just illness
- advocating for good systems, action on issues of concern
- evidence based information to underpin the experience and outcomes of people affected by cancer
- collaborating with policy makers, health professionals and researchers to improve
- cancer policy, practice and research
- using our personal experience, knowledge and skills in representing:
  - the views of cancer patients, their partners, family, friends, colleagues and supporters
  - all cancer types and stages
  - the full spectrum of cancer, including prevention, diagnosis, treatment, survivorship and palliative care
  - the diversity of people affected by cancer
  - the consumer experience and knowledge of cancer care in public, private, community, hospital and specialist settings

We are part of a network of Cancer Voices organisations and a member of the Australian Cancer Consumer Network.

## Join Us

Become a Cancer Voices SA member and:

- Demonstrate your support for our values, vision and purpose
- Participate in our activities
- Receive cancer-related information
- Use your cancer experience to collaborate with others in shaping the directions, policies and research for cancer care



Cancer Voices SA is led by people who are passionate about making a difference to cancer outcomes.



# Beliefs and Focus



## Awareness

aliveness, alertness, appreciation, attention, attitude, care, clarity, consciousness, courage, discernment, empathy, equip, experience, familiarity, listen, mindfulness, prevention, perspective, promotion, recognition, savvy, sensitive, survival, understanding, yellow...



## Advocacy

action, advancement, alliance, assistance, aid, campaign, cause, championing, consult, debate, democracy, empowerment, encouragement, equality, ethical, influence, justification, promotion, proposal, service, spokesperson, strength, raise, recommendation, resolve, responsive, represent, truth, unbiased, upholding, urging...



## Information

advice, confidence, consult, counsel, email, enabler, enlightenment, facebook, feedback, intelligence, internet, knowledge, learning, message, notice, network, power, purpose, report, research, resource, scoop, social media, statistics, stories, support, tips, twitter, website, wisdom...



## Involvement

association, carer, collaboration, collective, community, concentration, consumer, conversations, cool, crowd, decision-making, engagement, encouragement, family, fitness, friends, hope, join, occupation, partnership, patient, rebuild, relationship, responsibility, respect, ride, run, share, speaking, support, survivorship, unity, wellness...

# Values



## **Respect**

This means we will be considerate of the feelings and rights of others, listening to their opinions, thoughts and ideas. We will be considerate of the worth and dignity of all people and treat them with fairness and courtesy.



## **Equity**

This means we will be fair and impartial in our endeavours to achieve our purpose and vision and commit to advocate for equity for people affected by cancer.



## **Experience**

This means we will share the collective knowledge and skills of our members to influence and advocate for better outcomes for people affected by cancer.



## **Collaboration**

This means we will work together with our members and partners in research, policy and practice, to share ideas and thoughts, to achieve common goals.

The work of Cancer Voices SA is underpinned by our values. These values inform our thoughts, words and actions.



# Purpose and Vision

## Purpose

To raise an independent voice to influence the achievement of better outcomes for South Australians affected by cancer.

## Vision

That all people affected by cancer are central to their treatment and ongoing care, with good systems and information underpinning their experiences and outcomes.



# Directions 2020-2025

## Values

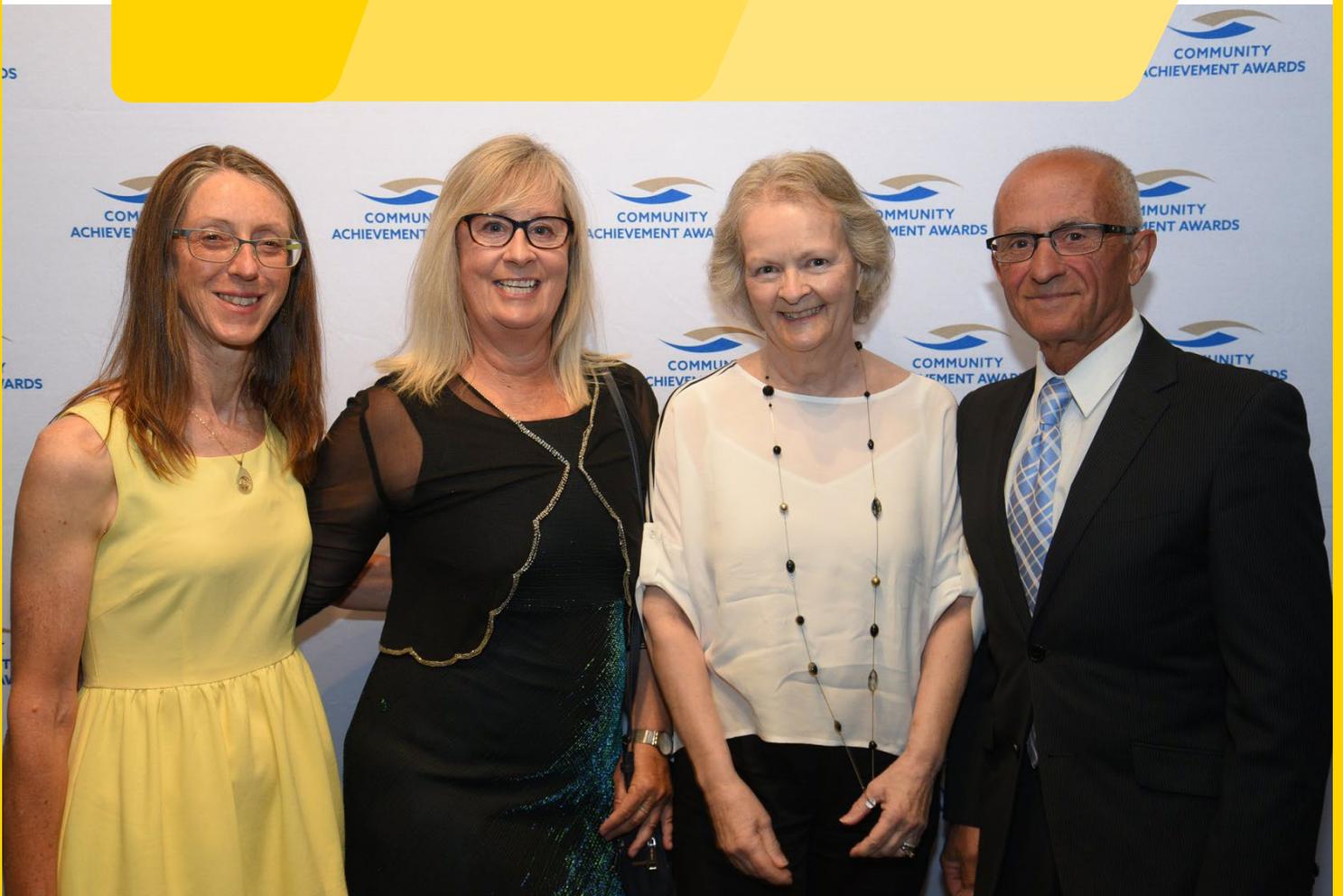
Respect  
Equity  
Experience  
Collaboration

## Purpose

To raise an independent voice to influence the achievement of better outcomes for South Australians affected by cancer.

## Vision

That all people affected by cancer are central to their treatment and ongoing care, with good systems and information underpinning their experiences and outcomes.



# Goals 2020-2025

## Leadership

Sustain and increase our Education and Wellness Programs.

Improve information and communication about cancer to raise awareness of emerging issues at the local, state and national levels.

## Influence

Advocate to improve cancer quality and safety.

Increase consumer involvement in the development, implementation and review of South Australian Cancer Services.

Advocate for the coordination of the care of children and young people living with cancer.

## Partnerships

Increase consumer involvement in cancer research projects and participation in clinical trials.

Increase partnerships with policymakers, cancer health professionals and cancer researchers to achieve common goals.

## Operations

Build sustainable management and operations of CVSA.

Increase our membership to achieve our purpose and vision.



Survivor led.  
Independent and  
experienced.  
**Raising a voice for  
people affected  
by cancer.**



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