



# **Annual Report**

## **2016-2017**

# 2018-2021 Strategic Plan

## Who, Where, What & How?

Who are we?

We are  
**Cancer  
Action  
Victoria  
(CAV).**

Where are we  
going?

We are a  
**reputable  
organisation  
providing a  
voice for  
those  
affected by  
cancer.**

What is our  
purpose?

To provide full  
and  
unquestioned  
support to the  
community.

To work in  
partnership  
with  
individuals &  
organisations.

How do we  
do things?

Together, we

- Listen
- Care
- Advocate
- Influence
- Educate



## Our Goals for 2018 - 2021

### Goal 1: Develop and strengthen our organisation.

#### Key Outcomes:

1. Message-Increase our profile.
2. Increase our membership base.
3. Increase participation.
- 4 .Raise awareness - key

#### Actions:

Distribute key messaging through stakeholders to raise awareness of:

Profile.

Call to action, expression of interest newsletter & membership

### Goal 2: Build on strong relationships and partnerships with key stakeholders

#### Key Outcomes:

1. Be consulted by government, cancer organisations, medical services and other relevant organisations to participate in decisions on cancer policies, programs and care.
2. .Know your stakeholders work plans/cycles/priorities

1. Look at our relationships with consumers. How do we create them, build them, maintain them? Be prepared for consultations.
2. Proactive approach to advocacy & capturing consumer's lived experience of cancer
- 3 .Rural engagement

### Goal 3: Continue to identify issues suitable for advocacy.

#### Key Outcomes:

1. Ensure Victorians receive quality cancer care.
2. Ensure Victorians affected by cancer have access to quality of care.
3. Where there are gaps, advocate for change.
4. Create opportunities to give voice to our members.
5. CAV to identify top three priority areas & defined elevator pitch and identify partner opportunities.

1. Form CAV advisory group, members to include ICS', NGO's, hospital CAC (eg PMCC).
2. Hold a forum, map advocacy organisations who, where, what.
3. Interactive website – communication.
4. Marketing plan.
5. Identify existing groups where you can gain access to committees with DHSS, minister groups, etc.

#### Time Line:

**This Strategic Plan is an active plan with constant ongoing work to achieve our goals both as an organisation and also with consultation and advice re priorities from our members & Stakeholders**

## **What is our purpose (why do we exist)?**

Cancer Action Victoria advocate for quality cancer care. We identify issues that are important to Victorians affected by cancer and advocate for action to address them. We have lived it. We stand with you. We partner to ensure people affected by cancer all get what is needed.

1. . Look at our relationships with consumers. How do we create them, build them, maintain them? Be prepared for consultations.
2. Proactive approach to advocacy & capturing consumer's lived experience of cancer.
- 3.

### **Goal 1: Develop and strengthen our organisation.**

1. Ensure Victorians receive quality cancer care.
2. Ensure Victorians affected by cancer have access to quality of care.
3. Where there are gaps, advocate for change.
4. Create opportunities to give voice to our members.  
CAV to identify top three priority areas & defined elevator pitch and identify partner opportunities.





