



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.

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2. Proactive approach to advocacy & capturing consumer's lived experience of cancer.
- 3.

Goal 1: Develop and strengthen our organisation.

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3. Where there are gaps, advocate for change.
4. Create opportunities to give voice to our members.
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