



Cancer Survivorship & Wellness Centre

VITALITY
CENTRAL WEST

Strategic Plan 2021 - 2022

Vision:

Provide high-quality cancer survivorship care for the whole community.

Mission:

To enhance the quality of life for the people of the Central West throughout their cancer journey.

Values:

RESPECT

We treat everyone with kindness, compassion, and dignity.

COLLABORATION

We work together and value everyone's contribution to ensure the best possible cancer survivorship care is delivered. We are committed to working in the spirit of partnership and collaboration with our region's Aboriginal communities and peoples to improve their health, emotional and social wellbeing.

TRUST

We forge positive relationships based on openness and honesty.

QUALITY

We strive for excellence in everything we do.

COMMUNITY

We cultivate a warm welcoming environment that encourages involvement, partnerships and supports relationships.

GOAL 1

Establish our reputation as the leading provider of cancer survivorship care information in the Central West region.

Strategy

- 1.1 Provide clear and consistent messaging through all our communication platforms.
- 1.2 Promote the concept and understanding of cancer survivorship care in the community.
- 1.3 Provide reliable and evidence-based information relating to cancer survivorship care to people with a current or past diagnosis of cancer.

What success looks like

- The community is able to access information of a high standard.
- The community understands who we are and what we do.
- Vitality Central West is recognized as a trusted and innovative organization.

How we will do it

- a) Establish a media engagement strategy using social media and a website.
- b) Regularly refresh social media content.
- c) Engage directly with community and government organizations and stakeholders.
- d) Establish a Consumer Reference Group.

GOAL 2

Deliver practical and high-quality cancer survivorship and wellness services to the community of the Central West region.

Strategy

- 2.1 Develop and provide a range of innovative and quality programs that promote and support wellness for those with a current or past diagnosis of cancer and their support person.
- 2.2 Establish a dedicated wellness centre at will provide a hub where the community can access cancer survivorship care and services.
- 2.3 Provide access to a range of specialist practitioners who will deliver tailored programs that meet the individual needs of clients.

What success looks like

- A fully operational and purpose designed wellness centre is available to clients to access cancer survivorship and wellness services.
- The community of the Central West region is able to access evidence based, high quality and individualized cancer survivorship care that is overseen by specialist and knowledgeable practitioners.
- Vitality Central West is regarded as a leading provider of cancer survivorship care with an active and engaged client base.

How we will do it

- a) Redesign and convert an existing and available structure into a dedicated wellness centre.
- b) Source and purchase specialist equipment to be utilised in cancer survivorship and wellness programs.
- c) Design, monitor and continually improve cancer survivorship programs and services that are responsive to the needs of clients.
- d) Seek and encourage feedback from clients to inform continual development and improvement of services.

GOAL 3

Build an organization that is appropriately resourced, financially sustainable, and well governed.

Strategy

- 3.1 Build financial viability.
- 3.2 Maintain appropriate systems of oversight and financial control.
- 3.3 Build an organizational culture that is inclusive, effective, and efficient.
- 3.4 Encourage continuous improvement across the organisation.

What success looks like

- Robust financial base through diversified income streams.
- Finances are used strategically and efficiently to provide high quality cancer survivorship care and services.
- Quality staff are attracted, trained, and retained.
- Compliance with regulatory obligations.
- Board is structured to be effective and add value.

How we will do it

- a) Identify opportunities to establish a diversified income stream.
- b) Establish a dedicated fundraising committee.
- c) Provide evidence of compliance with statutory obligations.
- d) Regular Board meetings.
- e) Regular meetings with key stake holders.