# **Our Strategic Priorities** BLUE SKY VISIAN

## **OUR VISION**

A future where no man dies of prostate cancer and Australian men and their families get the support they need.

## **OUR MISSION**

To reduce the burden of prostate cancer for all Australians, mobilising the community to drive research, prevention and early detection, improved treatment, and world-class psychosocial care.

## **OUR FOCUS**

- 1. To be Australia's leading charity fund for Australian-based prostate cancer research.
- 2. To protect the health of existing and future generations of men in Australia.
- 3. To improve quality of life for Australian men diagnosed with prostate cancer and their families.



## OUR COMMUNITY

Patients & Survivors

Health professionals

Research leaders

**Support Groups** 

**Specialist Nurses** 

Local communities

Those who support our work

#### **OUR ORIGINS**

We were formed over 25 years ago, when a group of men banded together with their partners and friends to do something about this deadly disease. Today, we are Australia's leading charity for Australian-based prostate cancer research and support - all funds raised go towards helping Aussie blokes impacted by the disease and their families.

### **OUR STRATEGIC PRIORITIES**

#### RESEARCH

To be Australia's leading charity fund for Australian based prostate cancer research.



**Donations** 



Research



**Collaboration** 

Prostate cancer is a major cause of death. We are committed to finding new ways to defeat it, in our lifetime.

#### **AWARENESS**

To protect the health of existing and future generations of men in Australia.



**Awareness** 



**Education** 



Connection

Prostate cancer deaths are avoidable. We are committed to creating a future where no man dies of prostate cancer.

#### **SUPPORT**

To improve quality of life for Australian men diagnosed with prostate cancer.



**Nursing** 



**Support** 



**Advocacy** 

Prostate cancer hurts the community. We are committed to supporting all Australians impacted by the disease.

