



Bloomhill

CANCER CARE

Future Directions 2021

OUR WHY

We exist to provide
personalised support
to those touched by
cancer.

Bloomhill Cancer Care pays our respects to the Aboriginal and Torres Strait Islander communities of Australia, including the Gubbi Gubbi / Kabi Kabi and the Jinibura peoples on whose land we live, work and play. We acknowledge elders past, present and emerging.

We also acknowledge those touched by cancer and those we work with: clients, their loved ones and our staff and volunteers who support them. We endeavour to keep them front of mind in all that we do.

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Join us and help make a difference in the lives of those touched by cancer.



Raelene Boyle, Marg Maloney & Christopher John
IGA donation media event
Buderim, 16th December 2020

Future Directions 2021

Welcome

Bloomhill Cancer Care Ltd is delighted to launch our Future Directions 2021. We have set a clear direction to reach more people touched by cancer, their loved ones and those who volunteer, work and fundraise to support them.

This document outlines our desire to provide a more **informed** range of support through collaboration with people touched by cancer, those that fundraise and our volunteers. It describes our services and activities, which are **designed** to ensure our ongoing sustainability to allow us to **reach** more individuals and their families. Finally, we seek to **influence** the way community-based cancer care is delivered in Australia.

To do this we will increase the profile of the work we do and attract greater support and resources to allow us to deliver on our 'Why' – *"We exist to provide personalised support for those touched by cancer."*

Ambitious, Yes! We invite you to join us in our endeavour to deliver on our promise.

Thank you in advance.



Michael Wise
Chairman



Christopher John
Chief Executive Officer

"We exist to provide personalised support for those touched by cancer."

Over the next three years, this plan will see us support almost 4,500 people and their loved ones touched by cancer.

To do this we will need the support of our passionate community to raise over \$10 million and over 300,000 hours of skilled volunteer support.

"

OUR CHALLENGE

As we live longer, we face a growing number of cancer diagnoses impacting individuals and their families. But alongside this, and thanks to advancements in medicine we have a growing number of people surviving longer in several common cancers.

Together these two challenges will mean an ever-growing demand for support for people touched by cancer. We know the impacts of diagnosis don't stop with the individual and reach across the lifespan affecting all ages and stages of people's lives.

We need an integrated approach to engage with the community.

OUR ASPIRATION

We seek to ensure our Bloomhill Wellness Centre provides an ever evolving model of best practice care that sets the benchmark in integrated community based support.

We commit to improving the lives of those touched by cancer, harnessing knowledge gained from lived experience, clinical expertise, empirical research and innovation.

Finally, from the Sunshine Coast we seek to share and influence other care providers around Australia to replicate similar models of care for those touched by cancer.

When cancer occurs it's a surprise, shock, disbelief... why me? From diagnosis, dealing with the unknown and often amidst a fog of chemotherapy, radiation, medication and surgery, people's lives are changed forever. Every need, value, dream and desire is challenged. For some this time offers a reset button for a mindset change, for others it becomes an ongoing challenge, or even an end of life journey.

It is a time where all the family, not just those with cancer, are in turmoil, making it even more difficult to find the personalised support that truly assists everyone.

Therefore at Bloomhill, we commit to make every effort and each moment matter to achieve OUR WHY.



Joseph from "Hope and Peace from Within"
photographic exhibition & book by Joe Surace &
Emma Downer June 2019

OUR WHY

We exist to provide
personalised support for
those touched by cancer

OUR HOW

Our values
'We Care
We Honour
We Empower
& We Lead'
guide
everything we
do...



Central to our work is a culture of care, support, and empathy.

We will go where others don't. We listen to things others aren't able to hear. We are present when others are not able to be. We take care in all that we do around you and in the sanctuary of our wellness centre.

It is our honour and commitment to be a safe and secure space, to share and understand the entire continuum of survivorship and wellbeing, through to those who face their end of life.

We seek to foster an empowering, integrated community-based model of care that supports the individual needs of people touched by cancer.

Future Directions 2021

OUR VALUES

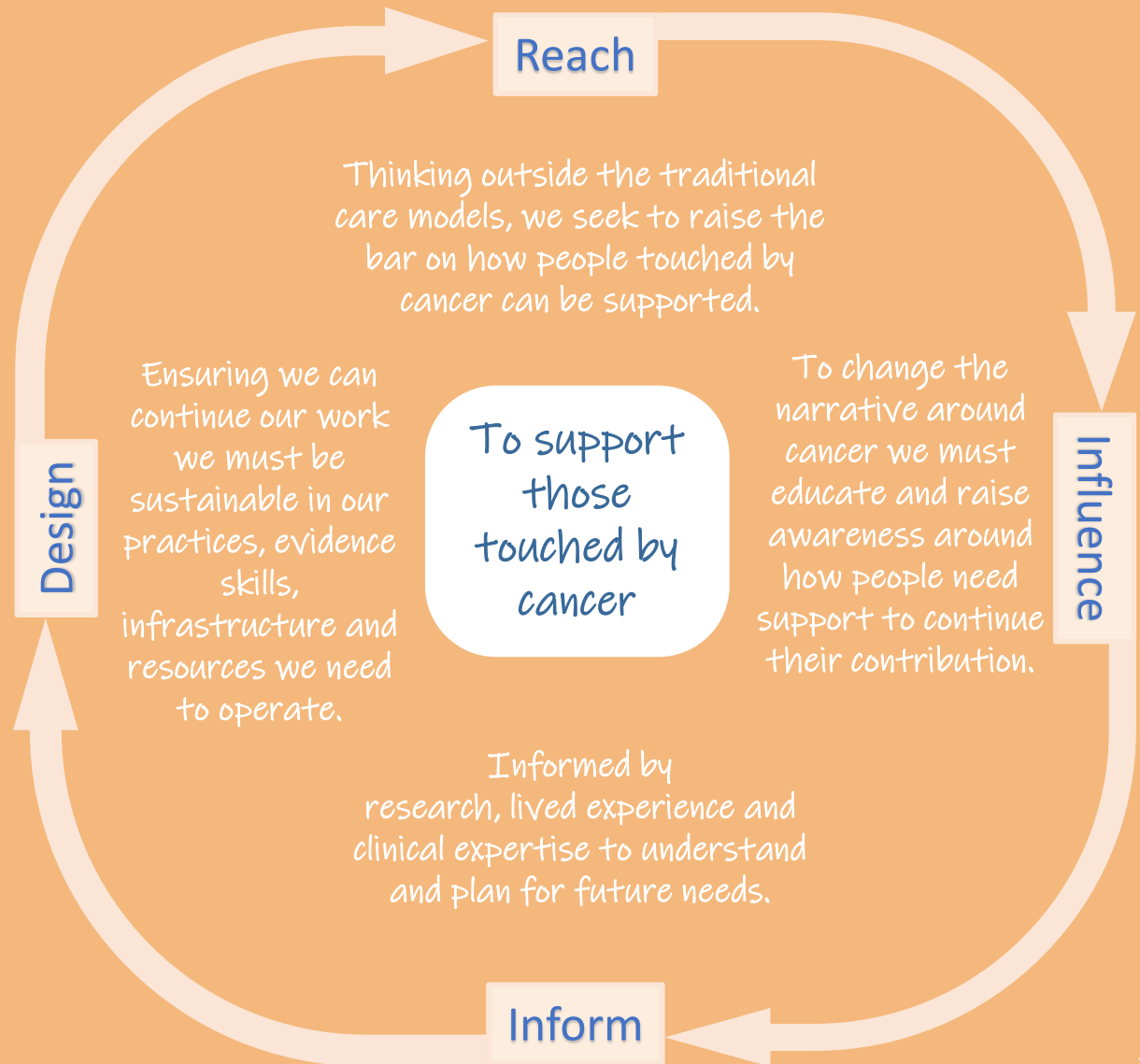
Our values drive our behavior and demonstrate our commitment to why, how and what we do; *We exist to provide personalised support to those touched by cancer.*

Defined Value	Our aligned behaviour	Our deliverables
We Care <ul style="list-style-type: none"> ▶ We listen to understand ▶ We show empathy ▶ We take care in all that we do 	<ul style="list-style-type: none"> ▶ We ask “How can we help you?” ▶ We acknowledge and welcome everyone ▶ We take the time to listen and respect each other ▶ We treat people as individuals and acknowledge differences 	<ul style="list-style-type: none"> ▶ In time we will create a flexible ‘care fund’ to assist individual needs
We Honour <ul style="list-style-type: none"> ▶ We make a difference every day ▶ We celebrate achievements ▶ We preserve our sanctuary 	<ul style="list-style-type: none"> ▶ We are ‘present’ in the moment ▶ We are mindful that people are in different spaces or stages of their experience. We acknowledge this can change. ▶ We say thankyou every day. We share success stories. ▶ We personally acknowledge those who contribute to Bloomhill ▶ We behave to protect and preserve the sanctuary of this space 	<ul style="list-style-type: none"> ▶ We make time to have events to share and recognize i.e. memorial service, milestones of achievement, service graduations. ▶ We share real stories of people's experiences with cancer, their triumphs and challenges
We Empower <ul style="list-style-type: none"> ▶ We assist people to find their way ▶ We continually improve all we do 	<ul style="list-style-type: none"> ▶ We pass on information and knowledge to ensure everyone is informed. We educate ourselves. ▶ We share our experiences and learnings with everyone 	<ul style="list-style-type: none"> ▶ We invest in understanding and measuring the impact of cancer on the lives of those we work with
We Lead <ul style="list-style-type: none"> ▶ We make an impact daily ▶ We show the way in community based cancer care in Australia 	<ul style="list-style-type: none"> ▶ We lead with a strong sense of awareness of ourselves, awareness of others, and our impact on others ▶ Our actions as an organisation seek to lead on issues impacting those touched by cancer 	<ul style="list-style-type: none"> ▶ We invest in our people to ensure they are informed, engaged and provide leadership across the organisation

WHAT WE PLAN TO DO

"Achieving a change in the way people touched by cancer are supported involves ensuring we understand, can share the story and influence decision makers of the future.

With an aging population, accompanied by an increased prevalence, now is the time to make the largest influence in the foreseeable future"



Our Goals by Future Directions

Future Direction	Desired Outcomes		How will we know?
1. To INFORM our work through collaboration with those touched by cancer	<ul style="list-style-type: none"> ▶ To engage lived experience, volunteers, funders, clinical advisors and customers in all that we do, to drive improvements and determine success of our operations and outcomes for those we serve. ▶ To ensure services and activities meet the needs of those touched by cancer, volunteers that support our work, donors who fund our work, customers who purchase our products and services and staff who are responsible for the delivery of the plan.. ▶ To research, plan for and set targets to meet the growing demand of those requiring our support 		<ul style="list-style-type: none"> ▶ % Net Promoter Score (NPS) ▶ Road map for future services
2. Our services and activities are DESIGNED to ensure our ongoing sustainability	Sound business modelling	<ul style="list-style-type: none"> ▶ Understand demand for expected increase in client needs over coming decade ▶ Innovation and design thinking process embedded in the business planning ▶ Diversify income to sources including, but not limiting, digital / virtual income streams 	<ul style="list-style-type: none"> ▶ Anticipated # <u>new</u> client for the next decade ▶ \$ in net profit returns ▶ Quarterly robust planning and management review practices
	Care Services	<ul style="list-style-type: none"> ▶ To clarify, document and deliver a high quality 'Bloomhill model of care" including support sessions, education and tools that coordinate the personalised needs of people touched by cancer ▶ Foster and expand a highly capable care team with diverse skills to address needs 	<ul style="list-style-type: none"> ▶ # people touched by cancer engaged ▶ # care sessions provided ▶ % change in wellbeing ▶ \$ per care session (income / sessions) ▶ FTE of care team to deliver the 'Bloomhill model of care
	Revenue Generation	<ul style="list-style-type: none"> ▶ To maximize net profit from revenues generated. ▶ Create new, and renew existing, operations to increase overall net profit returns ▶ To cultivate passive income streams, leveraged off 3-4 'marquee' community events 	<ul style="list-style-type: none"> ▶ Total \$ of net profit ▶ # new/renewed business venture ▶ # donors supporting ▶ \$ donations increasing
	Profile	<ul style="list-style-type: none"> ▶ Leveraging events and other mediums increase audience connection to our 'Why' and increase our profile ▶ Build an online subscriber base ▶ Raise national profile 	<ul style="list-style-type: none"> ▶ # supporters [physical] ▶ # followers [virtual] ▶ % LYC engagement ▶ Our reach is increased each year
	Infrastructure	<ul style="list-style-type: none"> ▶ Ensure all assets are managed and utilised effectively ▶ Planning for our infrastructure needs to meet the trajectory of our client service roadmap ▶ We plan for long term to reduce overheads in infrastructure expenditure 	<ul style="list-style-type: none"> ▶ ROI on assets is measured in commercial terms (2021-22) ▶ Expansion plan completed (2022-23) ▶ Master plan is documented (2022-23) ▶ Carbon neutral plan implemented (2023-24)
	People and Systems	<ul style="list-style-type: none"> ▶ We leverage, invest in and support the development of our people to develop the future needs we have as an organisation ▶ We invest time, training and resources into our systems to ensure ease of use and complaint and secure data storage and access ▶ We ensure a safe and secure workplace for all our clients, volunteers & staff 	<ul style="list-style-type: none"> ▶ % targeted roles/jobs¹ filled by our people to assist in meaningful contributions to the operations of Bloomhill. ▶ % employee engagement ▶ % volunteer retention ▶ # hours of volunteer support
3. REACH more people touched by cancer	<ul style="list-style-type: none"> ▶ People touched by cancer are well informed about their care, including options for planning self care activities (includes options for demand management) ▶ Explore and develop options for new ways, including virtual support, to reach more people touched by cancer and provide tools and resources that can assist them 		<ul style="list-style-type: none"> ▶ % of clients accessing our support (outside centre) ▶ # virtual support sessions delivered
4. INFLUENCE the way community based cancer care is delivered in Australia.	<ul style="list-style-type: none"> ▶ Facilitate a national alliance of organisations in a movement that changes the narrative and increases the understanding of the needs and impacts on, those touched by cancer ▶ Lead a process to develop a compelling case demonstrating the economic and social benefits for appropriate community based cancer care support in Australia ▶ Develop and implement strategy to engage & grow community based cancer care provided in Australia 		<ul style="list-style-type: none"> ▶ # organisations contributing \$ to efforts of alliance ▶ # of key decision makers adopting and resourcing supports for those touched by cancer

Future Directions 2021

Who we are

Raelene Boyle AM MBE
Patron

Raelene has been an advocate for numerous charities including Breast Cancer Network Australia, Bloomhill Cancer Care & Sporting Chance Charitable Foundation. As Bloomhill's patron, Raelene has worked hard to ensure support continues for all those touched by cancer on the Sunshine Coast.



Michael Wise
Chairperson / Treasurer

Michael spent most of his working life in senior management roles within Westpac. Since retirement he has worked on community boards such as small business advice organisations, community-based funding agency mainly as treasurer.



Jason Hope – Director

Jason is fortunate to call himself a cancer survivor and is committed to help in any way shape or form. Jason was appointed as Director on Bloomhill's Board in February 2019 and is Chair of the Business Development Sub-Committee.



Lisa Willson – Director

A Director of Bloomhill since 2018 and a member of the Governance and Risk Sub-Committee, Lisa has demonstrated a strong commitment to Bloomhill. A Barrister-at-law and a Nationally Accredited Mediator, Lisa also holds the honorary position of Adjunct Associate Professor at University of Queensland.



Nicky Jardine – Director

Passionate about the health industry, Nicky has worked in administration and management roles in various health practices across the Sunshine Coast and UK. Nicky has been awarded for her achievements and services to health management. With experience Nicky strives to making a difference at Bloomhill.



Adrian McCallum – Director

Dr Adrian McCallum has led a life of adventure and exploration around the globe as an expert in remote area science and engineering. He holds a PhD from the Scott Polar Research Institute, University of Cambridge and degrees in oceanography, meteorology and civil engineering. Adrian is instrumental in business development roles and opportunities.

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Who we are



Steve Prasser – Director

Steve specialises in growing businesses through the development of sound commercial strategies. His experience in executive roles spans business development, domestic and internal tourism, commercial strategy, infrastructure project management, contract negotiation and events management and marketing.



Lawson Katiza – Director

Lawson has over 20 years international experience in the building, construction and property development industries. Lawson is an Associate Director of the Project Management division of Savills and his experience is underpinned in qualifications across architecture, property development and valuations and engineering disciplines.



Fiona Clark – Director

Fiona has worked in the Healthcare industry for 25 years within multinational pharmaceutical companies. Her experience spans business development, strategic planning, marketing, sales and leadership of large teams.



Graham Tanis – Company Secretary

Grahams professional career in Asset Management spanned over 35 years holding positions that included, Director of Human Resources and Executive Director and Board Member of Q Build and Roma Street Parklands. For the past few years Graham has been involved with Bloomhill as the secretary and a volunteer driver.



**Christopher John
Chief Executive Officer**

Christopher has over 15 years experience in Chief Executive roles, with a wealth of experience in not-for-profit and charitable organisations. Christopher's skills are well renowned for strategy and leadership development.

Future Directions 2021

Our Partners



Future Directions 2021

How you can support us?



Regular Giving

For just \$50 dollars per month, or of the cost of a coffee and cake each week, you can alleviate financial stress and worry for someone with cancer, by providing free cancer care and support for an entire year. This means our clients can focus this energy on their health and not worry about their finances! www.bloomhill.com.au



Volunteer with us

Giving your time to assist others is one of the most rewarding thing you can do. Our people truly care about the future of our organisation and it is a great way to meet great people - clients, volunteers and staff



Fundraise For Us

Whether it is in the workplace or in the community, people love to help people, hold an event for Bloomhill, encourage your friends to get on board. It could be a Bake Sale, Trivia night, Charity Golf Day, BBQ Cook off or a High Tea to name a few.



Corporate Partnerships

Do you have an amazing team, skills or networks you could leverage to support our clients and organisation? Give us a call to see how you could assist and gain recognition with Bloomhill when you connect with us.