

Vision

At CCA we dream of a future that is free of Crohn's and colitis.
We empower people to live fearlessly while we help search for a cure.

Purpose

We believe in being fearless.

At CCA we're about **improving quality of life** by helping people understand, respond to and actively manage their care. We want people to be authentic and unapologetic about their Crohn's or Colitis- whether that leaves them laughing or crying.

On our journey to finding a cure, our ambition is **to empower and support** our community- encouraging innovation, advancing quality of care and facilitating new knowledge informed by deeper research.

Fundamentally, we are an advocate and an educator, leading tough conversations about taboo topics.

We know being fearless means there will still be bad days, bad months, or bad years – this is a long-term and life-altering condition – it's about giving people the courage, confidence and the ability to face things head on.

Because in fearlessness, there is strength

2023 Ambitions

1. An omni channel provider of support services with extensive reach and engagement
2. Accessible fearless and frank communicator and advocate of information and education
3. Data and evidence are core to our work and measurement of impact
4. Helping in the search for a cure, we build research capacity
5. We are a trusted organisation, recognised and respected by others, innovative and financially sustainable

Our ambition will be achieved through the delivery of our strategic priorities:

Digital transformation and delivery of omnichannel experiences across the lifespan

Outcomes and data driven: measure quality of experience and impact on the lives of our community

IBD research facilitation via capacity building, making meaningful progress and breakthroughs

Strong partnerships and relationships, with an engaging credible and respected brand

Healthy culture, evolving business model and sustainable organisation

Develop a digital strategy, road map for change, execute and fund

Physical and digital experiences are driven by consumer voice

Programs are accessible and have widespread availability and dissemination

Establish successful Customer Relationship Management (CRM) system

Build reporting tools to measure quality of programs and activities

Advocate for high quality integrated care which assists people to best manage their own health and improve quality of life

Develop engagement program for funding of research

Publish in priority locations

Grow our research scholarship program

Develop stakeholder map for relationship management

Increase engagement and seek more mature relationships with philanthropic sources and the business community

Continue seeking grants from government to deliver identified priorities in the National IBD Action Plan

Complete brand refresh and develop strong consistent brand

Build current revenue streams and explore options for attracting new revenue

Develop risk governance practices to meet evolving needs

Explore building value from accessible data

Develop investment strategy for improved returns

Ensure workload for staff and volunteers is paced appropriately to avoid burnout

Outcomes:
Digitally capable organisation
Measurable impact

Outcomes:
100,000 engaged in support services
IBD Quality of Care Minimum Standards met by 20% of hospitals

Outcomes:
\$200,000 annual spend
5 funded multi-disciplinary research initiatives
1-2 meaningful improvements in care

Outcomes:
Trusted and respected national peak organisation
Ongoing federal govt. support for National IBD Action Plan

Outcomes:
Financially sustainable organisation with a healthy culture