

Strategic Plan 2024 - 2027



*Regional and extended areas cancer help,
understanding and support services*



Our mission is to improve the quality of life of patients and their families while living with cancer.

We provide domestic, wellbeing and complementary support services with empathy and kindness to Pilbara cancer patients and their families while undergoing treatment.



ReachUs
Pilbara Inc
CANCER SUPPORT SERVICES



Our history

In 2016, Stacey Hambley, the founder of Reach Us - Pilbara Inc., received the devastating news that she had breast cancer. As she navigated the challenges of her diagnosis and treatment, she discovered that there were limited ancillary support services available to her in the Pilbara region where she lived. The lack of resources and support made her cancer journey even more difficult, and she realised that many others in her community were facing similar struggles.

Determined to make a difference, Stacey began investigating the issue further and discovered that for those living north of Geraldton, there was no support available. This realisation was the catalyst that drove Stacey to take action and commit to creating a support system for cancer patients and their families in the Pilbara.

With the support of her community, Stacey founded Reach Us - Pilbara Inc. with the aim of providing much-needed ancillary support services to those battling cancer in the Pilbara region. Through her own experience, Stacey understood the emotional, physical, and financial toll that cancer can take on a person and their loved ones. She was determined to make sure that no one in the Pilbara region had to face cancer alone, and her vision became a reality with the creation of Reach Us.

Today, Reach Us - Pilbara Inc. is a beacon of hope and support for cancer patients and their families



in the region. Stacey's experience with cancer inspired her to create something that would make a real difference in the lives of others, and her legacy continues to inspire and empower those affected by cancer. Her vision and commitment to providing support to those in need are a testament to the strength of the human spirit and the power of community.

Our mission

To improve the quality of life of patients and their families while living with cancer in the Pilbara region.

How we do this

We provide domestic, wellbeing and complementary support services with empathy and kindness to Pilbara cancer patients and their families while undergoing treatment.

Core services



Domestic support



Professional counselling



Equipment rental



Physiotherapy and massage



Travel assistance



Complementary services

Our value proposition

What differentiates Reach Us | The benefits that we deliver to our clients:

- **Inclusion:** We support all cancers and all people, across the Pilbara region.
- **Our unique capabilities:** We have lived experience, trained professionals, and strong networks with services across the Pilbara region.
- **Local:** We are readily accessible and understand the needs of people in our region. We have strong ties with local services, enabling faster, better support.
- **Personal service:** We pride ourselves on care, through reliable, face to face support.
- Through our efforts, **we keep Pilbara people in the Pilbara**, when they have the most need of their support networks and the comforts of home.
- We deliver **hope**.

Additionally, the **value we provide to corporate and government proponents** is to:

- Enhance the **liveability** of the Pilbara region for employees and constituents.
- **Prevent residents** who have cancer (and their families) **from leaving the region**, due to the unavailability and high cost of services.
- Provide **centralised services** to benefit the **entire Pilbara region**.
- Offer an **efficient and well-governed investment** in cancer support services, through low net-overheads (offset by strong fundraising capability) and a sound governance framework.
- Offer an avenue for enhancing their **social impact** and **corporate image**.



Where we play

- Serving Pilbara cancer patients and their families while undergoing treatment.
- Provision of domestic, wellbeing and complementary support services.
- The whole Pilbara region.

As our organisation matures and community needs change, we remain open to growing our service provision to also support:

- Other regions where there are unmet needs, such as the Gascoyne;
- Other chronic health conditions;
- Prevention and early detection services; and
- Those who may not be undergoing active treatment but are still living with cancer.

Where we don't play

- We don't give cash.
- We don't give emergency support.



How we can amplify our impact

We recognise that our impact is a product of:

The volume of services we provide

The number of people we provide those services to

And these are the ways we can drive growth in those variables:



These variables (in bold) represent the levers we can pull, to scale our impact up and down in response to community need and financial capacity.

Strategic plan on a page

Our mission

To improve the quality of life of patients and their families while living with cancer.

How we achieve our mission

We provide domestic, wellbeing and complementary support services with empathy and kindness to Pilbara cancer patients and their families while undergoing treatment.

Strategic focus areas and goals	Key projects/initiatives	What will indicate success?
Financial sustainability We have reliable self-generated revenue streams and diverse funding agreements in place, to sustain our operations.	<ul style="list-style-type: none"> Proponent outreach – prospectus, marketing and relationship-building. Fundraising plan, including new annual event(s). Feasibility study – event management spin-off business. Making Reach Us House a purpose-furnished “cancer hub of the Pilbara”, and a cash positive asset. Financial reporting drumbeat (budget & forecasts). 	<ul style="list-style-type: none"> Self-generated revenue > fundraising costs + operating overheads + employee expenses. At least 3 long-term funding agreements in place with corporate proponents, to cover the costs of free service provision. Refurbishment of Reach Us House, fully paid for by funding agreement(s). Asset is cash positive.
Strong governance framework We have robust mechanisms in place to comply with our legal and contractual requirements, and to manage our risks.	<ul style="list-style-type: none"> Risk register. Board skills: matrix, capability building, office-bearer succession plan. Internal audit process. 	<ul style="list-style-type: none"> No legal or contractual non-compliances. No serious incidents or injuries. Low turnover in Board positions (<20% p.a.). Internal audit corrective actions tracked to completion (once audit process is implemented).
Maximising our impact Our ultimate goal is to ensure that every person in the Pilbara with cancer has access to the necessary services. Additionally, we strive to deliver high-quality and cost-effective services by aggregating demand and securing favourable supplier contracts.	<ul style="list-style-type: none"> Feasibility study – healthcare service provision. Marketing plan. Establishing contracts with key service providers. Establishing MOUs with healthcare providers. 	<ul style="list-style-type: none"> Year-on-year increase in total # clients supported. Year-on-year growth in spend per client (where supported by funding agreements). Incremental introduction of new services to our offering, at a pace that is sustainable. Service volume: service cost ratio is maintained or decreasing, year on year.
Setting our team up for success An engaged, high performing team of employees and volunteers, supported by a set of efficient internal systems and processes.	<ul style="list-style-type: none"> Recruitment and retention plan (incl. establishing EVP, succession planning, performance/rem review cycle). Establish volunteer management system. Implement CRM software/database. Controlled document needs analysis and development. 	<ul style="list-style-type: none"> No attrition < 3 years (excepting factors outside our control). Internal promotions. Staff: income ratio of < 1:\$100,000. Team of regular volunteers (in addition to Board).
Monitoring processes How we will keep the strategy “alive” and monitor our progress.	<ul style="list-style-type: none"> Keep the plan visible in our offices. Align staff KPIs to strategic goals and initiatives. Monitor staff performance against KPIs in 6-monthly work performance reviews. 	<ul style="list-style-type: none"> Annual review of strategic plan by Board. Key project progress reports at Board meetings. Any new initiatives or decisions must reference their connection to the strategic plan.

Our core competencies	Inclusive service	Unique expertise and connections	Fundraising capability	Reach Us House
Our values	Clients	Community	Flexibility	Collaboration
Our key behaviours	Compassion	Respect	Transparency	Cooperation



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