

## Vision

**Empower those with IBD to live fearlessly as we drive towards a cure and ultimately a future that is free of Crohn's and Colitis.**

## Purpose

**We believe in being fearless** and at CCA we:

- **Improve quality of life** by helping people understand, respond to and actively manage their care.
- **Empower and support our community** - encouraging innovation, **advancing quality of care**, and facilitating new knowledge informed by deeper research.
- **Advocate, educate and facilitate**, leading tough conversations about taboo topics.

We want people to be authentic and unapologetic about their Crohn's or Colitis – whether that leaves them laughing or crying. 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 to drive us toward a cure.**

## 2026 Ambition

1. Provider of valued services and products to support the IBD community across the lifespan.
2. Driver of research that progresses the search for a cure.
3. A fearless and frank communicator, advocating for system change, improved information, and education.
4. A trusted and influential organisation, respected by the community, philanthropy, health and medical industry and government.
5. Sustainably funded and financially stable with a diverse and wide community of support.

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

1. Develop valued, accessible, tailored and innovative offerings to enhance quality of life.

2. Invest in advancing quality of life and care pathways through advocacy and research.

3. Strengthen leadership and advocacy to influence better outcomes for our community

4. Increase awareness and engagement driving knowledge, support and commitment to our purpose

5. Promote a healthy culture and sustainable organisation

### INITIATIVES

Complete activation of digital tools and automated processes

Assess community demographics to tailor services across the lifespan and care pathway

Establish forums (community, GP, specialist) to engage on IBD, evaluate and seek feedback

Explore the use of artificial intelligence (AI) to support our IBD helpline and/or information sharing

Fund scholarships aligned with our research priorities

Launch our Paediatric Audit and advocate for implementation of its recommendations

Complete our IBD State of Nation Report leveraging horizon scanning partnerships

Develop action plans based on quality of care research

Advocate for more IBD research funding

Identify quality of life (QOL) needs and plan responses

Advance our ambassador program

Explore expanded advocacy opportunities

Develop structured advocacy and education programs targeting key stakeholders

Actively expand partnerships with corporates, health industry, patient organisations, health professionals, research bodies and government

Undertake a data acquisition program for improved understanding of our community

Improve our engagement strategy and for key stakeholder groups

Develop our engagement programs for tailored two-way communication

Expand our brand champion network to raise awareness

Test and learn experimentation framework for impact driven innovation

Further develop our engagement plans for funders (government, corporates, and philanthropy)

Develop our bequest strategy

Review our investment and capital position

Complete our policy updates

Review CCA risk framework

Retain and build our CCA team – capacity and capability

Keep our business model under review

### OUTCOMES

Uptake and adoption of AI driven tools and users accessing our services

Validate and prioritise our list of tailored initiatives from digital strategy

Launch new products/services with feedback mechanisms to optimise

Improvements in care, QOC and evidence base

Paediatric Audit recommendations addressed by government

More research funding into IBD

Complete our IBD State of Nation Report with action plans funded and implemented

Be sought after as the leading influential source of IBD information and support

Increase our group of ambassadors, advocates and partners both nationally and internationally

Increase measures against KPIs, eg funding, membership and access to services

Grow our customer relationship management database in quality and size

Increase donation and funding opportunities

Increase number of people reached by 30%

Increase impact (measured by segment and lifestyle stage)

Increase engagement and awareness from current baseline

Secure sustainable funding sources

Retain at least 12 months of operating expenditure

Maintain consistent and engaged staff and team leadership

Sustain the reputation and trust CCA currently possesses both nationally and internationally