

Strategy toward 2028

Vision

Empower those with IBD to live fearlessly as we drive towards a cure and ultimately a future without 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 which impacts physical and mental health – 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 for IBD.

2028 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 and better management of IBD.
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 and inclusive culture in a sustainable organisation
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INITIATIVES	Continue activation of digital tools and automated processes	Fund PhD scholarships, Nurse Practitioner scholarships and Post Doc Fellowships aligned with our research priorities	Advance our ambassador program Explore expanded advocacy opportunities	Undertake a data acquisition program for improved understanding of our community	Develop our engagement plans for funders (government, corporates, and philanthropy)
	Continue to assess community demographics to tailor services across the lifespan and care pathway	Advocate for implementation of Paediatric Audit and IBD State of the Nation recommendations	Develop structured advocacy and education programs targeting key stakeholders	Improve our engagement strategy for key stakeholder groups	Implement our bequest strategy
	Continue our forums (community, GP, specialist) to engage on IBD, evaluate and seek feedback for improvement	Action recommendations from our IBD State of Nation Report, leveraging horizon scanning partnerships	Actively expand partnerships with corporates, health industry, patient organisations, health professionals, research bodies and government	Develop our engagement programs for tailored two-way communication	Complete our policy updates Retain and build our CCA team – capacity and capability
	Further build the education for consumers and clinicians on GutSmart and CCA website	Identify quality of life (QOL) needs and plan responses		Expand our brand champion network to raise awareness	Review our business model, risk framework and investment strategy on a regular basis
	Explore the use of artificial intelligence (AI) to support our IBD helpline and/or information sharing			Test and learn experimentation framework for impact-driven innovation	

OUTCOMES	Uptake and adoption of AI driven tools and users accessing our services	Recommendations from Paediatric audit addressed by government	Be the leading influential source of IBD information and support	Grow our customer relationship management database in quality and size	Secure sustainable and diverse funding sources
	Validate and prioritise our list of tailored initiatives from digital strategy	Priorities and Business Case from IBD State of the Nation Report addressed by government	Increase our group of ambassadors, advocates and partners both nationally and internationally	Increase donation and funding opportunities	Retain at least 12 months of operating expenditure
	Launch new products/services with feedback mechanisms to optimise	Increased investment in research scholarships	Increase access to support services	Increase number of people reached by 30%	Maintain consistent and engaged staff and team leadership
	Increase uptake and completion of courses on GutSmart			Increase impact (measured by segment and lifestyle stage) Increase engagement and awareness from current baseline	Sustain the reputation and trust CCA currently possesses both nationally and internationally