

ANZUP Strategy 2025-2028

Vision



Living life without fear of cancer.

Mission



To improve the lives of people affected by bladder, kidney, testicular, penile and prostate cancers.

Values



- Commitment
- Collaboration
- Integrity
- Respect
- Agility

Strategic Pillars

Cancer Research

(core business)



- Practice changing, multidisciplinary collaborative clinical trials in urogenital cancer.
- Investigator-led industry-independent cancer research.
- An integrated translational research program that leverages results and data to advance the understanding of urogenital cancers.
- Results and data are accessible for future research to further the outcomes for those impacted by urogenital cancers.

Reach and Relevance

(external focus)



- ANZUP recognised as a leader in urogenital cancer research within both the clinical and broader community.
- Diverse, equitable and inclusive reach and impact (incl. underserved populations e.g. Indigenous and culturally and linguistically diverse people, rural and remote, socioeconomically disadvantaged)
- ANZUP's globally significant research influences policy and practice to improve outcomes for those affected by urogenital cancer.
- Cancer research that is relevant to; and with bidirectional engagement with consumers and those with a lived experience of cancer.

Capacity Building and Sustainability

(internal focus, incl. membership)



- Financial sustainability and resilience through increased and diversified funding sources (including philanthropy, and fundraising).
- Robust resources, technology, processes, and security to support sustainable scalability.
- Broad and diverse engagement with ANZUP's growing membership.
- Scalable research capacity through leadership, mentorship and education.

People and Partnerships

(governance focus)



- A culture of commitment, collaboration, integrity, respect and agility.
- Diversity, equity and inclusivity across all areas of ANZUP.
- Future sustainability through best practice governance and succession planning across ANZUP's governance and committees.
- A well resourced and supported workforce to sustain ANZUP's future growth and capacity.
- Productive partnerships to increase ANZUP's capacity for globally significant cancer research and impact towards our mission.

High Level Measures Of Success

Increased number of ANZUP trials open to recruitment nationally and internationally.

Increased capacity of investigator-led industry-independent cancer research trials and projects.

Increased number and integration of translational research projects across ANZUP's cancer research portfolio.

Increased number of data shares/integrations to expand research into urogenital cancers.

Increased brand recognition and trust amongst broad stakeholder groups.

Increased participation of diverse population groups in all aspects of ANZUP's cancer research.

Increased number of policy and practice changes informed by ANZUP's cancer research.

Increased number of bi-directional engagement opportunities for consumers with ANZUP's cancer research.

Development and implementation of funding and fundraising plan to raise \$10M over 5 years.

Improvement in operational efficiency through enhanced technology and streamlined processes.

Increased number and proportion of members actively engaged in ANZUP's cancer research.

Increased member participation in leadership, mentorship and educational programs.

Our cultural aspirations are confirmed in employee engagement and stakeholder consultations across all areas of ANZUP.

Increased numbers, composition and participation of members, consumers and employees across all areas of ANZUP.

Completed reviews and implementation of best practice governance and succession planning.

Increased employee well being, engagement and performance.

Increased number and active collaborations with partners to advance ANZUP's mission.

Key Risks



- Funding, financial risk
- Membership
- Sustainable scalability
- Loss of corporate knowledge
- Loss of capacity

Key Opportunities



- Reach
- Brand and awareness
- Resources
- Funding
- Urogenital cancer incidence and prevalence