

STATEMENT OF STRATEGIC INTENT

2026 – 2029



STRATEGIC CONTEXT



ABCG enters the 2025–2029 funding period with a secure Queensland Health funding agreement, a well-established service model, and a clear opportunity to expand its reach and impact.

Over more than 25 years, ABCG has developed a unique, evidence-informed model of professionally facilitated psychosocial support for women living with metastatic breast cancer. This cohort has a distinct and evolving experience, including increased longevity, ongoing treatment burden, and complex psychosocial needs that differ significantly from early-stage breast cancer.

ABCG is currently:

- The only service in Australia that receives State Government funding to deliver a dedicated psychosocial support group for women with metastatic breast cancer
- Supporting a small number of women relative to the scale of unmet need (approximately 4,000 women in Queensland and 20,000 nationally)
- Operating within a changing policy and funding environment, with increasing expectations regarding quality, co-design, and demonstrable impact

The Board has adopted this Statement of Strategic Intent (SOSI) to guide ABCG over the remainder of the funding period. The SOSI provides clear strategic direction without prescribing operational activities, enabling the organisation to respond flexibly to emerging opportunities and challenges.

VISION

Women living with metastatic breast cancer live supported, connected and understood within strong and compassionate networks of care.

MISSION

To provide high-quality psychosocial support to women living with metastatic breast cancer, reducing isolation through connection and strengthening the ability of partners and families to build networks of care around them, while contributing insight into the lived experience of metastatic disease.

STRATEGIC INTENT

ABCG will focus on three strategic pillars:



ABCG was established as a psychosocial support service for women living with metastatic breast cancer and remains focused on supporting the unique psychosocial experiences of women living with advanced disease. We recognise that metastatic breast cancer affects people of diverse genders and are committed to considering questions of inclusion thoughtfully, balancing accessibility with the integrity, safety and therapeutic value of the group experience.

1. GOVERNANCE

ABCG will strengthen its governance, systems, and leadership to ensure it operates in line with recognised best practice and is positioned for long-term sustainability.

Key areas of focus include:

- Maintaining strong board leadership and governance structures
- Ensuring clear and effective decision-making frameworks
- Strengthening long-term financial sustainability and resilience
- Reviewing and strengthening governance policies, processes, and documentation
- Undertaking a self-assessment of governance practices
- Progressing, where appropriate, external quality accreditation standards
- Ensuring organisational systems and infrastructure (including IT) are fit for purpose

ABCG will adopt a proportionate and staged approach to governance improvements, aligned with organisational capacity.

Strategic Goals – Governance



ABCG operates in line with ACNC governance standards and relevant quality frameworks



Clear governance structures, with key positions occupied and defined delegations, established and functioning



The organisation maintains financial sustainability



2. GROWTH

ABCG will increase the reach and impact of its services so that more women living with metastatic breast cancer can benefit from high-quality psychosocial support. Growth will be pursued in a measured and sustainable way, ensuring the integrity of ABCG's professionally facilitated model is maintained.

Growth will be considered across three dimensions:

Impact



Access



Offerings



Key Areas of Focus

- Expanding access to services, including regional and underserved communities
- Strengthening referral pathways and stakeholder engagement with cancer services, clinicians, and community organisations
- Increasing awareness of ABCG services through targeted and appropriate communication
- Identifying sustainable opportunities to extend access to support over time
- Recognising the important role of partners, families and support networks in psychosocial wellbeing
- Aligning growth with available funding opportunities and organisational capacity
- Exploring opportunities for diversified income, including fundraising and partnerships

Strategic Goals – Growth



Increased number of women with metastatic breast cancer accessing ABCG services



Strengthening outcomes and support for women living with metastatic breast cancer and the networks of care around them



Improved financial sustainability through diversified income streams

3. THOUGHT LEADERSHIP

ABCG will position itself as a trusted voice and leader in psychosocial support for people living with metastatic breast cancer and advanced disease.

Key areas of focus include:

- Clearly articulating ABCG's unique value proposition, including its professionally facilitated model and long-term support approach
- Raising awareness of the distinct experience of metastatic breast cancer, particularly in contrast to curable breast cancer
- Sharing ABCG's practice wisdom and service delivery insights with the sector
- Contributing to research, advocacy, and policy discussions relating to advanced cancer and psychosocial care
- Building and strengthening partnerships with organisations that advocate for women living with Metastatic Breast Cancer
- Demonstrating impact through a combination of evidence, data, and lived experience narratives

This work will support both sector influence and service growth, positioning ABCG within the broader cancer support landscape.

Strategic Goals - Thought Leadership

- ✓ ABCG is recognised as a trusted voice in psychosocial support for advanced cancer
- ✓ ABCG's unique value and impact are clearly articulated and communicated
- ✓ Strong partnerships support sector influence, collaboration, and advocacy



ENABLERS OF SUCCESS



GOVERNANCE & LEADERSHIP

Strong board leadership, clear roles, and effective decision-making structures



FINANCIAL SUSTAINABILITY

Stable funding, diversified income, and disciplined financial management



CLINICIAN & ORGANISATIONAL CAPABILITY

Skilled facilitators and organisational capacity to deliver and grow services



SYSTEMS & INFRASTRUCTURE

Fit-for-purpose IT systems, data, and reporting capability



PARTNERSHIPS & RELATIONSHIPS

Strong engagement with funders, clinicians, and sector organisations



EVIDENCE & IMPACT

Ability to measure, demonstrate, and communicate outcomes



STRATEGIC OUTCOME 2026–2029



By the end of the current funding period, ABCG aims to be:

A well-governed, sustainable organisation operating in line with recognised standards

Supporting significantly more women with metastatic breast cancer

Recognised as a leader in psychosocial support for metastatic breast cancer and advanced disease

A trusted partner to government, clinicians, and the broader cancer support sector