

# 2025–2030 Strategic Plan

Shaping the future of melanoma  
patient supportive care and  
survivorship for all Australians

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## Our Vision

**A nation where no one affected by melanoma walks alone.**



## Our Purpose

**Support, connect and advocate for all Australians affected by melanoma.**

## Our Guiding Principles

**We are dedicated to providing high-quality compassionate wraparound supportive care services that seamlessly integrate with the primary, tertiary and community care sectors.**

- We use evidence-based practice at all times in the provision of our melanoma supportive services.
- We provide person-centred care focusing on the individual and holistic needs of a person seeking our supportive care services.
- Our ways of working are informed by and include the lived experience of people diagnosed with melanoma and those who care for and support them.
- We work to ensure our melanoma support services are accessible for all Australians.
- We respect and embrace the diversity of all people.

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## Our Work

**Since 2006, Melanoma Patients Australia has been Australia's only dedicated organisation providing practical and compassionate support for anyone affected by melanoma. This includes patients, survivors, family and carers.**

Founded by patients for patients, our programs and services are guided by best evidence and the voices of lived experience. We offer access to trusted nurse-led telehealth services, peer support programs, advocacy and targeted resources that help people navigate every step of their melanoma journey with confidence.

Donations from the community alongside funder and government support, help to provide our services free of charge to those who need them. This also supports the development of patient education

and resources, information for health professionals, and advocacy to amplify and include lived experience and patient voices in research, clinical trials and service planning - for better impact and outcomes.

There is much more to do, and we are determined to ensure that that cost is not a barrier for Australians affected by melanoma in every community accessing the information and on-going support they need for the duration of their melanoma journey.

## Our Aspirational Goal

**By 2030, Melanoma Patients Australia will be recognised, trusted and utilised by patients, carers and health professionals nationally - embedding our place as Australia's leading, specialist melanoma support organisation.**



# Our Unwavering Focus

2026 will mark a 20-year milestone for our organisation. This will be a time to review, celebrate and renew our commitment to creating platforms of connection for melanoma patients, by melanoma patients.

It will reinforce the importance of access to our specialist support services, and the safe spaces we create for peer to peer connection and sharing.

Over two decades we have supported melanoma patients in their time of need, reducing their feelings of overwhelm and loneliness. This will continue into our sustainable future.

Our founding vision was for Melanoma Patients Australia to be an organisation enabled by technology that could help people, wherever they may live, access free support and the latest evidence-based information to help them navigate every step of their own melanoma journey.

Our new 2025–2030 Strategic Plan remains fully aligned with our origins as we focus on exponentially increasing awareness and visibility

of our organisation and services with health professionals and the wider community. We will work together with our staff, volunteers, patients, cross-sector stakeholders and our community to reach every Australian affected by melanoma directly with our educational resources and support service offerings.

We will support and empower melanoma patients to be active contributors in their own health care through access to the right information and knowledge. Cost will never be a barrier for melanoma patients accessing our support services whenever and wherever they need it.

We will be increasingly represented by the voices of our consumers to ensure lived experiences remain at the forefront of our advocacy work and continue to inform and contribute to melanoma research, trials, treatments and patient support journeys.



## Our Strategic Priorities



# Service Innovation, Evaluation & Impact



## OUR GOAL

**Be recognised and respected for high quality evidence-based services and their impact**

### STRATEGIC ACTION

**Develop modern melanoma consumer support programs and services that are evidence-based and informed by the voices of people with lived experience.**

### WHAT SUCCESS WILL LOOK LIKE

People affected by melanoma contribute to the continuous improvement, innovation and ongoing development of our specialist support services.

**Evaluate our melanoma supportive care service delivery and outcomes ensuring quality, safety and positive impact.**

We consistently demonstrate positive impact through the provision of accessible high-quality, melanoma supportive care services nationally that are recognised, valued and respected.

**Facilitate consumer-led design and development of melanoma supportive care services and community connections.**

People with a lived experience of melanoma can make an informed choice about accessing and engaging with our supportive care service options, community of peers and/or community engagement initiatives.

**Utilise innovative organisational and patient measures and tools to inform our supportive care service development needs, quality, impact.**

We implement relevant measures, and our service delivery and development needs are being routinely and reliably informed by our own data collection and analysis.

**Harness innovative technology and digital platforms to enhance the reach, accessibility, and personalisation of our support services, ensuring every patient and family can access timely, high-quality care and connection regardless of location.**

Our use of innovative and integrated technology solutions enable community connectivity and increased reach, accessibility and personalisation of our support services resulting in positive patient/user experiences.

# Quality Service Delivery



## OUR GOAL

**Delivery of high-quality specialist melanoma supportive care services for all Australians**

### STRATEGIC ACTION

**Deliver a suite of high-quality melanoma supportive care services that are nationally accessible and improve the wellbeing and quality of life for all melanoma patients.**

### WHAT SUCCESS WILL LOOK LIKE

Our specialist support services consistently provide positive patient experiences and are responsive and relevant to diverse patient and carer needs.

**Improve patient journeys and supportive care service navigation for melanoma patients, health professionals and the wider community through the development and dissemination of practical evidence-based information and education resources.**

Melanoma patients, carers and supporting health professionals can access information and educational content that enables and encourages specialist support service access and referrals that are in alignment with optimal care pathways.

**Train, support and incorporate a cohort of lived experience peer-support volunteers within our service delivery model and ways of working.**

Roles for inclusion and participation of lived experience peer-support volunteers are well-defined and role-specific training and support requirements are routinely provided maximising opportunities for lived-experience involvement in our work.

**Our quality standards ensure service consistency resulting in positive patient experiences.**

Our quality framework will be embedded into all specialist support services delivered by our organisation.

# Consumer & Community Engagement



## OUR GOAL

**Educate, include and engage melanoma patients and the Australian community**

### STRATEGIC ACTION

**Increase organisational visibility, national access, service referrals and investment in our supportive care services for all patients including priority populations diagnosed with melanoma to improve individual patient journeys, experiences and outcomes.**

### WHAT SUCCESS WILL LOOK LIKE

We exponentially increase national reach, access, and utilisation of Melanoma Patients Australia's suite of supportive care services.

**Include, engage and amplify the voices of consumers through coordinated consumer-led advocacy for increased access to evidence-based treatments and supportive care services for Australians diagnosed with all types and stages of melanomas, relative to their personalised needs.**

We establish, mobilise and maintain a nationally coordinated consumer-led advocacy program that informs and contributes to the advancement of our strategic objectives.

**Implement defined engagement pathways to increase the scope and level of Melanoma Patients Australia community engagement.**

We have a vibrant, growing community that values, actively engages with and contributes to MPA-led and peer-led specialist support engagement initiatives.

**Utilise innovative organisational and patient measures and tools to inform our supportive care service development needs, quality, impact.**

We utilise measures and tools for growth of a vibrant community that values, actively engages with and contributes to MPA-led and peer-led specialist support engagement initiatives.

**Collaborate with sector organisations and alliances to promote prevention, screening, early-stage diagnosis, access to treatments, support services and continued investment in relevant melanoma research and clinical trials.**

We work strategically with government, tertiary care, primary care and like-minded organisations including peak bodies and, member-based organisations to increase access, referrals and investment in melanoma treatments and specialist support services for all melanoma patients and carers.

# Sustainable Growth



## OUR GOAL

**Support sustainable growth and operations through the effective and responsible use of our resources**

### STRATEGIC ACTION

**Build a strong culture based on shared values, expectations and behaviours for our staff and volunteers.**

### WHAT SUCCESS WILL LOOK LIKE

Our leadership, culture and ways of working benefit our organisation, stakeholders, staff and volunteers.

**Increase access nationally to our virtual supportive care services through secure integrated technology and the development of our business systems capabilities.**

Integrated technology and business systems enable the delivery and scaling of our specialist support services and operations.

**Diversify and grow our income to support our strategic objectives.**

We have diverse income streams and are financially sustainable.

**Engage values aligned partner organisations and industry groups to support the advancement of our strategic objectives.**

We have a program of values aligned partner relationships that provide financial support, expertise and/or in-kind resources to support the advancement of our strategic objectives.

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