




Australian Government
Cancer Australia

Cancer Australia

**ABORIGINAL AND
TORRES STRAIT ISLANDER
BRAND GUIDELINES**




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Introduction



This document provides guidelines for use of the brand identity for Cancer Australia's Aboriginal and Torres Strait Islander design work. The brand identity was developed in 2014 by Dreamtime PR, and Aboriginal and Torres Strait Islander firm, with the artwork 'Our Journeys' (see front of Brand Guidelines) created by Jordan Lovergrove, a Ngarrindjeri man.

As the central design element for the brand, it was developed to represent the experience of Aboriginal and Torres Strait Islander people with cancer. The white dots are the journey of each individual; the patterned areas are the different landscapes and regions of Australia; and the colours are the different cancer types.


Cancer Australia, as the leading agency shaping cancer control in Australia, is depicted by the central ochre meeting place which draws stakeholders together to share ways to improve cancer outcomes. The kangaroo prints and the fish leading to and from the meeting place represent the flow of information and engagement between Cancer Australia and Aboriginal and Torres Strait Islander people.

Our vision



Our Reconciliation vision is to recognise and respect the cultures, histories and dignity of this country's first peoples, and to use our knowledge and influence to help close the gap on cancer outcomes between Aboriginal and Torres Strait Islander Australians and non-Indigenous Australians. We believe that Reconciliation is an ongoing journey, requiring co-operation, understanding and mutual respect. We believe that the gap can be closed and that we, as an organisation and as individuals, can make a formative contribution. We aim to improve health outcomes for Aboriginal and Torres Strait Islander people through wide ranging strategies which rely on our people and our partners in the community.

Our mission



Our Reconciliation mission is to improve cancer outcomes for all Australians, by building the evidence base and by analysing, interpreting and translating the latest cancer research to inform policy and practice. We do this with a key focus on populations who experience poorer health outcomes, including Aboriginal and Torres Strait Islander peoples.

Our toolkit

Every identity is made up of core elements that combine to create a distinctive brand that promotes a consistent and recognisable identity.

These elements include:

1. The Cancer Australia logo
2. Type
3. Colour
4. Tapestry graphic arrow
5. Aboriginal and Torres Strait Islander Artwork
6. Aboriginal and Torres Strait Islander design elements
7. Illustrations
8. Aboriginal and Torres Strait Islander Acknowledgement statement
9. Aboriginal and Torres Strait Islander web fonts
10. Supporting information

The following pages will explain each of the elements and how to use them correctly.

1. The logo



Australian Government

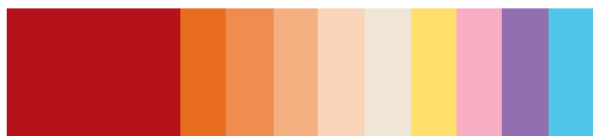
Cancer Australia

2. Type

Archer

Ideal Sans

3. Colour - Aboriginal and Torres Strait Islander palette



4. Tapestry graphic arrow



5. Aboriginal and Torres Strait Islander Artwork



Duotone treatment



6. Aboriginal and Torres Strait Islander Design Elements



Headline

.....

Cancer Australia acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to elders both past and present.

7. Illustrations



01. The logo



“In-line” logo

Cancer Australia’s logo, referred to in the *Australian Government Branding Design Guidelines* as ‘the Design’, is mandated by Australian Government branding. The logo consists of the four elements: the Commonwealth Coat of Arms (Conventional Version 3A Solid), the words “Australian Government” (Times New Roman Bold), an underline and the department or agency name (also Times New Roman Bold). The logo must be used prominently throughout all branded communications in accordance with guidelines laid out in this chapter.

Format and Position

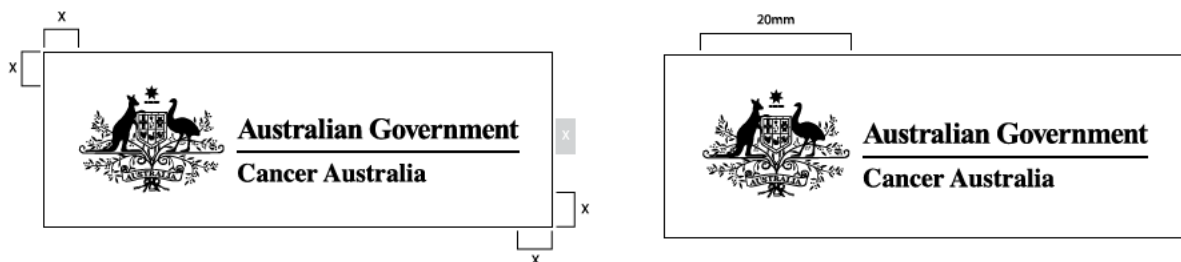
The logo should be placed at the top right hand corner of the item it appears on. The inline (horizontal) version is preferred, and should always be the black version. The logo should not be represented in any more than one colour.

Contrast

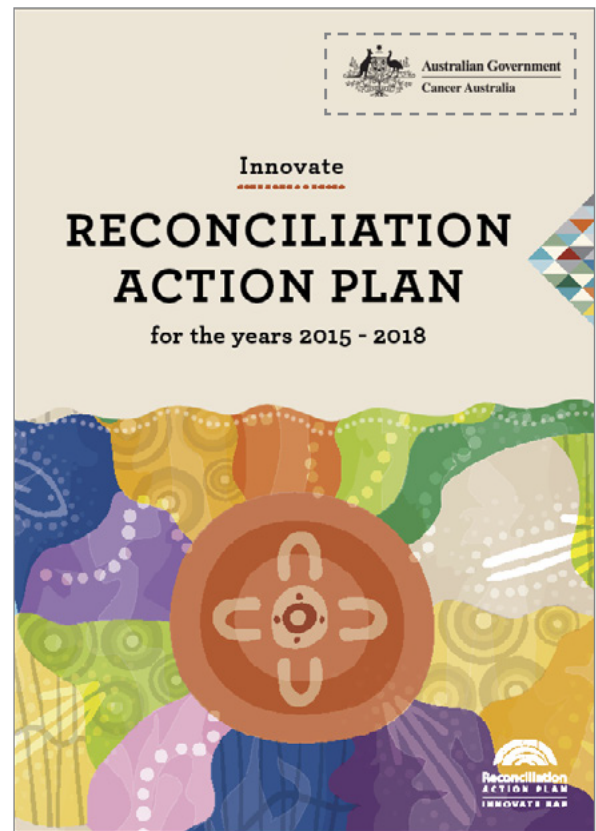
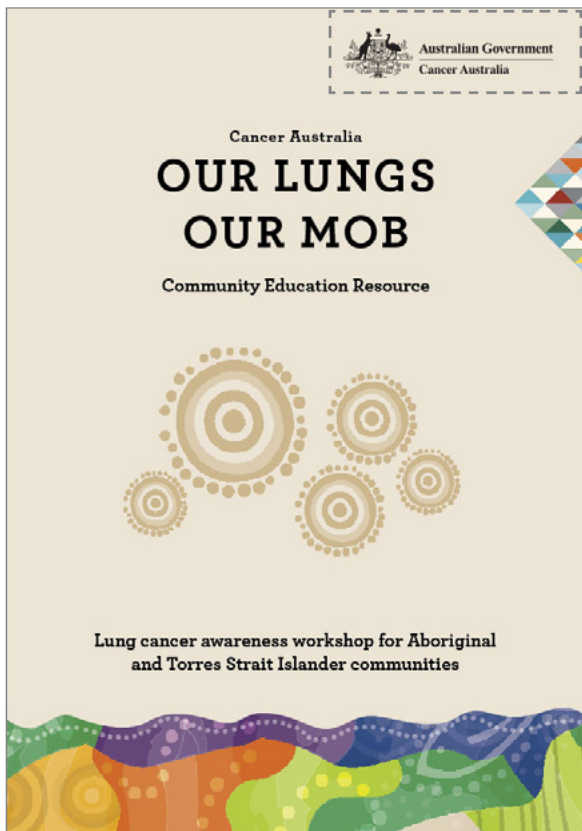
The logo should not appear as a light colour on a light background colour, or as a tint or stipple of any colour. The logo should not appear as a dark colour on a dark background.

Isolation zone and minimum size

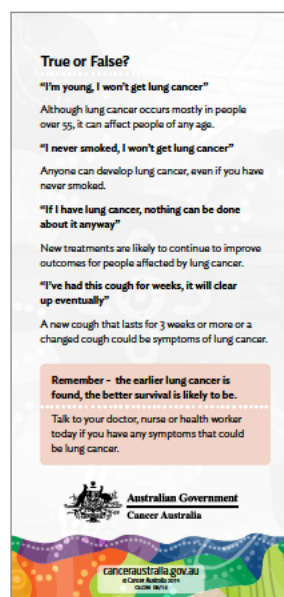
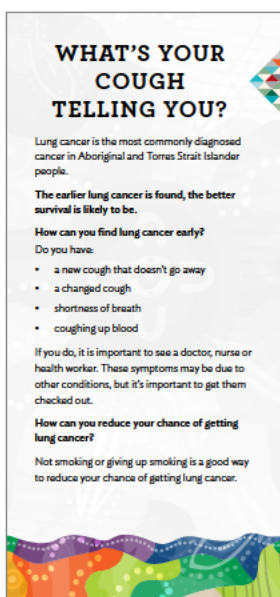
The isolation zone will ensure the integrity of the logo is not jeopardised through crowding. This zone is defined as ‘X’ and is based on the distance between the top of the capital ‘A’ in ‘Australian Government’ and the bottom of the horizontal line beneath these words. This zone is a minimum dimension, and applies to every form and application of the logo. The isolation zone separates the design from body text/content, images, logos, edge of the page, other design elements e.g. lines, boxes, callout quotes etc. To ensure legibility at all times, the Coat of Arms in any version of the logo should never, unless in exceptional circumstances, be reproduced smaller than 20mm wide.



Isolation zone and placement example: Cover of Community Education Resource and RAP



DL Flyer



02. Typography

Typefaces have been selected to ensure consistency across all Aboriginal and Torres Strait Islander collateral.

Archer

Ideal Sans

The two typefaces work in conjunction with each other to create character yet remain legible. Archer is the Headline or Chapter heading font, in a bold or medium weight. Ideal Sans for readability as the main font to be used for body text and subheads. Two weights of Ideal Sans are used: Light and Medium. Dot points are used for creating lists, with a full point appearing only at the end of the last dot point.

DOCUMENT TITLE

43 to 50 point (Archer Bold)

Headline/Chapter Heading
26 point (Archer medium)



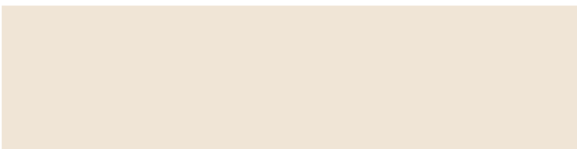




Subhead - 13 point, 1.5mm space after (Ideal Sans Medium)

Body Text - 12 point over 16 point (Ideal Sans Light)

03. Colour

Aboriginal and Torres Strait Islander colours were developed as a palette with a direct reflection back to the Cancer Australia brand palette. The Cancer Australia Red is present, with the “Meeting Place Ochre” and the “Lung” colour (25% tint of PMS 465) being the other dominant colours.

The CEO signed off on the below colour palette July, 2014.

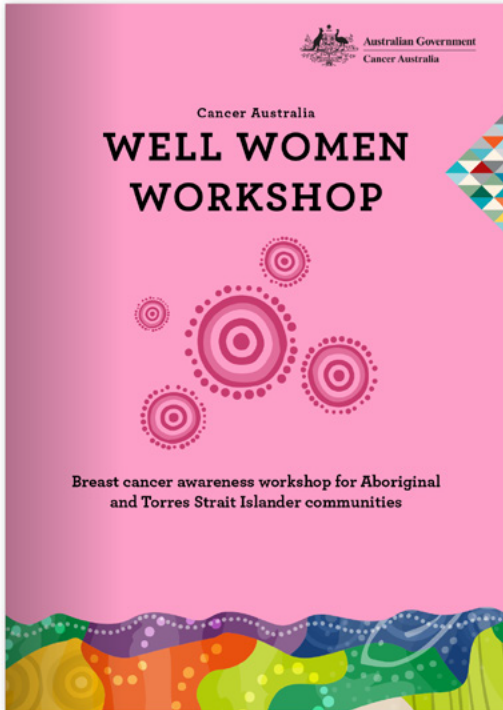
	Cancer Australia Red - PMS 1807 as CMYK
	Meeting Place Ochre - PMS 173 as CMYK (at 100%, 75%, 50% and 25%)
	Lung - PMS 465 (25% tint) as CMYK
	Bowel - PMS 121 as CMYK
	Breast - PMS 210 as CMYK
	Gynae - PMS 2583 as CMYK
	Prostate - PMS 2985 as CMYK (is national prostate colour)

other artwork colours

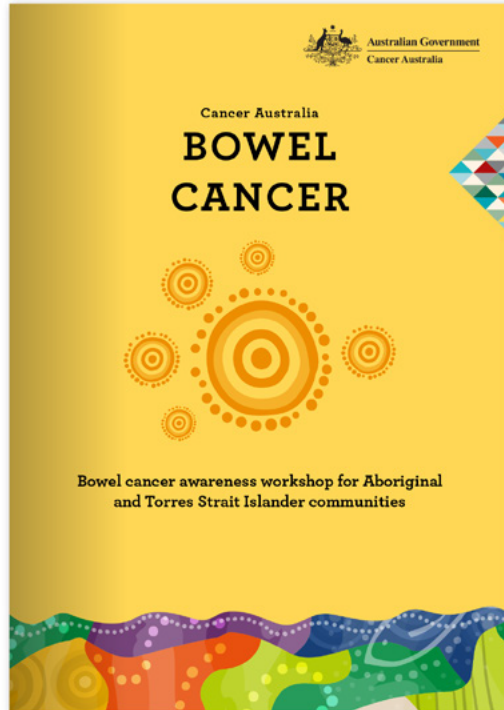
	347 as CMYK
	520 as CMYK
	Cancer Australia - 179 as CMYK
	Cancer Australia - 116 as CMYK

Examples of Covers to documents are provided below, utilising the Aboriginal and Torres Strait Islander Colour palette across a series of Educational Resources.

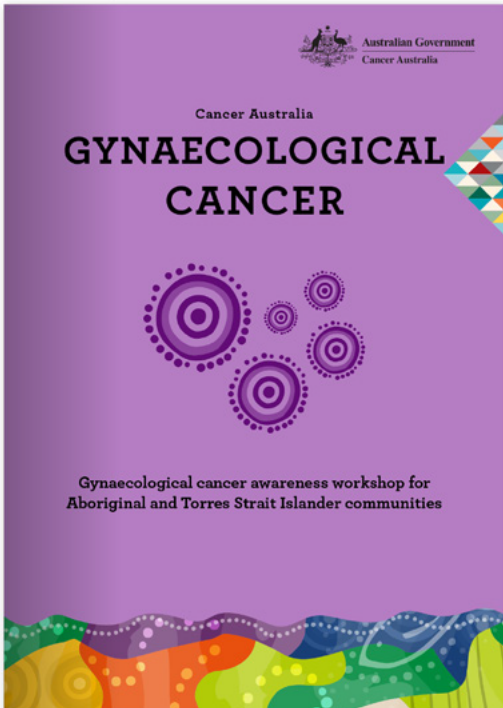
Educational Resource
- Breast Cancer Pink PMS 210



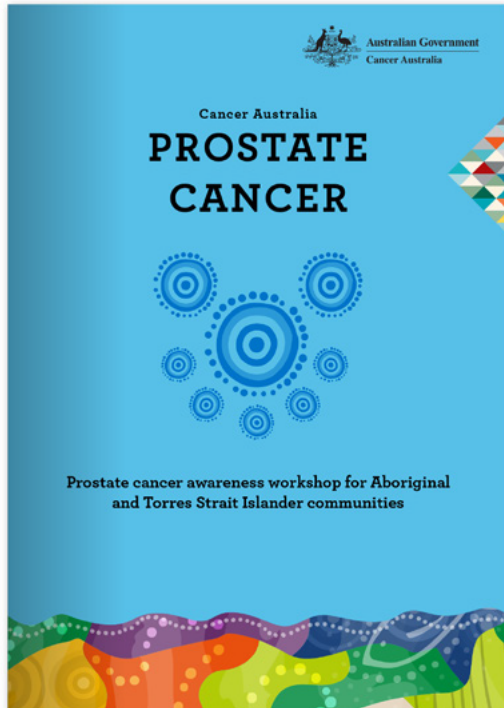
Educational Resource
- Bowel Cancer PMS 121



Educational Resource
- Gynaecological PMS 2583 (80% tint)



Educational Resource
- Prostate PMS 2985



04. Tapestry graphic arrow

The Tapestry graphic arrow incorporates all Cancer Australia palette colours, including tints (except pink). This graphic represents a system of moving parts working together cleanly and efficiently.

The Tapestry graphic arrow is used on the right hand side of a document, and it aligned to the centre of the headline text.

The Arrow is a ragged shape on its right hand side, which sits away from the edge of a document.

An example of usage is on the front page of this document.



05. Aboriginal and Torres Strait Islander Artwork

This artwork was designed and produced by Jordan Lovegrove, from Dreamtime PR. This artwork is titled “Our Journeys” and is a visual representation of the experience of Aboriginal and Torres Strait Islander people with cancer.

The design rationale always sits beneath the artwork, as well as a copyright acknowledgment to Jordan Lovegrove when the Artwork appears in full at the back of a long document.

The artwork also appears in part as a border at the base of documents, with the ‘motion’ or wavy line and transparent white dots appearing at the top.

Artwork example:



The artwork ‘Our Journeys’ represents the experience of Aboriginal and Torres Strait Islander people with cancer. The white dots are the journey of each individual; the patterned areas are the different landscapes and regions of Australia; and the colours are the different cancer types. Cancer Australia, as the leading agency shaping cancer control in Australia, is depicted by the central ochre meeting place which draws stakeholders together to share ways to improve cancer outcomes. The kangaroo prints and the fish leading to and from the meeting place represent the flow of information and engagement between Cancer Australia and Aboriginal and Torres Strait Islander people.

Artist: Jordan Lovegrove, Ngarrindjeri, Dreamtime Public Relations, www.dreamtimepr.com

Aboriginal and Torres Strait Islander Artwork - Duotone treatment

Two types of treatment have been defined for the artwork as a duotone, to be used as a background texture in design documents.

Illustrator artwork file to be used is: CA0001 Artwork FINAL_duotone.ai

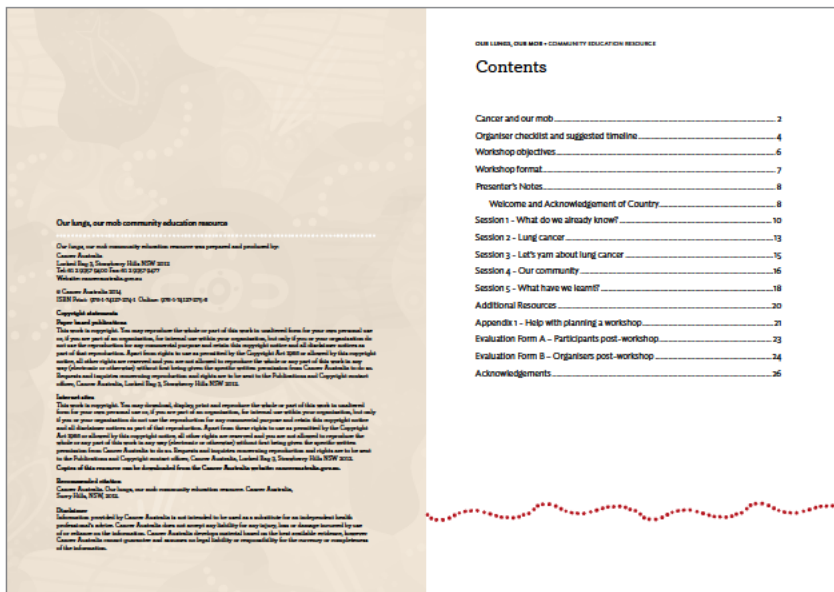


25% tint of PMS465 behind 15% tint of the duotone artwork



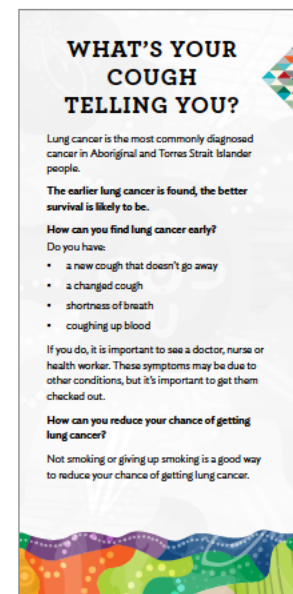
15% tint of the duotone artwork

Duotone treatment examples: Education Resource



25% tint of PMS465 behind 15% tint of the duotone artwork

DL Flyer



15% tint of the duotone artwork

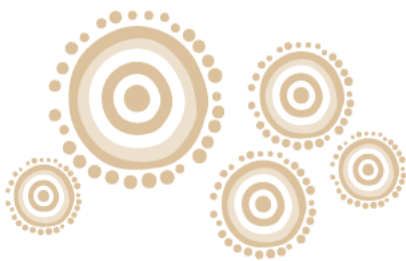
06. Aboriginal and Torres Strait Islander Design Elements

Circle Artwork

Five circle artworks have been developed to work alongside with the 5 major strands of cancer type, especially those identified as being prevalent within the Aboriginal and Torres Strait Islander (Aboriginal and Torres Strait Islander) community. A Generic Circle artwork was also created for use in collateral that presents an overarching Aboriginal and Torres Strait Islander look and feel, to be used when material does not relate to a specific cancer type.



Generic Circle Artwork



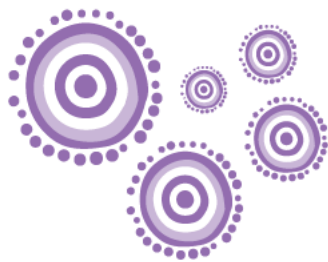
Lung cancer Circle Artwork



Breast cancer Circle Artwork



Bowel cancer Circle Artwork



Gynaecological cancers Circle Artwork



Prostate cancer Circle Artwork

Circle Artwork

The Generic Circle can also be used as a watermark effect, appearing on either a white background as a 10% tint, or a coloured background as a 15% tint.



Generic Circle Artwork examples:

Forum Program

FORUM PROGRAM • NATIONAL ABORIGINAL AND TORRES STRAIT ISLANDER CANCER FORUM

Welcome from Cancer Australia



I am delighted to welcome you to Cancer Australia's National Aboriginal and Torres Strait Islander Cancer Forum. In line with our theme for this Forum, Working together on cancer, Cancer Australia is bringing together health professionals working with Aboriginal and Torres Strait Islander communities, to build capacity to address the significant disparities in cancer outcomes.

About two Aboriginal and Torres Strait Islander Australians are diagnosed with cancer every day. Indigenous Australians have a higher rate of cancer diagnosis and are 50% more likely to die from cancer than non-Indigenous Australians. Improving knowledge of risk factors, the importance of early detection and referral for treatment, are critical to impacting on these cancer outcomes.

As Australia's national cancer control agency and a trusted source of evidence-based information, Cancer Australia is pleased to be presenting a program that aims to increase your knowledge and understanding of the burden of cancer on the Aboriginal and Torres Strait Islander population, and provide you with tools and resources to assist you in your important role. You will hear from highly regarded experts who will share their knowledge and experience to support your ability to raise awareness and provide vital information and support to people with cancer and their families in your community.

This Forum will focus on breast cancer and lung cancer, the most commonly diagnosed cancers in Aboriginal and Torres Strait Islander people, and cancers for which Aboriginal and Torres Strait Islander people experience significantly poorer outcomes than non-Indigenous people.

Cancer Australia's National Aboriginal and Torres Strait Islander Cancer Forum provides the opportunity for us to identify and share strategies for improving cancer outcomes among Aboriginal and Torres Strait Islander people. I hope you benefit in ways which support your key role in achieving this objective.

Signed,



Helen Zorbas AO

2

• 10% tint on white background

Forum Flyer

Australian Government
Cancer Australia

Cancer Australia
Lung Cancer in Aboriginal and Torres Strait Islander Peoples
25 March 2015
Vibe Hotel, Darwin

PROGRAM

Time	Session	Presenter
8.30am - 9.00am	Registrations open	
9.00 - 9.02am	Opening	647f
9.02 - 9.10am	Welcome to Country	647f
9.10 - 9.20am	Introduction / Housekeeping	647f
9.20 - 9.50am	Session 1 - Cancer in Aboriginal and Torres Strait Islander people - focus on lung cancer	647f
	Cancer Australia lung cancer resources for Aboriginal and Torres Strait Islander Health Workers	
9.50 - 10.15am	Session 2 - Lung Cancer Clinical Pathways	647f
10.15 - 10.30am	Session 3 - Remote Tobacco Program	647f
10.30 - 10.50am	Morning tea	
10.50 - 11.30am	Session 4 - Working with patients in the hospital - overcoming the barriers	647f
11.30 - 12.00 midday	Session 5 - My cancer journey	647f
12.00 - 12.40pm	Session 6 - Ways Alan Walker Cancer Care Centre is improving cancer outcomes of Indigenous patients	647f
12.40 - 1.30pm	Lunch	
1.30 - 2.15pm	Session 7 - Regional group discussions	All - Cancer Australia to facilitate
2.15 - 2.45pm	Session 8 - Reporting back on session 7	All - Cancer Australia to facilitate
2.45 - 3.00pm	Session 9 - Summary and Close	647f
3.00 - 3.30pm	Afternoon tea	
3.30 - 5.30pm		Optional tour of the Alan Walker Cancer Care Centre. Bus departs at 3.30pm and will return to the Vibe Hotel at 5.30pm

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• 15% tint on coloured background

Dotted line Artwork

Dotted line artworks have been developed to work as motifs to highlight text or provide 'dividers' to sections/parts of documents.

These are set into 5 colour strands.

White: for reversing out of colour

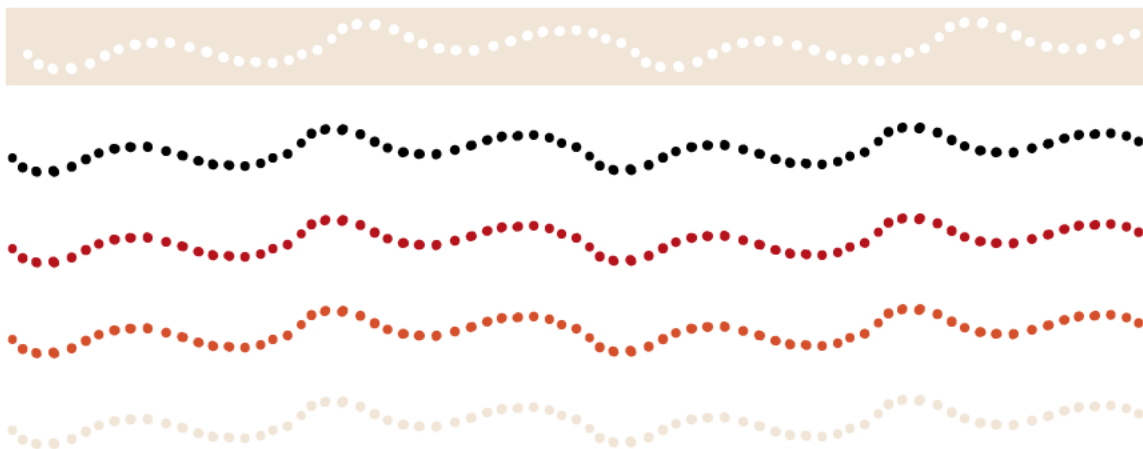
Black: for use against stronger colour blocks

Beige, Red and Orange: as the colour options to use to highlight text or areas of interest.

Straight Line Motif



Curved Line Motif



Fish and Kangaroo Paw Line Artwork



Other Motifs

The Meeting Place Circle is an adaption of from the Aboriginal and Torres Strait Islander (Aboriginal and Torres Strait Islander) artwork, pulling out the central motif of the circle, as a stand alone design element. The “Lung’ design element also part of the Aboriginal and Torres Strait Islander Atrwork, and is used as a background element behind text to add texture and interest to a page. Currently it appears in lung cancer collateral, but can be used across generic material as well.

Meeting Place Circle



Leaf Design Element (lung cancer motif)



Folios

Please note all folios are to be treated as a graphic element with the page number appearing in a round, red circle always appearing at the bottom left and right of the document.

Artwork element examples:

Education Resource

OUR LUNGS, OUR MOB • COMMUNITY EDUCATION RESOURCE

Presenter's Notes: Welcome and Acknowledgement of Country

Purpose: This session aims to welcome participants and encourage participation in the workshop.

Presenter's notes
Welcome everyone to the workshop

SLIDE 1
Welcome participants to the workshop.
Introduce yourself (including background and experience).
Explain that the workshop is informal and encourage participants to ask questions throughout the workshop.
Explain that the material covered in the workshop may be sensitive, and some participants may feel emotional.
If available, introduce the counsellor or social worker and let the participants know that support is available.

Welcome to Country
Introduce the person who will be performing the Welcome to Country.

Participant introductions
Ask participants to introduce themselves to the entire group or ask participants to turn to the person next to them and introduce themselves. This provides an opportunity for participants to get to know each other.

Purpose of the Workshop
The workshop today will increase our understanding of lung cancer symptoms and the benefits of diagnosing it early.

Overview of the workshop

SLIDE 2
Give the participants a brief overview of the workshop:
There are 5 sessions with a break for morning tea or lunch.

OUR LUNGS, OUR MOB • COMMUNITY EDUCATION RESOURCE

Session 1 - What do we already know?
We will find out what we know about cancer & risk factors.

Session 2 - Lung cancer
We will learn about lung cancer symptoms and when to go to the doctor, nurse or Health Worker/Practitioner.

Break

Session 3 - Let's yarn about lung cancer
We will watch a DVD with some stories from people with lung cancer and how it impacted them and their families.

Session 4 - Our community
We will talk about health and supportive services in our community.

Session 5 - What we have learnt?
We will go over what we have learnt during the workshop.

- Document title: Caps, Ideal Sans Medium and Light - 8 point
- Headline: Archer 24 point, 16mm space after
- Curved Line Motif: always beige colour when appears on white

- Curved Line Motif: always red colour to indicate end of a section or chapter

- Folio circle motif

Artwork element examples:

Forum Program

FORUM PROGRAM • NATIONAL ABORIGINAL AND TORRES STRAIT ISLANDER CANCER FORUM

Welcome from Cancer Australia




I am delighted to welcome you to Cancer Australia's National Aboriginal and Torres Strait Islander Cancer Forum. In line with our theme for this Forum, Working together on cancer, Cancer Australia is bringing together health professionals working with Aboriginal and Torres Strait Islander communities, to build capacity to address the significant disparities in cancer outcomes.

About two Aboriginal and Torres Strait Islander Australians are diagnosed with cancer every day. Indigenous Australians have a higher rate of cancer diagnosis and are 50% more likely to die from cancer than non-Indigenous Australians. Improving knowledge of risk factors, the importance of early detection and referral for treatment, are critical to impacting on these cancer outcomes.

As Australia's national cancer control agency and a trusted source of evidence-based information, Cancer Australia is pleased to be presenting a program that aims to increase your knowledge and understanding of the burden of cancer on the Aboriginal and Torres Strait Islander population, and provide you with tools and resources to assist you in your important role. You will hear from highly regarded experts who will share their knowledge and experience to support your ability to raise awareness and provide vital information and support to people with cancer and their families in your community.

This Forum will focus on breast cancer and lung cancer, the most commonly diagnosed cancers in Aboriginal and Torres Strait Islander people, and cancers for which Aboriginal and Torres Strait Islander people experience significantly poorer outcomes than non-Indigenous people.

Cancer Australia's National Aboriginal and Torres Strait Islander Cancer Forum provides the opportunity for us to identify and share strategies for improving cancer outcomes among Aboriginal and Torres Strait Islander people. I hope you benefit in ways which support your key role in achieving this objective.

Signed,

Helen Zorbas AO

Overview of Cancer Australia

Cancer Australia was established by the Australian Government in 2006 to benefit all Australians affected by cancer, and their families and carers. Cancer Australia works to reduce the impact of cancer and improve the well-being of those diagnosed by ensuring that evidence informs cancer prevention, screening, diagnosis, treatment and supportive care.

Cancer Australia works collaboratively and liaises with a wide range of groups, including those affected by cancer, key stakeholders and service providers with an interest in cancer control.

A key focus area for Cancer Australia is populations who experience poorer health outcomes, including Aboriginal and Torres Strait Islander peoples and people living in rural and remote Australia. Cancer Australia has several programs aimed at improving cancer outcomes for Aboriginal and Torres Strait Islander people through:

- raising awareness of risk factors and delivering key cancer messages
- developing evidence-based information and resources for community and health professionals
- providing evidence-based cancer information to Aboriginal and Torres Strait Islander Health Workers and developing training resources
- increasing understanding of barriers to care and support
- encouraging and funding research.

Cancer Australia will continue to work to improve cancer outcomes for Aboriginal and Torres Strait Islander peoples. This work will continue to be built on a successful model of engagement with Aboriginal and Torres Strait Islander peoples and communities to:

- improve knowledge within the community to act on cancer risk and symptoms
- improve the capacity of Aboriginal and Torres Strait Islander Health Workers to provide cancer care and support of their communities
- improve system responsiveness to cultural needs
- improve understanding of gaps through data monitoring.

As the lead national cancer control agency, Cancer Australia also makes recommendations to the Australian Government about cancer policy and priorities.

We have a range of resources to support the work you do. Please come and visit us in the foyer

General information

Registration (Foyer)
Wednesday 11 June from 8.30am Thursday 12 June from 8.30am

Social gathering
Networking Function Wednesday, 11 June 5-6pm, Westminster Room
Morning Walk Wednesday and Thursday, 11-12 June, 6.45 - 7.30am
Meet in King George's Square (Next to the horse statue)

Counselling Support
The Cancer Council QLD can provide phone counselling if needed.
Cancer Council Helpline 13 11 20 Monday to Friday 8am - 6pm

Chillout Zone
The chillout zone is a space for you to recharge and catch your breath between sessions.

- Document title: Caps, Ideal Sans Medium and Light - 8 point
- Headline: Archer 24 point, 16mm space after
- Curved Line Motif: always beige colour when appears on white
- Red Dotted Line Motif: used as a 'highlight' tool
- 10% tint of the Generic Circle Artwork

- Lung Design Element on coloured background
 - Curved Line Motif: black when appears on coloured background
- White Dotted Line Motif in a coloured box. Used as a way to highlight text.

07. Illustrations

The Aboriginal and Torres Strait Islander brand identity is built strongly around the Aboriginal and Torres Strait Islander Artwork and graphic elements, it can readily incorporate illustration. The illustration style has been developed by Dreamtime PR, and a series of illustrations commissioned to provide a basic library of Aboriginal and Torres Strait Islander images. An illustration always appears 'deep-etched' and in a long document it appears at the start of the Chapter or section it relates to.




Illustration example:

Education Resource

OUR LUNGS, OUR MOB • COMMUNITY EDUCATION RESOURCE

Additional Resources



Participants of the workshop may ask questions about lung cancer and lung cancer treatment. It is important to answer by saying that any questions about specific symptoms or tests should be discussed with their doctor, nurse or Health Worker. It is not appropriate in a workshop setting to provide specific advice to individuals. For further information on lung cancer and cancer in Aboriginal and Torres Strait Islander people please have a look at the following useful links and resources.

Cancer Australia
www.cancer australia.gov.au

Cancer Council Helpline
ph: 131120
www.cancer.org.au

Lung Foundation Australia
www.lungfoundation.com.au

Australia Indigenous CancerInfoNet
www.healthinfonet.edu.au/chronic-conditions/cancer

The following resources are available from the Cancer Australia website:
Report to the nation: cancer in Aboriginal and Torres Strait Islander peoples of Australia 2013
Investigating symptoms of lung cancer: a guide for GPs
Lung Cancer Understanding, Managing, Living DVD

20

Please note: the full catalogue of images is contained within:
CA0001 Illustrations-Catalogue_sm.pdf

08. Acknowledgement statement

All publications in book or booklet format need to include the **Acknowledgement of country and cultural diversity** statement. This statement has been approved by the CEO and is required due to cultural sensitivities, and sits on the inside front cover (or as close to) as possible. Standard placement for the text is above the legal/copyright text, in a transparent box with the header underlined with a dotted motif.

Acknowledgement example:

Acknowledgement of country and cultural diversity

Cancer Australia acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to elders both past and present.

Cancer Australia recognises that 'Aboriginal and Torres Strait Islander people' is the preferred term for referring to Aboriginal peoples and Torres Strait Islanders collectively. This term recognises the distinct cultures, languages and homelands of Australia's Indigenous communities.

In this document 'Indigenous Australians' may be used in place of 'Aboriginal and Torres Strait Islander people' when presenting information in tables or graphs or comparing cancer statistics with other groups such as non-Indigenous Australians so that the key information provided in the document is clearly presented.

In this document 'Indigenous Australians' refers to Aboriginal and Torres Strait Islander peoples from Australia, and does not include Indigenous people from other countries.

Information from the 2011 Census suggests that 3% of the Australian population identified as being of Aboriginal and/or Torres Strait Islander origin.

Our lungs, our mob community education resource

Our lungs, our mob community education resource was prepared and produced by:

Cancer Australia
Locked Bag 3, Strawberry Hills NSW 2012
Tel: 61 2 9357 9400 Fax: 61 2 9357 9477
Website: canceraustralia.gov.au

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Internet sites
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Copies of this resource can be downloaded from the Cancer Australia website: canceraustralia.gov.au

Recommended citation
Cancer Australia. *Our lungs, our mob* community education resource. Cancer Australia, Surry Hills, NSW, 2012.

Disclaimer
Information provided by Cancer Australia is not intended to be used as a substitute for an independent health professional's advice. Cancer Australia does not accept any liability for any injury, loss or damage incurred by use of or reliance on the information. Cancer Australia develops material based on the best available evidence, however Cancer Australia cannot guarantee and assumes no legal liability or responsibility for the currency or completeness of the information.

09. Aboriginal and Torres Strait Islander web fonts

The Cancer Australia website has a section/page dedicated to Aboriginal and Torres Strait Islander (Aboriginal and Torres Strait Islander) news, resource releases and updates. Web licences for the Aboriginal and Torres Strait Islander fonts have not been purchased, with web compatible fonts in an approximation of the Aboriginal and Torres Strait Islander style to be used. This ensures fonts will load correctly across all platforms and devices.

All body text / bulk of text for online resources:

Lato

Headlines / or header text for all online resources:

Domine

10. Supporting documents

Reconciliation Action Plan

Our Reconciliation Action Plan (RAP) documents our ideas and actions on ways that we as an organisation, and as individuals, can contribute to closing the gap. We have used the principles of Relationships, Respect and Opportunities to assist us. The RAP has been developed by our RAP working group, made up of energetic and passionate staff members. The RAP's principal advocate within the organisation is the General Manager of Cancer Care. Our RAP represents the views, ideas and values of the whole organisation, and ownership of our RAP goals and actions has been embraced by all staff at Cancer Australia. Dedicated staff will be guiding the implementation of our actions and the monitoring of our progress.