

Our Mission: TROG conducts world-class research involving radiotherapy to improve outcomes and quality of life for people affected by cancer

Our Strategic Goals

Key Result Areas (KRAs)

Key Performance Indicator Targets (KPIs)

1. Financial Sustainability

Goal: Create a sustainable and diversified funding stream

- Visiting radiotherapy centres to promote TROG trials, services and increase participation in the TROG Facility Alliance
- Grow our trial coordinating centre services portfolio
- Increase revenue generated from our Annual Scientific Meeting
- Promote the TROG brand and generate public interest to kick start donations
- Actively seek out new corporate partnerships
- Increase competitive grant funding in support of core services

- Facility Alliance - 90% participation rate
- 4 new trial coordination service contracts
- \$180,000 ASM net revenue
- \$50,000 donations
- \$200,000 corporate sponsorship
- \$750,000 funding via competitive grants

2. Communication

Goal: Increase community awareness of TROG and re-invigorate membership

- Increase TROG brand by creating an informative and educational up to date web platform
- Increase awareness of TROG and radiotherapy in the public domain
- Actively engage members in person by visiting TROG's radiation therapy centres
- Generate mainstream media campaign (non-scientific media)
- Increase number of members and membership participation

- 70,000 annual website visits (35,000 unique)
- Monthly community education and awareness communication
- Visit 4 trial sites each quarter
- 8 media releases per year
- 1,100 members by December 2016
- Membership satisfaction rate >85%

3. Clinical Trial Conduct

Goal: To conduct quality, efficient and productive trials

- Increase % of trials on target for recruitment
- Continuously generate new quality innovative trials
- Expand the number TROG trial sites actively recruiting patients
- Timely publication of trial results
- Increase remote and regional participation in TROG trials
- Increase access to TROG trials for Indigenous participants
- Strive to achieve trial development within an 18 month timeline (Category A trials)

- 90% trials recruitment tracking on target
- 5 new proposals presented at ASMs
- 8 new active trial sites
- 90% trials published within guidelines
- 150 patients from remote/regional areas
- >60% trials in developed within time guidelines

Our Values: **Collaboration:** We will work with key stakeholders, organisations and community groups who share our aim of defeating cancer. **Quality:** Our research is guided by innovation, best practice, rigour and accuracy. **Care:** We provide the utmost care and consideration for patients and families, as well as members of our own team and all those with whom we come into contact with in the course of our work.