



The
Bernie Banton Foundation

STRATEGIC FOCUS

Support – Inform – Advocate – Empower

*People **focused** - connected **hearts***

*Our strategic **focus***

To support, inform and be the voice of reason for Australian asbestos disease sufferers, their carers and loved ones, allied health and care providers, and to the wider community.

Our purpose

Alleviate asbestos exposure and resultant suffering through support, awareness and patient related advocacy.

Our vision

Be a voice and catalyst toward the eventual elimination of asbestos related disease suffering and death.

*The connected **heart** of the Foundation*

Our ethos

Hope - Faith - Love - Compassion - Patience - Respect

Our values

Integrity - Service - Accountability - Empathy - Knowledge - Empowerment

*The four pillars supporting our strategic **focus***

Support

Awareness and Education

Advocacy

Fundraising

*The importance of **EMPOWERMENT***

Having support, factual information, and others advocating on their behalf, empowers people to take control of their journey, maintain dignity and quality of life, and make informed decisions so as to have no journey regrets – regardless of the journey they are going through, or have been on. Those bereaved, similarly, are more readily empowered and encouraged to move forward in life.

*Our people centric strategic **focus** pillars*

SUPPORT *‘empowering dignity and quality of life’*

Action #1 Giving Support: Team members use life-lived experience and individual skillsets to assist people to navigate the difficult supportive care journey a mesothelioma asbestos cancer or another asbestos related disease diagnosis presents. Team members promote and offer support, information and related advocacy Australia-wide to the asbestos related disease community.

Projected outcome: People are informed and able to access peer-based support during their asbestos disease journey, enabling them to have informed choice about medical and allied health providers, and specialist asbestos dust litigators.

Action #2 Promoting Research: We promote Australian asbestos related disease research, and clinical trials to those we support, the corporate and government sectors and the community at large by utilising the Foundation’s Australian wide support network and extensive social media, awareness and advocacy resources.

Projected outcome: Heightened profile and awareness of applicable Australian research, resulting in greater funding and increased amounts of innovative research and frequency of clinical trials being conducted within Australia. With the aim of achieving better quality of life for sufferers and eventually finding a cure.

AWARENESS & EDUCATION *‘empowering informed decision making’*

Action: The Foundation facilitates provision of awareness information and education regarding asbestos related diseases to the wider community, industry, government and media. Awareness information is offered 24/7 via a comprehensive website and social media channels.

Projected outcome: As people become more aware of the dangers asbestos presents, it is expected exposure to asbestos dust/fibres will progressively decrease, eventually leading to the elimination of mesothelioma asbestos cancer and other occupational dust related diseases, and the resultant suffering and deaths these conditions cause.

ADVOCACY *'empowering the community with a voice of reason'*

Action: We advocate, independently and with aligned organisations to all levels of government within Australia, and applicable agencies regarding asbestos related disease legislation, awareness, research funding, medical and support related issues.

Projected outcome: The asbestos disease community; medical and allied health and care providers; and researchers, along with the Australian public as a whole, gain from increased tangible benefits as a result of strong advocacy on related issues.

Our fundraising strategic focus pillar

FUNDRAISING *'enables our ability to empower'*

Actions:

- We encourage proactive stakeholder engagement to raise funds through 'circle of influence' connections and 'own' areas of expertise;
- We endeavour to consolidate existing funding sources and form long-term partnerships in the private, philanthropic, commercial and government sectors;
- We look to discover and create diverse and robust ongoing funding streams; and
- Foster volunteer fundraising activities.

Projected outcome: Ongoing sustainable funding available to:

- Fulfil the Foundation's objectives;
- Maintain and grow the Foundation's core service deliverables; and
- Future-proof the Foundation against funding peaks and troughs.

