

A close-up photograph of two young girls with colorful face paint. The girl in the foreground is smiling broadly, showing her teeth. Her face is painted with a large blue heart, white and blue swirls, and small red and pink dots. The girl in the background is also smiling and has green and pink face paint. The background is blurred with a bokeh effect of white and blue dots.

Diabetes Australia Group
Strategic Plan
2023-2027

**UNITE IN THE
FIGHT FOR
CHANGE.**

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Acknowledgements

Diabetes Australia acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Owners and Custodians of this Country.

We recognise their connection to land, waters, winds and culture.

We pay the upmost respect to them, their cultures and to their Elders, past and present. We extend that respect to Aboriginal and Torres Strait Islander people here today.

We recognise that Australia is made up of hundreds of different Aboriginal and Torres Strait Islander groups, each with their own histories, culture, language and belief systems. Their relationship with Country remains of utmost importance as it is the foundation for culture, family and kinships, song lines and languages.

Diabetes Australia is committed to improving health outcomes and experiences for all Aboriginal and Torres Strait Islander people living with or at risk of diabetes



We are **Diabetes Australia**.

We want a **future** where diabetes can do **no harm**.

We are **leading** the fight against Australia's biggest health crisis.

People with diabetes are at the **heart** of everything we do.

We amplify their **voice** – we fiercely advocate with people with diabetes, and on their behalf, to reduce the impact of diabetes on their lives.

We want to **prevent** people from developing type 2 diabetes.

We want to **support** people with diabetes to **live long and live well**.

We want to **reduce the impact** of diabetes on people living with or at risk of diabetes, on health systems and on society.

We want to find a **cure** for all types of diabetes.

It is time to **unite in the fight for change**.

Message from our President and Group CEO



DR MICHAEL STANFORD AM
President and Board Chair
Diabetes Australia

Australia's diabetes epidemic has been silently growing for many years.

In 1990, about 350,000 Australians lived with diabetes. Now, three decades later, the numbers have quadrupled. There are almost 1.5 million Australians living with the condition, plus another 500,000 Australians living with silent, undiagnosed type 2 diabetes. By 2050 Diabetes Australia estimates more than 3.1 million Australians could be living with the condition – that's around one in 12 Australians.

The cost of diabetes is significant. It is a contributing factor in more than 10 per cent of all deaths in Australia and is the leading cause of vision loss, limb amputation, kidney failure and heart disease. It comes with a hefty price tag. It is estimated to currently cost the Australian economy more than \$17 billion per annum, which will rise as more people develop the condition. As our population ages and more people live longer with diabetes this will only worsen. This will threaten the sustainability of our health system and have tragic consequences for hundreds of thousands of Australian families.

We need to change this story. We need to do more. But we can't do it alone.

We must unite in the fight to change the course of this epidemic. Now.

We need to change the trajectory for the long-term sustainability of our health system.



We must unite in the fight to change the course of this epidemic. **Now.**



JUSTINE CAIN
Group Chief Executive Officer
Diabetes Australia

We need to change the trajectory for the millions of Australians, mothers, fathers, sons, daughters, grandparents and loved ones, who are living with diabetes or who will develop the condition in the years ahead.

Diabetes Australia understands the urgent need for change. That's why we are uniting for a bigger, bolder, stronger and more powerful organisation to work with, and do more for, people with diabetes and their families and carers.

Our unification of Diabetes Australia, Diabetes NSW & ACT, Diabetes Queensland, Diabetes Tasmania – along with our health professional partner organisations, the Australian Diabetes Educators Association and the Australian Diabetes Society – is a significant milestone and step forward in the pursuit of our mission. It is the culmination of many years of collaboration and cooperation. We are now a stronger, larger national body combined with an enhanced local identity and community links. Unification strengthens our ties with people with diabetes, health leaders, researchers and diabetes health professionals to change the course of the diabetes epidemic.

We have a plan – our roadmap to unite in the fight for change. In developing this plan, we have consulted widely with the diabetes community – people living with or at risk of diabetes, their families and carers, health and other care professionals, researchers, funders and partner diabetes organisations. The plan draws on this feedback and the strategic plans of unifying organisations, which were also informed by extensive consumer and stakeholder feedback.

Our strategic plan is about driving change. It will help us champion the diabetes cause and fight for more. It will help us connect and partner across the health sector to deliver more. It will help us care for and support more people. And it will help us fund more research to find a cure.



We have a vision of a world free from diabetes. To get there we need to change the trajectory and we need your help.

Join us and fight for change.



OUR VISION

A WORLD FREE FROM DIABETES

A smiling man with a beard and glasses, wearing a dark patterned shirt, sitting at a table with a drink. The background is a blurred indoor setting, possibly a cafe or office.

Our Purpose

We are dedicated to reducing the incidence and impact of diabetes on people, health systems and society.

Our Mission

We work with people living with, or at risk of diabetes, their families and carers, health professionals, researchers, funders, other diabetes organisations and the community to positively change people's lives.

Changing the numbers

The diabetes numbers are big. And growing. Every five minutes an Australian is diagnosed with diabetes.

But behind the numbers are individuals and their loved ones who live with the impact of diabetes every day.

Like **Joseph**, who was diagnosed with type 2 diabetes in his 20s and now - 30 years later - has had his right foot amputated and is currently on dialysis three times a week.

Like **Freya**, who was hospitalised in a potentially life-threatening condition because the early signs of type 1 diabetes were missed.

Like **Mohammed**, who has three small children and had a diabetes-related stroke in his early 40s.

Like **Karla**, who developed gestational diabetes during both her pregnancies and then developed type 2 diabetes.

Like **Sarah**, a front-line health worker who lives with type 2 diabetes who ended up in a serious condition in hospital after being diagnosed with COVID-19.

There are almost 1.5 million stories like these. Stories that can be changed with the right action.



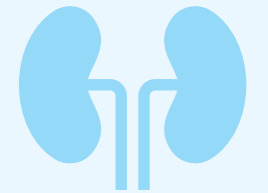
Without action, diabetes will continue to negatively impact people's lives and our health system. It is time for change.



EVERY YEAR DIABETES CONTRIBUTES TO:



1.1M
hospitalisations
21,000 a week

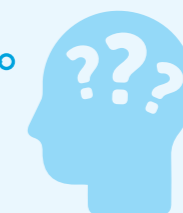


250,000
hospitalised with kidney complications
4,807 a week

19,000
visits to emergency
365 a week



100,000
hospitalisations because of eye complications
1,923 a week



3,980
people develop dementia
75 a week

5,163
amputations
100 a week



17,477
deaths
336 a week



Source: AIHW data

It's time to unite in the
fight for change.
Change the numbers.
Change the future.
Change lives.





Changing the future

The time for action is now. It's time to unite in the fight for change. It's time to change the numbers, change the future, and change lives.

We need to change the now – to help people with diabetes live their best lives with better access to support and treatments.

We need to change the future - for the millions of Australians and future generations who will develop diabetes if we don't act.

Our goals are ambitious but simple:

- prevent people from developing type 2 diabetes.
- support people with diabetes to live long and live well.
- reduce the health and financial impacts of diabetes.
- find a cure.

To achieve this ambition, we must bring about change and do more.

We must be compassionate. We must be brave. We must be united.

- To **champion** the cause and fight for more.
- To focus on what will have the biggest impact and drive **change**.
- To **connect** and partner to do more.
- To **care** and support to help people more.
- And to fund more research for prevention and treatments, and eventually, a **cure**.

But we can't do this alone. To be successful, we need to unite our efforts. We must:

- unite with people living with diabetes to amplify their voice, locally and nationally, to advocate for the change they want.

- unite for greater awareness among the Australian community to change stigma and understanding.
- unite with communities across Australia to change local support for people with diabetes.
- unite the lived experience, health expertise and evidence to drive change in connections and better outcomes for people with diabetes.
- unite our service provision to change and enhance the delivery of diabetes support, coordinated care and prevention services, locally and nationally.
- unite for more research and data funding to change the future of prevention, treatment and, ultimately, a cure.
- unite with governments and policy-makers to change the numbers and the trajectory of this spiralling challenge.

“

We are changing as an organisation. We have united to be bigger, bolder and stronger to have a greater impact and to do more.

”

Changing lives

We are strengthening our impact at both national and local levels, with people with diabetes at the heart of everything we do.

People with diabetes are at the heart of everything we do

Diabetes Australia is the national body for the 1.5 million Australians living with diabetes and at risk.

To bring about the change we want, we have unified to be bigger, better and bolder - with people at the heart of everything we do.

We are embarking on a journey to strengthen how we engage with people with diabetes as experts, with compassion, authenticity and respect to inform all that we do.

We are committed to listening to the diabetes community to amplify their voice, champion the diabetes cause and lead the fight for change.



National Voice & Leadership | Local Communities & Engagement

In unifying, we are strengthening our impact at both national and local levels.

We are a respected and trusted source of information, by governments and the community. Our credibility and independence as a national voice allows us to translate lived experience, expertise, knowledge and evidence into advocacy, programs, services and support for people with diabetes.

We are committed to strengthening, coordinating and changing the responsiveness and capacity of health and care professionals, services and the health and care systems.

We fight to maintain and grow sustained funding sources and investment in diabetes management and prevention services.

We influence and change community attitudes and environments.

We grow and leverage research, data, leading practice, innovation and evidence to inform and drive change.

And we are a trusted diabetes services provider - developing and delivering support, coordinated care and prevention services - locally and nationally - partnering with key diabetes consumer organisations Diabetes Victoria, Diabetes WA, Diabetes SA and Healthy Living NT.



The change we want to see

Our goals and ambition for the future are bold to drive the change we want.

We have four goals:

GOAL #1

Prevent diabetes

We want fewer people developing type 2 diabetes – achieved through greater investment and better coordination of national and state prevention, risk assessment and screening programs for Australians at risk, as well as enhanced whole of population prevention strategies.

GOAL #3

Reduce health and financial impacts

We want to minimise the incidence and impact of diabetes on people through early diagnosis, better management and access to information and services that are person-centred, integrated and coordinated. We want to improve the quality of life, outcomes and experiences of people with diabetes – and to reduce avoidable complications, hospitalisations and associated costs to the health system and society.

GOAL #2

Live well with diabetes

We want people with diabetes to be empowered to self-manage their condition – connected to the right supports – and not just surviving but thriving.

GOAL #4

Find a cure

We want more people with diabetes benefitting – now and in the future – from research, data and evidence to prevent and treat diabetes. We ultimately want to find a cure for diabetes.



To achieve this ambition we must drive change.
We want to change the now. We want to change the future.





GOAL #1

PREVENT PEOPLE FROM DEVELOPING TYPE 2 DIABETES

We want to prevent people from developing type 2 diabetes.

At least two million Australians have pre-diabetes and are at high risk of developing type 2 diabetes. More than 60,000 Australians develop type 2 diabetes each year.

Strong evidence shows that type 2 diabetes can be prevented in up to 58% of cases in the high risk (pre-diabetes) population.

Studies suggest that the onset of type 2 diabetes often occurs 5–10 years before clinical diagnosis so is often silent and undiagnosed. Early detection is of paramount importance as up to 50 per cent of cases in Australia may remain undiagnosed and people may already have complications.

We need national prevention strategies and programs to prevent type 2 diabetes in the more than two million Australians at high risk - with systematic risk assessment and screening across the community to identify people at high risk.

We need to drive change to enhance whole of population strategies to ensure that healthy food and physical activity environments support people to make healthy choices.

We know, based on experience internationally and within Australia, that prevention is proven, possible and powerful.

Some key changes that will improve outcomes:

- a national prevention strategy with 10-year investment roadmap
- a national universal screening program for people at high risk of type 2 diabetes
- universal access to personalised support and care services for people at high risk of type 2 diabetes
- increased funding for healthcare professionals to provide services to people at high risk of type 2 diabetes
- improved access to tailored prevention programs, support and services for First Nations and other priority groups
- reduced rates of type 2 diabetes



We must drive system, awareness and investment change to prevent or delay type 2 diabetes for the millions of Australians at risk.



GOAL #2

SUPPORT PEOPLE WITH DIABETES TO LIVE LONG AND WELL

We want a future where people with diabetes live long and live well.

We want people to manage their condition to stay healthy and avoid complications.

We want people with diabetes to be empowered to self-manage their condition over their lifetime – connected to the right supports – and not just surviving, but thriving.

We want to ensure that the capacity and capability of health and other care professionals ensures the optimum standard of care and support for people with diabetes.

We want targeted services, better outcomes and experiences for Aboriginal and Torres Strait Islander people and other priority groups.

Some key changes that will improve outcomes:

- improved rates of people diagnosed with diabetes having a current diabetes care management plan
- improved access to leading practice medicines, treatments, technologies, care and support
- national programs to educate and upskill all health and other care professionals providing care and support services to people living with diabetes
- improved access to tailored programs, support and care services for First Nations and other priority groups
- improved quality of life, experience and health outcomes for people with diabetes – including reduced stigmatisation and improved mental and emotional wellbeing
- reduced rates of avoidable complications, hospitalisations, lengths of hospital stay and readmissions.



We will continue to develop and deliver diabetes support and coordinated care, locally and nationally.





GOAL #3

REDUCE HEALTH AND FINANCIAL IMPACTS

We want a future where the impact of diabetes on people, health systems and society is significantly reduced.

Diabetes is the fastest growing chronic disease in Australia. The impacts – health, wellbeing, quality of life, experience, costs of diabetes – on people living with or at risk of diabetes, and on their families and carers, is significant. The impact on our communities, our health system and the nation is also significant.

Early diagnosis, access to support services and effective management are critical to improving the quality of life of people living with or at high risk of diabetes, their families and carers.

Diabetes complications can be prevented or delayed to reduce avoidable hospitalisations. This

requires access to education and services that are person-centred, responsive, and coordinated.

We want people to be able to access the right care, treatments and technology. We know the right care, at the right time, is critical to preventing diabetes-related complications, unnecessary hospitalisations and the associated negative impacts of diabetes.

Some key changes that will improve outcomes:

- national diabetes screening programs to ensure diabetes is diagnosed early
- universal access to person-centred, responsive, and coordinated care management services
- improved access to tailored programs, support and care services for First Nations and other priority groups
- improved access to leading practice medicines, treatments, technologies, care and support
- improved quality of life, experience and health outcomes for people with diabetes – including reduced stigmatisation and improved mental and emotional wellbeing
- reduced rates of avoidable complications, hospitalisations, lengths of hospital stay and readmissions.



Effective management of diabetes and prediabetes will reduce the risk and magnitude of avoidable complications, hospitalisations and mortality.



GOAL #4

FIND A CURE

We want to build evidence and data to inform and drive change to prevent, treat and cure diabetes.

Currently there is no known cure for diabetes. However, research has the power to build our capacity to prevent or delay diabetes and to better care for people with diabetes.

Diabetes Australia is committed to leading the national agenda, growing funding for research to build evidence to prevent, treat, and to ultimately cure diabetes.

Continued research efforts are needed to ensure progress is made towards a cure, as well as further improving our understanding of diabetes, its effects and the effectiveness of different prevention and management strategies and solutions.

Some key changes that will improve outcomes:

- increased funding for research, data and evidence to inform the changes needed
- increased communication of research, data and evidence
- increased engagement with people with lived experience of diabetes as the real experts to inform research, evidence and the design of programs, services and supports
- increased translation of research, data and evidence into action and improvements for people living with or at risk of diabetes
- increased adoption of diabetes-related clinical practice guidance by health professionals and services
- increased adoption of leading practice standards and indicators by health and other care professionals and services



Given the enormity of the diabetes epidemic, funding of diabetes research and data must be proportional to the problem.





We want a future where the incidence and impacts of diabetes on people, health systems and society are significantly reduced.

How we will drive change – our approach

Our strategic pillars guide what we do and how we do it – they underpin our change agenda.

STRATEGIC PILLARS

CHAMPION

Raise the profile of diabetes and amplify the voice of the diabetes community

CHANGE

Create greater impact in the fight against diabetes

CONNECT

Unite people with diabetes, health care professionals and research to effect change

CARE

Improve services for people with diabetes or at risk of diabetes

CURE

Lead funding for research and evidence

OUR VALUE CREATION CHAIN

Listening to, connecting and empowering people living with or at risk of diabetes



Strengthening and coordinating responsiveness and capacity of health providers and health systems



Maintain and grow sustained funding sources and investment in diabetes management and prevention services



Influencing and shaping community attitudes and environments



Leveraging research, data, international leading practice, innovation and evidence



Reducing the impact of diabetes on people, health systems and society



STRATEGIC PILLAR #1

CHAMPION

We listen to the diabetes community to amplify their voice and champion the diabetes cause to drive change.

- A powerful voice of people with or at risk of diabetes, building communities of diabetes champions
- The national thought leader on diabetes – driving policy, innovation and solutions
- Raise awareness to amplify the diabetes cause and understanding of its impact
- Be an effective change agent – influencing policy and investment into prevention, management and research
- Fight for equitable access to services, treatments, technologies and support for people living with or at risk of diabetes.



STRATEGIC PILLAR #2

CHANGE

We focus our efforts on advocating and delivering on priorities that have the biggest impact on changing people's lives and the health system.

- Fight for the initiation and delivery of universal at risk type 2 diabetes prevention and support programs
- Lead the push for a national early diagnosis screening program with improved access to coordinated support services and care
- Support our most vulnerable through tailored programs for Aboriginal and Torres Strait Islander people and other priority groups
- Build capacity through national training programs for health and other care professionals with increased investment in care workforces
- Dedicated diabetes complications' prevention programs and services.



STRATEGIC PILLAR #3

CONNECT

We collaborate locally, nationally and internationally; connecting people with lived experience of diabetes, health and other care professionals, with research and evidence, to support change.

- Connect lived experience with health expertise to inform expert design of solutions and services
- Improve and coordinate healthcare services and systems across the continuum of care
- Work with peak groups, governments and funders to strengthen and build capacity of the health system
- Build long term partnerships, alliances and collaborations to drive and effect meaningful change
- Connect people with diabetes to their diabetes care team by working in partnership with the Australian Diabetes Society and Australian Diabetes Educators Association, our unified health professional partners.



STRATEGIC PILLAR #4

CARE

We are a trusted diabetes services provider; developing and delivering support, coordinated care, locally and nationally, in partnership with other diabetes organisations to change people's lives.

- The 'go to' trusted source of information, education, care and support for people with or at risk of diabetes
- Provide universal self management, education and support programs
- Deliver targeted services to meet the needs of key groups and at key transition points
- Support people with diabetes through peer-to-peer and social connection programs
- Targeted programs and support to improve mental and emotional well-being and reduce the impact of stigma in the community.



STRATEGIC PILLAR #5

CURE

We lead the agenda, grow funding for and commission research and data to build the evidence for change to prevent, treat and cure diabetes.

- Lead and coordinate the national research and data agenda
- Grow funding for research and data in strategic areas
- Build the evidence base as the national clearing house, connecting nationally and internationally
- Communicate outcomes from research, evidence and data
- Use research, evidence and data to inform policy, investment and solutions.

WE MUST BE
COMPASSIONATE.
WE MUST BE
BRAVE.
WE MUST BE
UNITED.

A young boy with freckles and a bright smile is hugging an elderly woman with short, curly, light-colored hair. The woman has a gentle, affectionate expression. They are both wearing dark blue zip-up jackets. The woman is also wearing a green and white patterned scarf. The background is softly blurred, suggesting an indoor setting with shelves. The entire image is overlaid with a pattern of semi-transparent, light-colored circles of varying sizes.

It's time to
unite in the fight
for change.

How we work

Our values drive how we work. They are our commitment to all those we support and engage with.

Compassion

We are passionate about, committed to, and respect people across Australia who are living with, or at risk of developing, diabetes. Their lived experience drives us because it is at the heart of everything we do.

Commitment

We are dedicated to our work, colleagues and the diabetes community.

Accountability

We have the courage to initiate, perform, reflect, adapt and grow.

Authenticity

We act with honesty, transparency, and integrity to foster trust and open communication.

Collaboration

We engage, support, and listen effectively to each other to achieve a collective purpose.





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