

Annual Report '18 '19

**Working together towards
a cancer free future.**

Every minute, every hour, every day.

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A message from our Chair



Prof. Hugh Harley

Chair, Cancer Council Australia

Welcome to Cancer Council Australia's Annual Report, providing our supporters and the wider community a snapshot of the progress made over the 2018/19 financial year, as well as an insight into the collective impact of the wider Cancer Council state and territory organisations across Australia.

We also set out the areas where we are focusing our efforts currently, as well as some challenges ahead.

Cancer Council is Australia's leading cancer charity, and the only Australian charity that works across every aspect of every cancer, from research to prevention and support. Our vision is a cancer free future and every day across Australia our federation is working towards that, helping to reduce the physical, emotional and financial burden of cancer on the lives of Australians.

When it comes to cancer, the Australian community has plenty to be proud of. Together cancer charities, governments, the medical community, and the wider public have contributed to considerable progress. Today Australia has some of the best cancer outcomes in the world:

- **Survival rates are improving - in the 1980s, cancer survival rates sat at around 50 per cent. Today, almost 7 in 10 people will survive at least 5 years beyond their diagnosis**
- **Smoking rates are the lowest on record at under 13 per cent**
- **Melanoma rates in Australians under 40 are decreasing, thanks to sun protection education**
- **Australia is on track to be the first country in the world to eliminate cervical cancer**

Despite significant progress over the last 40 years, cancer is a disease that largely emerges later in life, and so as our population grows and ages, the demand for cancer support services and prevention programs does too. In 2019 it is estimated that the number of new cancer diagnoses will reach 145,000 - three times the number of new cases four decades ago.

I hope you enjoy reading about some of our key projects from this financial year. Just some of the highlights include:

- **Our landmark Government-funded campaign promoting the lifesaving bowel cancer screening test**
- **Bringing attention to the growing burden of out-of-pocket costs for people with cancer - and our efforts to improve Informed Financial Consent**
- **Our work raising awareness of the disparities in cancer outcomes that exist within disadvantaged parts of our community**

These achievements are certainly not the work of Cancer Council Australia alone. I sincerely thank all those who have contributed to our work, and who continue to make our strides towards a cancer free future possible; not least people with cancer, their families, Cancer Council volunteers, our partners, the medical community, and our donors, but also government at all levels and our state and territory Cancer Councils, who help ensure we are reaching all Australians.

I would also like to personally thank The Honorable Nicola Roxon, who departed her role as Chair in February 2019. Her hard work and dedication to Cancer Council Australia over her four years as Chair laid a solid foundation for our future work with the development and endorsement of our strategy and its implementation. My appreciation also goes to our other outgoing board directors who vacated their roles this year: Professor Phyllis Butow and Mr Roger Traves QC.

From the researchers, to the prevention teams and those providing support when it's needed most, it is our collective mission to reduce the burden of cancer and continue striving towards a future that's cancer free.

**We still have a long way to go,
but we won't stop until cancer does.**

A message from our CEO



Prof. Sanchia Aranda

CEO, Cancer Council Australia

I am pleased to provide an update on Cancer Council Australia's work across this reporting period – as well as some highlights from across the state and territory Cancer Councils – demonstrating the progress we are making towards our vision of a cancer free future.

Cancer Council Australia centres its work in three key areas: reducing the incidence of cancer, improving survival from cancer and supporting those affected by cancer.

This year my remarks focus on the goal of improving survival from cancer. We know one of the most effective ways to improve survival is to find cancer early. The earlier a cancer is found, the more likely it is that it can be successfully treated.

In more recent years we called on Government to complete the full implementation of the bowel screening program and support it with a mass media campaign to make sure that eligible Australians take part. This year our calls were answered.

I was delighted this year when the Federal Health Minister Greg Hunt announced that Cancer Council Australia would **receive a \$10 million grant to run Australia's first ever national mass media campaign to promote bowel cancer screening.**

Bowel cancer is Australia's second biggest cancer killer and Cancer Council has a long history of advocating for bowel cancer screening to improve survival. Our national landmark campaign rolled out across the country during 2019 and spanned TV, radio, social media, community radio and PR, including tailored materials for specific cultural communities.

Cancer Council was able to leverage the investment by Government to a massive \$19 million in media value. Our ask to Government is to repeat the campaign for three further years so we can maximise the potential of this important national screening program to save lives.

Cancer survival will also be improved if we can ensure all people benefit equally from Australia's world leading cancer outcomes.

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This year my remarks focus on the goal of improving survival from cancer. The earlier a cancer is found, the more likely it is that it can be treated.

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Australia has one of the best cancer survival rates in the world, however, this good news story masks some of the statistics that sit below the surface and too often remain unspoken.

First Nations Australians have 43 per cent higher cancer mortality rates than the general population, and those from the poorest parts of our community are 37 per cent more likely to die from cancer than the richest. If you live in regional or remote Australia or have a cancer type with limited treatment options, you are also more likely to have a poorer cancer outcome.

We are speaking out on behalf of people who have cancer and highlighting where improvements need to be made to ensure everyone has equal access to optimal treatment and care. We are seeking to understand the causes of these outcome disparities and continuing to raise awareness of this issue through our public voice – on TV, radio, social media, with Government and at conferences.

We also furthered our work addressing the financial toxicity associated with cancer, in particular the growing issue of out-of-pocket costs for diagnosis and treatment.

Our Standard for Informed Financial Consent, developed with and for health professionals, in partnership with Breast Cancer Network Australia, Prostate Cancer Foundation and Canteen, went through an extensive consultation period and will be launched in 2020. We hope this will be the first step in improving cost transparency and protecting people with cancer from avoidable costs.

Of course – this snapshot of work is just a part of the larger Cancer Council picture and the work done across the Cancer Council federation.

During 2018, Cancer Council support services were used over 250,000 times, 2 million Aussie kids were protected from UV through the SunSmart Schools program and Cancer Council, along with our research partners, contributed over \$58.3m to world-class cancer research.

As a non-government organisation, none of our work would be possible without the support of our community. Thank you for your continued interest and support of our work.

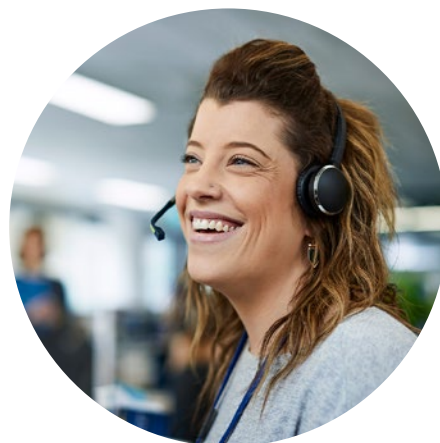
About us

**Every minute,
Every hour,
Every day,
we're getting
closer to a
future without
cancer.**

Cancer Council is Australia's leading cancer charity, and the only charity that works across every area of every cancer. We help people reduce their risk of cancer and get the right information, treatment and support from the point of diagnosis and beyond.

Our vision is for a cancer free future and we work towards this every day – through funding research, delivering and promoting prevention programs, advocating for policy and system change and providing vital support to people affected by cancer. Cancer Council is active in every state and territory of Australia and Cancer Council Australia is the national organisation, working to support the work of our members, the state and territory Cancer Councils.

As well as highlighting the work of Cancer Council Australia as a national cancer charity, this report brings together highlights from across our state and territory members to demonstrate Cancer Council's national impact.



How Cancer Council helps



Find out more about how we help and the impact we're making across Australia at impact.cancer.org.au



Prevention →

Preventing cancer before it has the chance to develop is one of the most effective paths to a future without it. We establish programs that encourage and empower Australians to lead healthier lives to help stop cancer before it starts.

Support →

We're here, with a comprehensive range of support services for all people, affected by all cancers, across every state and territory. Our services include practical and emotional support, information and counselling for every stage of a cancer journey.



Research →

We fund more cancer research than any other non-government organisation in Australia. Our discoveries unlock vital answers to understanding, preventing and treating cancer, as well as supporting those living with it. In 2018, thanks to the support of the community and our research partners, we invested over \$58.3 million in world-class research across Australia.

Advocacy →

Our advocacy is making cancer history. Working with our stakeholders, we advocate to change laws and policies to reduce cancer risks and improve cancer care. We act to define best practice diagnosis and treatment, and seek to ensure we can improve cancer outcomes for everyone.



We won't stop until cancer does.

CANCER COUNCIL HIGHLIGHTS

2018 /19

HERE ARE SOME OF THE WAYS WE HELPED LAST YEAR...

At Cancer Council, we're here every minute, every hour, every day for Australians affected by cancer.

Every day, we support people affected by cancer when they need it most, speak out on behalf of the community on cancer issues, empower people to reduce their cancer risk, and find new ways to better detect and treat cancer.

And we won't stop doing this work for our community, until cancer stops.

As a charity, we rely on the generosity of the Australian community to continue our life-saving work. Thanks to people like you, we're making great strides towards our vision of a cancer free future.

We received
\$10 million
from the federal government



to fund Australia's first national bowel cancer screening campaign, increasing the number of people participating in the program

Our services were
used over
250,000
times



by Australians affected by cancer, providing vital support when they need it most and making every stage of their cancer journey easier

Over
\$58.3 million
invested in research



across Australia along with our research partners, making us the largest non-government funder of research in Australia



You can find more information on how Cancer Council is making an impact at impact.cancer.org.au



How we are helping Australians reduce their cancer risk – and helping detect it sooner

Preventing cancer is one of the most effective paths to a future without it. Our prevention initiatives educate and inform Australians so they can understand cancer risks. We also educate our community on the importance of early detection.

We provide information and support nationwide to help every Australian take action that we know helps to prevent cancer, including quitting smoking, being SunSmart, eating well and

being physically active, limiting alcohol intake, and participating in screening programs.

Countless cancer cases have been prevented in Australia thanks to Cancer Council awareness campaigns, education programs and advocacy initiatives – and we remain dedicated to supporting research and seeking policy change that will prevent even more.

PREVENTION HIGHLIGHTS FROM 2018/19



Continuing our work to make bowel cancer history

Australia has one of the world's highest rates of bowel cancer, with more than 17,000 new cases and over 4,000 deaths in 2018. This year, Cancer Council continued our advocacy, research and prevention work aimed at making bowel cancer history.

If found early, 90 per cent of bowel cancers can be successfully treated. To detect bowel cancer and pre-cancerous changes early, the National Bowel Cancer Screening Program provides a free and simple home test to Australians aged 50 to 74 every two years.

Currently around 4 in 10 eligible Australians complete the home bowel cancer screening test when it arrives in the mail. Cancer Council NSW research has shown that if this figure was increased to 6 in 10, around 84,000 lives could be saved in the next 20 years.

In January, the Australian Government committed \$10 million funding to Cancer Council Australia to run the first national mass media campaign to encourage more Australians to participate. The funding was used to run three bursts of mass media activity in 2019, including TV, radio, social, digital and community advertising, which resulted in more than 705,000 unique site visitors to the campaign website, 750 media mentions and social media engagement with more than 275,000 Australians. The media campaign was bolstered by a comprehensive strategy to support health professionals to encourage their patients to do the test, including a mail out to more than 17,000 general practices and a video promoting the program to GPs.

We also developed campaigns targeted to communities with lower screening uptake, including First Nations people and people who speak a language other than English at home. With the Menzies School of Health Research, we developed tailored messages for First Nations people, promoted in First Nations media and communities. We also produced targeted messages in Cantonese, Mandarin, Italian, Greek and Arabic, promoted in advertisements online, on radio, in newspapers, and in posters in community centres and venues.

Evaluation of the campaign will be released in 2020, but we know from state-based campaigns that this advertising works. A 2017 Cancer Council Victoria campaign delivered over seven-weeks resulted in approximately 12,500 extra Victorians screening for bowel cancer during the campaign period, potentially saving more than 300 people from developing bowel cancer and more than 180 deaths.

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”

The latest program monitoring report (released by the AIHW in June 2019) showed participation rates are still low, particularly among people in the youngest eligible age group, with only 30 per cent of people 50-54 years returning the test in 2016-17.

Ongoing promotion of the program and the importance of doing this simple test is essential, so Cancer Council continues to encourage Government to invest in bowel cancer screening. Cancer Council NSW analysis shows that a national four-year awareness campaign could prompt over one million Australians to participate in the screening program and save 4330 Australian lives over the next 40 years.



You can find out more about our work and research in bowel cancer screening at <http://bit.ly/bowelcancerprevention>

Increasing awareness and education to prevent skin cancer



Skin cancer is one of the most preventable cancers, yet almost 2,000 Australians lose their lives to it each year.

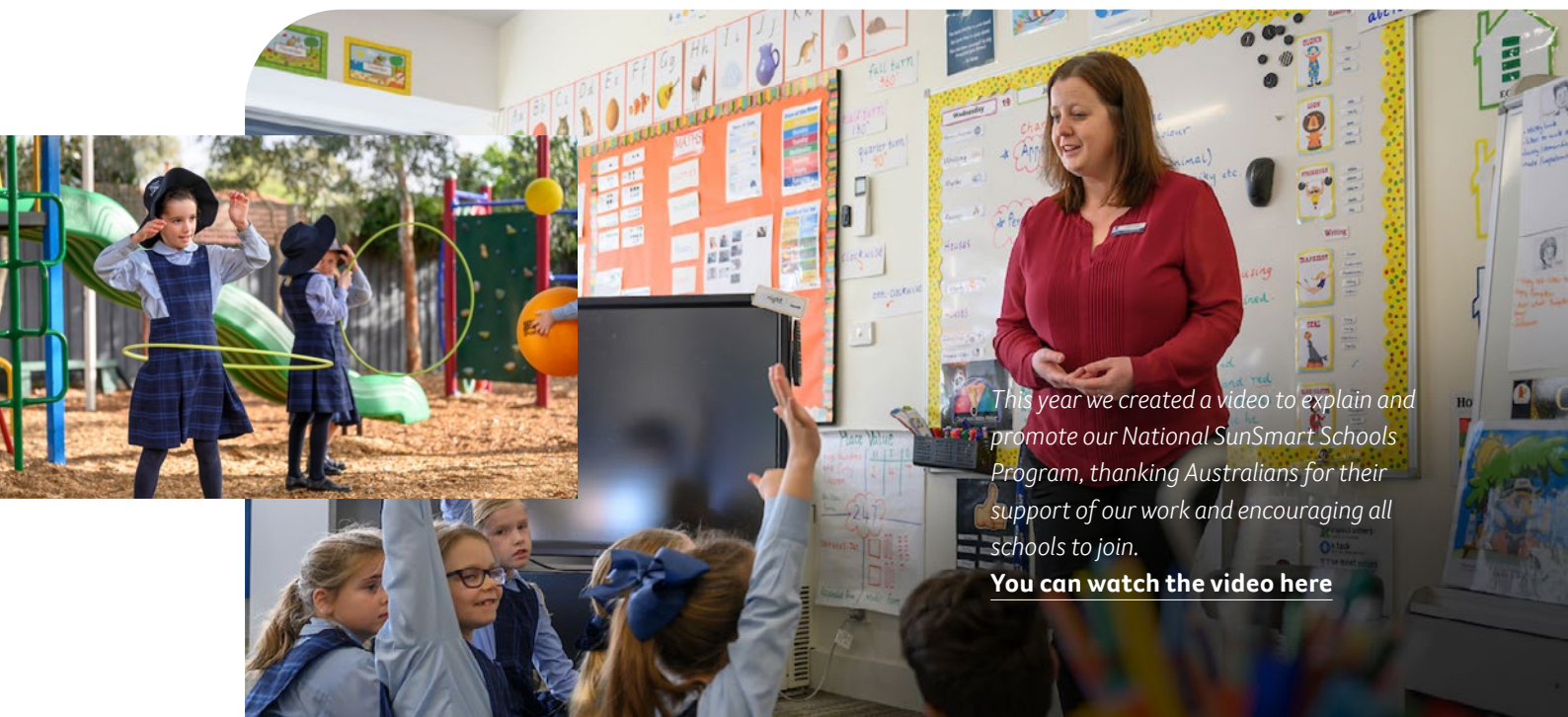
Most skin cancers are caused by overexposure to radiation. So for over four decades, Cancer Council has been working to change sun protection attitudes and behaviours to reduce skin cancer cases and deaths. The good news is the tide is turning; with melanoma rates in Australians under 40 dropping – a great outcome that experts say is largely thanks to Cancer Council's pioneering education, awareness and research programs.

But there is still much work to be done. Each year, Cancer Council partners with the Australasian College of Dermatologists in promoting National Skin Cancer Action Week to focus national attention on skin cancer prevention and early detection. In 2018 we released new research that showed messages about the dangers of tanning are not getting through to Aussie teens, with nearly 40 per cent of teens saying they like to get a tan and 62 per cent saying their friends think a tan is a good thing. While the proportion of teens who prefer a tan has dropped since 2003, this rate has stalled since 2013 – highlighting the need for the Federal Government to renew investment in a national skin cancer prevention campaign. Cancer Council and the Australasian College of Dermatologists issued a reminder about the dangers of tanning and encouraged young people to

“#OwnYourTone” and protect their skin from UV radiation. Our media promotion during the week generated over 360 pieces of coverage and social media activity reached over 440,000 Australians.

Sunscreen use is one of five important ways of reducing the risk of skin cancer (together with seeking shade, wearing a hat, covering up with clothing and wearing sunglasses). To help people understand how and when sunscreen should be used daily, we worked with QIMR Berghofer, the Australasian College of Dermatologists and the Public Health Association of Australia to develop new recommendations, released in January 2019. The new guidelines recommend that Australians apply sunscreen daily as a part of their morning when the UV is expected to reach three or above, even if they aren't planning on spending the day outdoors. These new recommendations will help Australians protect themselves from incidental sun damage.

Underpinning Cancer Council's national skin cancer prevention efforts is Cancer Council's successful National SunSmart Schools and Early Childhood program, which today protects over 2 million Australian children across the country. The program encourages children to protect their skin when outdoors, and helps schools and early childhood centres to provide protective environments and support sun protection behaviours.



This year we created a video to explain and promote our National SunSmart Schools Program, thanking Australians for their support of our work and encouraging all schools to join.

You can watch the video here



Reducing workplace cancer risks

Research shows around 5,000 cancer cases each year in Australia are due to exposure to risk factors in the workplace. Cancer Council's kNOw Workplace Cancer project was established in October 2016 to protect Australian workers through research, education and workplace policy change. The project is guided by our Occupational and Environmental Cancer Committee and coordinated by Cancer Council Western Australia.

In 2018-19 activities aimed at increasing awareness and knowledge of occupational cancers included the launch of a GP education module, presentations to community and health professionals, and distribution of thousands of resource flyers at Occupational Health and Safety events across Australia. In partnership with Target Tradies, which provided pro bono installation and media space, we placed 630 posters about the risks of diesel engine exhaust fumes in sites across Australia. We also made submissions to Safe Work Australia consultations related to carcinogens in workplaces, encouraging policy and regulatory change to protect Australian workers.

Optimising breast cancer detection and screening

Breast cancer remains the most common cancer in women in Australia (apart from non-melanoma skin cancer) and causes thousands of deaths each year. The earlier breast cancer is found, the better the chance of survival.

Australia's national breast screening program was established to detect breast cancer early. Some women at higher, or lower, risk of breast cancer may need different screening tests, or to test more or less often, to get accurate results and the most appropriate treatment.

The Australian Government Department of Health has funded Cancer Council to explore options for personalised approaches to breast cancer screening in Australia. In 2018-19 we looked at the

international evidence and current clinical activity in Australia to identify ways to personalise screening to individual women's circumstances. Our work aims to make the national breast screening program even more effective, for all women.

Survival

*The earlier breast cancer is found,
the better the chance of survival*

Encouraging physical activity and healthy eating to reduce cancer risk

Maintaining a healthy weight and diet, as well as physical activity, can significantly reduce our cancer risk. Across the country Cancer Council is working to inform and empower Australians to make changes that could prevent thousands of cancer cases and deaths each year.

We've formed and joined important partnerships and alliances, like the internationally recognised Australian Chronic Disease Prevention Alliance (ACDPA), to drive policy change to address risk factors for chronic disease, particularly obesity, poor diet and physical inactivity. We also promote information and develop programs, like LiveLighter, (driven by Cancer Council WA and Cancer Council Victoria), to help people eat well, become physically active and maintain a healthy weight to reduce their risk of cancer.

On World Cancer Day in February 2019 we released Cancer Council Australia funded research that showed over 200,000 cancer cases could be avoided in Australia over the next 25 years if all adults maintained a healthy weight and met the physical activity guidelines for cancer prevention.

With more than two thirds of adults considered overweight or obese and nearly half insufficiently active, we called on the Government to take action to help Australians live a healthier lifestyle.

All sides of politics need to recognise their responsibility to help protect children from mass marketing of junk food; improve the Health Star Rating (HSR) food labelling system to provide simpler, more informed choices to consumers; and promote more public education about the benefits of good nutrition and exercise. We welcomed an improvement to the HSR system announced by the Australian and New Zealand governments this year that will help people make more informed choices when choosing packaged foods and drinks. The change will mean that foods will only receive a star rating based on the product "as sold" rather than "as prepared"; a loophole that had allowed food companies to mislead consumers.



Leading the global effort to eliminate cervical cancer

Cervical cancer rates have plummeted in Australia since our national screening program began in 1991. Now, following the success of the Human Papilloma Virus (HPV) vaccination program and transition to HPV testing in the national screening program, Australia is set to become the first country in the world to eliminate cervical cancer as a public health issue.

Research from Cancer Council NSW published in September showed that if vaccination and screening coverage are maintained at current rates, cervical cancer rates will drop below 4 in 100,000 by 2035, potentially making Australia the first country to eliminate cervical cancer as a public health problem. Cancer Council NSW's research team is working with the World Health Organisation to support efforts to scale up HPV vaccination and cervical screening to reduce deaths from cervical cancer globally.



You can also find out more about how Cancer Council research is putting Australia on track to eliminate cervical cancer at <http://bit.ly/eliminatingcervicalcancer>

Cancer Council partnered with the UICC to produce a short film to advocate for global action to eliminate cervical cancer. The film was launched at the UN High Level Meeting on NCDs in September, at the World Cancer Congress and the International Papilloma Virus conference in October 2018.

We are now working with our video partner, Moonshine, to secure funding to create a feature documentary and global moving picture advocacy campaign to support countries to make step change against cervical cancer.

[Watch the video at bit.ly/globalaction4cervicalcancer](http://bit.ly/globalaction4cervicalcancer)



Urging action to reduce smoking uptake and deaths

Cancer Council continues to remind Australians of the danger of smoking and provide them with the support to quit. Today, Australian smoking rates remain their lowest on record at under 13 per cent. Yet tobacco smoking is still more likely to cause cancer death than any other preventable risk factor.

In April, Cancer Council NSW published research showing 100,000 lung cancer deaths could be avoided this century if smoking rates are reduced to 10 per cent by 2025; (200,000 deaths would be prevented if rates get down to 5 per cent). With a number of other cancer types and health conditions caused by tobacco, these figures represent just the tip of the iceberg when it comes to the lifesaving potential of reducing smoking rates.

The good news from the study was that previous tobacco control measures introduced since 1956, including tobacco taxation, plain packaging, smoke-free legislation, mass media campaigns and

restrictions on advertising have already saved almost 79,000 people from dying from a preventable lung cancer.

However, recently the decline in smoking rates has slowed. Cancer Council Australia used these latest research results to reiterate our calls for a national comprehensive tobacco control strategy that includes hard-hitting anti-tobacco ads and new laws to regulate product design and ingredients to stop the tobacco industry finding new ways to entice young smokers.

New research this year showing smoking causes \$388 billion in long-term productivity losses in Australia was an urgent wake-up call to the Federal Government to invest in anti-smoking mass media campaigns again, and showed the economic benefits would be even greater than we thought.

On World No Tobacco Day in 2019 (31 May) we called on Australia's governments to

take action to protect young people from tobacco industry influence, following data that showed a worrying increase in the use of roll-your-own (RYO) tobacco by teens. The latest Australian Secondary Students' Alcohol and Drug (ASSAD) survey found that while the number of teens who had never smoked had increased from 77 per cent in 2011 to 82 per cent, most students who had smoked in the past month had used RYO tobacco at some time. We urged the Federal Government to take further action to prevent smoking uptake by young people and counter tobacco marketing strategies, including ensuring that RYO tobacco cannot be sold in pouches smaller than 30 grams.



Read more about how Cancer Council research has helped Australia lead the world in tobacco control at impact.cancer.org.au/leadingtobaccocontrol



Support

We're here for all Australians affected by cancer

Every day we support those affected by cancer when they need it most; it's at the heart of everything we do.

We know that coping with cancer is challenging, so we're here at every stage of the cancer journey. When you or someone you love is living with a cancer diagnosis, travelling for treatment, or adjusting to life after treatment – getting the right information and support is crucial.

You're not alone, we're here.

Cancer Council is the only charity in Australia that delivers a comprehensive range of support services for all people, affected by all cancers, across every state and territory, including information,

counselling, practical and emotional support, all designed with and for people affected by cancer.

We also develop clinical guidance and evidence-based updates for health professionals, supporting them to deliver the world's best practice in treatment and care for people with cancer.

*In the past year, our support and information services were used **over 250,000 times** by Australians affected by cancer, providing vital support when they need it most and making every stage of their cancer journey easier.*

**Cancer Council
is the only charity
in Australia that
delivers a
comprehensive
range of support
services for all
people, affected
by all cancers.**

Our free publications and booklets help Australians better understand cancer and navigate their own experience.



You can find more information on how Cancer Council is making an impact by providing support to all Australians affected by cancer at impact.cancer.org.au/support



Cancer Council 13 11 20 provides information and support to those with cancer as well as carers, loved ones and health professionals.

Our network of pro bono advisers provide free legal and financial advice to 1,500 Australians impacted by cancer.



Cancer Council accommodation services offer a home away from home for those who have to travel to treatment.

Our websites provide reliable cancer information and support.



SUPPORT HIGHLIGHTS FROM 2018/19

Helping all Australians access cancer information

One of Cancer Council's primary aims is to ensure all Australians have the information they need to understand cancer, the risks and how to reduce them, and the services and resources available to people diagnosed with cancer.

In 2018-19 we continued development of our Understanding Cancer series, which now includes more than 60 resources for people with cancer, their families and friends. The series includes easy-to-read information about specific types of cancer, treatments, and emotional and practical issues. There are also audio-visual materials that can be downloaded or streamed online.

With funding from a Cancer Australia 'Supporting people with cancer' grant, we developed resources for people affected by cancer in Australia's

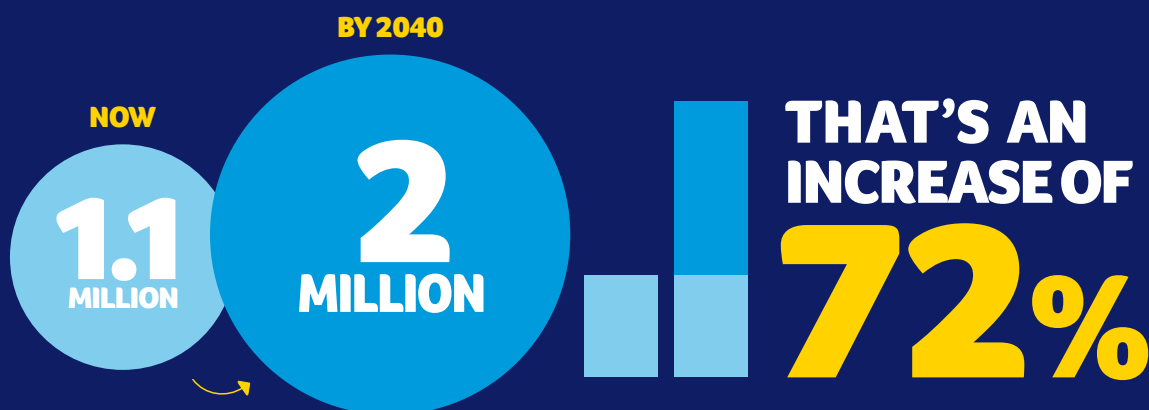
culturally and linguistically diverse (CALD) communities. Our aim is to reduce the poorer health outcomes experienced by people in these communities by providing accessible web-based resources in both written and audio formats, to overcome language and literacy barriers. New resources in 2018-19 included fact sheets about cancer, cancer risks, screening and healthy lifestyle choices in Mandarin, Cantonese, Vietnamese and Arabic. Additionally, we developed eight in-language videos focusing on the cancer diagnosis and treatment experiences of people in CALD communities in Australia.



You can find out more at
<http://bit.ly/CALDresources>



Do you know how many Australians are living with or beyond cancer?





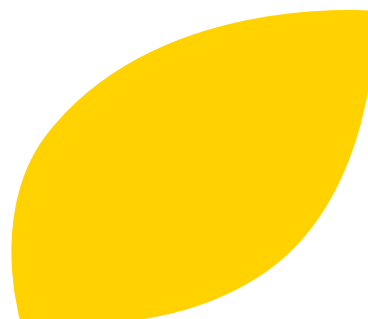
🔗 [Watch the video at bit.ly/accommodationservices](https://bit.ly/accommodationservices)

Raising awareness of our support services

Cancer Council research shows that over the next two decades the number of people living with or beyond a cancer diagnosis will increase by 72 per cent. By 2040, nearly 2 million people will be living with the impact of cancer and its treatment. Our aim is to ensure no Australian faces cancer alone, and that everyone is aware of the wide range of services and programs Cancer Council offers.

This year we created a new video to help build awareness about Cancer Council's accommodation services. Travelling for treatment can add unnecessary strain and financial stress for people with cancer. Cancer Council's low-cost accommodation services, available in many capital cities and regional centres across Australia, remove some of this stress by providing a welcoming place to rest and recover.

The video is one of a series being developed to help increase awareness of the scope of Cancer Council support services across Australia. It was promoted widely across our social media platforms.



Promoting optimal cancer care pathways



When you are diagnosed with cancer, getting the right treatment at the right time is crucial. Optimal Care Pathways have been produced through a partnership between the Federal Government and Cancer Council, with Cancer Council Victoria leading the development. The pathways are the first national resources of their kind: they outline the best management for specific tumour types and best practice in cancer care at each stage of a patient's journey.

There are 19 tumour-specific pathways in formats for both clinicians and those living with cancer.

Patient versions explain 'What to Expect' at each stage of diagnosis, treatment and beyond.

In 2018-19 Cancer Council focused on increasing awareness of the 'What to Expect' resources, encouraging and supporting other organisations that support Australians affected by cancer to promote them to newly-diagnosed people.



Find out more at
cancer.org.au/optimalcarepathways

Working to close the gaps in cancer outcomes

Cancer survival rates in Australia are among the best in the world, but some Australians experience worse cancer-related outcomes than others.

The Australian Institute of Health and Welfare's annual Cancer in Australia report in 2019 reported improvements in cancer survival rates overall, however, it also revealed the need to do more for people diagnosed with less common cancers, and cancers with low survival rates. These cancers account for nearly half of all cancer deaths, yet are often neglected.

Cancer Council also highlighted that not all Australians have great cancer outcomes: First Nations people, people living in rural or remote areas, and people who are socioeconomically disadvantaged still have poorer survival rates. First Nations Australians have higher rates of cancer and are 43 per cent more likely to die from cancer than non-Indigenous Australians. The most disadvantaged Australians are 37 per cent more likely to die from cancer than people with higher incomes.¹

Cancer Council is working to increase awareness of these inequalities and develop better knowledge of where and why they occur, and what can be done to reduce them. We know disparities are due to differences in cancer treatment, participation in screening programs and access to health services, but also to social, economic and cultural factors. Our review of the existing research found there has been little action aimed at reducing socioeconomic inequalities in cancer-related outcomes in Australia and other high-income countries, and that engaging people from disadvantaged populations is key, so that programs and services meet their specific needs.

Reducing inequalities is challenging, but it's one of our advocacy priorities. To encourage and support policy and program changes needed to reduce disparities we're engaging with First Nations organisations to lead our action in this area.



¹ Australian Institute of Health and Welfare. Cancer in Australia 2019 [PDF file]. AIHW, 2019

Continuing our efforts to reduce financial distress

Research shows that half of Australia's cancer survivors experience financial distress, and that it often impacts their treatment decisions.

1 in 2

Cancer survivors in Australia experience financial distress that impacts their treatment decisions

The fact that the poorest members of our community have lower cancer survival rates clearly suggests income influences cancer-

related inequalities. Out-of-pocket costs for cancer diagnosis and treatment are a key part of financial distress.

In 2018-19 we progressed development of a Standard for Informed Financial Consent, to help doctors and healthcare providers inform patients about the costs of cancer treatment and reduce the number of Australians suffering "bill shock" and financial distress. The draft standard, developed in partnership with Breast Cancer Network Australia, the Prostate Cancer Foundation Australia and CanTeen, was presented at the Clinical Oncology Society of Australia Annual Scientific Meeting in Perth in November 2018, and released for public consultation. We are also developing

an implementation pack for doctors, and a patient information flyer to promote the standard.

We also continued our work addressing the financial burden of cancer treatment, supporting the launch of the Federal Government's out-of-pocket costs website – Medical Costs Finder.

We joined the Australian Council of Social Service's Raise the Rate campaign because the rate of Newstart is too low to be liveable and it is not a viable program for people who can't work or lose their job as result of their cancer diagnosis and treatment.

Delivering up-to-date clinical guidance to healthcare professionals

Cancer Council is the nation's leading independent provider of cancer guidelines. We have produced clinical practice guidelines for the management of various cancer types for clinicians and health professionals involved in treatment, prevention, detection and/or patient care.

In 2018-19 over

372,000

individual users accessed our clinical practice guidelines online

We use a wiki-based publishing system to enable efficient updates, dissemination, public consultation and engagement with contributors. In 2018-19, we had 372,859 individual users accessing clinical practice guideline content on the Clinical Guidelines Network site.

Key activities in 2017-18 included:

- Public consultation was completed for the revision of the *Clinical practice guidelines for keratinocyte cancer* and this guideline was submitted to the National Health and Medical Research Council for consideration and approval in Sept 2019. Launch of the guideline is likely in late 2019.
- Clinical practice guidelines for surveillance colonoscopy* were officially approved by the National Health and Medical Research Council and are available on the Clinical Guidelines Network site.
- Final sections of the *Clinical practice guidelines for the diagnosis and management of melanoma* were released for public consultation including guidance on melanoma in children and melanocytic tumours of unknown malignant potential. As the guideline was developed in a staged revision process starting in 2016, the Chair and the Working Party of this guideline are considering new topics and sections to be updated.
- The working parties of the surveillance colonoscopy and the melanoma guidelines have developed additional resources to complement the guidelines. They are developing a platform to assist with determining surveillance intervals, quick reference flowcharts and journal articles, while the melanoma group have developed and continue to publish a plethora of articles promoting and encouraging the uptake of guidance.



Research

We're unlocking the answers to stopping cancer

Cancer Council is a globally-respected leader in funding and conducting cancer research that has played a key role in the significant progress of cancer prevention, treatment, and support.

Thanks to our community of supporters, Cancer Council is the largest non-government funder of cancer research in Australia, investing almost \$250 million over the past five years alone. Stopping cancer starts with understanding it, so

our investment extends across all cancers, and all stages of the cancer journey – from understanding cancer causes and prevention to saving and extending lives and supporting all people affected.

In 2018 our members, along with research partners, invested over **\$58.3 million** in cancer research across Australia with every dollar contributing to vital discoveries that will bring forward the day we put a stop to cancer.



You can find out more about how we invest our research dollars at impact.cancer.org.au/research

BREAKING DOWN OUR SPEND IN

2018

We contributed over

\$58.3 million

together with our research partners towards world-class cancer research.



WHAT WE FUNDED:



718

Researchers



306

Projects



54

Institutions

The selection process for Cancer Council research grants is rigorous, transparent and highly competitive.

From among the thousands of projects we could fund, expert panels choose those which:

- Have the most innovative ideas with the greatest potential promise to make the biggest difference.
- Come from research teams with the best chance of success both now and in the future.
- Are likely to significantly reduce the impact of cancer in one or more of the following aspects: prevention, diagnosis, treatment and support.

Every day, Cancer Council funded researchers are unlocking vital answers to understanding cancer, to improve outcomes in cancer prevention, treatment and supportive care.

Meet some of our Cancer Council funded researchers



Find these stories and more information at bit.ly/meetourresearchers



Cancer Council funded researcher **Professor Grant McArthur** has dedicated both his medical and research career towards reducing the impact of melanoma on our community. He's driven to not only increase survivorship and quality of life from melanoma, but to achieve a complete and lifelong cure from this cancer type. Find out more at bit.ly/curingmelanoma



Australia has been at the forefront of cervical cancer prevention for decades. **Professor Karen Canfell**, Director of the Cancer Research Division, Cancer Council NSW, and her team have shown we are now poised to be the first country in the world to eliminate cervical cancer as a public health problem. Find out more at bit.ly/cervicalcancerresearch



Through ground-breaking discoveries in the lab and in the clinic, **Professor Clare Scott** is working to improve treatment outcomes for one of the most deadly cancers affecting Australian women. With the support of Cancer Council, she is using cutting edge technology to develop better ways of finding and treating ovarian cancer. Find out more at bit.ly/outsmartingovariancancer



Professor Ross McKinnon is a world renowned cancer researcher who, after losing his wife to breast cancer in 2001, has dedicated his research career to improving the experiences of people undergoing cancer treatment. Find out more at bit.ly/improvingtreatmentexperience

Corporate partnerships.

Cancer Council develops partnerships with national companies to help us fund research and support Australians impacted by cancer. This year we've launched and grown innovative strategic partnerships with national partners, who provide not only financial support but also their reach, resources and expertise to help us achieve our objectives.



New supporters

In 2018-19:

- Volkswagen Australia selected Cancer Council to become their first ever charity partner. This long-term partnership will feature various fundraising initiatives, including the launch of "Australia's Biggest Car Wash", raising funds across VW dealerships.
- Target Tradies support has exceeded half a million dollars in just the first year of our partnership. The company prints and places Cancer Council posters on construction sites across Australia free of charge, helping to raise vital awareness of key prevention messages.
- Ticketmaster supported Cancer Council this World Cancer Day 2018, raising more than \$45,000 as part of a global campaign. Their support has continued into 2019 through various employee fundraising initiatives.
- Metro Petroleum have selected Cancer Council to be their first national charity partner, supporting fundraising campaigns by donating media space, hosting numerous events and placing donation points at stores across their network.
- Australian Real Estate Investment Trust, Dexux, have provided valuable support to our key campaigns, Australia's Biggest Morning Tea and Daffodil Day.
- We received generous support for Australia's Biggest Morning Tea from Twinings through the provision of tea bags and have also received wonderful support from companies across Australia promoting the campaign to their employees. Our largest workplace hosts of 2019 were Bunnings, Goodstart, NAB and Commonwealth Bank.



Longstanding supporters

We greatly value the ongoing support of our long-term national partners.

- StarTrack has supported our annual Daffodil Day fundraising event for 18 years. Each year StarTrack delivers Daffodil Day merchandise to thousands of locations around Australia free of charge – in kind support valued at more than \$2 million over that time. In addition, StarTrack staff showed their support by dressing up in yellow and hosting morning teas and other fun activities to raise awareness and funds.
- Woolworths continued their support by selling special Pink Ribbon bouquets during October, donating a percentage of every sale to Cancer Council. Woolworths has raised over \$1.2 million for Cancer Council since our partnership began.
- Ovato (previously known as Gordan and Gotch) supported Cancer Council for the tenth year running, selling Daffodil Day merchandise in over 1,000 newsagencies across Australia and taking the total funds raised during our partnership to nearly \$1.7 million.
- Narta supported for a third year through an October cause-related-marketing campaign, taking total funds raised through the partnership to more than \$600,000.
- ANZ Shout for Good continue to add significant value to our fundraising campaigns through the provision of Blade payment devices. These have enabled Cancer Council to raise hundreds of thousands of dollars.
- AIA Vitality Members have generously donated to Cancer Council through the Active Benefits program, with AIA also supporting by promoting key prevention and screening messages to members.
- Our thanks also to Candle Bark, PACCAR, PLUS1, HP and Rowing Australia who have supported Cancer Council for the past year.

Workplace giving

Workplace or payroll giving is one of the simplest and most cost-efficient ways our community can support our work. It enables employees to make regular pre-tax donations to Cancer Council through automated payroll deductions, and employers often match funds donated by employees.

In 2018-19, Cancer Council Australia's Workplace Giving program partners and their employees donated over \$760,000 to support our work. In addition, many employers encouraged and enabled staff to participate in our events or volunteer their work time to assist with our fundraising, which was greatly valued.

Our leading Workplace Giving partners in 2018-19 were:

- Telstra
- Event Hospitality and Entertainment
- Australia Post
- ANZ
- Pricewaterhouse Coopers
- IAG
- Orica Australia Pty Ltd
- Caltex Australia
- Allianz Costco



Educating as well as raising funds, through the sales of sun protection product

As part of our efforts to prevent and lessen the impact of skin cancer, we work with sun protection product specialists to manufacture and develop high quality sun protection products, including sunscreen, sunglasses, hats, shade items and clothing. The distribution of these products allows Cancer Council to reach millions of Australian consumers with our education messages.

Our sunscreen products are available in more than

13,000

retail outlets across Australia

All Cancer Council product marketing materials display advice on using five measures of sun protection when UV levels are 3 and above. These product communications are maximised through all retail outlets to encourage smart sun protection behavior – a key part our sun protection mission aspirations.

This licensing business model not only allows Australians to access high quality sun protection products, it also generates ongoing revenue to support our vital work across cancer support and research. In 2018-19 royalties from the sale of Cancer Council sun protection products delivered more than \$3.4 million which was an increase of 5.2 per cent versus the previous year.

Sunscreen sales grew by 14 per cent, driven predominantly by the relaunch of Cancer



Council facial sunscreen. Sunscreen overall is now available in over 13,000 retail outlets across Australia.

Our Cancer Council branded swimwear and rash vests for sale at Big W continue to sell well, making rash vests an everyday purchase for many Australians. From January 2018 till today the Australian public have purchased more than 200,000 Cancer Council branded rash vests from Big W.



OUR VISION IS

A cancer free future



Purpose

We are Australia's leading cancer charity, uniting the community, providing support, investing in research and saving lives.

Values

Compassion, Collaboration, Trust, Innovation and Excellence

Strategic objective **one**

Improve cancer outcomes for all Australians

- Reducing risk factors • Improving early detection • Reducing cancer deaths
- Extending survival • Improving quality of life.

Reduce inequalities in cancer outcomes

Australia has some of the best cancer outcomes in the world. However, if you are poor, an Aboriginal or Torres Strait Islander, rural dwelling, or have a low survival cancer your chance of survival is much lower. We aim to close the gap in outcomes for disadvantaged populations.

Our priorities

- Increase understanding of factors leading to differences in cancer outcomes
- Increase awareness of inequalities
- Set priorities for action to close equity gaps
- Engage partners in improving cancer outcomes for disadvantaged populations

Develop a cancer blueprint

Deciding where to invest in cancer control is a complex issue. Every new discovery is said to be a 'breakthrough' but few reach their potential. We aim to model where the biggest impact can be made so that investment in cancer research and treatment has the best chance of improving cancer outcomes.

Our priorities

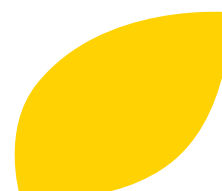
- Define priorities for action in cancer prevention, treatment and care
- Establish priorities for cancer research investment
- Engage partners in action against priorities
- Improve the capacity to measure the impact of cancer control actions

Support a learning cancer system

Our ability to understand how well our health system is performing is hampered by poor data availability and few defined approaches to system improvement. We aim to improve Australia's capacity to ensure all Australians receive world leading cancer treatment and care.

Our priorities

- Improve use of cancer data in Australia
- Define core indicators of cancer outcomes to measure improvement
- Foster the take up of improvement actions in cancer services





Strategic objective **two**

Support a high functioning Cancer Council federation

- *Ensure Cancer Council is performing as the not-for-profit leader in Cancer Control to maximise our impact*
- *Support and enable the work of state and territory Cancer Councils*
- *Leverage the skills and services of state and territory Cancer Councils*

Demonstrate leadership and impact as Australia's leading cancer charity

Cancer Council is recognised as Australia's leading cancer charity, however we need to ensure that our community and supporters understand the work that we do and the impact we have to help as many Australians affected by cancer as possible.

Our priorities

- Ensure that our community understand the services we provide, including cancer support, information and prevention programs
- Increase uptake of our services and programs
- Improve our ability to communicate our mission activity and share our learnings and success stories

Build partnerships and collaborations that support delivery of our purpose

We are focused on identifying new opportunities to work with other charities and organisations whose goals are aligned with our own.

Our priorities

- Foster collaboration across the Cancer Council federation to develop corporate relationships that support our mission work
- Enhance collaboration with other organisations with shared goals and objectives
- Find new ways to work with third-party organisations who can help us deliver on our vision of a cancer free future

Build leadership across national cancer control activities

Across Cancer Council we have a wide range of experts who can share knowledge and improve our ability to reduce the burden of cancer.

Our priorities

- Use our national committees to bring together expertise across Cancer Council and inspire further collaboration
- Enable our committees to identify and action national cancer control priorities
- Work with the National Indigenous Cancer Network to identify priorities in cancer control for Aboriginal and Torres Strait Islander communities

Our board and governance.

The Board comprises:

- an independent Chair appointed by the Board
- a nominee from each state and territory member organisation
- three additional nominees, one each from NSW, Queensland and Victoria, nominated by the respective member board
- a Consumer Director, appointed by the Board
- a nominee from the Clinical Oncology Society of Australia.

Cancer Council Australia is a company limited by guarantee, incorporated under the Corporations Act 2001 and the Australian Charities and Not-For-Profits Commission Act 2012. Ultimate responsibility for the governance of the company rests with the Board of Directors. Cancer Council's governance statement outlines how the Board meets that responsibility.

Our Board oversees the strategic direction and policy-making activities of Cancer Council Australia.

The Board met six times in 2018-19. An Annual General Meeting was held in November 2018.

There are three Board committees:

- the **Executive Committee** consults with the Chief Executive Officer on managerial and other issues delegated by the Board and acts as an advisory group to the CEO between Board Meetings.
- the **Finance, Risk and Audit Committee** oversees the audit of business and operational matters, identifies and manages business risk, and advises on matters relating to financial performance and budget development.
- the **Governance Committee** oversees and advises the Board on issues relating to the current review of the constitution and on other matters relating to governance.



You can find a list of our board members and our governance statement at cancer.org.au/about-us/board

Our committees

Our work is also supported by National Committees that ensure our work is informed by the best available evidence.

Our committees include:

Public Health Committee

- **Subcommittee:** Cancer Screening and Immunisation Committee
- **Subcommittee:** Nutrition and Physical Activity Committee
- **Subcommittee:** Occupational and Environmental Cancer Committee
- **Subcommittee:** Skin Cancer Committee
- **Subcommittee:** Tobacco Issues Committee

Supportive Care Committee

- National Cancer Information Working Group
- **Subcommittee:** 13 11 20
- **Subcommittee:** Peer Support

Health Services Advisory Committee



Our people

As at 30 June 2019, Cancer Council Australia employed 31 permanent, full-time equivalent (FTE) and 9 contract full time equivalent staff.

As a small organisation, we pride ourselves on fostering a supportive, social and collaborative culture.



Meet our Executive Team and read more about our workplace culture at cancer.org.au/about-us

Financial review.

Cancer Council Australia is part of the Cancer Council federation, the members of which are the eight state and territory Cancer Councils. Together, the nine of us make up Australia's leading cancer charity. Cancer Council Australia is an independent charity receiving no ongoing government funding.

All of the income Cancer Council Australia generates (mostly from the sale of sun protection products, fundraising events, donations and corporate partnerships) is returned to our eight Cancer Council members to help fund local research, prevention, advocacy and support services. In 2018/19 we generated \$6.87m for this important work.

Cancer Council Australia's costs are covered by annual subscriptions from our eight state and territory members.

In 2018/19, these subscriptions were \$7.52 million. Cancer Council Australia focuses on working with our members on cost-effective delivery of national services and programs, including cancer support, prevention, advocacy and research. To understand more about the collective impact Cancer Council is making across Australia, please visit impact.cancer.org.au

The graph to the left shows Cancer Council Australia's income and expenditure for the 2018/19 financial year. *It does not reflect the spending and wider contribution of the whole Cancer Council Federation.* Each state and territory Cancer Council produces its own annual financial report.

As well as subscription income from state and territory Cancer Councils, other Cancer Council Australia income includes grants received from various funding bodies. In total, \$5.09 million in grant income was recognised in 2018/19, a significant increase on last year due to a grant from the Commonwealth Government to run Australia's first national mass media campaign to promote bowel cancer screening.

We also receive marketing funding contributions from our sun protection product licensees. In 2018/19 this Central Marketing Fund contribution was \$219,000. We invest these funds, together with our own contribution, to deliver campaigns to promote Cancer Council branded sun protection products, as well as generally encouraging Australians to use sun protection.

Our other income (\$294,000) predominantly comes from income we received to deliver on specific health initiatives, with interest (\$144,000) making up the balance of our income for the year.

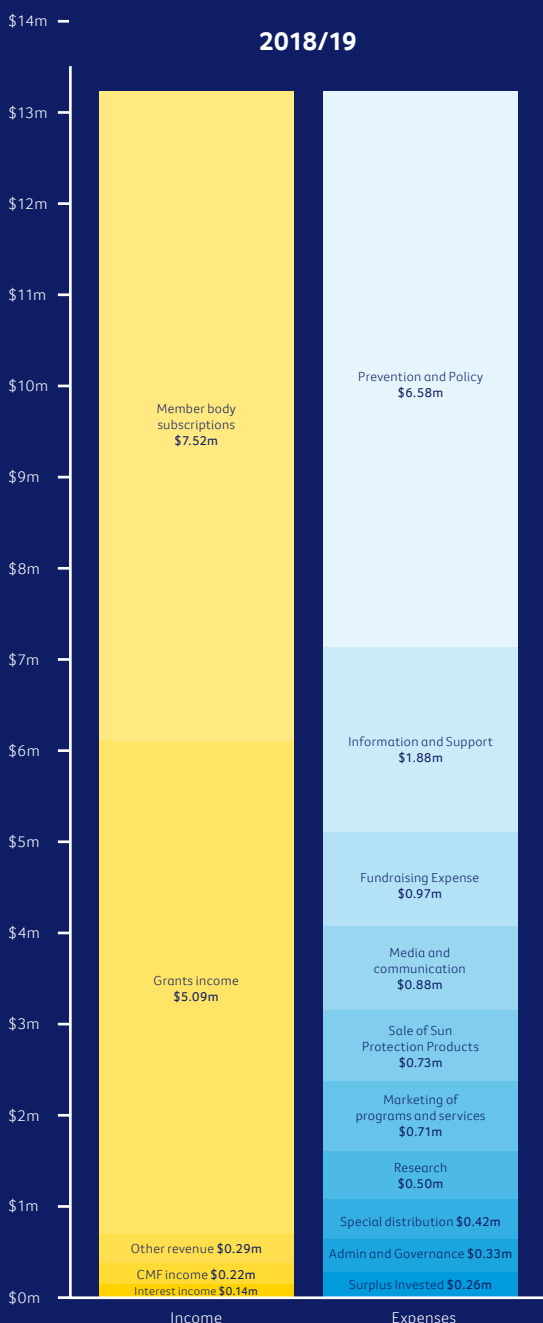
The column on the left shows how we spend our funds for impact.

In 2018/19, our expenditure included: national prevention and policy (\$6.58 million); national information and support resources (\$1.88 million); media and communications to support Cancer Councils evidence-based work (\$882,000); sun protection and product marketing (\$726,000); communication and marketing of our cancer programs and mission delivery (\$714,000); and research projects (\$504,000).

Please note Cancer Council Australia's research spend is a small component of our bigger Cancer Council Federation research spend of more than 58.3 million with our research partners in 2018.

Cancer Council Australia also spent \$976,000 on fundraising to generate income for its members, as well as \$335,000 on administration and governance costs.

A special distribution of \$415,000 was made to Cancer Council members reflecting unspent subscription funds during the year, largely because of efficiency gains achieved.



For more detail please read our audited financial report for the year ended 30 June 2019 at cancer.org.au/ccafinancialreport19

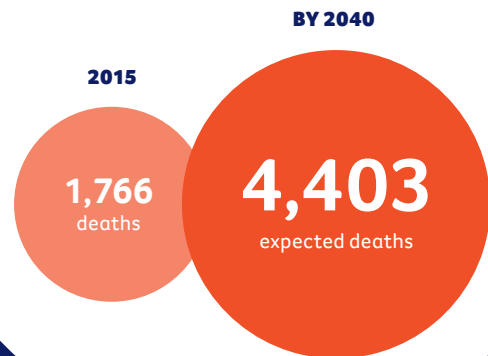
Future trends.

Today 7 in 10 Australians will survive a cancer diagnosis, but we still have a long way to go to achieve our vision of a cancer free future for all Australians. We won't stop until cancer does.

Australians from the **low socio-economic groups (SES)** are **37 percent more likely to die from cancer** than those who are the most advantaged.



The impact of liver cancer is increasing at a rate higher than any other cancer. **In 2015 there were 1,766 liver cancer deaths.** This number is expected to grow to 4,403 by 2040.



200,000 cancers
could be avoided
over 25 years

if Australians get active and maintain a healthy weight



Thank you.

As a charity and non-government organisation, we rely on the generosity of the community to continue our life-saving work.

Your support helps us fund vital cancer research, run life-saving education programs, and support the thousands of Australians affected by cancer each year who need our help.

Because of you, every day is a day we're closer to stopping cancer.

But our work isn't done yet.

We won't stop until we've dramatically reduced the significant impact cancer has on loved ones, families and every member of our community

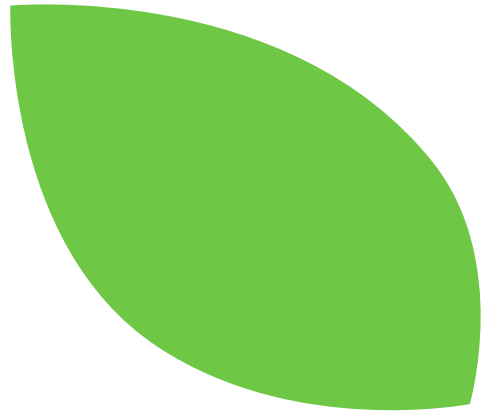
It is estimated that in 2019 alone, **145,000 Australians** were diagnosed with cancer and we know that at least **one in three cancers could be prevented** through lifestyle changes.

With more people being diagnosed and surviving cancer than ever before – the support services offered by Cancer Council have never been more vital.

Whilst we've seen significant progress overall in Australian cancer survival rates, we mustn't forget the work we need to do to improve the equality of cancer outcomes for all Australians affected.

We need to close this gap in cancer outcomes and we won't stop until we've dramatically reduced the significant impact cancer has on loved ones, families and every member of our community. We're here today and we'll still be here tomorrow.

**Thank you for your continued support.
Together, we can put a stop to cancer.**



For information or support call

13 11 20

If you're looking for information, support or services offered in your area, call us on 13 11 20 or visit your local Cancer Council website.

cancer.org.au

