

fundraising



research



advocacy



support



Annual Report 2012-13



prevention



Rachael's story

After losing her own mum to cancer, Rachael Cape hopes that one day there will be a cure for the terrible disease, and used Daffodil Day 2012 to celebrate her mum's life.

"Daffodil Day marked the seventh year since my mum passed away after a two-year fight with cancer".

"Mum always liked helping others and it was something she was very passionate about. I know that if she had survived cancer she would have been hosting fundraisers and building hope for others, just as I am doing now."

As well as volunteering on Daffodil Day, Rachael hosted a community fundraiser at her workplace titled *Grow Hope this Daffodil Day @ Billie-Jo in Loving Memory of Catherine Cape*. She organised an in-house fashion parade, including a photo shoot with volunteer models, coordinated the design and print of advertising all with donated talent and resources, and also sourced raffle prizes from local businesses. The evening raised funds through the sale of raffle tickets and Billie-

Jo Fashion generously donating 20% of the evening's proceeds.

Rachael also arranged for her celebrity uncle, ultra-marathon athlete, motivational speaker, and former Australian politician Pat Farmer, to travel from Sydney to appear at the event. Pat provided copies of his recently published book *Pole to Pole Run* donating 100% of the sale proceeds.

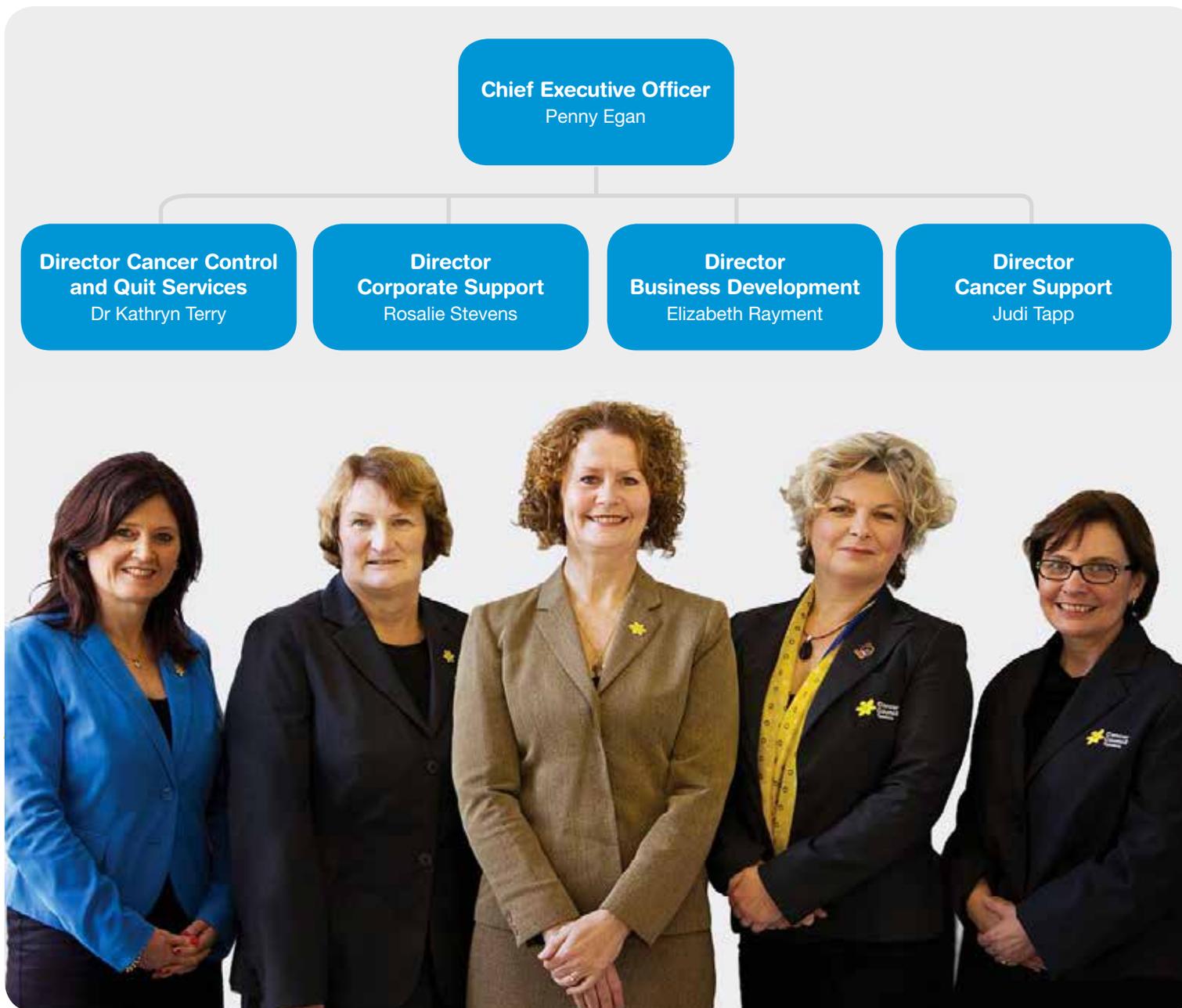
Rachael set herself a target of raising \$1,000 but achieved a fantastic total of \$4,649. This included a generous \$700 donation from a young donor in New South Wales whom she had never met.

"Using an online fundraising page and advertising via Facebook really helped spread the word about my fundraiser and enabled me to far exceed my target. I'm really proud of the result."

Rachael is now living in Sydney but has put her hand up to help out with any Cancer Council fundraising events that are held whenever she is back home visiting family.

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Board

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Message from the President

Cancer Council Tasmania has a very clear mission to minimise the incidence and impact of cancer on all Tasmanians. Every day we are reminded that we must deliver on our mission. The latest statistics estimate that one in two Tasmanians will be diagnosed with cancer by the age of 85. Therefore we must continue to focus on strategies to reduce the incidence of cancer and ensure that our services, programs and advocacy priorities are those that will provide longer, quality of life to all Tasmanians.

We are an independent organisation and rely almost entirely on fundraising and donations to be sustainable. The ongoing generosity of Tasmanians and the tireless efforts of our volunteers, have ensured that Cancer Council Tasmania has been able to continue to deliver services and programs to the Tasmanian community.

From 1 July 2012, we were awarded a three-year contract to deliver the State Government's Quit smoking program. By integrating the Quit program with our wider health promotion program, we aim to reduce smoking rates and improve health outcomes for all Tasmanians.

In December 2012, our Patron, His Excellency, The Hon Peter Underwood AC, Governor of Tasmania, officially opened the Cancer Support Centre in Launceston. The centre is the first of its kind in Australia, with a focus on psychosocial, emotional and practical support. The \$4.5 million investment commenced a new era in cancer support service delivery.

This year I had the honour of publicly recognising the achievement of a long term Cancer Council Tasmania volunteer Harvey Cuthill OAM, who was announced as the inaugural Service Excellence Award recipient. Harvey is a wonderful support who gives selflessly to our community.

It has been another wonderful year to be associated with Cancer Council Tasmania. I would like to acknowledge my fellow Board Directors for their assistance and thank the management and staff for their ongoing support and passion for the organisation.

This will be my last year in the role of President of the Board. These last two years have seen some major changes including the construction of the Cancer Support Centre in Launceston, new coordinated services and offices on the North West coast based out of Ulverstone and ongoing work with the Department of Health and Human Services in the planning of the new Cancer Centre in Burnie.

This year saw the retirement of a wonderful CEO, Mr Simon Barnsley. I would like to thank Simon both personally and on behalf of the Board for commitment and passion for the organisation, his staff and all the volunteers. Simon and his team have done a wonderful job in putting us in a very strong position to deliver our existing services and new initiatives. We wish Simon all the best in his retirement.

The Board appointed Mrs Penny Egan as our new CEO. Penny's energy and enthusiasm for the role, her passion for Cancer Council Tasmania's mission and values has provided a new sense of direction as we move ahead. Under Penny's leadership I have no doubt that Cancer Council Tasmania will keep on striving to bring the best possible services for the community of Tasmania.

While we have had some very exciting times and changes during this year we still bear the emotional wounds from the tragic *transport2treatment* bus accident. I would like to thank Dr Stan Gauden and Holman Clinic staff and Cancer Council Tasmania staff and volunteers for their support during this tragic event.

Finally I would also like to thank my fellow Board Director and Vice President, Sandra French. I have always been able to call upon Sandra for valued support and opinion, her counsel is always sage and has been of enormous help for me. I believe that Sandra will make a wonderful President.

Stephen Foster
President



Message from the CEO

I am very privileged to be the Chief Executive Officer of Cancer Council Tasmania and I look forward to bringing my passion and energy to the role, ensuring that we achieve our vision to realise the hopes of all Tasmanians for a cancer free future.

It is an aspirational vision but we are on the journey. With a committed team, the wonderful support of so many volunteers across all areas of the organisation and the generosity of the Tasmanian people, we will make a difference.

The opening of the Cancer Support Centre in Launceston has allowed us to commence a number of new initiatives to support those impacted directly or indirectly by cancer. Over 1,600 people have accessed the centre since it opened its doors in December 2012. Across the state we have increased the number of support groups and have commenced planning for the needs of those in rural and remote areas. We also provided financial assistance to young people undertaking tertiary education by awarding 25 scholarships through our Seize the Day program.

Our advocacy work in the tobacco arena to promote smoking cessation continued and with the Quit program integrated into the activities of Cancer Council Tasmania we will continue to promote our education and prevention messages where we have a success to report. To reduce the rate of skin cancer and melanoma, Cancer Council Tasmania has been promoting healthy sun behaviours through the SunSmart Primary School and Early Childhood Centre program and our efforts have produced a considerable number of new memberships.

Throughout 2012-13 we have continued to operate the *transport2treatment* (t2t) service across Tasmania, transporting many patients between Smithton, Burnie, Devonport, Launceston, Hobart and surrounds.

On 12 September 2012, Cancer Council Tasmania was shocked and deeply saddened by an accident involving a t2t vehicle in which three people tragically died and a number of people

seriously injured. We are extremely grateful for the kindness and generosity that Cancer Council Tasmania received during this difficult period and our thoughts continue to be with the families affected by this tragedy.

I am extremely proud of the significant work we are achieving at Cancer Council Tasmania, and despite tough economic conditions, the continued generosity of Tasmanians is humbling. Over 90% of the funds required to run the organisation come from bequests, fundraising and donations. All of the funds remain in Tasmania to enable Cancer Council Tasmania to deliver programs and services to the community.

To individuals and organisations who have donated funds to Cancer Council Tasmania, to everyone who has been involved or contributed to community fundraising activities, can I please thank you on behalf of Cancer Council Tasmania. In supporting us you have provided support to Tasmanians and their families impacted by cancer and we are very grateful.

I look forward to the year ahead and the difference that Cancer Council Tasmania can continue to make to the lives of people in our community. I would like to acknowledge the commitment and efforts of the staff and volunteers of Cancer Council Tasmania and thank them for their continued effort and support.

Penny Egan

Chief Executive Officer



Mission, vision, values, priorities

Our mission

Cancer Council Tasmania is a not for profit organisation that works to minimise the incidence and impact of cancer on all Tasmanians.

On average, eight Tasmanians are diagnosed with cancer each day – *making our work in Tasmania vital to the health of the community.*

To reduce the incidence and impact of cancer in Tasmania, Cancer Council Tasmania:

- Provides high quality support services for people affected by cancer;
- Invests in cancer prevention programs to educate the community about lifestyle factors that can decrease the risk of cancer;
- Funds local cancer-related research projects, contributing more than \$200,000 in the 2012 financial year; and
- Provides a respected voice for the needs of people affected by cancer.

Our work could not be achieved without the generosity of the Tasmanian community and the support of our dedicated volunteers. Our fundraising activities underpin our support services, prevention programs and cancer research funding.

Our vision

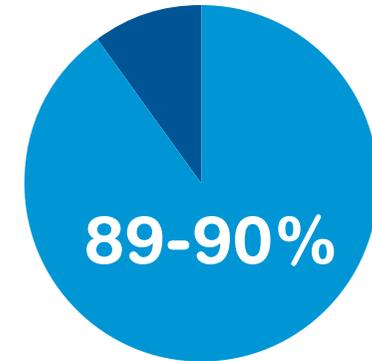
Realising the hopes of all Tasmanians for a cancer free future.

Our values

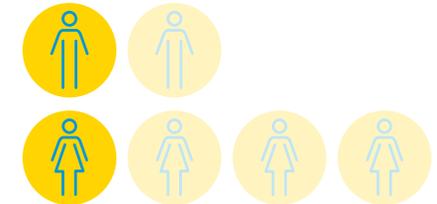
- Excellence
- Relevance
- Generosity
- Collaboration
- Optimism

Our priority areas

1. Service improvement and expansion
2. Community engagement
3. Advocacy
4. Sustainability
5. Organisational effectiveness
6. Governance



89-90% of all lung cancers are caused by smoking



It is estimated that
**1 in 2 males
& 1 in 4 females**
will develop cancer by the age of 75. By the age of 85, the prevalence is 1 in 2 males and females.

12 million
cases of cancer are diagnosed globally each year

Key highlights



Prevention

- Integration of the work of the Quit program within Cancer Council Tasmania to increase the impact of the program and further reduce smoking rates.
- Securing \$900,000 over three years from Tasmania Medicare Local to strengthen the Quit media and social marketing campaign; to increase the number of Tasmanians contemplating and quitting smoking, including vulnerable populations and to strengthen organisational capacity in data collection, campaign planning and evaluation of the effectiveness of the Quit campaigns.
- Securing a further \$210,000 over two years from the Department of Health and Human Services to strengthen the Quit media and social marketing campaign.
- In collaboration with a key stakeholder project group, developing a strategy to address male participation in the National Bowel Cancer Screening Program (NBCSP).
- Increasing the SunSmart Schools program from 27% participation to 44%, and SunSmart Centres membership rates from 46% to 69%.
- Implementation of a three tiered program to assist volunteers to make an effective contribution to Cancer Council's strategic objective through the Cancer Control Volunteer/Ambassador program.



Advocacy

- The tobacco agenda has been advanced through the support for the introduction of plain packaging.
- The smoke free generation proposal.
- Highlighting the 2012 ABS Australian Health Survey smoking rates in Tasmania.
- Advocacy activities have also been undertaken to encourage political parties not to accept donations from Tobacco companies.
- Advocacy efforts have also been implemented to ban solariums from commercial use in Tasmania by December 2014.

In 2009,

3,148

new cancers were diagnosed in Tasmanians

Australia has the 3rd highest cancer rate globally, after Denmark and Ireland



Support

- Opening the Cancer Support Centre in Launceston, the first of its kind in Australia providing practical, financial, educational, emotional and spiritual support services to complement traditional medical health services.
- Established Parents Coffee Date, an informal support group for parents with a teenager/young adult with cancer.
- Training 71 new volunteer support applicants to provide support to the community and facilitate support group meetings.
- Facilitating the creation and delivery of two new General Practitioner education tools through the cancer+ program; the Red Flags flyer on 'Early Warning Signs of Cancer in Children' and the 'Late Effects' flyer which covers the adverse health effects which may manifest after completion of cancer treatment.
- Awarding \$30,000 through the Seize the Day Awards Scholarship to 25 young recipients to assist with their post-secondary education training and studies.
- Succeeding in a grant submission to address the health inequities of the rural and remote communities of Flinders Island and Cape Barron Island in Bass Strait.
- Coordinating volunteer drivers who transported 344 patients over 400,000 kilometres through *transport2treatment*.



Fundraising

- Communities across the state held four Relay For Life events, with over 8,000 participants raising a combined \$879,263.
- Nearly 1000 Australia's Biggest Morning Teas held throughout May helping to raise over \$335,000.
- Over 200 registered volunteers and supporters raising close to \$150,000 as part of Daffodil Day.
- Receiving over \$70,000 through 'in memory' donations from the public.
- Exceeding budget by 5% for community fundraising events.



Solarium use before the age of 35 boosts the risk of melanoma by 87%

1 in 4

The number of Australian adults who are obese

Prevention



Quit Tasmania

From 1 July 2012, Cancer Council Tasmania secured the Department of Health and Human Services contract to deliver the Quit Tasmania program for three years. The program has two major components; social marketing and the Quitline.

Social marketing

The focus of social marketing during 2012-13 was towards smokers aged 20-39 who were parents or considering parenthood, due to the high smoking rates within this group. Funds enabled eight weeks of campaigns to be on air. The advertising strategy included a mixture of emotional, personal testimonials and positive style campaigns:

- 'What's Worse', an emotional campaign that depicts the situation whereby a mother has been told that she has lung cancer, and then has to relay this news to her children.
- 'Mick Roberts', this personal testimonial style campaign is the story of 49 year old Victorian emphysema sufferer Michael Roberts and how not only does his smoking affect himself, but his family too.
- 'Never Give Up Giving Up', a positive style campaign that encourages smokers who have tried quitting many times before to not give up on giving up.

Quitline

The Quitline provides information and support for smoking cessation and is available to the community for the cost of a local call. Callers to the Quitline are initially offered the option of speaking to a trained counsellor. Counsellors provide personalised support and information about quitting and related issues tailored to the need of each caller. Quitline also offers a callback service, whereby clients are contacted a number of times over a period of time and provided with ongoing support and encouragement.

Quitline statistics 2012-13

- 3,177 calls were received.
- 1,572 callers requested counselling services.
- 1,525 registered on the call-back program.
- 6,060 call backs were made by counsellors.
- 42% of contacts were male and 58% female.
- 547 clients reported smoke free at final call.
- 2,756 Quit Packs distributed.
- 179 Aboriginal or Torres Strait Islander clients.

Over 500 Tasmanians are killed by smoking caused illness each year

The most popular topics discussed with our helpline staff were: diagnosis, side effects, management, emotional support, chemotherapy, treatment options



1/3 of all cancers are preventable by following a healthy lifestyle

6 researchers were awarded Cancer Council funding in 2012



Cancer Council Tasmania aims to reduce the incidence of cancer, as well as its mortality and morbidity.

Tobacco Control

This year saw the introduction of plain packaged cigarettes and increased graphic health warnings. On 1 December 2012, The Cancer Councils' National Tobacco Committee was very active in the advocacy efforts to ensure that this legislation passed through Parliament. This move has been applauded internationally, with many other countries considering following Australia's lead. New Zealand is set to implement these changes in 2014. While the full impacts are not yet known, tobacco control experts believe that the reduced appeal through removal of branding will have the greatest impact on young people who are the future market for the tobacco industry.

In Tasmania, advocacy efforts resulted in a visit by Professor Jon Berrick with health professionals and politicians to discuss the 'Tobacco Advocacy Agenda', including the Tobacco Free Generation proposal. Cancer Council Tasmania staff participated in advocacy activity in relation to the Tobacco Free Generation, and in August 2012, this motion was presented to the Legislative Council by Hon Ivan Dean MLC, receiving unanimous support. The State Government is now waiting upon a report from the Children's Commissioner before advancing this policy.

As a direct result of a Cancer Council Tasmania's evaluation of smoke free areas in 2012, recommendations were tabled at the Launceston City Council February 2013 meeting. This resulted in an extension to the smoke free areas across Launceston's central business district.

2011 Australian School Students Alcohol and Drugs (ASSAD) Survey

The results of the 2011 Australian School Students Alcohol and Drug Survey (ASSAD) have now been released. The survey was first conducted in 1984 and is the longest running survey on secondary students. The aim of the survey is to provide up-to-date estimates regarding prevalence of licit and illicit drug usage, SunSmart behaviours, diet, physical activity, sedentary behaviour and social support. The ASSAD reports are available on Cancer Council Tasmania's website.

SunSmart

SunSmart is a comprehensive program recognised for providing leadership and innovation in ultraviolet radiation (UV) protection. Our sun protection message encourages Tasmanians to Slip! Slop! Slap! Seek! Slide! This message is aimed at individuals, those with responsibilities for protecting others, and seeks broader environmental change. Cancer Council Tasmania has been working with schools and childcare centres to promote SunSmart behaviours. Over the last 12 months the participation rate of SunSmart Schools has increased to 43.8% and in SunSmart Centres participation has now reached 69.3%. The focus for the next 12 months is on further increasing membership of these two groups and approaching non-member schools to join this nationally recognised program.

SunSmart also aims to promote and improve the awareness of a balanced approach to UV exposure and the link with vitamin D.

Promoting a balanced approach to UV exposure and Vitamin D deficiency

Cancer Council Tasmania continues to promote awareness of vitamin D in Tasmania through its program members, website, social media, and in response to general enquiries. Participation with the Department of Health and Human Services Vitamin D Scientific Advisory Group, allows Cancer Council Tasmania to remain informed when it comes to the department's stance on vitamin D, and play an active role in influencing content. Cancer Council Tasmania maintains a collaborative relationship with researchers at The Menzies Research Institute Tasmania to ensure emerging research is disseminated to the public.

Health Literacy Strategy – Culturally and Linguistically Diverse Communities (CALD)

In 2012, Cancer Council Tasmania focused their efforts on auditing, improving and expanding access to resources for CALD communities in Tasmania. This included securing access to fee-free interpreting services when using the Cancer Council Helpline, and providing training and resources to inform Cancer Council Tasmania staff and CALD service providers. Education sessions have been delivered to Cancer Screening and Control Services and Red Cross to CALD communities in Hobart on cancer screening services and cancer risk reduction.

Men's Health & Cancers Project

Bowel cancer is the second most common cancer in Tasmania; the second most common cause of cancer-related death in male Tasmanian residents, and the third in Tasmanian females. The devastating effects of bowel cancer on families can be significantly reduced through early detection. Tasmanians in apparently good health may have an early-stage bowel cancer that could be caught early through screening before it becomes life-threatening. Unfortunately, male participation in the free National Bowel Cancer Screening Program (NBCSP) in Tasmania remains suboptimal. To address this issue, in late 2012, Cancer Council Tasmania, in collaboration with a Project Advisory Group comprising of key stakeholders, commenced the *Bowel Screen Today* project. The first stage of this project which explores barriers and enablers to bowel cancer screening among Tasmanian men, has begun.

Work has also commenced with Cancer Screening and Control Services Department of Health and Human Services (DHHS) to develop a general practitioner resource to promote the NBCSP.

Aboriginal and Torres Strait Islander Cancer Prevention, Education/ Health Literacy Strategy

The Medical Specialist Outreach Assistance Program (MSOAP) project, which provided funding for Cancer Council Tasmania staff to deliver educational sessions in the North West of the state, was undertaken. Staff delivered sessions on Healthy Living, Bowel Cancer, Quit, Men's Health and Cancer and Cervical Cancer.

Volunteer Ambassador Program

Volunteering is at the heart of Cancer Council Tasmania and we would not be able to provide the services we do without the support of our volunteer networks. In 2012, Cancer Council Tasmania commenced a Volunteer Ambassador Program to assist with the achievement of our strategic objectives.

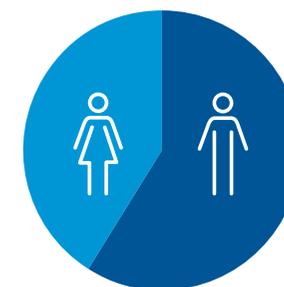
This is a three tiered program. Tier one comprises Community Speakers who represent Cancer Council Tasmania and deliver cancer prevention and awareness information sessions to audiences including workplaces, community groups and clubs. Tier two assists Cancer Council Tasmania staff with one-off community events including expos, shows and festivals. Tier three assists with administration functions.

Tier one included providing community based sessions on the SunSmart Program, raising awareness about common cancers and discussion of prevention strategies.

Tier three included assisting the SunSmart Coordinator with a review of the SunSmart database to ensure it was accurate and up to date as well as identifying where SunSmart resources could be used to supplement teachers' learning activities.

Tasmanian Cancer Research Collaboration (TCRC)

In 2012, Cancer Council Tasmania joined with leading Tasmanian cancer organisations to establish the TCRC. TCRC is a collaboration between the David Collins Leukaemia Foundation Tasmania, Royal Hobart Hospital Research Foundation, Clifford Craig Medical Research Trust, Department of Health and Human Services and Cancer Council Tasmania. TCRC aims to work together to fund research that minimises the incidence and impact of cancer and supports the development of research capacity in Tasmanian researchers, whilst aligning with each organisation's strategic direction.



59% of all cancers diagnosed in Tasmania is in males with 41% of cancers being in females

The 5 year

survival for all Tasmanians with cancer diagnosed 2004-2008 was 64.2%

The mortality rate from all cancers is higher for indigenous Australians than for non-indigenous Australians



Bowel cancer can be minimised through screening, keeping active, maintaining a healthy weight, eating for health, limiting red meat intake to three to four times a week, limiting or avoiding alcohol, and quitting smoking

WORTH
tion Process



Fighting cancer
is my
business

Finding cancer early saves lives - bowel cancer screening

In 2010, Mareea Salter was eagerly anticipating her upcoming 50th birthday. She was feeling good and looking forward to the coming year. But within a few months Mareea's life had taken a different direction, one that if you asked her today, she did not see coming.

Shortly following Mareea's birthday, she received an invitation and kit from the National Bowel Cancer Screening Program to participate in a test called the Faecal Occult Blood Test (FOBT), which detects small amounts of blood in the bowel motion. Mareea popped the kit into a drawer for another day. A few weeks later she received a reminder letter to complete the test. Following a prompt from her husband, she decided to take out the kit and complete the required process.

Despite showing no symptoms, Mareea received a positive bowel cancer diagnosis and subsequently underwent six months of

chemotherapy. Her surgeon informed her that if she had waited another 12 months, it may have been too late for her, as the cancer had already started to spread outside the bowel.

During her treatment, Mareea received overwhelming support from family, friends and her workplace.

"I was overwhelmed with the love and support from those around me and without them I don't think I would have coped as well as I did. I also had to be strong for my family, especially for my husband."

Three years later Mareea is feeling well and ensures that she has regular checkups.

"I would strongly recommend everyone participate in this simple test. If I hadn't, I may not be here today."

Mareea is now an advocate for bowel cancer screening and many of her family and work colleagues have participated in screening as a result of her story.



Around 453 Tasmanians are diagnosed with bowel cancer yearly, with over three Tasmanians losing their battle with the disease each week. Yet this tragic loss of life and the devastating effects that bowel cancer has on families can be significantly reduced through early detection.

Tasmanians in apparently good health may have an early-stage bowel cancer that could be caught early through screening before it becomes life-threatening

Cancer Council Australia's Australian Cancer Network Guidelines for the Prevention, Early Detection and Management of Colorectal Cancer, which are endorsed by the National Health and Medical Research Council (NHMRC), recommend organised bowel cancer screening, performed at least once every two years for the Australian population over 50 years of age.

Currently, the government's National Bowel Cancer Screening Program (NBCSP) offers free bowel cancer screening kits to eligible Australians turning 50, 55, 60 and 65 years of age.

If you are offered the free bowel cancer screening kit, please take up the government's offer. Screening for bowel cancer is easy and if found early the chances of successfully treating are very high. Using the kit could save your life.

Bowel cancer is one of the most preventable cancers. Your most effective protection is to participate in screening; keep active; maintain a healthy weight; eat for health; limit red meat intake to three to four times a week; limit or avoid alcohol; and quit smoking.

If you're over 50 and currently ineligible for the NBCSP, ask your doctor about appropriate bowel cancer screening for you.

For more information about the NBCSP, visit www.cancerscreening.gov.au or call 1800 118 868.

Research



Jessica Phillips CCT Evelyn Pedersen Elite Research Scholarship

The incidence of leukaemia and death caused by leukaemia continues to increase in Tasmania, despite advances in our understanding of, and treatment of the disease.

Jessica's PhD research project at Menzies Research Institute Tasmania is investigating genes that contribute to leukaemia, and in particular, a gene often mutated in leukaemia called the RUNX1 gene.

Jessica is currently studying the effects of mutation of this gene in leukaemic cells, and particularly how it changes molecules on the surface of the leukaemic cells. By characterising the changes on the surface of the cells caused by mutated RUNX1, and understanding how these changes contribute to leukaemia, she hopes to identify molecules that may be targeted for therapy for people with leukaemia in the future.

Jessica is very thankful that Cancer Council Tasmania has provided her with the CCT Evelyn Pedersen Elite Research Scholarship, as it will enable her to focus on this research at Menzies Research Institute Tasmania and will assist in achieving the best academic results possible.

Rachael Berry CCT Evelyn Pedersen Honours Scholarship

Prostate cancer is the most frequently diagnosed cancer and the second most common cause of cancer-related deaths in Australian males. Radiotherapy is the preferred treatment option, however up to 40% of prostate tumours prove to be radiation resistant, resulting in patients suffering the side effects of treatment with no curative benefit.

It is imperative that the cause behind such resistance be identified, so patients unsuited to radiotherapy can be directed to more appropriate treatment. It is also important to expose targets for pharmaceutical design to increase radiation sensitivity.

Rachael's Honours project compares the specific characteristics of radiation sensitivity and radiation resistant prostate cancer cell lines. In doing this, she hopes to identify traits that enable the prediction of a tumour's response to radiation prior to treatment.

Rachael is extremely honoured to receive the Cancer Council Tasmania Honours Scholarship for 2013 as it has allowed her the freedom to focus on her studies and has significantly reduced the pressure of day-to-day living expenses.

Grant	Researcher	Project title	Amount paid*
CCT Research Fellow PHD	Dr Stuart Ferguson	Investigating support interventions to improve quit rates of smokers	\$92,465
CCTas Grant NHMRC Grant	Dr Jo Dickinson	Prostate cancer risk variants in integrin genes & their role in prostate tumour development	\$24,681
Data Management Clinical Trials	LGH		\$18,750
Data Management Clinical Trials	RHH		\$32,500
Chemist Warehouse Scholarship	Dr Kate-Brettingham Moore	Role of NF-KB in radiosensitivity and resistance in prostate cancer	\$8,000
Small Grants	Dr A Cook	Epigenetic regulation of tumour suppressors in skin cancer	\$11,150
	Dr Kate Brettingham-Moore	Role of NF-KB in radiosensitivity and resistance in prostate cancer	\$1,600
	Camille Plant	Cosa Conference attendance assistance	\$1,949
	Stuart Ferguson	Promoting cessation & reduction in smokers who are not interested in quitting	\$6,500
Jeanne Foster	Heather Lees	Towards the tuition fee for Prostate Nursing Care subject	\$3,065
Total research		*01/07/2012 - 30/06/2013	\$200,660
CCT Evelyn Pedersen Honours Scholarship	Rachael Berry	Honours Scholarship	\$10,000.00
CCT Evelyn Pedersen PhD Elite Research Scholarship	Jessica Phillips	PhD Elite Scholarship	\$7,500.00



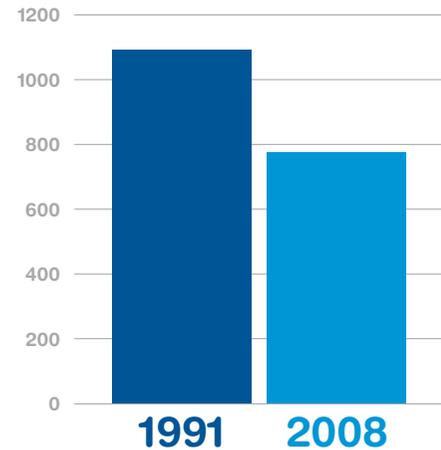
Advocacy



Cancer Council Tasmania has been very active in the advocacy space during the past 12 months. Tasmania continues to have a higher rate of tobacco smoking than most of the other jurisdictions in Australia, with the exception of the Northern Territory. The tobacco agenda has been advanced through the support for the introduction of plain packaging, the Smoke Free Generation proposal and highlighting the 2012 ABS Australian Health Survey smoking rates in Tasmania.

Advocacy activities have also been undertaken to encourage political parties not to accept donations from tobacco companies. A submission to the Tasmanian Government and Tasmania Medicare Local entitled *Reducing tobacco use in Tasmania to improve health outcomes and reduce health system costs* was successful in gaining increased funding to decrease smoking rates. The funding will enable greater social marketing and support activities; targeted campaigns to address specific population groups; and increased surveys to understand the Tasmanian smoking prevalence within sub groups and to allow annual monitoring of progress.

Given the widely publicised cancer risks of solarium use, advocacy efforts have also been implemented to ban solariums from commercial use in Tasmania by December 2014. Advocacy efforts have also highlighted that the consumption of sugar-sweetened beverages are associated with weight gain and obesity. This is particularly important given that obesity is a leading risk factor for some cancers.



The number of new cases of cervical cancer in Australia has continued to decline. There were 778 new cases in Australia in 2008 compared with 1,092 detected in 1991, at the start of the organised screening program.

Cervical cancer is one of the most preventable and curable of all cancers. Since the introduction of the National Cervical Screening Program, the mortality from cervical cancer has halved

Over 434,000 people are treated for one or more non-melanoma skin cancers each year, with 543 people dying in 2011

Cancer is a leading cause of death in Australia – more than 43,700 people are estimated to have died from cancer in 2011. Cancer accounted for about

3 in 10 deaths in Australia

The most common cancer-related deaths in Tasmania are from lung, colorectal, breast and prostate cancer



The survival rate for many common cancers has increased by

30% in the past two decades

Along with the Northern Territory, Tasmania's mortality rates were significantly higher than those of other states and territories



Support



Support Services

State wide Support Services continue to grow bringing the total support groups to 15. These include Grief and Bereavement, Prostate and Generic Cancer Support Groups are offered in both urban and rural areas. Parent Coffee Date was developed as the need was identified to help support parents who have a young person diagnosed with cancer. This service is a new concept for support and has now also been introduced as an alternative to support groups in the North West and North. A Young Adults Support Group is also being established to address the needs of young individuals impacted by cancer.

With the increase in groups we are extremely thankful that there has been a steady stream of volunteer applicants, with 46 being trained in Support, four undertaking Cancer Connect Training and 21 undertaking the Support Group Facilitator Training.

The volunteer recruitment process is comprehensive and leads to individuals being rewarded with highly meaningful work with clients.

During 2012-2013, there were 21,061 publications/resources were distributed state-wide to 62 organisations and events, once again recognising the vital support that Cancer Council Tasmania provides to the wider community.

cancer+

The cancer+ program supports Tasmanian families of children, adolescents and young adults with cancer, survivors of childhood cancer and the professionals who care for them, by delivering support and information, financial assistance, scholarships and creating awareness of cancer in this age group. The cancer+ program is working on creating awareness of cancer and related issues among health professionals. General Practitioner Education tools, including the Red Flags flyer, on 'Early Warning Signs of Cancer in Children' created with

Associate Professor John Daubenton from the Royal Hobart Hospital and Dr. Luciano Dalla-Pozza from The Children's Hospital at Westmead and was distributed among all Tasmanian General Practices and child health clinics. We have also been working with Dr Greg Wheeler and Dr Josie Samers from Peter MacCallum Cancer Centre in Melbourne to produce a General Practitioner tool on 'Late Effects' which are the adverse health effects, which may manifest after completion of cancer treatment.

The Rachel & Jye Fund, under the umbrella of Cancer Council Tasmania, assists families with a child up to the age of 18 years diagnosed with cancer. This year the fund has distributed \$21,006 to 26 recipients.

cancer+ has also assisted eight individuals up to the age of 25 years by giving \$2,400 to ease the financial strain that comes with a cancer diagnosis.

The Seize the Day Awards Scholarships recognise the difficulties faced by students aged 16 to 25 years affected by cancer, directly or indirectly, in achieving their goals and encourages them to pursue post-secondary education/training. In 2012-13 Cancer Council Tasmania awarded \$30,000 to 25 young and deserving recipients.

cancer+ was instrumental in getting a mural painted at Ronald MacDonald House to create a bright and cheerful area for families going through a difficult situation.

Cancer Connect

Currently Cancer Council Tasmania has 10 Cancer Connect volunteers providing a service to Tasmanian, interstate and New Zealand clients. During 2012-2013, there were 43 clients matched with either Cancer Council Tasmania volunteers or interstate Cancer Connect volunteers.

1,662

people have accessed the Launceston support centre

640



support phone calls

391

people have accessed support services in the last 6 months statewide



36 volunteers

have been trained to provide support or facilitate support groups in the last 6 months

Flinders Island

A successful grant submission has enabled us to work with the Flinders Island community. Our objective is “to work with the community to develop a strategic framework for the provision of a supportive care model to address the health inequities of the rural and remote communities of Flinders Island and Cape Barron Island in Bass Strait”.

Through the health needs survey conducted, the most common area for concern was emotional support with individual face to face support the preferred option. Financial constraints, internet access, ageing and isolation were identified as the biggest detriments faced when accessing support.

After considerable consultation, a Volunteer Ambassador Program will be launched by the project steering group

allowing for support to be driven by trained community members and health professionals through support groups, activities and individual support. It also involves ongoing supervision, debriefing and education/training of registered volunteers by Cancer Council Tasmania support staff.

North West

Currently offered to the North West community (Devonport, Ulverstone and Burnie) are three Support Groups and a new Coffee and Chat session which commenced this year in the Latrobe area; a more informal group for women who have had cancer. Along with this, a Stress Release Program of six weeks’ duration was well attended in Burnie in September with positive reviews.

Currently, with the assistance from local councils, health service providers and

community members, we are in the process of identifying some rural and remote community’s cancer support health needs. The move to our Ulverstone premises allows us to continue to build stronger relationships within the Central Coast.

Financial Assistance

Financial assistance in the form of a one-off grant is available for families adjusting to a change in their financial circumstances after a cancer diagnosis.

In the past year 121 people who have been affected by cancer have received financial assistance totalling \$33,287

Also offered is a Pro Bono program in conjunction with Cancer Council New South Wales, where cancer patients can access free advice on financial planning and legal services.

transport2treatment

- Patient trips: 4,945
- Individual patients: 344
- Volunteer drivers: 79
- Totals kilometres travelled: approximately 400,000

With the continued support of 79 volunteer drivers state-wide, *transport2treatment (t2t)* provides assistance to many cancer patients who

may otherwise be unable to attend all their treatment appointments.

The support from the community in the wake of the tragic accident involving the *t2t* bus in September last year was greatly appreciated and enabled the service to continue operating. The assistance of Gowans Motor Group, Mader International, The O Group, Tasmania Police, Telstra Countrywide, Ampersand Signs and Displays, and Action Autoglass

was critical to the reinstatement of the normal service.

t2t is funded through the generosity of the Tasmanian public, mainly through Relay For Life events and corporate partners Mitsubishi Australia, DJ Mitsubishi and Telstra Countrywide. The support of the staff at the Holman Clinics in Hobart and Launceston and other treatment centres also greatly assists in the smooth running of the service.

Seize the Day

scholarships were awarded to 25 young people who have been affected by cancer. These scholarships provide assistance to young people undertaking tertiary education. Scholarships ranged from **\$500 – \$2,500**

24 Financial planning and legal firms currently provide pro-bono services to Tasmanians in their local community



21,061

publications / resources have been distributed statewide in the last 6 months

Roxanne's story

When Roxanne Cheung's mother Pamela was diagnosed with cancer, she knew how much both their lives would change. But she was determined to finish her Bachelor of Medicine.

"I didn't defer because Mum wanted me to become a doctor or complete as much of my degree as I could before she died."

Pamela Cheung passed away while Roxanne was in her 3rd year of study, after five years of treatment for ovarian and breast cancer.

In February 2013, Roxanne was awarded Cancer Council Tasmania's Seize the Day Award Scholarship.

The award is given to people aged 16 to 25 involved in post-secondary education who have been directly or indirectly affected by cancer.

The award will allow Miss Cheung to visit her father in Melbourne, purchase textbooks and medical equipment, and attend student conferences.

"I feel very lucky to receive it."

"As soon as you hear the word cancer it begins the grieving process - you grieve for your future and you grieve for the mortality you face."

"The Cancer Council are a group of people with lots of services available regardless of your reaction to cancer. They're able to pre-empt any services you might need and serve as a reminder that other people are or have been in your position."

The Seize the Day Awards Scholarship are not only giving people money for university or polytechnic study, it's also acknowledging their hardships and giving them encouragement to fulfill future goals.

"As soon as you hear the word cancer it begins the grieving process - you grieve for your future and you grieve for the mortality you face."

**Seize the
Day
Recipient**



Cancer Support Centre Launceston

The Cancer Support Centre Launceston; a place for anyone who has been affected by cancer to access support services at all points along the cancer pathway was opened in March by His Excellency The Hon Peter Underwood AC, Governor of Tasmania and attended by Federal and State dignitaries along with distinguished guests and numerous stakeholders.

The centre is the first of its kind in Australia providing a standalone facility offering cancer support services to complement traditional medical health services. These services include practical, financial, educational, emotional and spiritual support.

The first six months of 2013 has been dedicated to ensuring that Cancer Council Tasmania has the policies, procedures and guidelines for safe and effective daily operation. As most of our operations are quite unique to the centre this has meant starting from scratch. Our volunteers have settled into the new roles and enjoy the increased visitation. In soft marketing the Centre we have hosted numerous doctors' surgeries, Rotary Clubs and other likeminded businesses all of whom are very impressed with our building and more so the welcoming and inviting feeling it provides.

The introduction of a monthly e-Bulletin has been welcomed and it is pleasing to regularly have requests to be on the mailing list.

All in all we had quite an easy transition from building to building and any challenges were faced as a team.

Throughout this developmental period we continued to grow support for our original programs as well as welcoming the Leukaemia Foundation with their support group, the Breast Cancer Network Association and the Breast and Gynaecological Group for their regular meetings.

Since the formation of the Centre's Clinical Advisory Group we now have three programs underway including Pilates (pink), Massage Therapy and a Living with Cancer Education program with Therapeutic Writing starting late October. The Look Good Feel Better program has relocated to the centre which is a wonderful collaboration between all parties.

In the New Year we hope to promote our Wig Library and also, after a successful grant application, an Art Therapy program, a really pleasing and positive start for the foundation of our programs.

Over 1,662 people have visited the Centre since opening in December, with people familiarising themselves with the building and accessing support services with either a trained volunteer or health professional, a real testament to the overwhelming need for our services within the community.



Fundraising



The key objectives for Fundraising in 2012-13 were to:

- Build and improve our connection with the local community.
- Increase our revenue enabling Cancer Council Tasmania to improve services to support the local community.
- Reinvigorate and strengthen the Cancer Council Tasmania brand.

We are pleased to have raised our public profile through increased media coverage including human-interest stories, articles about research, support programs and fundraising events.

Fundraising events

Cancer Council Tasmania held a wide selection of fundraising programs in 2012-13. Over 90% of our funds are community donated, and is only with the generosity of the Tasmanian community that we can continue in our mission.

Highlights include:

- Four Relay For Life events held by communities across the state, with over 8,000 participants raising a combined \$879,263.
- Over 100 women hosted a Girls Night In event to help raise money and awareness for women's cancer, raising over \$46,000.
- Nearly 1,000 Australia's Biggest Morning Teas were held in Tasmania throughout May helping to raise over \$335,000.
- Over 200 registered volunteers and supporters raised close to \$150,000 as part of Daffodil Day.

National events

Throughout the year you will see Cancer Council Tasmania's yellow daffodil icon at events such as Australia's Biggest Morning Tea, Relay For Life, Daffodil Day and Pink Ribbon Day. We are proud to be part of these national events especially as the money we raise in Tasmania stays right here in Tasmania

to provide the services and support and research programs detailed in this Annual Report.

Relay For Life

Relay For Life remains our biggest fundraiser and with each year the Relay For Life season grows and grows. Relay For Life is not an event, it is an experience. Over a 24 period, men, women, children, survivors, carers and supporters walk around a track in memory, in celebration and in determination to fight back against cancer. Last year over 8,000 Tasmanians took to the track, many with a loved one in mind. Relay For Life teams are made up of families, work groups, neighbours and friends.

Regular giving

This fundraising program involves a growing group of dedicated Tasmanian donors who give on a regular pledge basis. Their continued donations to Cancer Council Tasmania provide much needed funds.

Retail

Every purchase from the extensive range of SunSmart merchandise, either in our Cancer Council Tasmania shops or online, helps to fund cancer research, prevention and support programs.

Entertainment Book sales have increased with Cancer Council Tasmania selling more books than any other not-for-profit in Tasmania. We receive \$12 for every book sold. In 2012-13, we sold nearly 1,000 books.

We also raised our profile through our presence at both the Wooden Boat Festival and Taste of Tasmania. At these very popular events we supplied free sunscreen, as well as retailing hats and other SunSmart products.

605
registered volunteers

Approx
28,000 daffodils
sold on Daffodil Day

\$20,150
raised at the highest
Australia's Biggest
Morning Tea fundraiser



300+ Relay For Life teams

 **12,132**
raised through
Entertainment Book
sales

Community fundraising

Through the generosity of the Tasmanian community and the creativity of our fundraisers, our 'Community fundraising' (ad-hoc community activities) result in 2012-13 was more than five per cent over budget, an outstanding result considering the current financial climate. Community fundraising in all areas of Tasmania show enormous growth potential and we are always delighted to see so many successful ideas including pigeon racing, head shaves, afternoon teas, golf days, dances, quad bike rides and sporting events. It would seem there are endless ideas that the community has for raising funds.

In memory

The 'In memory' program is a mark of respect to the many people who lose their lives to cancer every day. We are grateful for the generosity of people who choose to remember their family members, friends and loved ones in this way along with the support of the Tasmanian funeral homes who make this tribute possible. This year we received \$74,188 in donations in lieu of flowers at funerals.



Relay For Life 2013
Number of participants: 8,000+
Raised over: \$870,000



Australia's Biggest Morning Tea 2013
Number of hosts: 941
Raised over: \$335,000



Daffodil Day 2012
Number of volunteers: 200+
Raised over: \$150,000



Pink Ribbon Day 2012
Number of registrations: 223
Raised over: \$65,000



Girls' Night In 2012
Number of registrations: 101
Raised over: \$46,000

Bequests

Bequests are life driven and only death activated and are an incredibly positive and empowering way for people to fulfil their philanthropic dreams.

- Dr Richard Radcliffe



Ms Betty Freeland

As one of our major sources of income, bequests comprise around 25% of our annual budget. In the 2012/13 financial year we were fortunate enough to receive \$1,651,883.40 from our philanthropic community in Tasmania. To grow this important stream of income we have recently appointed a part time Senior Relationships Officer whose role has been to develop a focused bequest program and engage with our local community.

At the beginning of this year we received our largest single donation from the estate of Ms Betty Freeland, a Maitland resident who passed away in 2009 at age 87. Ms Freeland owned a 320ha wool property near Cressy in the state's north, a very private person, she cared greatly for her flock and the people she worked with. Ms Freeland chose Cancer Council Tasmania in memory of several close friends who had died of cancer. Her legacy will live on with her donation helping to deliver sustainable cancer services across the state, in particular at the new Cancer Support Centre Launceston.

We are pleased to see an encouraging trend of interest in philanthropy, which we attribute to an increased level of community services and engagement across Tasmania.

Colin's story

I was a volunteer on the Tasman Peninsula. My wife Robyn and I were both volunteer ambulance officers for 20 years and also ran the local bakery.

Robyn was the first to start volunteering and eventually I followed her. We had some sad times, however the rewards from helping the injured, saving lives and easing some anxieties more than compensated.

I also followed Robyn to Cancer Council. One day four years ago she phoned to say that there was a shortage of *transport2treatment* drivers. We both felt that with my history, this would be right up my alley. I was happy to contribute and felt that it was also my way of saying 'thank you' after Robyn's previous successful cancer treatment.

Little did I know that I was destined to follow my wife yet again. I was diagnosed with bowel cancer and underwent chemo, radiation, surgery and further chemo - just to be sure!

Today I am well, though getting older, and very much enjoy helping the patients to and from their cancer treatments.

I salute all the folk at the Royal Hobart Hospital who are involved in cancer care and also Cancer Council Tasmania for the opportunity to serve.

Robyn's story

I was 60 when I was diagnosed with breast cancer. This came as a shock - not that I had cancer - but the age at which I was diagnosed. After all, my mother was 67 when she was diagnosed!

It may have been silly thinking, but then who thinks logically when they get a diagnosis of cancer?

To make things even more stressful, my husband Colin had just been diagnosed with a cerebral aneurysm. Fortunately, this was successfully clipped a week after I had my own surgery.

I had surgery, followed by chemo and then radiation. The treatment took nearly a year in total. I had been employed as a nurse at the prison prior to diagnosis but my doctor didn't want me back in the nursing field after treatment. I was susceptible to infection due to my low white cell count.

Centrelink would only give me the Newstart allowance telling me that they could retrain me in 'something'. I opted to volunteer in return for my 'pay'.

The obvious choice was to volunteer for the Cancer Council. I wasn't interested in the fundraising area so I signed on for support and retail in 2009.

Since then I have become very involved in the area of support. As well as offering support and information in the Hobart centre each week, I also assist our Senior Support Officer when training courses are run.

I am now old enough to receive an age pension but I am not ready to retire from my volunteering work. I enjoy the camaraderie at work and gain a lot of satisfaction when I am able to help reduce the stress and anxiety of our clients.



**The story
of two
volunteers**



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