



# IMPACT REPORT 2017-2018

**“2017-18 has been another outstanding financial year for Cancer Council Tasmania with many new initiatives, engagements and continued support for the work that we undertake.”**



**Allyson Warrington**  
President

**Penny Egan**  
Chief Executive Officer

Image by Scott Adams Photography

In a challenging and competitive environment, the support of Tasmanians has again ensured that we have been able to raise over \$4.0 million to provide the programs and services that underpin our Mission. As an organisation that relies on the community for over 90% of our funds, we are humbled by the selfless support and generosity of our donating public who we can very proudly continue to advise that all the funds stay here in Tasmania.

During the year we provided over 5,300 occasions of support, transported 280 people to 3,900 treatment appointments, undertook over 80 cancer prevention activities to a broad range of communities and continued to invest into important cancer research. A very busy but rewarding year.

Over nine Tasmanians a day are receiving a cancer diagnosis. The impact of the diagnosis affects a larger number of people. We are pleased to support anyone who is impacted by cancer and during the year expanded our support services with the opening of our new Southern Cancer Support Centre in Sandy Bay. The centre is modelled on our northern centre and allows us to provide a range of complementary services that we could not provide from our previous site. The move also allowed us to consolidate all our southern staff and services into one building. We hope you take the opportunity to come and visit our new support centre and see the tangible outcome from the funds that have been raised.

This year we commenced providing support from the Icon Cancer Centre in Hobart and are very grateful for the purpose built space within their complex. We also continued to provide outreach support from the North West Cancer Centre which provides us an additional opportunity on the coast aside from our new base in Devonport.

Transport to treatment is an important service and we were pleased to be able to expand the service during 2017-18 to the north of the State. Already there has been a consistent use of the vehicle and we have transported a number of clients to their treatment

appointments who otherwise would have found it extremely difficult. Thank you to all our volunteer drivers around the state who help us deliver this service for our clients.

We again contributed funds towards Tasmanian based cancer research across a range of activities. We funded clinical trials at the two major public hospitals, provided academic scholarships and funding for research grants, which were again subsidised from funds from the auctioning of naming rights at the Southern Cancer Council Gala Ball.

We have a large number of corporate and business supporters who assist us in fundraising activities, through financial assistance or participate in our cancer prevention programs. Their support reduces our fundraising burden and therefore ensures there are more funds to invest in our Mission. We are privileged and proud to be associated with so many great supporters.

Our fundraising team has been extremely busy over the year with six Relay for Life events across the State, the Womens 5Km Walk/Run in Launceston which drew over 1800 participants and the continued focus on our Unite in Yellow theme in support of the Daffodil. Our balls, lunches and breakfasts were all well attended and coupled with over 128 community fundraisers doing their own “thing” for us, adding to the receipt of bequests and donations ensured we could deliver our services and programs.

This year we welcomed new Directors Belinda Webster, Mai Frandsen, Jennifer Garden and Greg Peterson onto the CCT Board whilst farewelling and thanking Stephen Foster, Scott Adams and our most recent President Sandra French for their many years of volunteer service and commitment to the organisation.

Thank you to all the staff, the board and our volunteers for the giving of your time and commitment to Cancer Council Tasmania. Without your passion and energy we would not be able to deliver on our Mission or strive to achieve the aspirational vision of a cancer free future.

# Our organisational structure

Thank you to the Cancer Council Tasmania Board who volunteer their time, their wealth of experience and professionalism to governing the organisation each year.



# Why our work is important

## “More than nine Tasmanians are diagnosed with cancer each day.”

Cancer Council Tasmania is a charity that works to minimise the incidence and impact of cancer for Tasmanians through state wide support, cancer prevention education, advocacy and research.

In 2017/18 the organisation had a support centre in Ulverstone (which has recently relocated to Devonport) and two purpose built cancer support centres in Hobart and Launceston which are unique in Australia.

Cancer Council Tasmania relies heavily on the community for its funding. Over 90 per cent of the funds required to operate the business come from the community through fundraising events, bequests and donations.

Today, Cancer Council Tasmania’s services are financially supported by fundraising events such as Relay For Life, Australia’s Biggest Morning Tea, Daffodil Day, Girls Night In, Gala Balls, Unite In Yellow breakfasts and lunches as well as community fundraising events which are initiated, managed and attended by generous members of the public.

**Our Vision** is for a cancer free future.

## Our Mission

To reduce the incidence and impact of cancer on all Tasmanians.

- **Provide** professional support services for people affected by cancer
- **Invest** in cancer prevention programs that educate the community about lifestyle factors that can decrease the risk of cancer
- **Fund** local cancer research projects and provide a respected voice for people affected by cancer

## Our Values

**GENEROSITY:** We give generously of ourselves. We value and appreciate the generosity of the community.

**INTEGRITY:** We are accountable. We do what we say we will do.

**COLLABORATION:** We actively work together to make a real difference.

**COURAGE:** We recognise courage in others and are inspired to speak out and step up.

**INNOVATION:** We encourage innovation & embrace thought leadership. We strive for excellence.

**Cancer Council Tasmania has been empowering and supporting people impacted by cancer since 1995.**

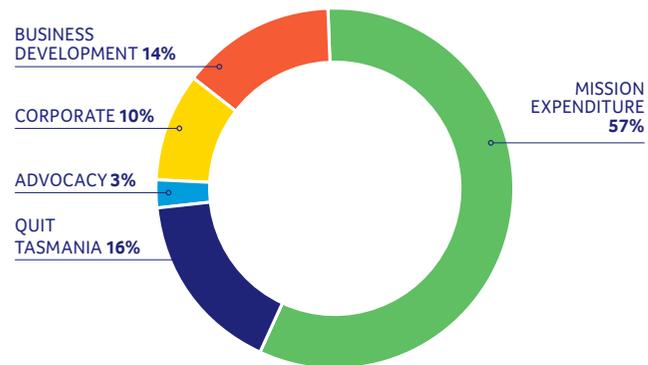
The 1960 Vauxhall Boys presenting a generous ‘In Memorium’ donation to Rebecca Townsend of Cancer Council Tasmania, Launceston. Image by Brian Dullaghan.



# Where does the money go?

When someone is first diagnosed with cancer, it can take some time to deal with the news.

Cancer Council Tasmania provides a wide range of supportive care to assist people impacted by cancer. This care is delivered across our three cancer support centres at no cost to the public.



\*MISSION - Cancer control, support and research.



Left: Small Grants Awards for 2018 given to four Tasmanian based researchers. L-R: Dr Seana Gall, Susan Fetherston, Cal Miller, Dr Simone Lee, James Groom and Dr Liesel FitzGerald.

## Occasions of support

- **5,300** occasions of support from Cancer Council Tasmania support staff (including one on one support, group support, wig library, hospital visits and outreach services).
- **16 cancer support groups** operating state wide
- **22,585** cancer information resources distributed

**\$19,785** from our **Under 25 program** assisting young people and their family members.

- **36** (Hobart) Support Service volunteers trained
- **54** new clients participating in **Yoga**
- **101** clients receiving **Oncology Massage including Bowen Therapy**
- **28** attending **Mindful Self Compassion** workshops
- **81** clients accessing Centrelink in our Centres
- **229** clients rang 13 11 20 to speak to an Oncology Registered Nurse
- In partnership with Aurora Energy and Telstra we assisted **306** clients with **\$89,307** of financial assistance
- **305** hospital visits and calls
- **8** Living Well after Cancer workshops across the state reaching out to **82** attendees



The Southern Cancer Support Centre opened in May 2018 thanks to the funds donated to the Cancer Council Tasmania. Pictured is the new massage room (table purchased with funds generously supplied by Aurora Energy). Image by Matt Palmer.

Laura Wilson at Australia's Biggest Morning Tea hosted by staff and volunteers at the Launceston Cancer Support Centre. Image by Brian Dullaghan.



# Where does the money go?

## Research & Scholarships

**28** Seize the Day Scholarships worth **\$30,000** were awarded in partnership with the Cape Hope Foundation to assist post-secondary students impacted by cancer.

- **\$70,000** awarded for clinical trials
- Over **\$97,000** awarded across 4 small grants:
  - Bonser Family Research Grant recipient – Dr Liesel FitzGerald, 'A Clinical and Biospecimens Prostate Cancer Resource for Biomarker Research in Tasmania'.
  - Mi-tec Medical Publishing Medical Research Grant recipient – Dr Simone Lee, 'The Role of NLRP3 Inflammasome in Colitis-associated Colorectal Cancer'.
  - Groom Kennedy Research Grant recipient – Dr Seana Gall, 'Exposure to passive smoke in Tasmanian children: determinants, outcomes and changes over time'.
  - Beverley & Kate Power Medical Research Grant recipient – Dr Madhur Shastri, 'Using point-of-care clinical prompts in general practice to increase bowel cancer screening participation in Tasmania: A preliminary trial'.
- Evelyn Pedersen Honours Scholarship recipient – Tristan Verhoeff - **\$10,000**
- Evelyn Pedersen Elite PhD recipient – Kelsie Raspin - **\$7,500**.

## Cancer Prevention Education Programs



- **80** cancer prevention presentations given to the Tasmanian community.
- The SunSmart Schools and Early Childhood Program has existed in Tasmania for 20 years. **92%** of primary schools, **24%** of secondary schools, **40%** K-12 schools and **99%** of early learning services are members of the program. SunSmart Schools and Early Childhood Program has reached approximately **70,000** young people (and their families) across Tasmania to date.
- **4** full day TAZREACH sessions to the Circular Head Aboriginal Corp to provide cancer prevention education.



Healthy lunchbox ideas displayed by the Cancer Prevention Education team at exhibitions across Tasmania.



## Wig Library

- **542** wigs are available to people who have lost their hair due to cancer (wigs are a significant cost to Cancer Council Tasmania at around \$400 each).
- **3** wig libraries were available in Hobart, Launceston and Ulverstone
- **191** wigs were borrowed across the state in 2017/18.

# Where does the money go?

## Prevention



Tasmania has the second highest smoking rate of any Australian State or Territory at **19%** (compared to **16%** nationally). Smoking causes **16** different types of cancer including lung, bowel and throat cancer.

**Goal:** To eliminate the harms of tobacco by preventing smoking uptake and supporting all Tasmanians who smoke to quit for good.

- **2,983** Tasmanians contacted Quitline for information and support to stop smoking
- **64%** of callers made at least 1 attempt to quit with support from Quitline
- **14,396** Quit related resources were distributed to Tasmanians across all regions
- **65%** of people contacting Quitline wanted to quit for health reasons
- **96%** of Tasmanians who have used Quitline would recommend it to their family or friends
- **Launched** the “You Quit. You Win.” television campaign
- **80%** of Tasmanians reached by our mass media campaigns
- Connected with Tasmanians over **600,000 times** via social media to promote quit messages
- **241** students participated in the 2017 Critics’ Choice program to prevent youth smoking

## Education to reduce cancer risk

The Cancer Prevention team provide education on the seven key ways to reduce cancer risk. The team gives talks to schools and in the workplace, they attend community expos and also provide helpful information and resources. Some of events and talks given by the Cancer Prevention team in 2017/18 were:

### Expos:

- Onecare Health and Wellbeing Expos in Glenorchy, Kings Meadows and Burnie
- Wellness Expo, Princes Wharf
- Derwent Valley Wellness Expo
- Geeveston Service Expo, wayraparattee Child and Family Centre
- Elizabeth College Health and Wellbeing Expo, Hobart

### Talks given:

- TasPorts
- Hazell Bros
- South Eastern Aboriginal Corporation
- Lions Groups
- Get Active Groups
- Central Highlands & Southern Midlands Walking Group
- Rural Health
- a number of secondary schools, neighbourhood houses and councils

### Events attended:

The Cancer Prevention team have focussed on increasing engagement with young people and talking about healthy lifestyles;

- Kid I Am, children’s event, Silverdome Launceston
- Youth Festival Youth Family Community Connections Hellyer College, Burnie
- PitStop, Latrobe Health & Wellbeing Festival, Tasmanian Health Service
- Teddy Bears Picnic, City Park Launceston, Playgroup Tasmania
- Resilience Roadshow, youth expo, Don College, Devonport
- Agfest

## Australian Secondary Students’ Alcohol & Drug Survey 2017

In 2017, Cancer Council Tasmania co-ordinated the administration of the Australian Secondary Students’ Alcohol & Drug Survey, a triennial survey measuring a range of adolescent’s health behaviours, including tobacco and alcohol consumption, SunSmart behaviours, food and beverage consumption and levels of physical activity.

A total of **29 schools** participated from all educational sectors, and around **2,300 students** from across Tasmania were randomly surveyed. A final report on the outcomes will be available in 2019.



- **280** individuals transported across Tasmania



**In 2017/18 our t2t drivers drove 269,207km. That's the equivalent to around the world nearly 7 times.**

- **3,893** treatment appointments attended
- A new service commenced out of Launceston, reaching communities such as Longford, Scottsdale and Exeter.

# Where does the money come from?

- **90%** of all our **funding** comes from the generosity of the Tasmanian public.
- **Every dollar** we raise in Tasmania **stays in Tasmania.**
- In 2017/2018 over **15,000 Tasmanians supported** Cancer Council Tasmania events across the state, donated money, pledged to leave a bequest and organised their own fundraising activities.

## Our online community who help spread the word

During 2017/18, **1,048** people 'liked' the Cancer Council Tasmania FaceBook page and had **27,100** 'engagements' (comments, likes and click-throughs to links) which is up **7.6%** on the previous year.

**UNITE IN YELLOW BREAKFAST**  
Launceston October

**UNITE IN YELLOW BUSINESS LUNCHES**  
Hobart February & October  
[cancertas.org.au](http://cancertas.org.au)



Image by Brian Dullaghan

**WOMEN'S 5KM WALK/RUN** - September



Image by Brian Dullaghan

**RELAY FOR LIFE**  
March / April  
[relayforlife.org.au](http://relayforlife.org.au)



**Celebrate. Remember. Fight Back.**

**DRY JULY** [dryjuly.com](http://dryjuly.com)



**DAFFODIL DAY**  
August  
[daffodilday.com.au](http://daffodilday.com.au)



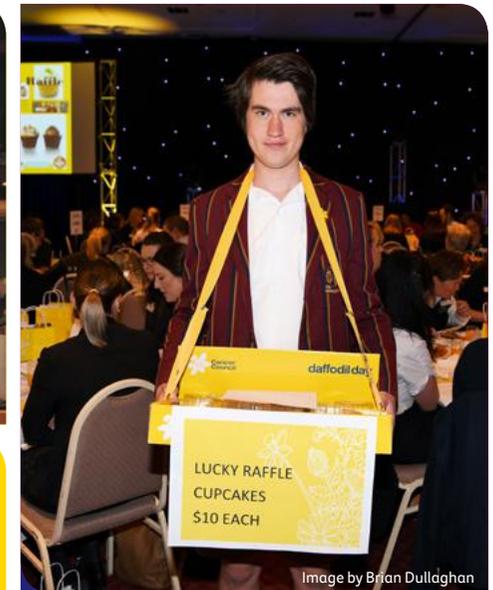

**THINK PINK GALA BALL**  
Country Club Casino - August  
[cancertas.org.au](http://cancertas.org.au)



**TUXEDO JUNCTION GALA BALL**  
Wrest Point Casino - August  
[cancertas.org.au](http://cancertas.org.au)



# Where does the money come from?



**COMMUNITY FUNDRAISERS**

128 events hosted by the Tasmanian community

[cancertas.org.au/doitforcancer](http://cancertas.org.au/doitforcancer)

**HAWKS PINK AFL GAME**

July

[cancertas.org.au](http://cancertas.org.au)

**AUSTRALIA'S BIGGEST MORNING TEA**

May

[biggestmorningtea.com.au](http://biggestmorningtea.com.au)



**RETAIL SALES**

Sunscreen, hats and sunglasses available throughout the year at our Hobart shop in the new Southern Cancer Support Centre in Sandy Bay.

[cancercouncilshop.org.au](http://cancercouncilshop.org.au)

**REGULAR GIVING**

**WORKPLACE GIVING**

**GOVERNMENT FUNDING**

**GRANTS**

**DIRECT MAIL**

**BEQUESTS**

**GENERAL DONATIONS**

# THANK YOU.

A very special thank you to the Tasmanian businesses, clubs, associations, organisations, groups of friends and special individuals who help us to continue providing support services and cancer prevention education programs that are free, confidential and accessible to all Tasmanians. The one thing we all have in common is sharing our vision of a cancer free future for all Tasmanians.

## VOLUNTEERS

- 400+ volunteers of all ages and walks of life from all around Tasmania
- Cancer Council Tasmania's board is comprised of 100% volunteers
- The majority of our event committees are volunteers
- If you are interested in volunteering with Cancer Council Tasmania then contact us on 1300 65 65 75

## HELP MAKE A DIFFERENCE TODAY

We are over 90% funded by public donations. Our work could not be achieved without the generosity of the Tasmanian public. Most importantly all money raised in Tasmania, stays in Tasmania. Let Cancer Council Tasmania continue their great work for future generations. By leaving a bequest to Cancer Council Tasmania in your will, you are making a powerful commitment that will change the future, for the better, for generations to come. **If you'd like more information on how to make this happen, call us today to discuss on 1300 65 65 85.**

### HOBART

15 Princes Street  
Sandy Bay TAS 7005  
PO Box 147 Sandy Bay TAS 7006  
Tel: 6169 1900 Fax: 6169 1920  
Office hours: Mon-Fri 9am - 5pm  
Shop: Mon-Fri 9:30am - 4:30pm

### LAUNCESTON

69 Howick Street  
Launceston TAS 7250  
Tel: 6779 1100 Fax: 6779 1144  
Office hours:  
Mon-Fri 9:30am - 4:30pm

### DEVONPORT

Suite 2, 45 Best Street  
Devonport TAS 7310  
Tel: 6419 4200 Fax: 6419 4204  
Support Centre opening hours:  
Mon-Fri 1:30pm - 4:30pm

Many images in this Impact Report were kindly provided by the following local photographers: **Brian Dullaghan** [briandullaghan.com](http://briandullaghan.com)  
**Scott Adams** [scott@scottadamsphotography.net](mailto:scott@scottadamsphotography.net) and **Matt Palmer** [visualworld.com.au](http://visualworld.com.au) - proudly supporting Cancer Council Tasmania.



Image by Brian Dullaghan

All funds raised in  
Tasmania stay in...



 **Cancer  
Council**  
Tasmania