



IMPACT REPORT 2018-2019

“This year there has been a significant increase in service delivery with the number of occasions of support increasing from 5,300 last year to over 8,250 in 2018-19.”



Penny Egan
Chief Executive Officer

Allyson Warrington
President

The 2018-19 financial year has been outstanding for Cancer Council Tasmania. All areas of the organisation have been extremely busy with a number of new initiatives across the business.

Cancer Council Tasmania was privileged to receive a number of bequests in 2018-19. We often do not know we are in receipt of a bequest until it arrives, but we are, and always will be, eternally grateful for people who have remembered us in their will. Hopefully we had supported them or their family in some way at a point in their lifetime.

We invested a significant amount of funds into complementary support programs during the year, the majority of which are conducted at our three support centres around the State. This year there has been a significant increase in service delivery with the number of occasions of support increasing from 5,300 last year to over 8,250 in 2018-19.

It is an extraordinary figure and validates the relocation of our North West centre to Devonport and why our support centres in Hobart and Launceston are an integral component of our ability to support the many Tasmanians impacted by cancer. We have also continued to deliver support from the North West Cancer Centre in Burnie and the Icon Cancer Centre in Hobart.

Cancer prevention activities and our engagement with the public continued to grow. The Find Cancer Early project was piloted in the Sorell/Dunalley/Tasman area with a significant number of community engagements and we are hopeful of expanding the program to other regions next year. Additional funds have been provided by the State Government to invest into a new cancer prevention social marketing campaign which will be initiated in 2019-20.

Quit Tasmania has continued its dedicated work to reducing smoking rates in Tasmania. There have been a number of new initiatives this year including two pilot projects, one that related to Nicotine Replacement Therapy and another, engaging retailers on the North West coast to understand what it would take for them to stop selling tobacco.

Our transport2treatment service operates in all major regions of the state. With vehicles situated at Circular Head, Burnie, Ulverstone, Launceston and Hobart we were able to accommodate a larger number of new clients and increase the total number of trips compared to prior years. Thank

you to all our volunteer drivers around the state who help us deliver this service for our clients, who otherwise may not have been able to attend their treatment appointments.

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 three small research grants to early career researchers, which were again subsidised from funds from the auctioning of naming rights at our Southern Gala Ball. This year we also commenced our Public Talk series and we look to expand this in the new financial year.

The Marketing and Fundraising team continued to engage and build relationships with our donors, which in turn raised funds to provide a broad range of support and prevention activities and the continued investment into priority cancer research. Our new Kokoda Challenge event certainly proved to be just that, with the inaugural trek being undertaken by a group of dedicated and inspired walkers. Our national events all came close to or over budget and Relay For Life season brought increased engagement and funds from our four relays conducted around the state.

The fundraising environment in which we operate continues to be challenging, but we are grateful for the support and thank the many Tasmanians who donate to us, hold community fundraising events or attend our functions. Their support is never taken for granted and they are assured that all the funds raised continue to stay in Tasmania.

In July 2018 Cancer Council Tasmania was announced the winner of the 2018 Telstra Business Award Social Change Maker category. We are very proud of this achievement and for the public recognition that the business is well managed and governed, which is only possible of course with great staff and a supportive Board.

There were changes to the make up of the Board in 2018-19. Strong governance and the support of the Board has been integral to the organisation's outcomes. A formal Board evaluation process was undertaken during the year by an external consultant.

It has indeed been a great year. Our achievements could not have been possible without the commitment, support and energy from the staff, the Board and our many volunteers.

Our organisational structure

Thank you to all the volunteers who assisted in delivering our services and events across Tasmania. This includes the Cancer Council Board who volunteer their time and their professional knowledge to govern our organisation each year.

PATRON

Her Excellency Professor the Honourable
Kate Warner, AC, Governor of Tasmania

BOARD PRESIDENT

Allyson Warrington BBus FAMI CPM FAICD

VICE PRESIDENT

David Bowker BSc MComm GAICD

BOARD OF DIRECTORS

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FAICD

Harvey Cuthill OAM Ph.C. MPS MAICD

A/Prof Seana Gall PhD

A/Prof Rosemary A Harrup FRACP FRCPA

Dr Mai Frandsen BPsych PhD

Jennifer Garden RN BN BTeach MN

Professor Gregory Peterson BPharm (Hons) PhD MBA FSHP
FACP FPS AACPA ARPharm SGAICD

Belinda Webster LLB FAICD

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FACPFPS AACPA ARPharmS GAICD

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Dr Mai Frandsen BPsych PhD

Renae Grundy BN MN BSc (Hons)

SUBCOMMITTEE CHAIRS

NOMINATION & GOVERNANCE

David Bowker BSC MComm GAICD

MARKETING & FUNDRAISING

Allyson Warrington BBus FAMI CPM FAICD

FINANCE, AUDIT & RISK

Andrew Paul DipAppSc (EnvHlth) GradDipMgt Williamson
Fellow FAICD

CHIEF EXECUTIVE OFFICER

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MANAGEMENT TEAM

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Director Cancer Prevention & Support Services

Erica Larke-Ewing BEc MFIA

Director Marketing & Fundraising

Tricia Minck BCom/LLB FCPA

Director Corporate Services

Abby Smith BSc BA(Hons) MSc

Director Quit Tasmania

**33 FULL-TIME EQUIVALENT
STAFF AND 450+ VOLUNTEERS**

All Cancers. All Tasmanians.

Cancer Council Tasmania is not defined by one cancer. It covers all cancers and all ages.

Over nine Tasmanians are diagnosed with cancer every day, with over 3,350 Tasmanians receiving a cancer diagnosis each year. The impact of that diagnosis is far greater than the individual which is why Cancer Council Tasmania is here for all Tasmanians impacted by cancer.

Cancer Council Tasmania is a charity that works to minimise the impact and incidence of cancer on all Tasmanians through state-wide support, cancer prevention programs, advocacy and investment into priority cancer research.

The cancer support centres at Devonport, Launceston and Hobart provide support to many Tasmanians with a broad range of services and programs available. With one in three cancers being preventable, Cancer Prevention Education Programs are integral to ensuring all Tasmanians are aware of how to minimise the risk of cancer on themselves and their families.

The relationship that Cancer Council Tasmania has with the public underpins the financial sustainability of the business. Over 90% of the funds needed to provide the services and programs are sourced from donations, community fundraising and Cancer Council Tasmania events. Without public support the important work of Cancer Council Tasmania would not continue.

Our Vision

is for a cancer free future.

Our Mission

is to reduce the incidence and impact of cancer on all Tasmanians.

We achieve this by:

Providing professional support services for people affected by cancer.

Investing in cancer prevention programs that educate the community about lifestyle factors that can decrease the risk of cancer.

Funding local cancer research project 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 and embrace thought leadership. We strive for excellence.



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

Reconciliation Action Plan

Over the past year, the Cancer Council Tasmania Reconciliation Action Plan Working Group has been working towards the development of the organisation's first Reconciliation Action Plan (RAP), which received approval by Reconciliation Australia in April 2019.

A formal Welcome to Country and Acknowledgement of Country protocol was developed and a number of activities have been progressed to ensure that Cancer Council Tasmania delivers on the actions required under the RAP.

An important outcome of the process has been the endorsement of a cultural safety definition that:

“Cancer Council Tasmania aspires to create a culturally safe environment, which is spiritually, socially and emotionally safe for people; where there is no assault, challenge or denial of their identity, of who they are and what they need. It is about shared respect, shared meaning, shared knowledge and experience, of learning together with dignity, and listening and responding to their cultural needs.”

The definition is included in internal policies and resources where appropriate.



Telstra Business Awards Winner

Cancer Council Tasmania was very proud to be awarded the winner of the 2018 Telstra Business Awards Social Change Maker category at the gala event in Hobart in July.

This is wonderful public acknowledgement that Cancer Council Tasmania is indeed a business and must operate as one if we are to be here for future generations of Tasmanians. Importantly it is also great recognition of the impact that we are having on our community.



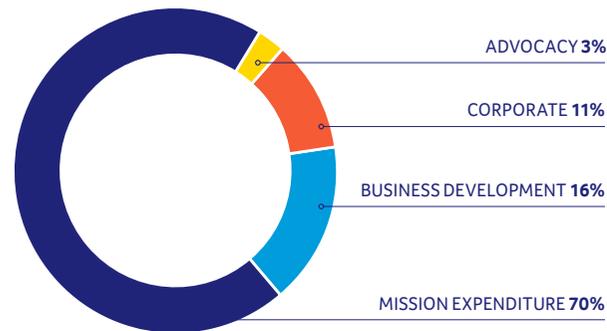
Where does the money go?

Over the past financial year, the demand for Cancer Council Tasmania's supportive care has increased dramatically across the state. Cancer Council Tasmania aims to improve the quality of life for people living with cancer, cancer survivors, their loved ones and those experiencing bereavement.

This includes mental well-being, access to cancer-related information, involvement in support groups and Complementary Therapies such as yoga, pilates and mindfulness. All these services are provided free of charge.

8,253 occasions of support provided (including one on one support, group supports, wig library, hospital visits and outreach services).

This is a **55% increase** in just one year.



Cancer Council Tasmania's occasions of support demonstrate the number of times the organisation has assisted people with its various programs.

- **20** cancer support groups operated state wide.
- **41,024** cancer information resources distributed.
- Assisted **49** young people and their families with \$23,000 from the 'Rachel and Jye' and Under 25 Financial Assistance Program and in partnership with the Ponting Foundation.
- **54** people attending Yoga.
- **23** people attending Pilates.
- **162** clients receiving Oncology Massage including Bowen Therapy.
- **97** people attending Mindfulness sessions state-wide.

225 clients accessing Centrelink in our Centres (a 178% increase from last financial year).

- **240** calls to 13 11 20 to speak to an Oncology Registered Nurse.
- In partnership with Aurora Energy and Telstra we assisted **363** clients having cancer treatment or in palliative care with over \$90,000 of financial assistance.
- **348** hospital visits and calls.
- **169** wigs borrowed from our three wig libraries.



Where does the money go?

Research and Scholarships

- **\$70,000** awarded for clinical trials.
- **Over \$30,000** awarded across 3 small grants:
 - > Sandra Makepeace Research Grant recipient - Dr Kehinde Obamiro, 'Bowel cancer awareness in Tasmania: a pilot study'.
 - > General Practice Training Tasmania Research Grant recipient - Dr Sibella Hardcastle, 'Exercising Right for Bowel Cancer'.
 - > Cancer Council Tasmania Research Grant recipient - Dr Wenying Lu, 'Epithelial-Mesenchymal Transition (EMT) and associated Angiogenesis in smoking and COPD airways: investigating the patho-biology of a cancerogenic stroma'.
- Evelyn Pedersen Honours Scholarship recipient - Dannielle O'Malley - **\$10,000**.
- Evelyn Pedersen Elite PhD Scholarship recipient - Kelsie Rospin - **\$7,500**.
- Cancer Council Tasmania Senior Research Fellow - Dr Liesel FitzGerald - **\$100,000**.



"Seize the Day" scholarship recipients



Cancer Prevention Education Programs

The Cancer Prevention team delivers education on the seven key ways you can reduce your cancer risk. The team delivers education to schools, workplaces and to the wider community.

This year, our more targeted work has focused on:

- increasing engagement of adolescents, particularly in the SunSmart setting;
- occupational cancer risk;
- increasing knowledge of signs and symptoms of cancer;
- growing participation in the National Cancer Screening Programs.

Across the year, the cancer prevention team delivered/attended 127 presentations and expos, with only 2.2 FTE staff.



Corporate organisations presented to included:

- | | |
|---------------------------------|------------------------|
| • SETAC, Devonport | • Zinfra, Launceston |
| • Learning Partners, Launceston | • Hazell Bros, Hobart |
| • AETV, Launceston | • TasPorts, Launceston |
| • Metro, Launceston | |

Through additional funding from TAZREACH, we have been able to continue our engagement with the Circular Head Aboriginal Corporation in Smithton, delivering education in both the workplace and community setting.

Primary Health Tasmania provided funding to deliver our new Find Cancer Early program in South East Tasmania.

47 Seize the Day Scholarships worth **\$36,800** were awarded in partnership with the Cape Hope Foundation to assist post-secondary students impacted by cancer.

Where does the money go?

Prevention



The SunSmart Schools and Early Childhood Program aims for schools and early learning services to educate about sun protection and minimise UV exposure by modifying behaviour and improving the environment.



Evidence suggests that childhood and adolescence exposure to UV contributes significantly to the development of skin cancer in later life.

Currently, **93%** of primary schools, **45%** of secondary schools and **99%** of early learning services are members of the SunSmart Schools and Early Childhood Program. Based on these current membership rates, it is estimated that our Program reaches over **70,000** children (and their families) across Tasmania.



Cancer Council Tasmania's transport2treatment services takes cancer patients to their medical appointments across Tasmania. transport2treatment is reliant on volunteer drivers to operate and is a free service to eligible individuals.

- **427** individuals transported across Tasmania (310 were new clients to the service)



In 2018/19 our t2t drivers drove more than 240,000km – that's the equivalent of driving around the world 6 times.

- **5,110** treatment appointments attended
- **154** towns and suburbs visited



Cancer Council Volunteers

From assisting in the Cancer Council Retail Outlet, driving people to their medical appointments, joining events committees and assisting people in the cancer support centres, Cancer Council Tasmania is a volunteer-involving organisation. We could not provide the services we have today without their support and acknowledge that our highly skilled Board are all volunteers as well. We thank our volunteers for allowing to help so many Tasmanians each year who are impacted by cancer.

Social Media

Over the last 12 month period the Cancer Council Tasmania Facebook page has grown in popularity. The page has enjoyed a **21%** increase in fans (currently sitting at 8,580), post views are up **57%** and engagement (comments, likes and click throughs to links) has increased **45.8%**.

The Cancer Council Tasmania Instagram page, @cancertas has also increased its followers by **30%**.



Where does the money go?



80 percent of Tasmanians who smoke, want to quit. Evidence shows that people have the best chance of quitting by using behavioural support, freely available through Quitline 13 QUIT (13 7848), plus quitting products (eg subsidised nicotine patches and gum).

Quit Tasmania's vision is a Tasmania free from tobacco and its harmful effects. Its main functions include:

- Delivering anti-smoking mass media campaigns to help prevent smoking uptake and encourage Tasmanians to quit smoking.
- Providing counselling and information through the Tasmanian Quitline 13 QUIT (13 7848).
- Supporting the wider Tasmanian community to build capacity for smoke free settings and communities.

Quitline

Our professional Quitline Counsellors:

- Provided support and information to **2,552** Tasmanians who wanted to take the first step towards quitting smoking.
- Supported **629** people who self-referred to Quitline.
- Received **583** referrals from general practitioners, nurses, community service workers and other service providers.

Quit Tasmania is a program of Cancer Council Tasmania and funded by the Crown through the Department of Health.

Community Engagement

Through our Community Engagement and Indigenous Quitline Enhancement Programs, we continue to increase contact with service providers. We have:

- Engaged with over **23** community service organisations state-wide, including Anglicare, Jordan River Services, Salvation Army and Australian Red Cross.
- Delivered 'Supporting People to Stop Smoking' training to over **84** community service workers.
- Delivered presentations on Quit Tasmania's services to **22** health professionals.
- Distributed free resources to **112** service providers, health professionals, workplaces and people who smoke. This includes **6,533** cessation resources and **4,853** prevention resources as well as our toolkit, Help Your Clients Quit for Good, a resource for service providers who want to support people to make a quit attempt.



Mass media

- Reached **65%** of Tasmanians through our anti-smoking campaigns on television.
- Conducted **6 focus groups** with Tasmanians who smoke and recent quitters to understand their attitudes and behaviours around smoking and quitting.



Where does the money come from?

Cancer Council Tasmania is 90% funded by the community through fundraising efforts. Every dollar raised in Tasmania, stays in Tasmania. Each year Cancer Council Tasmania holds a variety of fundraising events to raise vital funds for its services.

NEW IN 2018-19

Kokoda Challenge

Cancer Council Tasmania's inaugural adventure fundraising event. 11 participants took part in a 9 day walk through Kokoda experiencing a physically and mentally challenging once in a life time opportunity. In partnership with local travel company, Adventure Abroad. **State-wide, November**

Play For Purpose Raffle

For the first time Cancer Council Tasmania has partnered with Play For Purpose, a not for profit, online raffle. In 2018-19 Cancer Council took part in two draws and had 206 successful Tasmanian prize winners!

State-wide, all year round.

Text Giving

Donations have been made easier by texting the word DONATE to 1998 8214. A \$5 donation is automatically added as an expense on the user's phone bill. This technology has been made possible by not for profit 'Text Giving' Australia.

OCTOBER
UNITE IN YELLOW BREAKFAST
LAUNCESTON

FEB & OCT
UNITE IN YELLOW LUNCHES
HOBART

SEPTEMBER
WOMEN'S 5KM WALK/RUN
LAUNCESTON

Women's WALK 5km RUN

MARCH & APRIL
RELAY FOR LIFE
STATE-WIDE

Celebrate. Remember. Fight Back.

JULY
DRY JULY
STATE-WIDE

We're DRY this JULY

AUGUST
DAFFODIL DAY
STATE-WIDE



AUGUST
SPARKLE FOR HOPE GALA BALL
LAUNCESTON



Where does the money come from?

OCTOBER

GIRLS' NIGHT IN
STATE-WIDE

GIRLS' NIGHT IN



OTHER FUNDRAISING ACTIVITIES



AUGUST

THE WINTER BALL - BLACK TIE CHARITY GALA
HOBART



ALL YEAR ROUND

COMMUNITY FUNDRAISERS

138 events held across Tasmania, raising over \$1,000 on average!



MAY

AUSTRALIA'S BIGGEST MORNING TEA
STATE-WIDE



ALL YEAR ROUND

CANCER COUNCIL SHOP
HOBART



- REGULAR GIVING**
- WORKPLACE GIVING**
- GOVERNMENT FUNDING**
- GRANTS**
- DIRECT MAIL**
- GENERAL DONATIONS**

THANK YOU.

Cancer Council Tasmania can continue with the business of looking after our community members impacted by cancer because of the external support we receive. Tasmanian businesses, clubs, associations, groups of friends, volunteers and very special individuals help us year in and year out. At each opportunity we ensure that we thank our supporters but wish to once again acknowledge this in the 18/19 Impact Report. *Thank you Tasmania.*

HOW YOU CAN HELP:

- Volunteer
- Donate
- Become a Corporate Partner
- Fundraise for us

LEAVE A GIFT IN YOUR WILL

One of the best ways to make a long-term investment for a cancer-free future is with a gift in your Will. Gifts in Wills are one of Cancer Council Tasmania's most important sources of income and can help people facing cancer for many generations to come. Whether large or small, your gift is an opportunity to help make real the next life-saving research breakthrough and provide support to people in their times of greatest need. **If you'd like more information on how to make this happen, call us today to discuss on 1300 65 65 85.**

Contact us on 1300 65 65 85 or email infotas@cancertas.org.au

HOBART

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

LAUNCESTON

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

DEVONPORT

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



ORGANISATIONAL
MEMBER

2018 Telstra Business
Awards Winner
Tasmania Social Change Maker

