

Annual Review

‘19
‘20

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

Together, we can stop cancer.

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Prof. Hugh Harley

Chair, Cancer Council Australia

Welcome to Cancer Council Australia's Annual Report highlighting our work over the 2019/20 financial year, to help empower researchers and advocate for real change in easing the burden of cancer in Australia.

Cancer Council is Australia's leading cancer charity, and the only charity that works across every aspect of every cancer including research, prevention and support. Our vision is a cancer free future and our federation continues to work towards that vision, helping to reduce the burden of cancer in Australia.

In 2020 we have faced particular challenges related to the COVID-19 coronavirus, however this did not stop us in our work helping the public stay informed and supported throughout the pandemic. This has included:

- Our National Bowel Screening Campaign, supported by the Australian Government, resulting in more than 100,000 additional test kits being returned and thus helping to save hundreds of lives over the next 30 years.
- Leading a collaboration of 14 cancer charities in Australia to ensure there is a common voice for cancer support.
- Creating a dedicated COVID-19 web page and COVID-19 FAQ page so that people affected by cancer as well as staff from cancer helplines have easy access to accurate information.
- Developing a simple Cancer and COVID-19 fact sheet that was also translated into 12 different languages.

In 2020 it is estimated that the number of new cancer cases in Australia will surpass 145,000. We continued our work helping Australians reduce the risk of cancer, supporting and bringing hope, and funding world class researchers. Some of the key ways Cancer Council contributed this financial year include:

- Developing a Standard for Informed Financial Consent, in collaboration with other cancer charities, to support doctors and practices to engage in activities that enable greater transparency around fees charged to patients.
- Creating a dedicated web page with information and resources on informed financial consent to help people affected by cancer make the best decisions for their care
- Collaborating with the Australian Prevention Partnership Centre to understand the best ways to prevent chronic health problems, like cancer, in Australia.

A message from our Chair

- Launching a new content management system, migrating cancer.org.au and three microsites into a new platform easily accessible to all Australians.

Cancer Council Australia would not be able to achieve these successes without the invaluable contribution of many. As always, we would like to thank our volunteers, partners, the medical community, our generous donors and people affected by cancer, along with all levels of government for their ongoing support. Equally, I would like to recognise the tremendous work which happens in the Cancer Council state and territory organisations every day, ensuring that Cancer Council supports all Australians. An important principal of the Cancer Council federation is that it comprises nine equals – the eight states and territories and Cancer Council Australia – each with different roles to play and united in a commitment for a cancer free future. I would also like to thank my Board colleagues for their ongoing commitment to Cancer Council Australia.

I would like to take this opportunity to thank Professor Sanchia Aranda AM, for her dedication during her five years as Cancer Council Australia CEO. Sanchia has been a particularly strong voice for cancer control at the national level, both in government and medical circles, and in the wider media. She has also built strong relations with other cancer charities and institutes, both in Australia and overseas. The benefits of Sanchia's approach have been particularly evident in the COVID-19 crisis, where we have seen a tremendous level of cross-charity collaboration. Sanchia's career-long contribution to cancer control was recognised in 2018 with the awarding of an Order of Australia for contributions to nursing and cancer.

Ms Tanya Buchanan has been appointed as our new CEO. Most recently Tanya has been CEO of the Thoracic Society of Australia and New Zealand. Previously she was CEO of Action on Smoking and Health (ASH) in Wales, UK.

Tanya commenced her career as a nurse, working in oncology and neurosurgery. She has also worked for Red Cross Australia, in academia, local government and the voluntary sector. She is currently completing a PhD in tobacco control at the University of Wollongong, and has tertiary qualifications in nursing, the humanities and business. In 2011, Tanya won the Leading Wales Award in recognition of her leadership in tobacco control in Wales and was admitted as a Member of the Faculty of Public Health by Distinction for her contribution to Public Health in the UK. We are looking forward very much to Tanya commencing in late November.

None of our work would be possible without the ongoing generosity and support of the Australian community that makes our work possible. We will continue to work with our members, partners and community to bring us closer to a cancer free future.



A message from our CEO

Prof. Sanchia Aranda AM

*CEO, Cancer Council Australia
August 2015 – September 2020*

Finalising this review is one my last tasks prior to my retirement on 30 September 2020. It is timely as I near the end of my five year tenure as CEO of Cancer Council Australia to use this annual report to reflect on what has been achieved across this time culminating in many of the programs featured in this report.

My appointment to this role centred on a plan to pay increased attention to the challenges of disadvantage as they relate to cancer incidence and mortality. The most disadvantaged Australians are 37 per cent more likely to die from their cancer than the most advantaged and this is even more pronounced for First Nation Australians. Critically, this gap between the haves and have nots in Australia is widening over time.

We have managed to support research into key areas of disadvantage such as the role of disadvantage in cancer risk, out-of-pocket costs and financial burden. We found that these issues are gaining more attention but that, both in Australia and overseas, little has been achieved in closing the equity gap in cancer outcomes. Importantly, we have managed to increase the focus on these issues in the popular press as well as the academic literature. We worked with colleagues at Breast Cancer Network Australia, Prostate Cancer Foundation of Australia and Canteen to define a standard for informed financial consent that will help ensure people affected by cancer are supported to make informed choices and can avoid unexpected health expenditure. Moving forward, the challenge will be that the COVID-19 pandemic is likely to accelerate differences in cancer outcomes related to disadvantage and increased attention on how our health systems identify risk for poorer outcomes and design interventions to reduce this gap will be required.

The COVID-19 pandemic created a vacuum of information for people with cancer who recognised that they were at greater risk of dying from the virus than healthy Australians. We worked with 13 other charities to create a single source of information for people with cancer on how to stay safe and supported the staff of telephone support services across these charities to have consistent information to aid their work. This level of collaboration across the sector is unprecedented and the challenge moving forward will be to retain this shared focus on effectively meeting the needs of people affected by cancer.

These efforts have occurred while maintaining a continued focus on our work in cancer prevention and screening. We were funded by the Australian Government to run a national bowel screening communications campaign and through our networks and brand reputation leveraged over \$19 million of media spend from \$9 million in funding, resulting in a significant increase in participation. We have also been supported by the Australian Government to explore risk stratified screening for breast cancer to identify ways to maximise the impact of the program. We were also funded to plan the first Australian roadmap for reducing the burden of liver cancer – one of our fastest rising causes of cancer death. These initiatives build on Cancer Council's strong legacy of developing evidence-based policy advice for Government and advocating for implementation of initiatives to improve cancer outcomes.

It has been a pleasure to lead Cancer Council Australia over the past five years and to have the opportunity to bring a focus to priorities built over 40 years as a cancer nurse, researcher, teacher and health service executive. I have very much appreciated the opportunity to put my passions to the test and seek to make lasting change that will improve cancer outcomes for all Australians now and in the future.

About us

***Wherever cancer is, we are.
Every day we are supporting,
preventing, researching, and
advocating - leading Australia
to a future without cancer.***

Cancer Council is Australia's leading cancer charity, and the only charity whose work encompasses every area of cancer, and every cancer type. We help reduce their risk of cancer for all Australians, and help ensure anyone affected by cancer – patients, carers, family and friends – get the right information, treatment and support from the point of diagnosis and beyond.

Our vision is a cancer free future and every day we are working towards this by finding new and better ways to offer support, funding world-class cancer researchers, educating Australians about cancer prevention and driving policy by developing partnerships and relationships, building the case for change, and influencing government priorities.

Cancer Council is active in every state and territory of Australia and Cancer Council Australia is the national organisation, working to support the work of our members, the state and territory Cancer Councils.

As well as bringing together the work of Cancer Council Australia, this report includes highlights from across our state and territory members to demonstrate Cancer Council's impact on a national scale.



How Cancer Council helps



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



Prevention →

The time to stop cancer is before it starts. Prevention and early detection are vital to reducing the incidence of and mortality from cancer in Australia. We fund research, implement programs and advocate for policies that support and empower Australians to lead healthier lives by reducing their cancer risk.

[Find out more here.](#)

Support →

We're here to listen and care for people at every part of the cancer experience. Last year our support services were used over 250,000 times by Australians, helping people when they need us, however they need us, and making every stage of the cancer journey easier.

[Find out more here.](#)



Research →

The key to stopping cancer is understanding it. Every day, we support world-class researchers, empowering them to push boundaries and unlock the answers to understanding, preventing, and treating cancer. We fund more cancer research than any other non-government organisation in Australia. In 2019, thanks to the support of our community and research partners, we invested over \$62.9 million in research across Australia.

[Find out more here.](#)

Advocacy →

We use our established voice and expertise to advocate on behalf of Australians in places where they are not always heard. Working with our colleagues and stakeholders, we push to see the implementation of regulations, programs, and policies to reduce cancer risks and improve cancer care. We act to define best practice diagnosis and treatment and seek to ensure improved cancer outcomes for everyone.



We won't stop until cancer does.

CANCER COUNCIL HIGHLIGHTS

2019 /20

At Cancer Council, we're always working and always here for Australians affected by cancer..

Every day, we're finding new and better ways to offer support, share knowledge, empower researchers and advocate for important policies to help reduce the burden of cancer in Australia. We're helping to improve the lives of those living with cancer, and through world-class research, we are working towards eliminating some cancers altogether.

Now, more than ever, we're working with and for the community to stop cancer.

As a charity, we rely on the generosity of the Australian community to continue our vital work. Thanks to our supporters across Australia – big and small – we're on our way to a cancer free future.

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

Supported by the
Australian Government,
our 2019 National Bowel Cancer
Screening Campaign will prevent up to

1,100
bowel cancers



and save up to 600 lives over the next 30 years.

Convened and led
a collaboration of

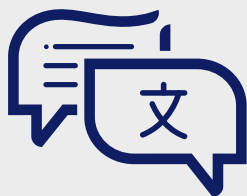
14
cancer charities
across Australia



to form a common voice for cancer support
during the COVID-19 pandemic.

Developed and translated a
'[Cancer and COVID-19](#)' factsheet into

12
different languages



to ensure all Australians, including culturally
and linguistically diverse communities, had
access to credible, expert information
during the pandemic.

Developed and launched a new content
management system, migrating

cancer.org.au

the number one cancer information website in
Australia, as well as three additional microsites



and consolidating over 1600 pages
of content, into a new, user-friendly
platform accessible to all Australians.



You can find more information on how
Cancer Council is making an impact [here](#).



Here's how we're helping Australians to reduce their cancer risk, and to detect cancer before it gets the chance to progress.

Prevention is vital to reducing the incidence of cancer in Australia.

Across the nation, Cancer Council is educating Australians on ways to reduce their risk of cancer by taking action to prevent it. A key part of this is changing attitudes and behaviours. Through education and awareness programs, we encourage Australians to quit smoking, protect themselves from UV radiation, eat well, maintain a healthy weight, limit alcohol intake, be physically active and participate in Australia's screening programs for breast, bowel and cervical cancer.

We know that one in three cancers can be avoided, so we're out in the community preventing as many as we can – in schools, on the television, at the beach and on the streets. We are dedicated to supporting research, seeking policy change and implementing programs that can prevent even more cancers.

PREVENTION HIGHLIGHTS FROM 2019/20

Here are some of the ways Cancer Council Australia and our members and colleagues around the country helped prevent and detect cancer early in 2019/20.



You can find out more about our work in cancer prevention [here](#).



Saving lives by encouraging Australians to screen for bowel cancer

Australia has one of the highest rates of bowel cancer in the world, but if found early, 90 per cent of bowel cancers can be successfully treated. Australia's National Bowel Cancer Screening Program also detects cells before they develop into cancers, so program participation is very important to reduce the impact of bowel cancer in our community. Yet, participation sits below 45 per cent nationally.

Cancer Council's National Bowel Cancer Screening Campaign, commissioned and funded by the Australian Government, ran from March to September 2019 with the aim of boosting awareness of, and participation in, the program by people in the target audience of 50-74 years old. The campaign leveraged pilot work undertaken by Cancer Council Victoria in 2018 and built on a strong basis of advocacy and community engagement work from across our members. Additional emphasis was placed on under screened groups including men aged 50-59 years, selected culturally and linguistically diverse (CALD) groups, and Aboriginal and Torres Strait Islander Peoples.

The campaign included three phases of paid media, tailored approaches for CALD and Aboriginal audiences, public relations activities, as well as General Practitioner and stakeholder engagement.

At the high point of the campaign, the rates of participation in the National Bowel Cancer Screening Program reached 57.1 per cent, exceeding the Australian Government's target of 56.6 per cent – a major increase on current participation levels. Analysis also found up to 101,817 extra test kits were returned as a result of the campaign. The campaign also delivered excellent

value with cost-effectiveness analysis demonstrating the return on investment was approximately \$8.20 per dollar spent on the campaign. Overall, the \$9 million Government investment resulted in \$19.5 million of combined media value through Cancer Council's leverage capacity, and will return \$57 million in health system costs over the next 30 years. The campaign was not only an outstanding investment on the criteria for measuring social marketing and public education, but also a leading investment in public health outcomes in general.

This campaign also highlighted the strength of collaboration across the Federation with Cancer Councils Australia, New South Wales, Victoria and Western Australia all directly contributing to achieve success.



Find out more about the impact of our work and research on bowel cancer screening [here](#).

2019 NATIONAL BOWEL SCREENING CAMPAIGN



101,800
EXTRA
BOWEL TEST KITS
RETURNED IN 2019

Up to

1,100
BOWEL
CANCERS
PREVENTED



600
LIVES
SAVED

...over the next 30 years!

**THE OVERALL
CAMPAIGN WAS
COST-SAVING**

The \$9M campaign investment will return
SAVINGS OF \$57M
in health system costs over the next 30 years
(undiscounted screening and treatment costs)

21 WEEKS
ON AIR

3 BURSTS
OF MEDIA ACTIVITY

82 MEDIA ASSETS
PRODUCED

705,000 VISITORS TO CAMPAIGN WEBSITE bowelcancer.org.au

\$7.9m
SPENT
ON MEDIA



\$19.5m
MEDIA VALUE
RECEIVED

MORE THAN **2:1** RETURN ON INVESTMENT

1,464
MEDIA CLIPS
from unpaid
PR coverage



WHICH REACHED
9,813,365
PEOPLE

MAIL-OUT TO
17,000
GPs
NATIONALLY

INCLUDING

- **CAMPAIGN POSTERS**
- **TEAR OFF SHEETS**

275,000 PEOPLE
REACHED VIA UNPAID SOCIAL MEDIA

ENGAGEMENTS
ON SOCIAL MEDIA
(PAID AND UNPAID):



289,584

Views – 274,379

Reactions – 10,591

Shares – 2,844

Comments – 1,770



74 **FACEBOOK**
COMMENTS
IN-LANGUAGE

REACHING PRIORITY COMMUNITIES

TAILORED MATERIALS
for Greek, Italian, Arabic,
Cantonese and Mandarin
speaking audiences

TAILORED CAMPAIGN
for Aboriginal and/or
Torres Strait Islander
communities



Helping raise awareness to prevent skin cancer

Australia has one of the highest rates of skin cancer in the world and every year more than 2000 Australians die from this almost entirely preventable disease.

Cancer Council understands that the key to saving lives lost to melanoma is through changing sun protection attitudes and behaviours. Australians love the sun, so our education and awareness programs aim to teach individuals how to spend time in the sun safely, and protect their skin from harmful UV radiation by slipping on a shirt, slopping on 30+ SPF sunscreen, slapping on a broad-brimmed hat, seeking shade and sliding on a pair of sunglasses.

Cancer Council's annual National Skin Cancer Action Week (17-23 November) is one of these key awareness building activities, conducted in partnership with the Australasian College of Dermatologists. This year we released new data from the National Sun Protection Survey about teens and sunburn, with one in four teenagers reporting they are sunburnt on summer weekends. Our spokespeople used the data to call for a government-led national mass media campaign to remind Australians to use sun protection.

Our national media activity – which generated 486 media items, amounting to a reach of over 6 million Australians –

included a live interview on Channel 7's Weekend Sunrise program, and features on national news programs such as SBS World News, Win News and National Nine News. An accompanying campaign was launched on social media, encouraging teenagers to #OwnYourTone through a series of case study videos and even a personal message from Prime Minister Scott Morrison.

Lana's story



Cancer Council's efforts to change sun protection behaviours in Australia is a continuation of work that spans back to the 1980s, with the launch of the original 'Slip, slop, slap' campaign. To document this important journey and educate Australians on the origins of our work, in January 2020 we released our first mini documentary, *Changing the Lobster Nation*. The film takes a deep dive into the rich history of Cancer Council's work in the skin cancer prevention space to demonstrate our significant cultural impact over time. The launch was supported by an array of social media content, reaching 232,888 people, with over 210 shares and 70,000 video views.

While we reflect on our achievements in this space – helping to reduce melanoma rates in

Australians under 40, and shifting cultural preference towards a tan – statistics show that 2 in 3 Australians will still be affected by skin cancer by the age of 70. Through our campaigns and media messaging, progress is being made, but more still needs to be done. There has been no federal government investment in mass media campaigns for skin cancer since 2007, yet skin cancer costs Australian tax payers millions of dollars every year (in 2014 \$9.4 million¹ for melanoma and \$127 million² for keratinocyte [non-melanoma] skin cancers). Skin cancer prevention programs have been shown to be highly cost-effective and may be cost-saving for governments³. Investment in mass media led sun protection campaigns remains high on our list of priorities.

Skin cancer
is one of the most preventable cancers

Changing the lobster nation



¹ Australian Institute of Health and Welfare. *Skin cancer in Australia*. Canberra: AIHW; 2016 Jul. Report No.: Cat. no. CAN 96. Available from: <https://www.aihw.gov.au/getmedia/0368fb8b-10ef-4631-aa14-cb6d55043e4b/18197.pdf.aspx?inline=true>.

² Australian Institute of Health and Welfare. *Health system expenditure on cancer and other neoplasms in Australia 2008-09*. Canberra: AIHW; 2013 Dec 16. Report No.: Cancer series 81. Cat. no. CAN 78. Available from: <http://aihw.gov.au/publication-detail/?id=60129545611>.

³ Gordon LG & Rowell D. Health system costs of skin cancer and cost-effectiveness of skin cancer prevention and screening: A systematic review. *European Journal of Cancer Prevention*; 2015 24:141-9.

Working to eliminate cervical cancer

Each year cervical cancer causes more than 300,000 deaths worldwide, making it the fourth-highest cause of cancer mortality in women. Yet, unlike many other cancers, almost all cervical cancer cases are caused by a virus (human papillomavirus or HPV) and early warning signs of cancer can be detected through screening.

In December 2017, a renewed national cervical screening program was introduced, making a good public health program even better. The renewed screening program is designed to work with the HPV vaccination program to help reduce the incidence of cervical cancer.

Cancer Council research has shown that the renewed screening program could take cervical cancer rates below six per 100,000 Australians by 2022 – the threshold for defining a rare cancer. If we can get this number below four per 100,000 by 2035, cervical cancer will have been eliminated as a public health issue in Australia.

However, new data released in October 2019 showed that young women in Australia who aren't vaccinated against HPV are less likely to participate in cervical screening – a new challenge in

the quest to eliminate cervical cancer. Screening rates in young women who are fully vaccinated is 59 per cent, compared to 44 per cent in unvaccinated 25 – 29 year olds. Research data have also shown that Aboriginal and Torres Strait Islander women and women living in socio-economically disadvantaged areas or remote locations are less likely to be up-to-date with cervical screening.

Dr Megan Smith, Research Fellow at Cancer Council New South Wales, said it was important for all eligible women to participate in cervical screening from age 25, regardless of whether they had been vaccinated against HPV, and for parents of teenagers to support HPV vaccination.

“To achieve cervical cancer elimination in Australia we need to ensure that screening and HPV vaccination is adequate across all segments of our community.”

The world has taken notice of our Australian success story and to date, more than 100 countries have followed our lead and committed to cervical cancer elimination plans.





There has never been a better time to quit smoking

Cancer Council Australia remains a strong tobacco control advocate, supporting the government to protect and enhance Australia's tough tobacco control measures. We continue to remind Australians of the danger of smoking and provide them with the support to quit by implementing public education, advocating for future media campaigns, and encouraging smokers to call the Quitline. Today, Australian smoking rates remain their lowest on record at under 13 per cent.

Our work this financial year focused on continuing to raise awareness of the risks of tobacco, encouraging Government to invest in a national tobacco mass media campaign and protecting our tobacco laws from industry influence.

There has not been a large, truly national mass media campaign since 1997 and the sustained investment in this campaign over several years was key to its success. Cancer Council NSW research has shown that we can save 100,000 lives this century through lung cancer prevention alone if we can get the smoking rates to 10 per cent by 2025 and the federal Health Minister has committed to this goal. Cancer Council Australia's CEO Professor Sanchia Aranda AM is regularly called upon to comment on issues of tobacco control in the media, and leads our ongoing conversation with the Australian government as we all work to achieve this goal.

On World No Tobacco Day in 2020 (2 June), Cancer Council Australia joined the Australian Health Protection Principal Committee in encouraging Australians to quit smoking to reduce their risk of COVID-19 complications.

Research shows smokers are more likely to have severe

COVID-19
symptoms

Dr Sarah White, Director of Quit and Smoking Cessation Adviser to Cancer Council Australia, said now, more than ever, smokers should use COVID-19 as a motivation to quit smoking.

"Research on COVID-19 is still emerging, however, in the UK, analysis of data from two million users of a symptom tracker app suggested a 26 per cent increase in development of COVID-19 symptoms in current smokers." Dr White said.

Cancer Council also encouraged health professionals to talk to their patients about the risks of COVID-19 for smokers and advise them to quit.

In recent years, we have also seen the proliferation of physical and online shops selling e-cigarettes and liquids with thousands of enticing flavours, all designed to attract young people. Chair of Cancer Council Australia's Tobacco Issues Committee, Libby Jardine, said parents were right to worry that e-cigarette companies were using unethical methods to sell their products to vulnerable young people.

Despite growing evidence of their harms, the tobacco industry continues to aggressively lobby for the sale of e-cigarettes. In the face of this pressure, Cancer Council applauds the federal Health Minister, Greg Hunt, for his strong stance against e-cigarettes and for increasing his funding commitment to a national tobacco public education program following new research showing that smoking led to 20,000 preventable deaths and accounted for \$136.9 billion in social costs in 2015-16.

Stopping cancer before it starts through healthy eating and physical activity

Cancer Council funded research has shown that 200,000 Australian cancer cases would be prevented over the next 25 years if all adults maintained a healthy weight, got active and reduced their alcohol intake. This would also reduce other chronic health conditions such as diabetes and heart disease. Through our Nutrition and Physical Activity Committee and membership of the Australian Chronic Disease Prevention Alliance, Cancer Council works to inform the public, engage with government, and influence the development of policy to help us empower Australians to reduce their risk.

More than two thirds of adults are overweight or obese, and while tackling obesity is not simple, people can make relatively simple changes to their lifestyle to reduce their cancer risk.

In 2019 Cancer Council called for a national campaign to reduce teenagers' consumption of sugary drinks with new research showing one in six teenagers consume at least 5.2 kilograms of sugar each year from sugary drinks alone. The National Secondary Students' Diet and Activity Survey also showed that teens living in low

socio-economic areas were more likely to consume high amounts of sugary drinks each week. While the proportion of teens consuming four or more cups of sugary drinks has declined since 2009, consumption is still at unacceptably high levels.

Western Australia had the sharpest declines in sugary beverage consumption, showing the success of the LiveLighter® Sugary Drinks Campaign launched in 2012 by the WA Government and now delivered by Cancer Council WA. Cancer Council is urging the federal Government to roll this campaign out nationally, along with a host of other measures to reduce the impact of poor diet including improving the health star rating system, restricting the exposure of children to junk food marketing, and the introduction of a 20 per cent health levy on sugary drinks as part of wider efforts to reduce obesity rates.

The Australian Institute of Health and Welfare's new report on Alcohol, Tobacco and other Drugs showed that in 2017-18 the majority of Australians drank alcohol and nearly one in five consumed alcohol at levels that put them at risk of harm over their lifetime. This year, Cancer Council



Learn more about our impact on diet and exercise [here](#).

urged Australians to moderate their alcohol intake with research showing that nearly 30,000 cancer cases could be prevented over the next 25 years if Australians stuck to the government's alcohol guidelines. The potential harms of alcohol remain unclear for many Australians, and we are partnering with other public health organisations in a campaign led by the Foundation for Alcohol Research and Education (FARE) calling for mandatory pregnancy warning labels on all alcoholic beverages.

Cancer Council's policy reform priorities include volumetric taxation of alcoholic products, allocating a proportion of alcohol taxation revenue to cover the cost of alcohol related harm, education, harm prevention and alcohol treatment programs, and restricting alcohol advertising and promotion.



Reducing cancer risks in the workplace

Occupational cancers result from exposure to carcinogenic (cancer-causing) agents in the workplace. Research shows that around 5000 cancer cases each year in Australia are due to such workplace exposures. Cancer Council is at the forefront of efforts to protect Australians in the workplace and its kNow Workplace Cancer Project, led by Cancer Council WA, is a key part of these efforts.

In 2019/20 the kNow Workplace Cancer Project continued its goal of reducing cancer risks in the workplace by developing 24 social media posts, most of which centred on promoting the kNow Workplace Cancer webpage and downloaded resources, during World Day for Safety and Health at Work in April 2020 and Men's Health Week in June

2020. Other key highlights throughout the year were hosting an exhibitor booth at the Asbestos Safety Conference 2019 and distributing approximately 1000 occupational cancer resource flyers at Occupational Health and Safety events across Australia. In addition, our partnership with Target Tradies provided pro bono promotion including the installation of silica and diesel engine exhaust posters at worksites around Australia.

We continued our partnership with the Institution of Occupational Safety and Health (IOSH) to develop new online resources which give employers and workers practical ways to protect themselves and others from exposure to silica.

Cancer Council also made several submissions to Safe Work Australia (Workplace Exposure Standards Review), as well as a submission to the National Dust Disease Taskforce on their silica consultation paper – all work to encourage changes to policy and regulations to help protect Australian workers.

Cancer Council's leading work in occupational and environmental cancers is only possible through the support of leading academics and experts from across Australia who give their time and expertise through our Occupational and Environmental Cancers Committee chaired by Professor Tim Driscoll of the University of Sydney.



Optimising the early detection of breast cancer

Breast cancer is the most common cancer in women in Australia (excluding non-melanoma skin cancer), with around 17,000 diagnoses each year. When breast cancer is detected early, women have a much greater chance of being treated successfully.

The Australian Government has funded Cancer Council Australia to explore options for risk-based, personalised approaches to breast cancer screening in Australia. Now in its second phase, the project continues to build and assemble evidence to help build consensus on optimal screening and assessment pathways for women in particularly high and low risk groups.

Led by Dr Carolyn Nickson from Cancer Council NSW, in 2019 the project produced summaries of evidence on Australian screening outcomes indicating significant opportunities for optimising early detection of breast cancer in Australia over the longer term. The summaries also highlight the need for ongoing evidence collection and review, and stakeholder engagement to inform any potential significant changes in policy and practice. This work is ongoing and aims to inform the future of the national breast screening program to ensure its effectiveness for all women.

A roadmap to reduce liver cancer deaths

Liver cancer incidence and mortality rates are growing faster than rates for any other cancers in Australia. In recognition of the increasing burden of liver cancer, Cancer Council Australia has received a grant from the Australian Government to develop a Roadmap for Liver Cancer Control in Australia.

The project aims to provide recommendations for priority actions to reduce liver cancer

incidence and mortality in Australia over the next five, ten and twenty years. In Australia, 65.2 per cent of liver cancer deaths and 67.6 per cent of cases are estimated to be potentially preventable⁴. The project brings together experts in liver cancer to review current practice and evidence, consult stakeholders and recommend changes to current policy and practices. The outcomes will also support health professionals to deliver best-practice care

for the prevention and management of liver cancer through the development of clinical guidance based on the latest evidence.

The development of the Roadmap will draw on a framework that has been developed and used successfully by Cancer Council Australia and will identify priorities for existing clinical service activity as well as identifying gaps that will require further research.

⁴Wilson, L.F., Antonsson, A., Green, A.C., Jordan, S.J., Kendall, B.J., Nagle, C.M., Neale, R.E., Olsen, C.M., Webb, P.M. and Whiteman, D.C. (2018), How many cancer cases and deaths are potentially preventable? Estimates for Australia in 2013. *Int. J. Cancer*, 142: 691-701. doi:10.1002/ijc.31088



Support

We're here, supporting and bringing hope to all Australians - because cancer affects us all.

Support is at the heart of everything we do at Cancer Council. Our range of services aim to alleviate the uncertainty and challenges experienced during the cancer journey for the patient, but also anyone affected – including carers, families and friends. In turn, our clinical guidance and evidence-based updates for health professionals support them in delivering the world's best practice in treatment and care for people with cancer.

It is estimated that about 145,500 new cases of cancer will be diagnosed in Australia in 2020 – an average of almost 400 people every day. We want to make sure that no one faces cancer alone. We're here to listen and care for people however they need us, whether that be answering questions on our 13 11 20 line, boosting self-esteem through our Wig Service, or offering a safe place to rest and recover through our Accommodation Service.

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

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



You can find more information on how Cancer Council is making an impact by providing support to all Australians affected by cancer [here](#).

We are the only charity in Australia that provides a comprehensive range of support services for all people, affected by all cancers, across every state and territory. These services include information, counselling, practical and emotional support – all designed with and for people affected by cancer.

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

Over
41,000



callers received support
and information

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

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

\$5.2 million
worth of free legal and
financial advice provided



106,725



nights of subsidised
accommodation provided

Cancer Council's Accommodation Service offers a home away from home for those who have to travel to treatment.

More than
830,550



free booklets
distributed

Our website provides reliable cancer information and support.

Almost
5 million



online visits

SUPPORT HIGHLIGHTS FROM 2019/20

Here are just some of the specific ways Cancer Council Australia and our members helped provide support and information for those affected by cancer in the last year.



Increasing awareness of inequalities and financial burden

Reducing inequalities

Australia has some of the best cancer outcomes in the world – but there is still work to be done to improve cancer outcomes for all Australians.

While overall cancer survival rates in Australia are 69 per cent there is huge variation – from 5 to 90 per cent – when analysed by cancer type, geographic location, socio-economic disadvantage or Indigenous status.

We need more research and data to understand why these inequalities occur – and effective strategies to address these disparities. Supported in part by Cancer Council Australia, Dr Louise Wilson (University of Queensland) and collaborators published a population-based analysis of Australian health data on the proportion of cancers attributable to social deprivation. Their research showed that the proportion of cancers attributable to tobacco smoking, alcohol consumption, overweight/obesity and physical inactivity is 8 per cent higher in Australia's most disadvantaged communities compared to the least disadvantaged areas, and that if the prevalence of these risk factors were the same in the most disadvantaged areas as they are in the least, 4 per cent of all cancers diagnosed could have been prevented. Their analysis supports the notion that reducing the prevalence of these risk factors in areas of greater social disadvantage would prevent many cases of cancer, however it also highlights that the outcome disparities we see are not completely caused by this difference and further work is needed to understand the mechanisms behind this disparity.

Inequalities in cancer outcomes is also an issue for First Nations Australians, which is why Cancer Council has joined the Close the Gap campaign aiming to close the mortality gap for Aboriginal and Torres Strait Islander people.

Cancer Council firmly supports the view that when First Nations Australians are genuinely involved in the design and delivery of services and policies that affect them, improved outcomes are achieved. Consequently, we have partnered with the Charles Perkins Centre at the University of Sydney to establish two positions within a Fellowship program to support talented, early-to-mid-career researchers and/or health professionals from Australia's First Nations to develop their cancer control expertise and support our development of policy to improve cancer outcomes for First Nations Australians and build collaborative relationships and partnerships between Cancer Council Australia and First Nations organisations.

Cancer Council has worked on, published and presented our review of the existing research into inequalities. This included:

- An integrative review on inequalities in cancer outcomes by Indigenous status and socioeconomic quintile
- A systematic review on the impact of interventions addressing socioeconomic inequalities in cancer-related outcomes in high-income countries
- Assessing the implementation of interventions addressing socioeconomic inequalities in cancer screening in high-income countries
- This review work was presented at the 2019 Health Services Research Association Australia and New Zealand Conference in New Zealand and the 2019 Innovations in Cancer Control Conference in Sydney.

Relieving Financial Burden

Evidence shows that people in the lowest socioeconomic groups are more vulnerable to increased financial stress following a cancer diagnosis and treatment, and face worse health outcomes, being 37 per cent more

likely to die from their cancer than Australians in the highest socioeconomic groups.

On World Cancer Day in 2020, Cancer Council Australia called for more action to reduce inequities in cancer outcomes. A global survey led by the Union for International Cancer Control (UICC), showed that nearly half (45 per cent) of all Australians believe Government should be doing more to make cancer services more affordable. In addition, almost a third (30 per cent) of Australians believed Government should be doing more to ensure equal access to cancer care for everyone.

A 2018 report from the Consumer Health Forum found that more than a quarter of people having treatment for cancer incurred over \$10,000 in out-of-pocket costs⁵. Added to this burden is the fact that many people affected by cancer have to stop work following their cancer diagnosis and need financial support. Not many Australians are aware that if you stop work because you are sick and require income support, you receive Newstart payments (now called JobSeeker). Prior to the special COVID-19 supplements introduced via JobSeeker, many people with cancer faced extreme financial hardship after their diagnosis. Cancer Council Australia has supported the Australian Council for Social Service's Raise The Rate campaign, and is working with Cancer Council Victoria and Cancer Council Western Australia on an advocacy plan calling for improvements to income support programs for people affected by cancer and other chronic illness in Australia.

⁵Consumer Health Forum, [Out of Pocket Pain](#). April 2018



Informed financial consent

In 2019/20 the **Standard for Informed Financial Consent** was made publicly available. This initiative was a collaborative with Breast Cancer Network Australia, Canteen and Prostate Cancer Foundation of Australia and aimed to set the standard for Informed Financial Consent in Australia and empower people with cancer to have informed conversations about cost and cost options with their treating teams.

To date, 14 organisations have endorsed the Standard for Informed Financial Consent, recognising the need for greater transparency of out-of-pocket costs and support for people affected by cancer to reduce the financial stress of cancer.

As part of this collaboration, and in consultation with people affected by cancer, a **guide** covering information on informed financial consent, the difference between private and public healthcare and common out-of-pocket costs was also developed for people affected by cancer and their carers.

To increase awareness amongst the professional community, The Standard for Informed Financial Consent was presented at the Health Services Research Association Australia and New Zealand conference in New Zealand. A more comprehensive campaign to launch the Standard for Informed Financial Consent with consumers and clinicians is planned to roll out in late 2020.

Providing leadership, information and support through COVID-19

Since the outbreak of COVID-19 in Australia, Cancer Council Australia has been working both within our Federation and externally to ensure we meet the needs of people affected by cancer at this challenging time. We have:

- Convened and coordinated a collaboration of 14 cancer charities across Australia in order to form a common voice for cancer during the pandemic, while sharing the key concerns and issues arising for people affected by cancer.
- Coordinated a group of cancer helpline managers to share information and resources and align some processes for the first time, with a key leadership role being undertaken by Katherine Lane, Head of Cancer Information and Support Services at Cancer Council Victoria.
- Led the COVID-19 cross-Federation issues management process and communications with state and territory Cancer Councils,
- Convened conversations with other cancer charities and government health organisations to identify issues and areas where we can help people with cancer during the pandemic and ensure there is a consistent voice with reliable information.
- Worked with the cross-charity group on recommendations to the Health Minister regarding the future of charity collaboration in Australia.

Cancer Council understands that the onset of the COVID-19 coronavirus pandemic meant those affected by cancer were concerned about the impact this could have on their treatment and welfare. In response to the major flow-on effects of COVID-19, Cancer Council Australia pivoted our communications and adjusted our workplan to ensure we are an expert authority for people affected by cancer and are able to connect with them with the support they need during this period.

A dedicated COVID-19 web page

To ensure people affected by cancer had access to accurate information, we developed a series of resources around cancer and COVID-19. Cancer Council produced a dedicated [Cancer and COVID-19 page](#) on our website and developed an [FAQ page](#) for both the public and staff from cancer helplines across the country addressing frequently asked questions specific to people with, or affected by, cancer. The FAQs were dynamically created in response to the questions members of the public were asking the staff of helplines across the cancer charity sector and on our social media channels. These included such topics such as COVID-19 means for people with cancer, what people living with cancer can do to reduce their risk of COVID-19, possible changes in treatment, psychosocial support, and remaining supported by family and friends. We worked with Cancer Australia, the Australian Government's cancer agency, to disseminate these messages while they took the lead on collating information relevant to clinicians, cross referencing with materials across our websites.

Providing COVID-19 factsheets in 13 languages

Understanding the importance of getting trusted information to all people affected by cancer, we developed a [Cancer and Coronavirus downloadable PDF](#) and made this available in **13 different languages**. We continue to coordinate with various stakeholders and state and territory members to see these resources reach the people who need them and have also been working with SBS to promote and distribute the in-language resources.

13 11 20 information and support line

There was agreement amongst all 14 charities in the cross-charity collaboration to position Cancer Council's 13 11 20 information and support line as the key triage point for all communications about and within COVID-19 messages. As such, we have tailored information for 13 11 20 staff to use when responding to calls related to cancer and COVID-19 and ensured 13 11 20 staff had accurate information regarding support services offered by other charities in the cross-charity collaboration to support referrals. This unprecedented level of collaboration ensures consistent information and enhanced support for people with cancer.

Sharing expert information through the Australian media

Cancer Council responded to 27 media reactive media enquiries relating to COVID-19, with topics ranging from the effect of COVID-19 for people with cancer, to patients' experiences with COVID-19, and the breast screening closures across the country. Media highlights included an appearance by Cancer Council Australia CEO, Professor Sanchia Aranda AM on ABC News to discuss the impact of COVID-19 on our healthcare resources, an interview with Dr Norman Swan on the Health Report and an exclusive on Channel 10's The Project to promote our 13 11 20 information and support line.

Talking to people about cancer and COVID-19 on social media

In response to issues identified through our cross-charity collaborative network, Cancer Council Australia developed a suite of social media content. We rallied cancer experts from

across Australia to appear in a video highlighting our collective and united efforts to minimize the impact of COVID-19 on people affected by cancer. The video has reached almost 40,000 people via our channels, and achieved 16.5 per cent more one minute views and 19.3 per cent more comments than our usual video posts. It has also had 4000 views on YouTube – and been shared by the federal Health Minister, Greg Hunt MP.

A message of reassurance for people with cancer during COVID-19

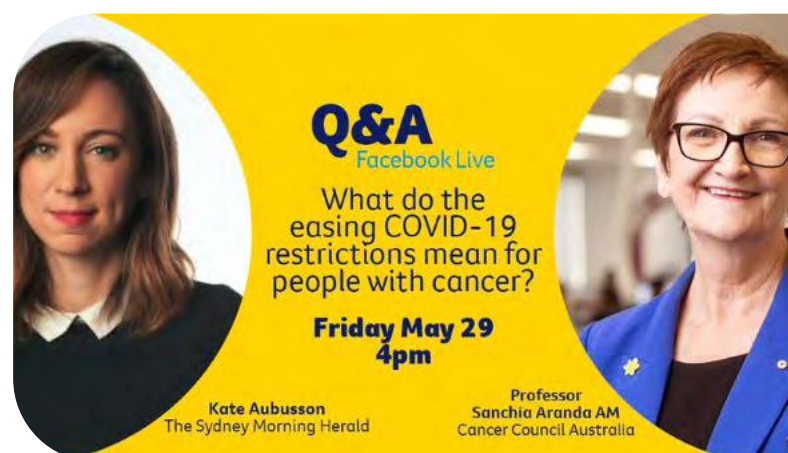


In addition, we produced a series of social and blog content relating to topics such as telehealth, the COVIDSafe app, mental health support, access to medications, supporting young people and wearing masks.

Real-time advice through Facebook Live

Cancer Council Australia also hosted its first Facebook Live event to answer questions surrounding COVID-19 for people affected by cancer. The Sydney Morning Herald's Health Editor, Kate Aubusson joined Cancer Council Australia's CEO, Professor Sanchia Aranda AM for a live Q&A session. It was an unmitigated success – in comparison to the average video post results, the Facebook Live stream achieved a massive increase in views (+360%), reach (+377%) and engagement (+1104%).

The scale of the increases indicates that the livestream was highly relevant for our Facebook audience and demonstrated just how valuable Cancer Council's expertise is for people affected by cancer during COVID-19.



Raising the profile of Cancer Council's support services

Cancer Council Victoria research has shown that by 2040 nearly 2 million people in Australia will be living with the physical, psychological and/or financial impacts of having had cancer. Supporting people affected by cancer is at the heart of what we do at Cancer Council.

Pro Bono Program



As part of Cancer Council Australia's National Impact project – a series of engaging storytelling content that aims to increase awareness and understanding about the breadth of our organisation's work – we produced a video promoting Cancer Council's national Pro Bono Program. This is a critical service that connects people affected by cancer with pro bono legal, financial, small business accounting and workplace professionals, where they would otherwise be unable to do so because of cost, illness or other barriers. Operated out of Cancer Council New South Wales, this service is available nationally and is free for eligible clients.

We also produced a series of long-form stories that explore the breadth of our support services. These include case studies from our 13 11 20 information and support line, Wig service, Transport to Treatment, Accommodation Service, Community Support Groups and our Online Community.



You can read the full stories [here](#).

Improving Our Engagement with Consumers

In October 2019, Cancer Council Australia hosted its first Consumer Forum in Sydney to explore policy issues of relevance to all cancer organisations, enable discussion of shared priorities and develop opportunities to work collaboratively. The 22 invited organisations included Breast Cancer Network Australia; Consumer Health Forum; Cure Brain Cancer Foundation; Kid's Cancer Project; Leukaemia Foundation; Lung Foundation Australia; Lymphoma Australia; McGrath Foundation; Ovarian Cancer Australia; Prostate Cancer Foundation Australia and Rare Cancers Australia amongst others.

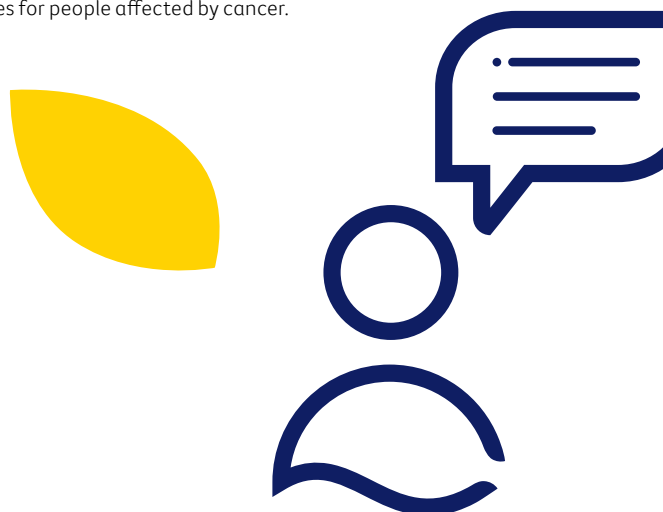
The forum laid the foundations for further collaboration which continued to see success in 2020 with the formation of our cross-charity collaboration group in response to the COVID-19 coronavirus pandemic.

Driving better cancer outcomes

Cancer survival rates and outcomes in Australia are among the best in the world, but these outcomes are not experienced by everyone equally. There is a growing view internationally that measuring and reporting on the performance of the health system in terms of population health outcomes, and in understanding variation in outcomes at a patient level, is a critical step in improving outcomes for all. Improving the overall quality of health outcomes can also lead to greater efficiency and lower cost when there is also a focus on reducing ineffective care and waste.

Our vision is for Australia to have a robust system performance measurement and reporting system that holds all involved to account for the delivery of optimal treatment and care for people with by cancer. Such a system would be national in scope, allow comparisons adjusted for patient and disease characteristics, and be reported publicly to enable informed choice by people affected by cancer. In 2019/20 Cancer Council funded the development of a cancer data maturity outlining this ideal, and the steps needed to achieve this vision. This model is accompanied by a set of principles in development with data experts.

Cancer Council will continue to use these resources to advocate for change in support of system performance monitoring and reporting in Australia to improve health and outcomes for people affected by cancer.



Increasing accessibility to cancer information and support resources

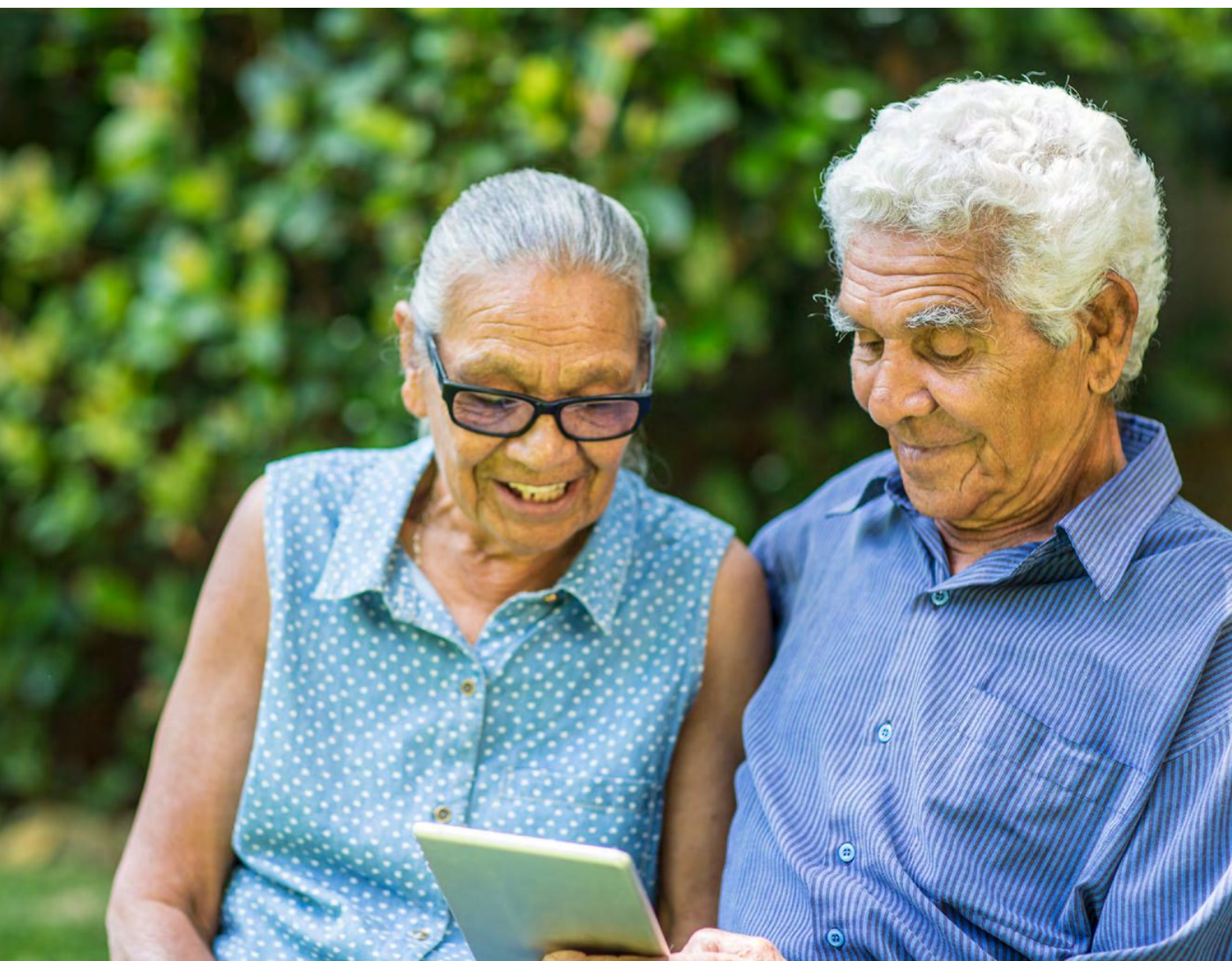
Cancer affects many Australians and one of Cancer Council's key aims is to ensure that any individual who faces cancer has access to the information and support they need.

In 2019/20 we continued the development of our *Understanding Cancer* series which includes over 60 resources for people with cancer, their families, friends and carers. The series includes evidence-based and easy-to-read information about specific cancer types, common treatments, and practical and emotional issues.

Cancer Council recognises that Australia is a multicultural nation, so has also developed a number of resources available in

languages other than English. These include bilingual fact sheets and booklets and sub-titled videos. [These can be found here.](#)

Supported by Cancer Australia's 'Supporting people with cancer' grant initiative, Cancer Council is developing accessible web-based resources for people diagnosed with less common cancers. The project will develop an additional booklet in our *Understanding Cancer* series with information on the physical, emotional and practical needs of people with less common cancers, their carers and families. In addition, information on 10 specific less common cancer types will be developed as web-based fact sheets.





Providing the latest clinical practice guidelines to healthcare professionals

Cancer Council is the nation's leading independent provider of cancer guidelines. We have produced clinical practice guidelines for the management of various cancer types for clinicians and health professionals involved in treatment, prevention, detection and/or patient care. We use a customised, wiki-based publishing system to enable efficient updates, dissemination, public consultation and engagement with contributors. A focus of 2020 is a redesign and update of the site, including the development of new features to assist clinicians and to bring it in-line with National Health and Medical Research Council requirements.

In 2019/20 we had more than

364,000

individual users accessing clinical practice guideline content on the Clinical Guidelines site.

Key activities in 2019-2020 included:

- *Clinical practice guidelines for keratinocyte cancer* were reviewed and the recommendations approved by the National Health and Medical Research Council. These are available on the [Clinical Guidelines site](#).
- The Working Party of the *Clinical practice guidelines for the diagnosis and management of melanoma* met in early 2020 to review the guideline are considering new evidence, topics and sections to be updated.
- The Working Party of the *National Cervical Screening Program: Guidelines for the management of screen-detected abnormalities, screening in specific populations and investigation of abnormal vaginal bleeding* have reviewed data from the National Cancer Screening Register and program data over the last 2 years and commenced an update of key sections of the guideline regarding testing and referrals.
- The working parties of the keratinocyte cancer, surveillance colonoscopy and the melanoma guidelines have developed additional resources to complement the published guidelines. For keratinocyte cancer, the team are drafting journal articles for the peer reviewed literature and additional resources for General Practitioners will be finalised shortly; the surveillance colonoscopy team have developed a platform to assist with determining surveillance intervals and journal articles, while the melanoma group have developed and continue to publish a plethora of articles promoting and encouraging the uptake of guidance.



Research

We're leading the way to unlocking answers about cancer by funding world-class researchers.

Cancer Council funds and conducts vital research to better understand cancer, and improve the experience of those living with it. We are the largest non-government funder of cancer research in Australia, investing \$304 million over the past five years alone.

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

Over time, our research has contributed to improving cancer treatment, care and prevention in Australia, and ultimately helped to increase our 5-year cancer survival rate from 49 per cent in the 1980s to 69 per cent today.

In 2019 our state and territory Cancer Councils, along with research partners, invested over \$62.9 million in cancer research across Australia, with every dollar bringing us one step closer to stopping cancer.



You can find out more about our research investment [here](#).

BREAKING DOWN OUR SPEND IN

2019

We contributed over

\$62.9 million

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



WHAT WE FUNDED:



724

Researchers



345

Projects



53

Institutions

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

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

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

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

Learn more about some of the research projects we have been funding this year, and the impact they're making on our community:



Working to reduce alcohol-related cancer risk

Helping people to understand how to prevent alcohol-related cancer was the focus of a national research project commissioned on behalf of Cancer Council Australia and Cancer Council Victoria, Cancer Council Queensland and Cancer Council Western Australia, VicHealth and the Foundation of Alcohol Research and Education (FARE). The findings confirmed that the draft guidelines were confusing for members of the public to interpret and will help improve future communications to make them more meaningful, motivating and helpful.

“

People think of research in terms of how to treat cancer and find out its causes but the things that people can be doing every day to reduce their risk of cancer is extremely important.

”

Clare Hughes, Nutrition Program Manager,
Cancer Council New South Wales

[Learn more here.](#)



Collaborating to provide the best tools for preventing chronic health problems

The Australian Prevention Partnership Centre, supported by Cancer Council since 2018, is a national collaboration of researchers, policy makers and practitioners who are working together to identify new ways of understanding the best ways of to prevent chronic health problems, like cancer, in Australia.

“

Through contributing to the work of the Prevention Centre, Cancer Council is leading the way in recognising and supporting the importance of broader chronic disease prevention.

”

Lucie Rychetnik, Co-Director,
Australian Prevention Partnership Centre

[Learn more here.](#)



Raising vital funds and encouraging SunSmart behaviour through the sale of sun protection product

Cancer Council's licensing program, consisting of Cancer Council branded hats, sunglasses, sunscreen, shade items and clothing, continues to deliver an important revenue stream for Cancer Council's broader mission, as well as reach Australians with the important "Slip Slop Slap Seek and Slide" sun protection message.

Over Summer 2019, Cancer Council licensing partners funded a communication campaign to support the first cancer Council store locator - shop.cancer.org.au - which guides Australians to locate sun protection products with the reminder to use all five measures for skin cancer prevention.

In terms of retail performance, the last year has brought challenging market conditions, beginning with the unusually intense Australian bushfire season in Summer 2019/20, marking the beginning of a decline of access at retail for Australians. As the bushfire season rounded off, the COVID-19 pandemic reached Australia and with it, lockdown measures that further impacted the sale of sun protection product.

Fortunately, despite the impact of these events on the retail sector, Cancer Council Sunscreen remains the number 1 selling sunscreen brand in Australia. Sales of all sun protection product from April- June, the last quarter of sales for Cancer Council 2020, has been negatively impacted by COVID-19 lockdown, however the licensing division still delivered \$2.8M in revenue - only slightly below the previous year.

*Cancer Council
sunscreen remains the*

#1

*selling sunscreen
brand in Australia.*

SLIP SLOP SLAP® SEEK SLIDE



**OUR CANCER COUNCIL AUSTRALIA
STRATEGY AND VISION**

Our Vision is a Cancer Free Future

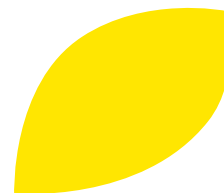


Purpose

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

Values

**Compassion,
Collaboration,
Trust,
Innovation
and
Excellence.**



Strategic objectives for the next **18 months**

Given the downturn in fundraising across the Federation as a result of both COVID-19 and the ongoing impact of the bushfires, and the unprecedented impact of COVID-19 on the Australian health and social service systems, Cancer Council Australia's current strategic plan and reporting framework has been put on hold. In its place, we

have adapted to deliver against a plan that meets the objectives of our core mission and is viable given the significant decrease in staff and financial resources. This interim strategic plan incorporates aspects of the current strategic plan as well as mission critical business as usual activities and will take us through to the end of 2021.

	Influence policy	Build collaboration	Be the voice of cancer control
Preventing cancer	<ul style="list-style-type: none">• Maintain the National Cancer Prevention Policy	<ul style="list-style-type: none">• Partner to advocate for prevention priorities	<ul style="list-style-type: none">• Promote the uptake of healthy behaviours• Speak out on policy priorities and demonstrate our national public health leadership role
Improving survival	<ul style="list-style-type: none">• Finalise policy priorities to address inequities in cancer outcomes, with a focus on First Nations Australians	<ul style="list-style-type: none">• Partner to enhance the focus on cancer outcomes for First Nations Australians• Partner to support to implementation of the refreshed Optimal Care Pathways	<ul style="list-style-type: none">• Speak out on policy priorities and demonstrate our national leadership role in cancer
Supporting people affected by cancer	<ul style="list-style-type: none">• Finalise policy priorities to address the financial burden of cancer and develop action plans	<ul style="list-style-type: none">• Partner to support the implementation of the Standard for Informed Financial Consent and advocate to reduce financial burden• Plan for the development of a mobilised network of cancer survivors	<ul style="list-style-type: none">• Build social content to engage with people affected by cancer and our social following• Speak out on policy priorities and demonstrate our national leadership role in cancer
Demonstrate leadership and impact in both the Federation and wider community	<ul style="list-style-type: none">• Continue to be the primary cancer charity engaged for advice by the Federal Government	<ul style="list-style-type: none">• Lead the coalition of cancer charities in our collective response to COVID-19• Digital fundraising support• Licensing	<ul style="list-style-type: none">• Redevelop and launch cancer.org.au• Develop plans for future APP based information solutions• Continue to promote our brand and speak to our impact

Our Board and governance.

The Board comprises:

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

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

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

The Board met seven times in 2019/20. An Annual General Meeting was held in November 2019.

There are three Board committees:

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



You can find a list of our board members and our governance statement [here](#).

Our committees

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

Our committees include:

Public Health Committee

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

Supportive Care Committee

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

Health Services Advisory Committee

Our people

As at 30 June 2020, Cancer Council Australia employed 27 permanent full time equivalent staff and 6 contract full time equivalent staff. With the impact of COVID-19 reducing our available funding, our staff rallied, all agreeing to being paid reduced hours from April 2020 to June 2021 whilst still committed to delivering on our mission (reduced paid staff hours are equivalent of 22 permanent and 5 contract staff).

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



Meet our **Executive Team** and read more about [our workplace culture](#).

Financial review.

Cancer Council Australia is part of the Cancer Council Federation, the other members of which are the eight state and territory Cancer Councils. Together, the nine of us make up Australia's leading cancer charity. Cancer Council Australia is an independent charity receiving no ongoing government funding. All of the income Cancer Council Australia receives (mostly from the sale of sun protection products, bequests, donations and corporate partnerships) is then distributed to our eight Cancer Council members to help fund local research, prevention, advocacy and support services. In 2019/20 we distributed \$7.80m for this important work..

Cancer Council Australia's costs are covered by annual subscriptions from our eight state and territory members. In 2019/20, these

subscriptions were \$6.59 million. This is down on last year – we adjusted our operating tempo to reflect the impact of COVID-19.

Cancer Council Australia focuses on working with our members on cost-effective delivery of national services and programs, including cancer support, prevention, advocacy and research. To understand more about the collective impact Cancer Council is making across Australia, see [how we help](#).

The graph to the left shows Cancer Council Australia's income and expenditure on national programs for the 2019/20 financial year. It does not reflect the spending and wider contribution of the whole Cancer Council Federation, or those funds distributed to our members for local programs and services.

Each state and territory Cancer Council produces its own annual financial report. As well as subscription income from state and territory Cancer Councils, other Cancer Council Australia income includes grants received from various funding bodies. In total, \$5.14 million in grant income was recognised in 2019/20, the most significant funding being a grant from the Commonwealth Government to run Australia's first national mass media campaign to promote bowel cancer screening.

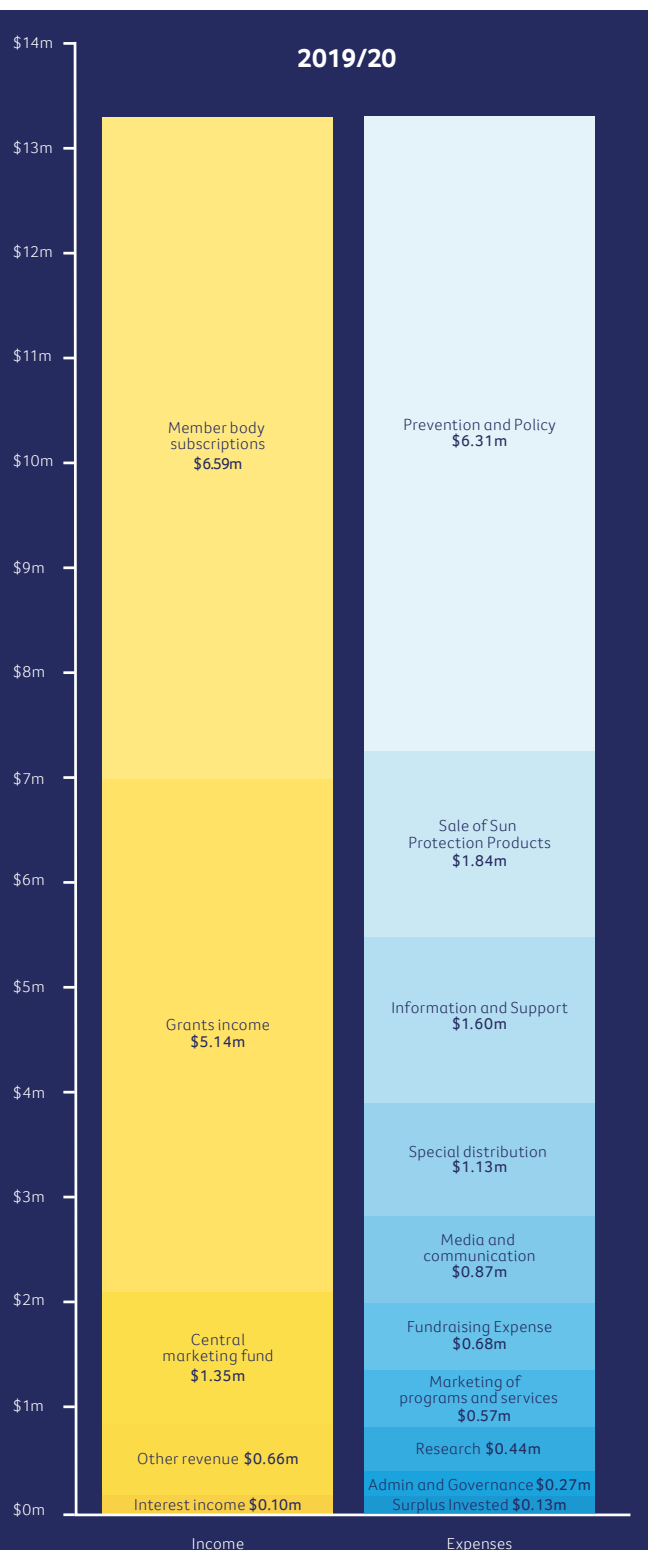
We also receive marketing funding contributions from our sun protection product licensees. In 2019/20 this Central Marketing Fund contribution was \$1.35 million. We invest these funds, together with our own contribution, to deliver campaigns to promote Cancer Council-branded sun protection products, as well as generally encouraging Australians to use five forms of sun protection (slip, slop, slap, seek and slide).

Our other income (\$656,000) in 2019/20 includes support from the Federal Government's Job Keeper scheme, and income we received to deliver on specific health initiatives, with interest (\$104,000) making up the balance of our income for the year.

The column on the left shows how we spend our funds for impact. In 2019/20, our expenditure included: national prevention and policy (\$6.31 million); sun protection and product marketing (\$1.843 million); national information and support resources (\$1.60million) ; media and communications to support Cancer Councils evidence-based work (\$874,000); communication and marketing of our cancer programs and mission delivery (\$569,000); and research projects (\$443,000).

It is important to note that Cancer Council Australia's research spend is a small component of our bigger Cancer Council Federation research spend of more than \$62.9 million with our research partners in 2019. Cancer Council Australia also spent \$679,000 on fundraising to generate income for its members, as well as \$273,000 on administration and governance costs.

A special distribution of \$1.127 million was made to Cancer Council members reflecting unspent subscription funds during the year, largely because of reductions in expenditure reflecting the COVID-19 pandemic.



For more detail please read our audited financial report for the year ended 30 June 2020 [here](#).

Thank you.

*Our future can be cancer free.
As a charity and non-government organisation, the support and generosity of our community is what enables us to continue working towards this vision. With your help, we can continue to break new ground and improve cancer outcomes in Australia.*

Thanks to you, every day is a day we're closer to stopping cancer. **But our work isn't done yet.**

It is estimated that about 145,500 new cases of cancer will be diagnosed in Australia in 2020 – an average of almost 400 people every day – and we know that at least **one in three cancers could be prevented** through lifestyle changes. Each year, more than 13,000 cancer deaths are due to smoking, sun exposure, poor diet, alcohol, inadequate exercise or being overweight.

With the bushfires of Summer 2019/20, the intensification of the Black Lives Matter movement and the onset of the COVID-19 pandemic, this year has brought challenges like no other. It has also brought attention to the persisting inequalities in cancer outcomes and experiences in Australia. In the face of these crises, the role of Cancer Council as a voice and leader is important now more than ever.

The evidence is clear, and we are committed to closing the gap in cancer outcomes in Australia. We won't stop until we've dramatically reduced the significant impact cancer has on loved ones, families and every member of our community.

With the support of your donations, we will continue working to fund vital cancer research, run life-saving education programs, and support the thousands of Australians affected by cancer who rely on our services.

We're here today and we'll still be here tomorrow.

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

Future trends.

***The trends of tomorrow shape how we work today.
Keeping perspective of the bigger picture allows us to channel our resources
and support towards the issues and communities that need it most.
We won't stop until cancer does.***



Maintaining connection through digital engagement

COVID-19 has accelerated digital transformation across every industry by an average of 6 years⁵.

At Cancer Council, this transformation is well and truly underway: hosting our first 'Facebook Live Q&A' in July to help facilitate instant, two-way conversation with people affected by cancer during COVID-19, and making the first steps to digitise all paper-based publications.

Responding to growing inequity

Australians living in the most disadvantaged communities have increased risk factors for cancer, and participate less in early detection initiatives, compared to people living in the least disadvantaged areas. The **proportion of cancer attributable to tobacco smoking, alcohol, overweight/obesity, and physical inactivity is 8 per cent higher** in the most disadvantaged communities⁶.



Minimising COVID-19 disruption

Globally, the disruption to cancer care has resulted in potential delays in cancer diagnosis and treatment which are likely to impact on survival outcomes. Modelling has estimated a three-month delay in cancer diagnosis and treatment would result in **90 additional deaths and \$12 million in additional healthcare costs in Australia over five years⁷.**



Working collaboratively to achieve mutual goals

COVID-19 has driven home the importance of cross-charity collaboration to deliver better services and have greater collective impact. **The swift formation of the cross-charity network, including Cancer Council and 13 other like-minded organisations in Australia** at the start of COVID-19, has proven the clear benefits of collaboration: including greater efficiency and use of resources, improved service delivery and a stronger voice and influence.



⁵ Twilio "COVID-19 Digital Engagement Report" July 2020.

⁶ Wilson, L.F. et. al. The proportion of cancers attributable to social deprivation: a population-based analysis of Australian health data. Cancer Epidemiology. 2020 Aug; 67:101742. DOI: [10.1016/j.canep.2020.101742](https://doi.org/10.1016/j.canep.2020.101742)

⁷ Degeling, C., Carter, S.M., van Oijen, A.M. et al. Community perspectives on the benefits and risks of technologically enhanced communicable disease surveillance systems: a report on four community juries. BMC Med Ethics. 2020. 21:31. DOI: [10.1186/s12910-020-00474-6](https://doi.org/10.1186/s12910-020-00474-6)



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