

Annual Review

‘20
‘21

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

Together, we can stop cancer.



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A message from our Chair

Prof. Hugh Harley

Chair, Cancer Council Australia

Welcome to Cancer Council Australia's Annual Review highlighting our work over the 2020/21 financial year.

Cancer Council Australia is proud to be part of the Cancer Council Federation. An important principle of the Federation is that it comprises nine equal members – the eight states and territories and Cancer Council Australia – each with different roles to play.

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

At the end of September 2020, we farewelled Professor Sanchia Aranda AM after five years in the CEO role. Sanchia's depth of knowledge and passion for cancer control was evident to all who worked with her. In November 2020, we welcomed Ms Tanya Buchanan as our new CEO. Tanya has a nursing background and significant public health expertise. She has taken on her new role with great skill and professionalism, working with all staff and Federation members across our policy priorities.

In 2020/21 we faced ongoing challenges related to the COVID-19 pandemic. This has not stopped our work and during the course of the year the Cancer Council Australia Board approved a new strategic plan to further our progress towards a cancer free future.

I was particularly delighted to attend Cancer Council Australia's 28th Australia's Biggest Morning Tea at Australian Parliament House this year. At this event, Federal Minister for Health, the Hon. Greg Hunt MP, announced funding for Cancer Council to roll out a new bowel cancer screening campaign. We look forward to continuing our work with the Australian Government to encourage all eligible Australians to participate in bowel cancer screening and improve outcomes.

Cancer Council Australia would not be able to achieve its successes without the contribution of many different people and organisations. I would like to thank our volunteers and partners, the multidisciplinary health professional community and our generous donors, along with all levels of government for their ongoing support. I also recognise the extraordinary work of the Cancer Council state and territory organisations, ensuring that all Australians affected by all cancers are supported. I would also like to thank my Board colleagues for their continued commitment to Cancer Council Australia. On behalf of the Board, I want to pay tribute to the staff of Cancer Council Australia. Despite the challenges of working through a pandemic and in often trying circumstances they have been steadfast in their commitment to the vital work we do. Our very many successes during this year, which are highlighted in this review, are a testament to the strength of the Cancer Council Federation, the generosity of our supporters and the commitment of our staff.

I would like to take this opportunity to thank the Australian community for their ongoing generosity and support. Our work would not be possible without it. We look forward to continuing our work with our members, partners and community to bring us closer to a cancer free future.



Ms Tanya Buchanan

CEO, Cancer Council Australia

Welcome to Cancer Council Australia's 2020/21 Annual Review and my first as CEO.

I feel immensely privileged to have been appointed as CEO of Cancer Council Australia. This is an organisation that has a rich track record of success in tackling cancer prevention, treatment, support and research and which continues to be a world leader in cancer control.

It is an honour to be able to work alongside such dedicated and talented staff, Board members and colleagues from across the Cancer Council Federation. Their commitment and hard work are evident in everything Cancer Council Australia has achieved in 2020/21. I would like to take this opportunity to thank my predecessor, Professor Sanchia Aranda AM, for her work leading Cancer Council Australia for the past five years as well as for the welcome and support she gave me in passing the baton.

The ongoing COVID-19 pandemic has presented us with many challenges over the last year but we have continued to lead the way with world-class research, prevention work, supporting people affected by cancer and using our voice and expertise to advocate for all Australians affected by all cancers. It has been a busy year for Cancer Council but also an incredibly rewarding one.

Some highlights of the year include:

- Working with the Australian Government to encourage eligible Australians not to delay their cancer screening due to COVID-19 with our 'Cancer Screening Saves Lives' campaign. This campaign proved effective in driving reach and engagement amongst the target audience.
- Reaching millions of Australians across the summer with our 'Still the Same Sun' campaign that reminded Australians of the importance of sun protection. This was a crucially important campaign to reduce the incidence of Australia's most diagnosed cancer: skin cancer.
- Supporting people with all cancer types with the development of web-based resources for people with rare and less common cancers, their carers and loved ones. These are now part of our national *Understanding Cancer* series of more than 60 resources.

A message from our CEO

- Tackling cancer myths with our World Cancer Day campaign on misinformation. This reached around five million Australians and drove people to our newly revamped iHeard website, where we refute cancer related myths.
- Supporting our Federation members to host very different looking events for Australia's Biggest Morning Tea and Daffodil Day in this era of COVID-19. The generosity of Australians who raised over \$2 million on Daffodil Day and \$10 million with Australia's Biggest Morning Tea, exceeded expectations and supported Cancer Council in our work.

We have continued working over the past year to achieve health policies that prevent cancer from occurring and which ensure all Australians affected by cancer can receive the support and care they need. Cancer Council has been a member of the Expert Steering Committee for the National Preventive Health Strategy and we have made multiple submissions to the Australian Government on issues of public health and cancer care policy. Further to our work last year with the Australian Government encouraging Australians to complete their cervical, bowel and breast screening, we are working with the Australian Government on developing a new campaign to increase participation in the National Bowel Cancer Screening Program. If we can increase the number of people who complete their free at-home screening test kit to 6 in 10 Australians by 2040, we can save 84,000 lives over the next 20 years.

In 2020 the Cancer Council Federation's support services were accessed 240,000 times providing vital support when needed most; we distributed over half a million free resources including booklet and digital resources; and our 13 11 20 cancer information and support line was accessed by almost 41,000 Australians.

As important as these contributions are, they are just the tip of what Cancer Council does to support people affected by cancer.

Cancer Council leads the way in unlocking answers about cancer prevention, treatment and improved outcomes by funding world-class research. We are the largest non-government funder of cancer research in Australia and in 2020, our state and territory Cancer Councils, together with our research partners enabled \$54 million in research across all cancers. This funded 664 researchers, 297 projects and 49 institutions. Each dollar invested brings us closer to a cancer free future.

I am enormously proud of the work we have done in the past year, particularly with so many added challenges and constraints due to the ongoing pandemic. I look forward to the upcoming year, collaborating with our members, stakeholders and government as together we work towards a cancer free future.

WHO WE ARE

Every day we get closer to a future without cancer

Cancer Council Australia is proud to be part of the Cancer Council Federation.

Together, we are Australia's leading cancer charity and the only cancer charity that works across every aspect of every cancer from prevention through to early detection, support, advocacy and research. Every day, we support families affected by cancer when they need it most; speak out on behalf of the community on cancer issues; empower people to reduce their cancer risk; and find new ways to better detect and treat cancer. With your help, we're getting closer to a cancer free future every minute, every hour, every day.

This review brings together the work of Cancer Council Australia, as well as highlighting the work of our members, to demonstrate Cancer Council's impact on a national scale.

Our collective Cancer Council
impact



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.

[Find out more here.](#)

Our SunSmart Schools program

— *helps to protect over* —

2.3 MILLION KIDS

across the country from overexposure to UV radiation each year, reducing their risk of **skin cancer** *in the future.*

Our services were accessed

240,000 TIMES

by Australians affected by cancer,
providing vital support



when they need it most
and making every stage of their
cancer experience easier.

Support

We're here to listen and care for people at every part of the cancer experience.

[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.

[Find out more here.](#)

Cancer Council investment in research

— assisted in funding —

664 researchers,
297 projects and
49 institutions.

*Each dollar invested
brings us closer to a*

cancer free future.



This year Cancer Council welcomed an
\$8.7 million investment in
BOWEL CANCER
screening promotion

and continues to call on
government to invest in

LIFE-SAVING

prevention campaigns.



Advocacy

We use our established voice and expertise to advocate on behalf of Australians in places where they are not always heard.



CANCER COUNCIL HIGHLIGHTS

2020

/21

Encouraging Australians to continue cancer screening during the pandemic

COVID-19 stopped a lot in Australia. However, our Australian Government funded national cancer screening campaign helped Australians to prioritise doing their [bowel](#), [cervical](#) and [breast](#) cancer screening tests.

The campaign targeted all Australians who were eligible or overdue for screening and ran from September to November 2020 for bowel and cervical screening, while the breast cancer campaign ran from late March to mid-April 2021.

There was particular emphasis placed on strategies to reach Aboriginal and Torres Strait Islander people, culturally and linguistically diverse communities and GPs.

Supported by the Australian Government, our

\$2.2 million

cancer screening campaign encouraged Australians not to put off potentially life-saving breast, bowel and cervical cancer screening because of COVID-19.

THE CAMPAIGN AIMED TO:

1

Remind Australians that cancer screening saves lives.

2

Encourage Australians to prioritise cancer screening that might have been put off due to COVID-19.

3

Provide instructions on how to participate in cancer screening.

THOSE EXPOSED TO THE CAMPAIGN WERE SHOWN TO BE LESS LIKELY TO DELAY SCREENING TESTS.

A boost for bowel cancer prevention

Cancer Council worked closely with the Australian Government to secure ongoing investment in life-saving bowel cancer screening campaigns. On 27 May 2021, \$8.7 million for a new Cancer Council campaign was announced. Bowel cancer claims the lives of nearly 100 Australians per week but if caught early more than 90 per cent of cases can be successfully treated.

Cancer Council welcomed this funding and continues to encourage the government to support ongoing communications in order to keep bowel cancer screening participation top of mind. Cancer Council modelling shows that if we can increase bowel cancer screening participation to 60 per cent by 2040, we can save 84,000 lives, and massively reduce healthcare costs. However, to do this, annual national communications campaigns are essential.



Cancer Council will use the Federal Government's latest investment in bowel cancer screening to target:

- Australians aged 50-74, including priority sub-groups:
 - People aged 50-59
 - Aboriginal and Torres Strait Islander people
 - Culturally and linguistically diverse communities



93,000

extra test kits returned



860

bowel cancers prevented



470

lives saved...over the next 50 years

Modelling the impact of COVID-19 on cancer

In response to the COVID-19 pandemic and the potential impact on cancer outcomes, Professor Karen Canfell, Director of The Daffodil Centre, in a joint venture between Cancer Council NSW and the University of Sydney, is co-leading a global research consortium to understand:

- the impacts of the COVID-19 infections and cancer treatment delays on cancer outcomes
- the impact of disruptions to cancer screening and best practice recovery strategies in high income countries
- the impact of changes to smoking behaviour and other lifestyle alterations on long-term cancer risk and prevention strategies.

The consortium is supported by peak international health organisations including the International Agency for Research on Cancer and the International Cancer Screening Network.

The consortium is developing new models to support decision-making in cancer control both during and after the pandemic. This essential modelling will play a crucial role in informing our priorities and messaging.

Cancer Council Researcher recognised for

Excellence

We congratulate Professor Canfell for being awarded a National Health and Medical Research Council Elizabeth Blackburn Investigator Grant Award for excellence and for Leadership in Health Services Research.



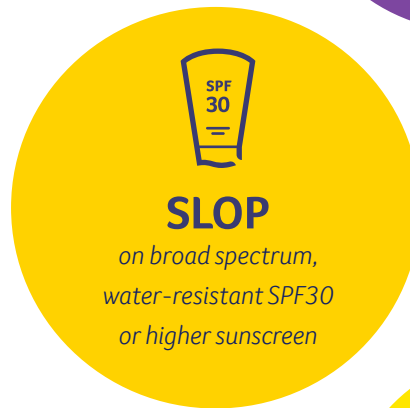
A SunSmart reminder for Generation X

Despite over 2000 Australians dying of skin cancer each year, Australia has not had a federally funded national skin cancer awareness campaign for over a decade. There is an urgent need to use mass media campaigns to drive [SunSmart](#) behaviours in Australians.

To address this, Cancer Council, in partnership with the Australasian College of Dermatologists, launched the 'Still the Same Sun' campaign during National Skin Cancer Action Week in November 2020. This campaign had the dual purpose of calling for government investment and reminding Australians that they need to 'Slip, Slop, Slap, Seek and Slide' during summer.

The campaign was informed by Cancer Council research which exposed some particularly risky behaviour amongst the 25-44 year-old age group. 'Still the Same Sun' was designed to demonstrate that whilst many things have changed in the 40 years since the original 'Slip, Slop, Slap' campaign first aired, the sun is still just as dangerous for skin cancer as it was then.

During the campaign period we were delighted to see the government include skin cancer awareness in the draft National Preventive Health Strategy. We continue to urge the Federal Government to invest \$20 million annually over the next three years in national campaigns to prevent skin cancer and save lives.



More than

95%

of skin cancers could be prevented through sun protection.

Exposing an invisible workplace hazard

Australians who work with building materials such as engineered stone, bricks, tiles and concrete have a high risk of inhaling harmful [silica dust](#). A hundred times finer than a grain of sand, silica dust can cause lung cancer, silicosis and other serious diseases when inhaled. Around 230 Australians develop lung cancer each year as a result of exposure to silica dust.

In May 2021 Cancer Council ran a campaign, funded by the Australian Institute of Occupational Hygienists (AIOH) Foundation, to better inform workers in the artificial stone industry on ways to protect themselves from silica dust exposure.



Our campaign animation was viewed over

609,000

times by people identified as most likely to be at risk of exposure to silica dust.

Campaign content was shared on Cancer Council social media channels reaching a potential audience of over

360,000

people.





Busting cancer myths

We've seen the problems of health misinformation around COVID-19 – and cancer is no different.

In 2021, Cancer Council launched a campaign to debunk common cancer myths and reinforce our position as a leading source of cancer information.

Launched on World Cancer Day (4 February) the campaign used new research to refute myths and highlight cancer facts across media, social media, and our relaunched [iHeard](#) website.

Since the relaunch of the iHeard website, hundreds of thousands of Australians have visited iHeard to check false cancer claims and get the facts on cancer prevention and treatment.

*What do Australians believe about cancer?
To compile the most common cancer myths, we conducted research with*

1000

Australians.

Our World Cancer Day campaign reached around

5 million

Australians across print, television, radio, online, and social channels helping sort fact from fiction.

Fact vs fiction



2 IN 3

Australians incorrectly believe that animals can sniff out cancer.



2 IN 5

Australians incorrectly believe alternative therapies can cure cancer.

Leading the call for tobacco reduction

A comprehensive strategy is urgently needed to reduce the deadly toll of tobacco smoking in Australia. Cancer Council welcomed the Federal Minister for Health, Hon. Greg Hunt's commitment, announced in 2019 to reduce the adult smoking rate to less than 10 per cent – however, a comprehensive range of measures are needed to reach this goal and prevent the one-in-five cancer deaths caused by smoking.

To support this goal, Cancer Council has continued to make sure tobacco control is a priority.

As well as reminding Australians of the resources available to help them to quit, we are proactively calling for the Australian Government to revive Australia's National Tobacco Campaign, strengthen efforts to reduce smoking in Aboriginal and Torres Strait Islander communities and protect young people from the tobacco industry.

In support of a comprehensive approach to tobacco control, in September 2020, Cancer Council and the Sax Institute published a special edition of the [Public Health Research and Practice](#) journal. Focused entirely on tobacco control, this edition emphasised the need for renewed government action and highlighted evidence that is available on much needed interventions.


We look forward to working with governments across Australia to continue to drive down tobacco use and save lives.

Increasing the effectiveness of tobacco tax policy

Australia is leading the way with some of the strongest tobacco control policies in the world. However, the tobacco industry consistently undermines the effectiveness of tobacco tax increases through aggressive price-related marketing.

Through our investment in the Australian Prevention Partnership Centre, we are co-funding a research project that is modelling the impact of prices, consumption and quitting on policies to reduce price discounting and end promotion of cheap tobacco products.

Tobacco smoking causes
one fifth
of all Australian cancer deaths,
making it the highest single
risk factor for cancer.



Smoking causes
16 different cancer types
including lung cancer -
Australia's **deadliest** cancer.

Cancer Council calls for a comprehensive tobacco strategy including a hard hitting public education campaign.



Researchers will also use the latest communications research to propose revised and expanded warning messages. The project will provide policymakers with clear ways to reduce smoking and save lives among Australia's most disadvantaged groups.



Find out more [here](#)

Best cancer care for all Australians

Funded by the Australian Government and supported by the Victorian Government, Cancer Council Victoria has developed the optimal care pathways that put the patient at the centre of care decisions.

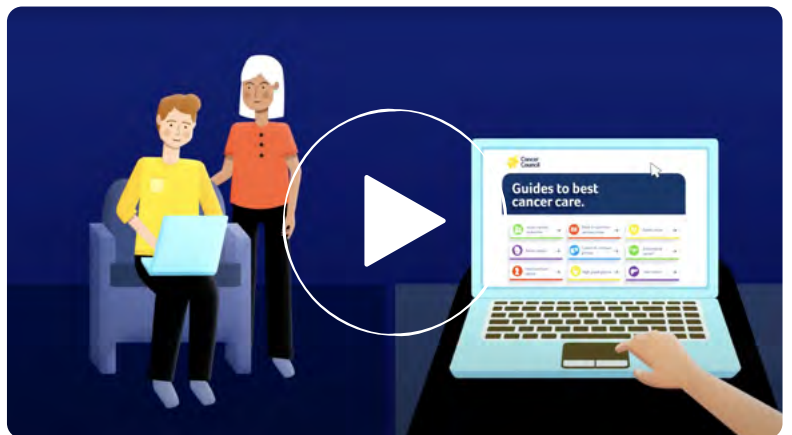
To promote this, Cancer Council launched a new microsite with updated resources where Australians with cancer could learn about the standard of care they should expect. Originally called *What to expect*, the consumer guides have been reviewed and renamed as [Your guides to best cancer care](#), making them more accessible and engaging.

This project to refresh the guides to best cancer care has been hugely successful in communicating best cancer care across our community.

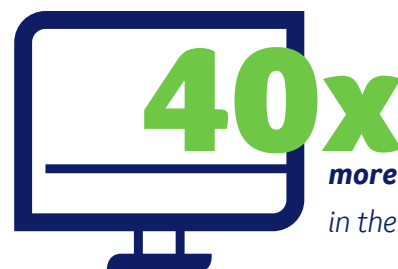
A communications campaign directed more than

850,000

Australians affected by cancer to the new microsite and resources.



The 'Your guides to best cancer care' microsite made it easier for Australians with cancer to access information with



more visitors than in the previous year.



Bringing SunSmart products to Australians

The sale of branded Cancer Council hats, sunglasses, sunscreen, shade items, clothing and swimwear continued to deliver a vital revenue stream to fund Cancer Council's work across cancer research, prevention, and support. It also supported Cancer Council's broader mission to increase the number of Australians using sun protection by providing practical, affordable and high-quality products.

In summer 2020, our licensing partners funded a marketing campaign to remind Australians to use five forms of sun protection. With COVID-19 still impacting on our retail sales, we appreciate the many Australians who continue to purchase the sun protection products that help fund our work.



Making the costs of cancer treatment clear

Australians have one of the world's highest cancer survival rates. However, cancer treatment can involve multiple healthcare providers, both public and private, which can lead to unexpected out-of-pocket costs.

To help people affected by cancer better understand the costs of cancer care, Cancer Council partnered with Breast Cancer Network Australia, CanTeen and Prostate Cancer Foundation Australia to develop an [Informed Financial Consent Standard](#).

A range of communications supported the launch of the Informed Financial Consent Standard, including an explainer animation video for both people affected by cancer and health professionals; a patient information flyer; an article for cancer care practitioners; and a supporting content toolkit for our Cancer Council members and partner organisations to promote.

This was launched across Australia in September 2020.





Supporting people with all cancer types

The diagnosis of a rare or less common cancer can be incredibly isolating. Many people struggle to find information specific to their cancer type, which can add to the distress of a diagnosis.

With the help of a Cancer Australia *Supporting people with cancer Grant initiative*, funded by the Australian Government, Cancer Council Australia led a collaborative project to develop web-based resources for people affected by [rare and less common cancers](#).

New Cancer Council fact sheets detail the symptoms, diagnosis, treatment and side effects of 10 cancers. A new booklet includes advice and support services to help people with these cancers cope throughout their treatment experience.

A comprehensive media campaign promoted the new resources to people with cancer and their networks, as well as to health professionals.

Together, rare and less common cancers account for nearly

1 in 3

of all cancers and half of all deaths.

The social media campaign to promote the new resources reached more than

100,000

people.



A new video – Wayne’s story – shows what these resources mean to someone with a rare and less common cancer.

Our Board and governance.

Under our Constitution, 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 charter outlines how the Board meets that responsibility.

The Board met six times in 2020/21. An Annual General Meeting was held in December 2020.

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.

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

Supportive Care Committee

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

The Research Executive Committee

- **Subcommittee:** Research Intelligence

Our people

As at 30 June 2021, Cancer Council Australia employed 31 staff. The ongoing COVID-19 pandemic continued to present challenges, but our staff remain committed to delivering our mission for a cancer free future.

As a small organisation, we pride ourselves on fostering a supportive, social and collaborative 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. Cancer Council Australia receives income from the sale of sun protection products, bequests, and donations, which is then distributed to our eight Cancer Council members to help fund local research, prevention, advocacy and support services. In 2020/21 we distributed \$12.22 million for this important work.

Cancer Council Australia's costs are covered by annual subscriptions from our eight state and territory members. In the 2020/21 financial year, these subscriptions were \$4.03 million. This is down on last year - the impact of COVID-19 continued to be felt during the year. Despite the challenging environment, Cancer Council Australia has continued to deliver against its objectives and meet the needs of all Australians affected by all forms of cancer.

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 on the following page shows Cancer Council Australia's income and expenditure on national programs for the 2020/21 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, \$2.65 million in grant income was recognised in 2020/21, the large funding being a grant from the Commonwealth Government to run the 'Cancer Screening Saves Lives' campaign to promote awareness of the need to prioritise bowel, breast and cervical cancer screening tests.

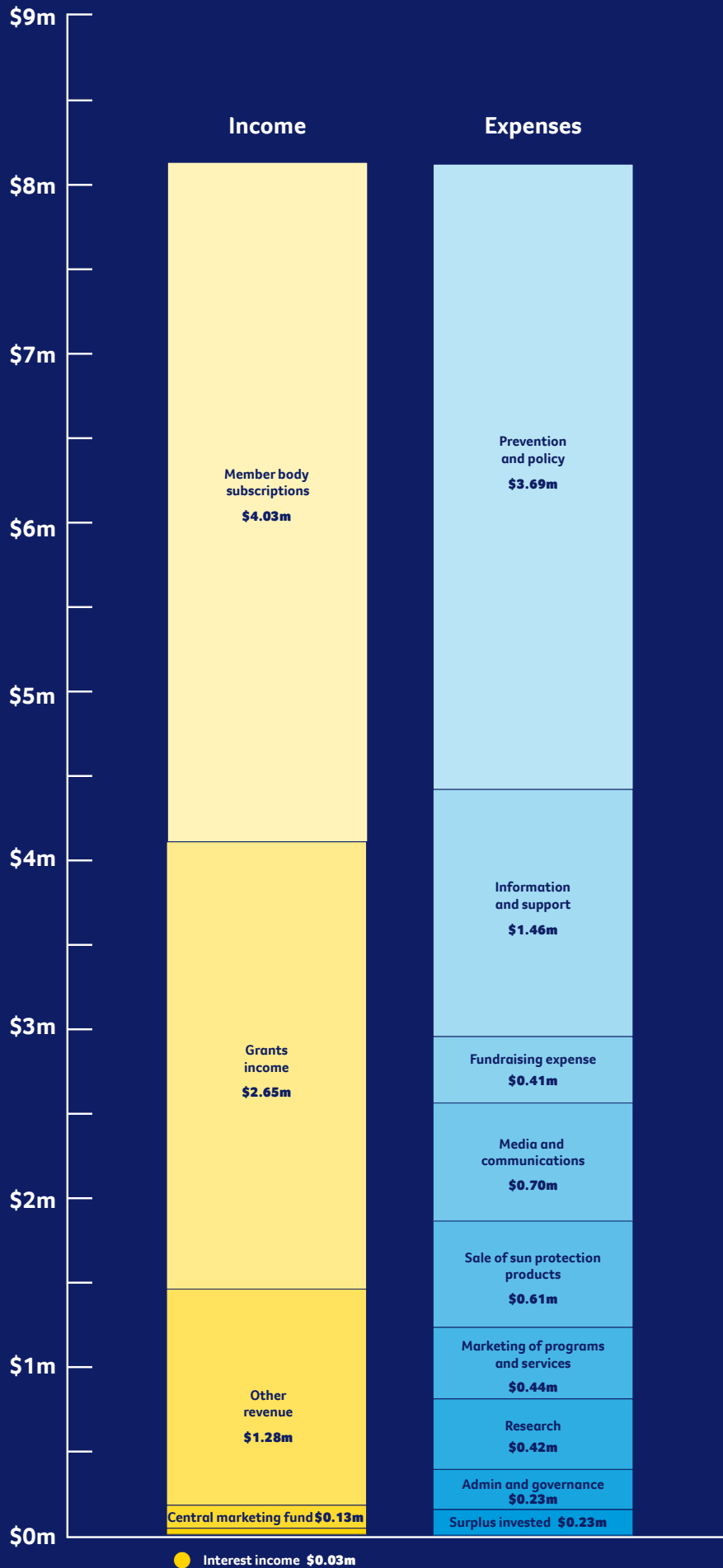
We also receive marketing funding contributions from our sun protection product licensees. In 2020/21 this Central Marketing Fund contribution was \$128,000. Cancer Council uses these funds, together with our own contribution, to deliver campaigns to promote Cancer Council branded sun protection products, as well as encouraging Australians to use five forms of sun protection (slip, slop, slap, seek and slide). Our other income (\$1.28 million) in 2020/21 includes support from the Federal Government's JobKeeper scheme, and income we received to deliver on specific health initiatives, with interest (\$35,000) making up the balance of our income for the year.

The expenses column on the following page shows how we spent our funds for impact. In 2020/21, our expenditure included: national prevention and policy (\$3.69 million); sun protection and product marketing (\$610,000); national information and support resources (\$1.46 million); media and communications to support Cancer Councils' evidence-based work (\$703,000); communication and marketing of our cancer programs and mission delivery (\$443,000); and research projects (\$423,000).

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 \$54 million with our research partners in 2020. Cancer Council Australia also spent \$417,000 on fundraising to generate income for its members, as well as \$233,000 on administration and governance costs.



For more detail please read our audited financial report for the year ended 30 June 2021 [here](#)



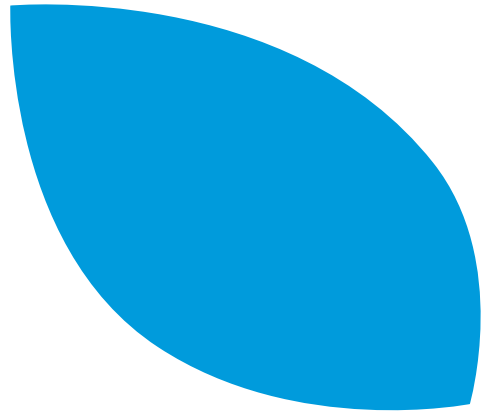
● Interest income \$0.03m

Thank you.

Our future can be cancer free.

As a charity, the Cancer Council Federation relies on the support and generosity of our community. It is this generosity that enables us to continue to work towards our vision of a cancer free future. Every day we're getting closer to stopping cancer, but the work is not over.

With the ongoing COVID-19 pandemic, this year has continued to bring challenges to achieving our vision. The role of Cancer Council is more important than ever. Despite the many challenges, the Australian community has shown enormous support for our Daffodil Day and Australia's Biggest Morning Tea fundraising campaigns. Cancer Council thanks the thousands of Australians and corporate partners who have participated in these events and helped make them so successful. This support will continue to fund cancer research, help us run life-saving education programs, and support thousands of Australians affected by cancer.



For information and support call

13 11 20

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

cancer.org.au

