



Annual Review 2021/22

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

Together, we can stop cancer.



Acknowledgement of Country

We acknowledge the Traditional Custodians of the lands and waters on which we work and live on across Australia. We pay our respects to Elders past, present and emerging.

Aboriginal and Torres Strait Islander people are disproportionately affected by cancer. We are committed to deep and ongoing partnerships to reduce this disparity and are working with Aboriginal and Torres Strait Islander organisations and communities to focus on cancer prevention, treatment and care.

Annual Review

2021/22

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Introduction



Our vision: a cancer free future

We're working to reduce the impact of cancer for all Australians.

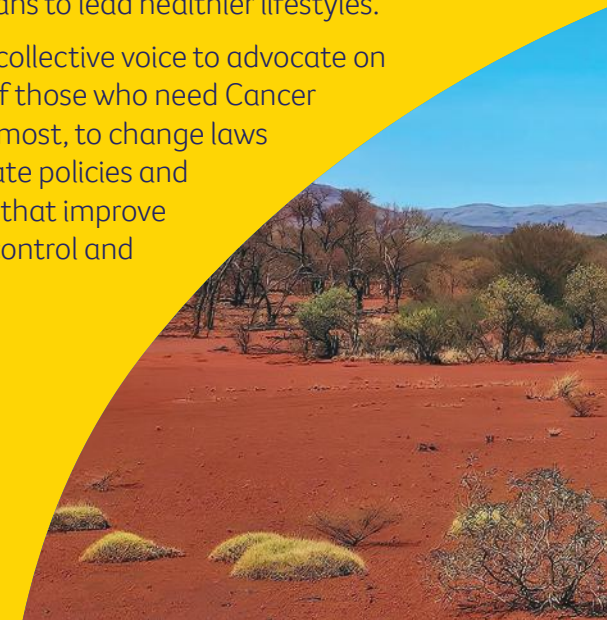
Almost half of all Australians will be diagnosed with cancer by the age of 85. While our cancer outcomes continue to be amongst the best in the world, by working together we can all play a part in reducing the impact of cancer for all Australians.

Together, we're stronger.

There's power in partnership. Our work spans all areas of cancer, from prevention to early detection, support, advocacy and research. It's something we're proud of – but we don't do it alone. Cancer Council Australia sits in a Federation of equals with the eight State and Territory Cancer Councils, building together towards a cancer free future. We work with the Australian Government, organisations with goals similar to ours, health professionals and people who are passionate about improving cancer outcomes. Together we develop, advocate for and deliver public policy and national campaigns, which secure better cancer outcomes for all Australians.

Across the Federation, we are working with State and Territory Cancer Councils towards our shared goals. Alongside generous supporters and volunteers the Federation is:

- ✿ Finding new ways to detect and treat cancer.
- ✿ Preventing as many cases of cancer as possible, with programs that empower Australians to lead healthier lifestyles.
- ✿ Using a collective voice to advocate on behalf of those who need Cancer Council most, to change laws and create policies and services that improve cancer control and care.

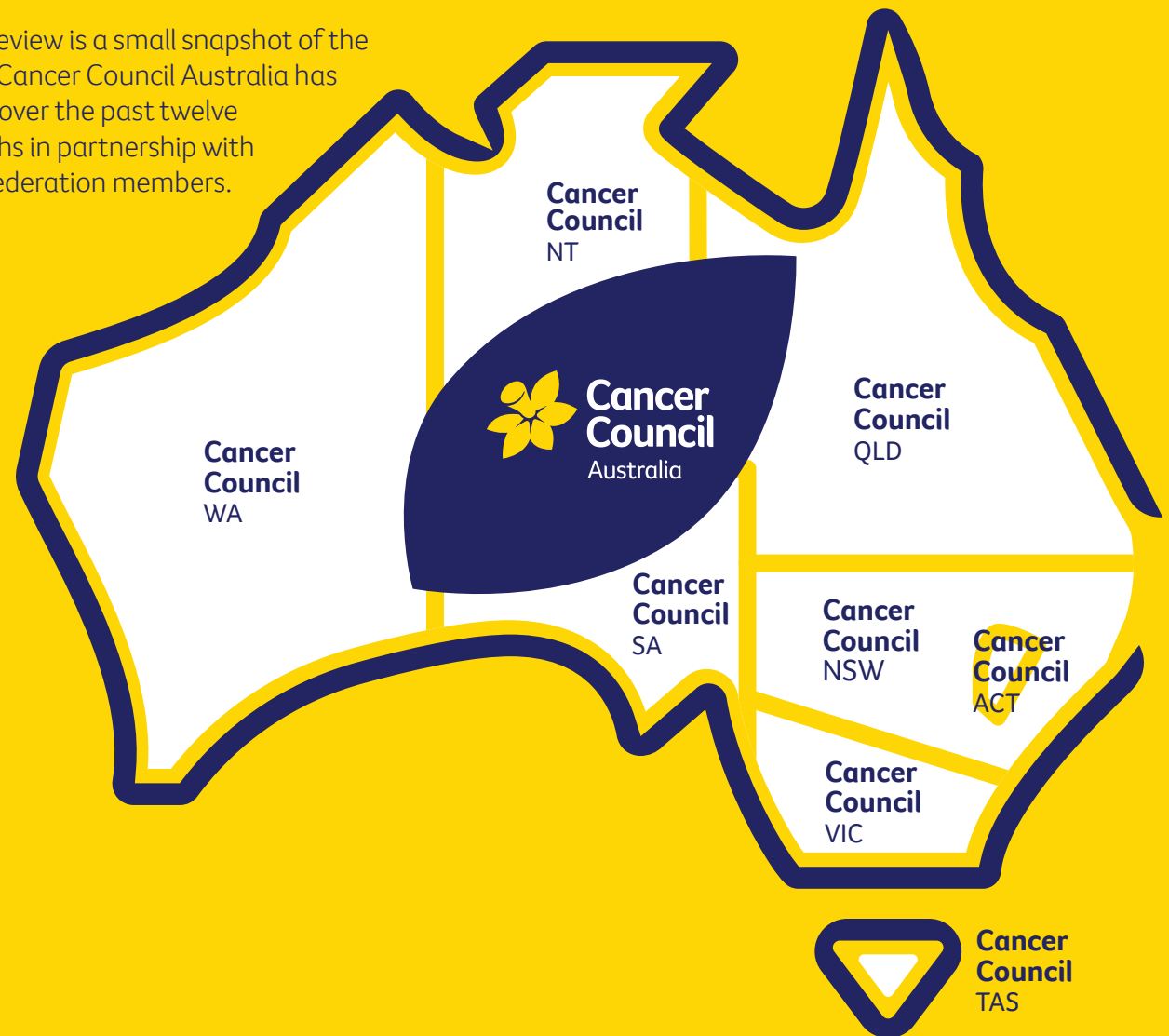


Our vision: a cancer free future (continued)

While a cancer free future will not happen tomorrow, there are actions everyone can take to help people affected by cancer today. Whether you [host a morning tea](#), [volunteer](#), [donate](#), support our [advocacy efforts](#) or become a [corporate partner](#), there are plenty of ways you can support the more than one million Australians living with and beyond cancer.

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](#).

This review is a small snapshot of the work Cancer Council Australia has done over the past twelve months in partnership with our Federation members.





A message from our Chair

Professor Hugh Harley
Chair, Cancer Council Australia

Welcome to Cancer Council Australia's Annual Review. This is an opportunity to reflect on our activities during the 2021/22 financial year and how they continue to reduce the impact of cancer for all Australians.

As Australia's only cancer charity working across every type of cancer, and at all steps along the way, Cancer Council's mission is both unique and varied. I am very proud to work alongside Federation colleagues from the eight State and Territory Cancer Councils, combining our shared resources, expertise and voice in our efforts to move towards a cancer free future, faster.

As for so many in Australia, the past year has had to be one of resilience. Both during the pandemic and as we have emerged, Cancer Council Australia sought to ensure Australia's world-leading cancer outcomes did not become a casualty of COVID-19, so that Australians can continue to receive the best possible cancer treatment and care.

We are very grateful for the consistent support we have received from successive Australian Governments. It has been a privilege to partner

with these governments in the delivery of a range of important initiatives. The enthusiastic response to National Skin Cancer Action Week 2021 and consequent investment in a skin cancer prevention campaign by the Morrison Government is testament to this. During the lead up to the 2022 federal election, we were very pleased that Australians rallied behind our Cancer Free Pledge to reinvigorate action on five priority areas. This laid the foundation for very productive discussions with the Albanese Government and we look forward to working together to achieve further improvements in cancer outcomes for all Australians.

“
... Australia is poised to
become the first country to
eliminate cervical cancer as a
public health problem.”

The potential for progress is enormous, and this is evident as Australia is poised to become the

A message from our Chair (continued)

first country to eliminate cervical cancer as a public health problem. Over my years as Chair, I have been incredibly impressed by ongoing Cancer Council Federation research that is accelerating Australia toward the elimination of cervical cancer. This year, one important step on the pathway to elimination has been Australian Government funding to support cervical screening with universal self-collection, further removing barriers to screening participation. Cancer Council Australia played a significant role in this innovation, by updating the National Cervical Screening Program Guidelines to support the rollout of self-collection. This ensures healthcare professionals have access to the latest evidence-based recommendations and guidance to support their patients to participate in cervical screening.

Australia's progress toward successfully eliminating cervical cancer as a public health problem serves as an important reminder that a cancer free future will rely on a comprehensive approach to prevention alongside early detection, screening, treatment, and care initiatives. With assistance and gentle reminders from Cancer Council,

Australians continue to take part in cancer screening programs, be SunSmart, quit smoking and enjoy healthier lifestyles and workplaces, empowered by our policy, research and education initiatives.

This progress is a collective achievement, reflecting the efforts and generosity of so many Australians. I particularly thank our staff and volunteers, our generous donors, our many partner organisations, and the wider healthcare community. I also acknowledge the many Australians impacted by cancer, whose spirit in the face of adversity fuels our determination to achieve a cancer free future.

In closing, I thank my fellow Directors, who have been so ably assisted by our CEO

Professor Tanya Buchanan and the Cancer Council Australia team. I extend my gratitude to the leadership and teams in each State and Territory Cancer Council for the work that they do. It is this work that supports the people who need it most today, whilst ensuring fewer need our support tomorrow.





A message from our CEO

Professor Tanya Buchanan

Chief Executive Officer, Cancer Council Australia

Welcome to Cancer Council Australia's 2021/22 Annual Review.

It's been another busy year for Cancer Council, and an enormously rewarding one. When I wrote last year's welcome, I was one of the newest additions to the Cancer Council Australia team. It is an honour to work alongside the passionate Cancer Council Australia staff, as well as my Federation colleagues, the Board and other cancer organisations, driving innovation to improve cancer control and care.

The ongoing contributions and commitment of the Cancer Council Australia team is evident in a significant number of ways. A few notable mentions include:

- ✿ The delivery of a national skin cancer prevention campaign in partnership with the Federation and Australian Government.
- ✿ The development of an innovative integrated communications strategy as part of a broader program of bowel screening work, utilising comprehensive research and analysis from our Federation to increase participation in the National Bowel Cancer Screening Program.

- ✿ A new platform to support the development and publication of clinical guidelines for health professionals of all specialities.

The trust Australians place in Cancer Council is an enormous privilege. It's why we use our voice to advocate on behalf of those who need us most, when they need us most. I'm proud of our persistent efforts in policy development, government submissions, and advocacy. In partnership with other cancer organisations, we represent the more than 1 million Australians currently living with cancer.

Bolstered by the support of Australians taking our Cancer Free Pledge, in the lead-up to the federal election we put cancer control on the agenda of all political parties. Supported by our advocacy, we saw policy changes that will prevent cancer cases for years to come: another tranche of funding the Tackling Indigenous Smoking initiative and expanding self-collection for cervical screening so that all women and people with a cervix are eligible for this less invasive test.

Our sustained calls over two years for a National Skin Cancer Prevention Campaign culminated in National Skin Cancer Action

A message from our CEO (continued)

Week in November 2021. Together with the Australasian College of Dermatologists, we reminded the Australian public and politicians that skin cancer remains our national cancer, so ‘the job’s not done until we’re all safe in the sun’. These calls led to Australian Government investment in the first national skin cancer prevention campaign in more than a decade. We are delighted to have successfully partnered with the Australian Government and our Federation in delivering the campaign that resulted in increased intentions to be SunSmart.

“
... we use our voice to advocate
on behalf of those who need us
most, when they need us most.

”

This year, 150,000 Australians were diagnosed with cancer. Along with their families and communities, they looked to us as one of Australia’s most trusted charities, for vital evidence-based information and support. Over the past year, more than 36,000 Australians spoke to our highly trained and experienced

cancer nurses and health professionals working on our 13 11 20 Information and Support Line. We distributed over half a million free booklets and digital resources. In total, Cancer Council’s support services – including subsidised accommodation, transport, and legal and financial advice – were accessed almost 220,000 times.

Cancer Council Australia and the State and Territory Cancer Councils, together with our research partners, enabled \$51.7 million in world-class cancer research in 2021. As the largest independent funder of cancer research in the country, the Federation has funded 664 researchers in 309 projects across 44 institutions, which together have made life-changing advancements to cancer prevention, detection and treatment.

Tobacco use remains the leading preventable cause of cancer. As a nation, we need to do more in tobacco control. A comprehensive approach to tobacco control, as outlined in the draft National Tobacco Strategy, is essential. This includes investment in an ongoing integrated, public

education strategy to support and motivate current smokers to quit. Such a strategy would put us on the path to achieve our national goal of reducing tobacco use to less than 5% in the general population.

As we reflect on the progress we’ve made towards improving cancer outcomes, I thank you for your support. Whilst we have a lot to do, I look forward to working with you, as together we can reduce the impact of cancer for all Australians.

A photograph of a man carrying a young girl on his shoulders in a grassy field at sunset. The man is wearing a striped shirt and the girl is wearing a light blue shirt. The sun is low on the horizon, creating a warm, golden glow and lens flare effects. The background is a blurred field and trees.

Our collective impact

Our collective impact

Prevention

The time to stop cancer is before it starts. Prevention and early detection are vital in reducing cancer diagnoses and deaths in Australia.

[Find out more here.](#)



Advocacy

We use our trusted voice and expertise to advocate on behalf of all Australians, to change laws and policies to reduce cancer risks and improve cancer care.

[Find out more here.](#)



We put **cancer control** and **care** on the national agenda, delivering **24 submissions** to the Australian Government and Parliament.

After seeing the **skin cancer prevention campaign**,

1 in **2** Australians reported they intended to be more SunSmart.



Support

We're here to listen and support people at every step of the cancer experience.

[Find out more here.](#)



Our **13 11 20** Information and Support Line connected over



36,000 Australians

affected by all cancers to services and support when they needed it most.

Research

We fund and support world-class researchers, empowering them to push boundaries and unlock the answers to better understand, prevent, and treat cancer.

[Find out more here.](#)



The Cancer Council Federation, together with our research partners enabled **\$51.7 million** in research, funding **664** researchers, working on **309** projects across **44** institutions.

Each dollar invested brings us closer to a cancer free future.

Highlights of the year



National campaigns



In 2021/22, Cancer Council Australia secured \$8.69 million from the Australian Government to work in partnership on the delivery of a **National Bowel Cancer Screening Program** campaign over winter 2022. We take an evidence-informed approach to our work, so to better understand what's stopping the 36% of eligible Australians who don't participate in bowel screening from doing so, our Federation team of experts conducted a research insights review.

Using comprehensive insights from that research, Cancer Council Australia, working with our Federation colleagues and the Australian Government, developed an innovative strategy tailored to the needs of specific communities. We worked in partnership with community leaders and experts to commission additional research and develop culturally appropriate communications to support increased participation in Aboriginal and Torres Strait Islander and non-English speaking communities.

“

It is such a simple and well-designed test. I would recommend doing the test to give you peace of mind. Plus, it might save your life - it saved mine!

”

Erik Carapetian sharing his experience of bowel cancer and The National Bowel Cancer Screening Program with Cancer Council Australia CEO, Professor Tanya Buchanan, at Australia's Biggest Morning Tea in Parliament House, 2021.



Putting skin cancer prevention on the national agenda



Cancer Council Australia leveraged **National Skin Cancer Action Week 2021** to target federal parliamentarians and policy makers with the message: 'The job's not done until we're all safe in the sun'. This message had a broad reach and during National Skin Cancer Action Week 2021 we reached 21 million Australians reminding them all to be SunSmart.

We also sent federal parliamentarians, a personalised campaign letter and sun protection kit and asked them to support our campaign. We were delighted that 11 MPs, including the Australian Minister for Health, shared our messaging.



This work during National Skin Cancer Action Week 2021 built strongly on our efforts in 2020, with our consistent call being for a national skin cancer prevention campaign. This sustained and consistent advocacy saw us secure funding to deliver the first Australian Government funded skin cancer prevention campaign in over a decade. The campaign was launched by the Prime Minister, The Hon Scott Morrison MP and Minister for Health, The Hon Greg Hunt MP in December 2021, with a commitment to \$20 million over two years in a **National Skin Cancer Prevention Campaign** to raise awareness, drive action and ultimately, save lives.

During National Skin Cancer Action Week 2021 we reached **21 million Australians** reminding them all to be SunSmart.

We were delighted to achieve the support of The Minister for Health, The Hon Greg Hunt MP, in promoting the importance of being SunSmart.



Boosting SunSmart behaviours



Skin cancer currently accounts for 80% of newly diagnosed cancers. With two in three Australians expected to be diagnosed with skin cancer in their lifetime, it is one of Australia's most common cancers – despite it being one of the most preventable.

The Australian Government asked us to bring the Federation's expertise and position as one of Australia's most trusted charities to partner with them on a \$10 million **National Skin Cancer Prevention Campaign**. Over the summer of 2021/22 we collectively urged Australians aged 18 to 49 to Slip, Slop, Slap, Seek and Slide, whenever the UV is three or above.

We delivered an integrated communications campaign featuring innovative partnerships with major networks and media platforms. The campaign messaging was championed by high

profile media personalities and amplified across The Australian Open, national breakfast TV and news outlets. Consumers saw the campaign on new digital media platforms, on interactive outdoor advertising that reflected local UV conditions, at media doorstep events and in the form of a digital toolbox for tradies to assess their UV risk.

The campaign was an overwhelming success. By leveraging our partnerships with Australian media companies we generated \$9.9 million in bonus media value, as well as almost 500 stories across Australian media. The campaign was seen more than 520 million times, and reached 14 million Australians. This led to more than 68,500 Australians aged 18 to 49 downloading the SunSmart app – a key tool for knowing when the UV is three or above and staying SunSmart.

“

Even though I grew up with slip, slop, slap and being aware of the need for sun protection, I never thought skin cancer would happen to me, especially as I got older. It is really important to educate people about the sun, UV and sun protection.”

Matt Kean, a 44 year-old husband, father of two and school teacher, talking about his experience with melanoma.



Bringing the latest evidence into the clinic



To ensure the best possible cancer care is available to every family affected by any cancer type, we work with eminent health professionals to develop, publish and distribute **Clinical Practice Guidelines**. Cancer Council Australia brings together the latest scientific evidence and recommendations to support all health professionals working in cancer to better prevent, diagnose, treat and care for Australians affected by cancer. Every day, health professionals nationwide refer to these free, publicly available guidelines to recommend the best screening and treatment options tailored to each person's needs.

The Australian Government recognised Cancer Council's world-leading clinical and scientific expertise, and our role as the primary

destination for cancer clinical guidelines. The Australian Government commissioned us to update the National Cervical Screening Program Guidelines, which we delivered in March by working closely with the Guideline Working Party chaired by Professor Marion Saville AM and experts from the Daffodil Centre. This update helped to prepare health professionals and pathology laboratories across Australia for the expansion of cervical screening via self-collection in July 2022. Together, these changes bring us closer to equitably eliminating cervical cancer as a public health problem within our lifetimes by giving more people more choice and control over their healthcare.



“
Cancer Council
Australia brings
together the
latest scientific
evidence and
recommendations
to support all
health professionals
working in cancer... ”

Reducing the costs of cancer for all Australians

Half of all Australians diagnosed with cancer experience out-of-pocket costs of more than \$5,000 related to their diagnosis. Everyday living expenses and treatment costs add up, especially for Australians who find themselves unable to work due to their cancer diagnosis or caring role.

“
As the cost-of-living increases, reducing the financial pressure on families affected by cancer has never been more important.”

Joining forces with Oncology Social Work Australia and New Zealand (OSWANZ), we highlighted the impact of cancer on people's ability to work and argued for people with cancer to be able to access the Disability Support Pension (DSP). The eligibility criteria for the DSP typically excludes many people affected by cancer, meaning they rely on less appropriate forms of government-funded financial support.

Representing those who need us most at the Senate Inquiry and to the Department of Social Services, we called for:

- ✦ An increased rate for the Disability Support Pension
- ✦ Enhanced support for people affected by cancer to access the social services system

- ✦ An appropriate income support program to fill the gap experienced by people with cancer between unemployment and disability support programs.

As the cost-of-living increases, reducing the financial pressure on families affected by cancer has never been more important. Throughout the year we have continued to strive to ensure all Australians can access the best care possible, without financial worries.



“

...we have continued to strive to ensure all Australians can access the best care possible, without financial worries.

”



Strengthening our relationship with Government

Speaking as a trusted voice on cancer control in Australia is a very important part of what we do. Ahead of the federal election we developed and delivered a campaign to call on all political parties to:

1. Invest in skin cancer prevention campaigns
2. Reduce tobacco use to less than 5%
3. Eliminate cervical cancer as a public health problem in Australia
4. Screen to reduce the impact of lung cancer in Australia
5. Deliver access to world-class cancer care – whether in the city or the outback

Australians joined us in these asks by signing our **Cancer Free Pledge**. By leveraging people power and our position as a respected leader in cancer control, we have continued to push for annual funding for skin cancer

prevention campaigns. It is also imperative to secure ongoing funding to reduce tobacco use in Australia. This includes the Tackling Indigenous Smoking initiative to help reduce use in Aboriginal and Torres Strait Islander communities, and the funding of an integrated, public education strategy to support and motivate current smokers to quit.

“
In the past twelve months
we’ve made 24 policy
submissions to the Australian
Government... ”

In partnering with the Australian Government on the skin cancer prevention and bowel cancer

Take the Cancer Free Pledge today!

Each year, around 150,000 Australians receive the news we all hope never to hear.

But it doesn't have to be this way.

Which is why Cancer Council is calling on all political parties to:

1. Commit to ongoing funding for national skin cancer prevention
2. Reduce Australia's tobacco use to less than 5%
3. Screen to reduce the impact of lung cancer in Australia
4. Eliminate cervical cancer in Australia
5. Deliver access to world-class cancer care – whether in the city or the outback

www.cancer.org.au/take-the-pledge

Cancer Council

screening campaigns we work to ensure as many people as possible can engage with our message in the most effective manner possible. Our approach utilises evidence to innovate in our communications, and by securing charity discounts and bonus media value across these nationally funded campaigns, we have delivered greater impact on behaviour change, and can save more lives. Our success with these campaigns further strengthens our relationship and standing with government, and builds community awareness of the valuable work we lead to improve cancer outcomes in Australia.

We've also continued our work to shape and influence policy and practice across the cancer control continuum. In the past twelve months we've made 24 policy submissions to the Australian Government, given evidence at several federal government inquiries and worked collaboratively with colleagues in the Australian Public Service, health professionals and other non-government organisations.

Whether it's improving access to cancer treatments, making recommendations on new regulation to support cancer prevention, or sharing the impact that caring responsibilities have on wellbeing, we ensure people affected by cancer and the issues that impact cancer outcomes are well represented to our political leaders, policy makers and in public dialogue.



A cluster of several bright yellow balloons is the central focus, tied with thin gold ribbons that trail downwards. The balloons are set against a background of out-of-focus autumn leaves in shades of red, orange, and green. A large, solid yellow curved shape overlaps the bottom left corner of the image.

**Looking
ahead**

There's more to do

“
...there's still more work to do to ensure that all Australians are able to experience our world-leading cancer outcomes.”

“
Most smokers want to quit, and we know it's a challenge.”

While we have achieved a lot, there's still more work to do to ensure that all Australians are able to experience our world-leading cancer outcomes. Cancer Council Australia has a long history of working with our Federation members, the Australian Government, clinical partners and other cancer organisations to improve cancer control. With continued commitment, together we can:

Increase participation in bowel screening to 60% to save 84,000 lives by 2040

If found early, 90% of bowel cancers can be successfully treated - but only 41% of eligible Australians do their free, at-home bowel screening test. With support from Australian Government data and funding, our Federation gathered valuable insights into the reasons people do and do not participate in the National Bowel Cancer Screening Program. Together we implemented a National Bowel

Cancer Screening campaign in winter 2022 that aimed to boost participation and save lives.

Reduce tobacco use to less than 5%

Most smokers want to quit, and we know it's a challenge. Over the past decade we've seen a substantial decline in national campaigns that discourage smoking. Australian Government commitment to and funding of an integrated multi-channel, public education strategy would not only motivate and support current smokers to quit but would help de-normalise tobacco use and discourage uptake among young people.

Screen to reduce the impact of lung cancer in Australia

The earlier lung cancer is detected, the more it is able to be treated. We can stop Australia's biggest cancer killer, with commitment for the timely and appropriate implementation of a national lung cancer screening program.

Provide navigation support and improve the provision of world class cancer care

Many people with cancer in Australia encounter significant barriers, confusion and distress when moving through the health system to receive cancer treatment and support. To ensure all Australians can access and receive optimal cancer care, investment is required in a tiered approach to cancer navigation. This will allow all Australians with cancer access to the right care to meet their needs, connect them with specialist services appropriate to their cancer and individual circumstances, and receive appropriate supportive care so they can complete their cancer treatment.





Our Board and governance

Our Board, governance and committees

Our Board

Under our Constitution, the Board is made up of:

- ✦ 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 2021/22. An Annual General Meeting was held in November 2021.

Our Board's committees

We have three Board committees:

- ✦ the Finance, Risk and Audit Committee, which 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, which oversees and advises the Board on issues relating

“

We were delighted to win a Voice Project Best Workplace Award in 2022...



”

to our constitution and other governance matters.

- ✦ the Executive Committee, which is available to assist the Chief Executive Officer at short notice.

Our people

As a small organisation, we pride ourselves on fostering a supportive, social and collaborative culture. We were delighted to win a Voice Project [Best Workplace Award](#) in 2022 and are proud to be an employer of choice.

The ongoing COVID-19 pandemic has continued to challenge us, but we remain more committed than ever to delivering on our mission for a cancer free future.

Financial review



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 the eight other Cancer Council members to help fund local research, prevention, advocacy and support services. In 2021/22 we distributed \$10.36 million for this important work.

Cancer Council State & Territories provide support to Cancer Council Australia via annual subscriptions. Cancer Council Australia has continued to deliver against its objectives and

meet the needs of all Australians affected by all types of cancer.

Cancer Council Australia works 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](#).

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, \$17.30 million in grant income was recognised in 2021/22, the larger funding being a grant

from the Commonwealth Government to run the Bowel Cancer Screening Communication Program and National Skin Cancer Prevention Communication Program.

Our greatest expense is the delivery of prevention and policy programs.

We received \$3.79 million in bequests in 2021/22 which was applied to the work of the Federation.

[For more detail please read our audited financial report for the year ended 30 June 2022 here.](#)

“Cancer Council Australia has continued to deliver against its objectives and meet the needs of all Australians affected by all types of cancer.”



Thank you

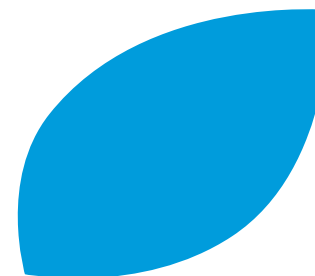
“

The work that Cancer Council does is invaluable and literally life changing for so many people.

”

Jess, Cancer Council volunteer whose dad passed away from lung cancer.

Thank you for your support. Together, we'll get closer to a cancer free future, sooner.



For more information and support call

13 11 20

cancer.org.au