

A close-up photograph of several bright yellow daffodils in full bloom, set against a clear, vibrant blue sky. The flowers are the central focus, with their petals and centers clearly visible. The background is a solid, bright blue, which makes the yellow of the flowers stand out.

Annual Review 2022/23



Acknowledgement of Country

Cancer Council Australia acknowledges the Traditional Custodians of the lands and waters on which we work and live across Australia. We pay our respects to Elders past and present.

Aboriginal and Torres Strait Islander people are disproportionately affected by cancer. We are committed to working in genuine partnership with Aboriginal and Torres Strait Islander organisations and communities to focus on improving cancer prevention, treatment and care.

Annual Review

2022/23



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Introduction

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

More than **two in five** Australians will be diagnosed with cancer by the age of 85.



Cancer Council Australia is working to reduce the impact and incidence of all cancers for all Australians.

Together, we're stronger.

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 works together with our Members, the eight State and Territory Cancer Councils, to reduce the impact and incidence of cancer for all Australians.

We also work with organisations which have goals similar to ours, health professionals, the Australian Government and people who are passionate about preventing cancer and improving cancer outcomes. This review provides a snapshot of the work of Cancer Council Australia over the past twelve months.



A message from our Chair

Professor Hugh Harley, Chair, Cancer Council Australia



This is an opportunity to reflect on how our activities during the 2022/23 financial year have continued 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 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.

We are very grateful for the consistent support we have received from the Australian Government. It has been a privilege to partner with the Government in the delivery of a range of important initiatives, including skin cancer prevention, bowel cancer screening behaviour change strategies and a strategy to support the delivery of a national tobacco campaign.

We were proud to work in partnership with the Australian Government to spearhead our successful National Skin Cancer Prevention Campaign, which aimed to reduce the 2,000 Australian lives currently lost to skin cancer each year.

Our campaign addressed men aged 40-59 as they are at significant risk of developing skin cancer and are twice as likely as women to die from melanoma. The tremendous work of our team resulted in a 70% increase in self-reported use of multiple forms of sun protection with this audience. We will be leading another skin cancer prevention campaign throughout the summer of 2023-24 with a focus on men, as well as working with a younger generation of Australians.

“It has been a privilege to partner with the Government in the delivery of a range of important initiatives, including skin cancer prevention, bowel cancer screening behaviour change strategies and a strategy to support the delivery of a national tobacco campaign.”

A message from our Chair (continued)



Bowel cancer is Australia's second biggest cancer killer. If participation in the National Bowel Cancer Screening Program can be increased to and sustained at 60%, 84,000 lives could be saved by 2040. The potential to save lives with the bowel cancer screening program is enormous. During the year Cancer Council was proud to work in partnership with the Australian Government to deliver a national behaviour change campaign to support bowel cancer screening.

Cancer Council recently collaborated with researchers, health professionals and non-government organisations to ensure the growing evidence around tobacco use, including vaping, was well represented to leaders, policymakers and in the national conversation. Our calls for all levels of government to urgently act on e-cigarettes and tobacco reached more than 33m Australians, bolstered by parents, teachers and

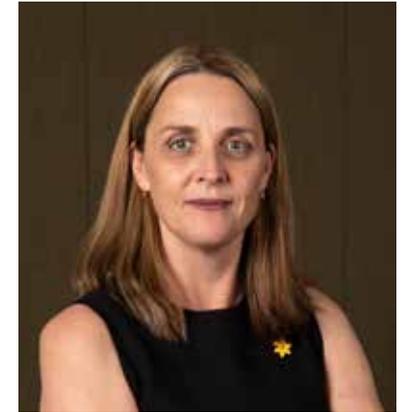
the wider community voicing their concerns in every State and Territory.

Our progress this year 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 all the Cancer Council Australia team. I also thank the teams in each of our Member State and Territory Cancer Councils for the work that they do. It is this work that supports the people who need it most today, while 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 2022/23 Annual Review.

It has been an honour and privilege to work alongside the passionate Cancer Council Australia staff and Board, as well as the committed teams in our Member State and Territory Cancer Councils, as together we have had a substantial impact on cancer prevention, improving early detection, driving improvements in cancer care and advocating for effective public health policy.

During the year we have worked with our Members, partners and supporters to deliver on a number of key initiatives, including:

- ✦ Delivering a National Skin Cancer Prevention Campaign in partnership with the Australian Government.
- ✦ Developing a new skin cancer prevention behaviour change campaign aimed at young Australians and to be delivered during summer 2023.
- ✦ Developing and delivering an innovative integrated bowel cancer screening campaign to increase

participation in the National Bowel Cancer Screening Program.

- ✦ Transitioning to a new digital platform to support the development and publication of clinical guidelines for health professionals of all specialities.
- ✦ Working to achieve comprehensive tobacco legislative reforms to modernise and once again place Australia as a world leader in tobacco control.
- ✦ Securing a commitment from the Australian Government, supported by State and Territory Governments, to stop the importation of non-prescription e-cigarettes, to ban single use disposable e-cigarettes, and to introduce quality standards and restrictions on flavours and colours.
- ✦ Supporting the development of the Australian Cancer Plan by Cancer Australia.
- ✦ Securing a commitment from the Australian Government to progress with a National Lung Cancer Screening Program.

A message from our CEO (continued)

- ✿ Developing a Roadmap to Liver Cancer Control with the aims of reducing the disease burden and improving outcomes and survival rates.
- ✿ Supporting healthcare professionals in the delivery of optimal cancer care and advocacy for improvements to Australia's health system.
- ✿ Supporting the development, update and review of evidence-based clinical guidelines in colorectal, cervical and hepatocellular cancers. Ensuring our guidelines work to reduce health inequities and discrimination for high-risk audiences, and support health professionals to deliver best-practice, culturally sensitive and safe health care.

I thank you for the ongoing support you have provided to us over the year. Whilst we still have much to do, I look forward to continuing to work with you, as together we continue to reduce the impact of cancer for all Australians.



Professor Tanya Buchanan, Cancer Council Australia CEO with Professor Tom Calma AO at the National Press Club in May 2023



Our collective impact

Prevention

We know that preventing cancer is fundamental to a cancer-free future. Prevention and early detection are vital in reducing cancer diagnoses and deaths in Australia.

[Learn more.](#) 



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.

[Learn more.](#) 



After seeing the **National Bowel Cancer Screening Program Campaign,**



120,685

extra National Bowel Cancer Screening Program test kits were returned and

74%

of people reported that it had **motivated them to do the bowel cancer screening test.**



“Our advocacy is making cancer history.”



We put **cancer control and care** on the national agenda. During the year Cancer Council Australia delivered



42 submissions

to the **Australian Government and Parliament.**

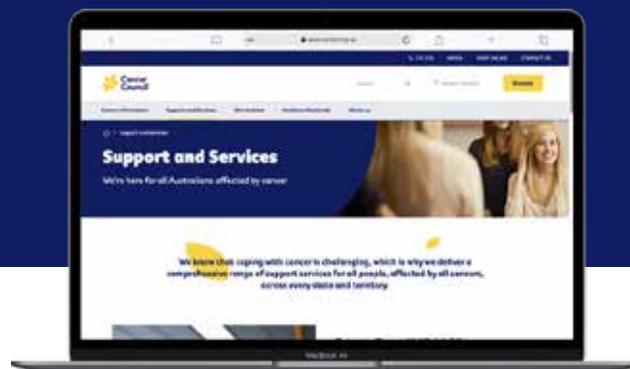
Support



We're here to listen to and support people at every step of the cancer experience. We know that coping with cancer is challenging, which is why our Members deliver a comprehensive range of support services for all people, affected by all cancers, across every State and Territory.



[Learn more.](#) 



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

40,200

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

And our **Cancer Council Australia website** provided

5.9m

visitors with information and support.

Research



Collectively Cancer Councils, fund and support world-class researchers, empowering them to push boundaries and unlock the answers to better understand, prevent and treat cancer. Our joint investment extends across all cancers, and all stages of the cancer continuum. Together, Cancer Councils are the largest non-government funder of cancer research in Australia. At Cancer Council Australia, we advocate for and demonstrate the importance of ongoing investment in cancer research.



A man wearing a light-colored fedora hat with a brown band, a blue button-down shirt with a colorful beaded collar, and sunglasses hanging from his shirt. He is pointing his right hand towards the camera. In the background, there is a colorful flag with yellow, blue, and red stripes, and green foliage. The image has yellow decorative shapes in the top-left and bottom-right corners.

Highlights of the year

Shifting sun-smart behaviours



In the summer of 2022/23, we worked in partnership with the Australian Government to spearhead a National Skin Cancer Prevention Campaign to reduce the 2,000 Australian lives lost to skin cancer each year.

The national campaign encouraged Australian men aged 40-59 to save their skin because men, particularly those over 40, have a greater risk of developing skin cancer and are twice as likely as women to die from melanoma.

Despite 80% of men agreeing they can avoid melanoma by regularly protecting themselves, they are:

- ✦ Less likely to agree sun protection is part of their daily routine.
- ✦ More likely than women to have been sunburnt.
- ✦ Less likely than women to apply sunscreen as part of their daily routine in summer.

Men know how and why they should protect themselves, but many still don't.

To address this, between November and February, we worked with sporting celebrities



The Skin Cancer Prevention Campaign encouraged men to be safe in the sun

Matthew Hayden, Brad Hodge and **Michael Klim** to deliver SunSmart messages centered around the Test Cricket broadcast.

The campaign made a considerable impact on the behaviour of Australian men and resulted

in a **70% increase in self-reported use of multiple forms of sun protection**. These substantial results reflect our use of research, marketing expertise and audience insights to shift behaviours.

A man and a child are sitting on the steps of a porch. The man is wearing a wide-brimmed straw hat, a light blue button-down shirt, and patterned shorts. The child is wearing a light blue bucket hat, sunglasses, and a green and white baseball-style shirt. They are both looking towards each other. The background shows a house with a large window and a white pillar. There are some plants in the foreground and background.

The campaign made a considerable impact on the behaviour of Australian men and resulted in a

70%

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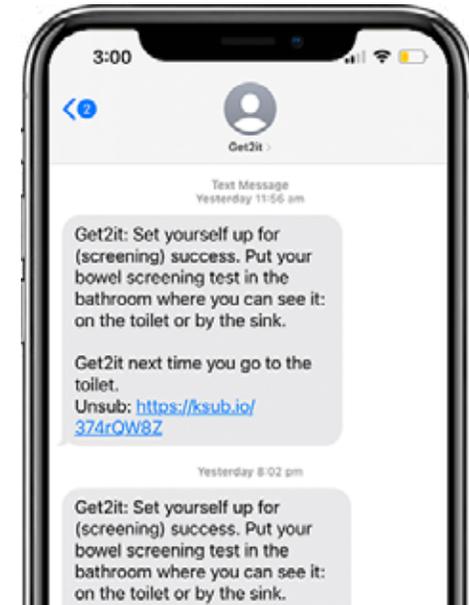
Taking a stand against bowel cancer



In 2022, Cancer Council Australia worked in partnership with the Australian Government on the delivery of a National Bowel Cancer Screening Program campaign. Our aim was to increase participation in the program because when bowel cancer is caught early over 90% of cases can be successfully treated. To do this we once again used the extensive expertise from across our Members, utilised our marketing expertise and partnered with communities, including Aboriginal and Torres Strait Islander and non-English speaking communities, across Australia to deliver the incredibly successful Get2it campaign.



Gubi Gubi doctor, Joel Wenitong and Wiradjuri woman Simone Jordan



Campaign success



120,685

additional kit returns across all regions of Australia representing an increase in

5-18% points.



Campaign activity resulted in

26,000

participants re-ordering their bowel cancer screening test kit via the National Cancer Screening Register.



Over

9,000

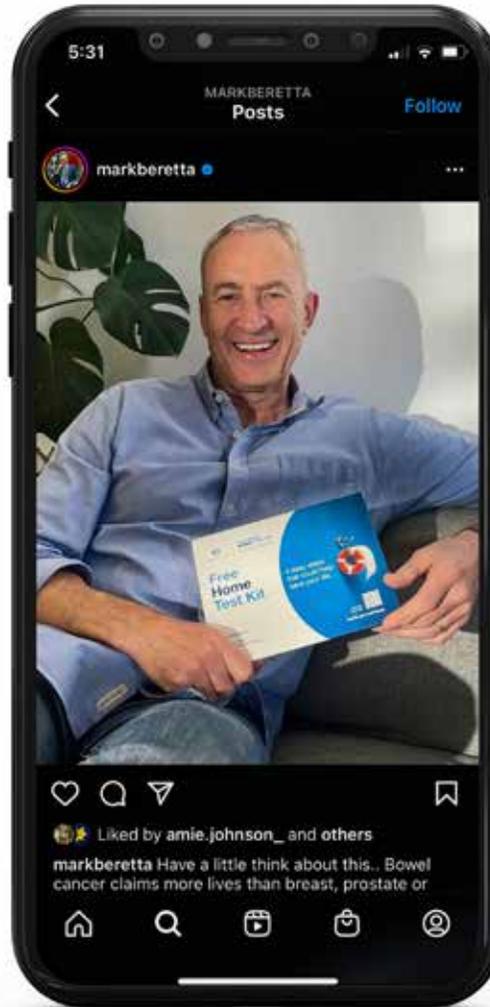
participants signed up to receive reminders to do the test.

Taking a stand against bowel cancer (continued)

We also worked with journalist, **Mark Beretta** on the development of a bespoke television commercial, live interviews on Channel 7 and publishing content via his own social media channels. Mark's involvement resulted in significant engagement and impact and drove an increase in calls to the National Cancer Screening Register by people seeking information and support on taking the bowel cancer screening test.



 **1,032 likes**



What's happening now?

In 2023, Cancer Council Australia is again working with the Australian Government to deliver on the National Bowel Cancer Screening Program campaign. Building on our success from last year, we have already exceeded our reach and participation in the campaign.

“

We know if we can get to 6 in 10 eligible Australians returning their test kits, we can save 84,000 lives by 2040.”



—
Professor Tanya Buchanan,
Cancer Council Australia CEO

“

I got diagnosed with having cancer. Having got that result and that news, I just kept thinking ‘What if I hadn’t done the National Bowel Cancer Screening Test?’ I just realise now that I’m a statistic on the positive side, I’m one of those 9 out of 10 people who has been successfully treated for it, whereas it could have been the opposite. I’m so thankful I did the test.”

Karen Grega sharing her experience of bowel cancer and The National Bowel Cancer Screening Program with Professor Tanya Buchanan, Cancer Council Australia CEO, during our bowel cancer campaign launch, 2023.





Cancer Council's calls for all levels of government to act urgently on e-cigarettes and tobacco reached more than 33m Australians...

Reigniting the fight against tobacco and nicotine addiction

Australia has an ambitious goal to reduce tobacco use to below 5% by 2030 – a proud legacy of world-leading tobacco control initiatives that have led to significant reductions in smoking rates in Australia.

Despite Australia's remarkable progress, tobacco smoking remains the leading preventable cause of death, disability and cancer in Australia. An estimated 250,000 people are expected to die from smoking-related cancers alone between 2020 and 2044. Meanwhile, the e-cigarette epidemic is undermining decades of successful tobacco control, with young people who try e-cigarettes being three times as likely to take up smoking. The tobacco industry does not rest, so neither can we.

Cancer Council Australia, together with our Member State and Territory Cancer Councils, worked with the public health sector to reignite the collective fight against tobacco and urgently stop a new generation from becoming addicted to nicotine. The Generation Vape study led by Cancer Council NSW, the work of Cancer Council Victoria's Centre for Behavioural Research in Cancer and other world-class research from across the Cancer Councils has been vital to achieving tobacco and vaping reforms. Cancer Council's calls for all levels of government to urgently act on e-cigarettes and tobacco reached more than 33m Australians, bolstered by parents, teachers, and the wider community voicing their concerns in every State and Territory.

Reigniting the fight against tobacco and nicotine addition (continued)

This year, the Australian Government announced its commitment to further achieving reductions in smoking and vaping rates. Minister for Health and Aged Care, The Hon Mark Butler MP, announced the most resolute action on tobacco control in more than a decade, including:

- ✦ **Releasing the National Tobacco Strategy 2023 - 2030** offering a comprehensive road map for action.
- ✦ **Drafting new Public Health (Tobacco and Other Products) legislation** to simplify, modernise and help future proof Australia's tobacco control laws.

- ✦ **Strengthening and enforcing the prescription pathway for e-cigarettes**, by stopping imports of non-prescription e-cigarettes at the border; banning all single use, disposable e-cigarettes and introducing new measures to reduce the appeal and use of all e-cigarettes outside the prescription pathway.
- ✦ **Investing in prevention and support** with \$30m dedicated to quit support programs, \$141m dedicated to the Tackling Indigenous Smoking Program and \$63m for a public education campaign on smoking and e-cigarette use.
- ✦ **Increasing the tobacco tax** by 5% each year for the next three years.

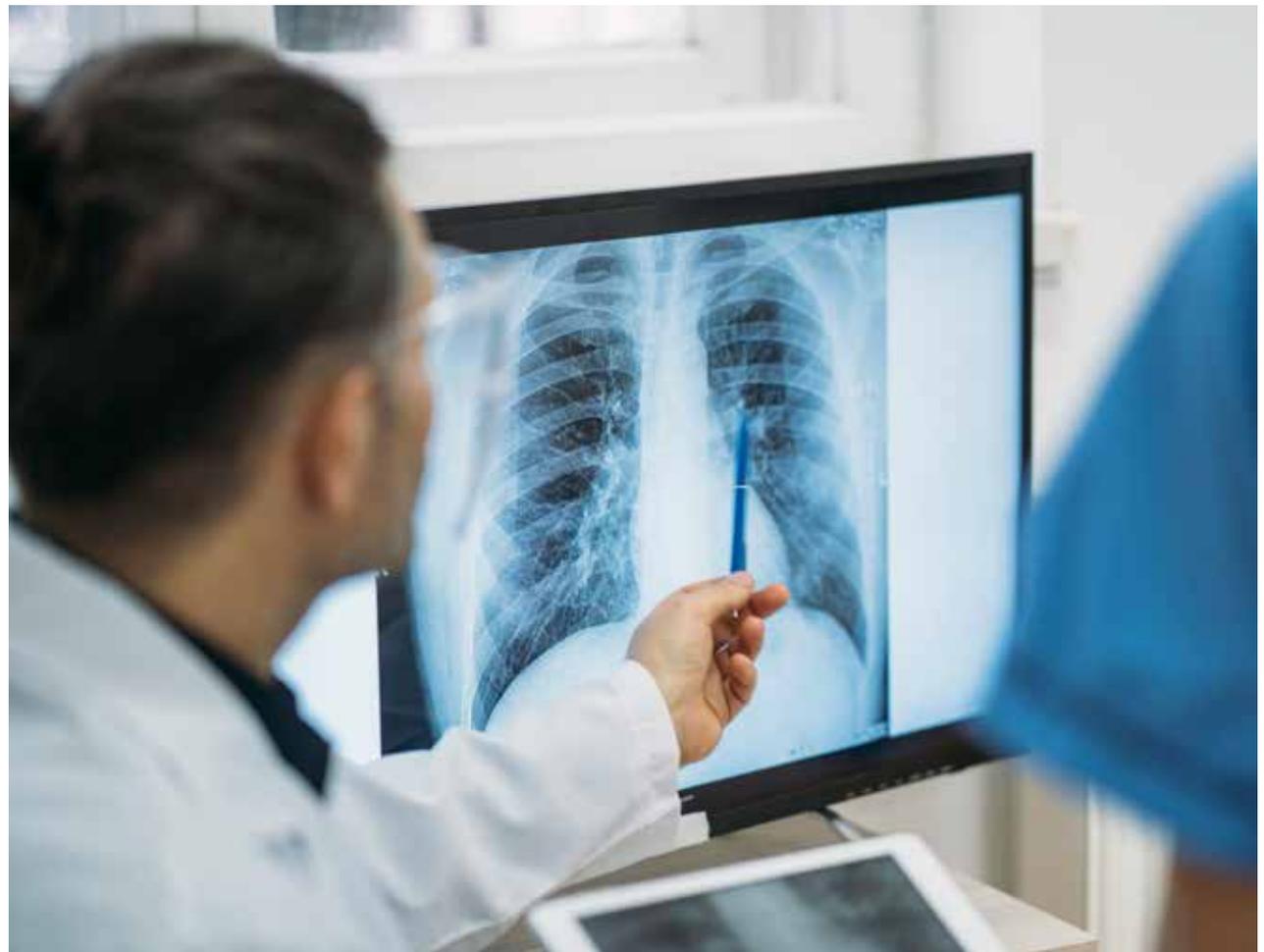


Professor Tanya Buchanan, Cancer Council Australia CEO and Minister for Health, the Hon Mark Butler MP, at Australia's Parliament House.

Lung Cancer Screening

Lung cancer remains Australia's biggest cancer killer. Cancer Council Australia worked with partners from across the sector to highlight the need for lung cancer screening. Amplifying the work of researchers at the joint Cancer Council New South Wales and University of Sydney Daffodil Centre, we highlighted the cost-effectiveness of early detection, the lessons from international lung screening programs and the lifesaving impact on Australian families. As lung cancer is a disease of inequity, we advocated for lung cancer screening that puts the health of Aboriginal and Torres Strait Islander people, Australians living in remote areas and people living in communities with socioeconomic disadvantage, first.

In May, the Minister for Health and Aged Care, The Hon Mark Butler MP, announced a welcome new addition to Australia's successful cancer screening programs, investing \$263.8m in a game-changing National Lung Cancer Screening Program reflecting many of Cancer Council's recommendations.



The roadmap to liver cancer control

The mortality rate for liver cancer is growing faster than any other cancer in Australia. With funding from the Australian Government, we worked with the Daffodil Centre to develop the Roadmap to Liver Cancer Control in Australia (the Roadmap), with the aims of reducing the disease burden, improving outcomes and survival rates for all Australians affected by liver cancer.

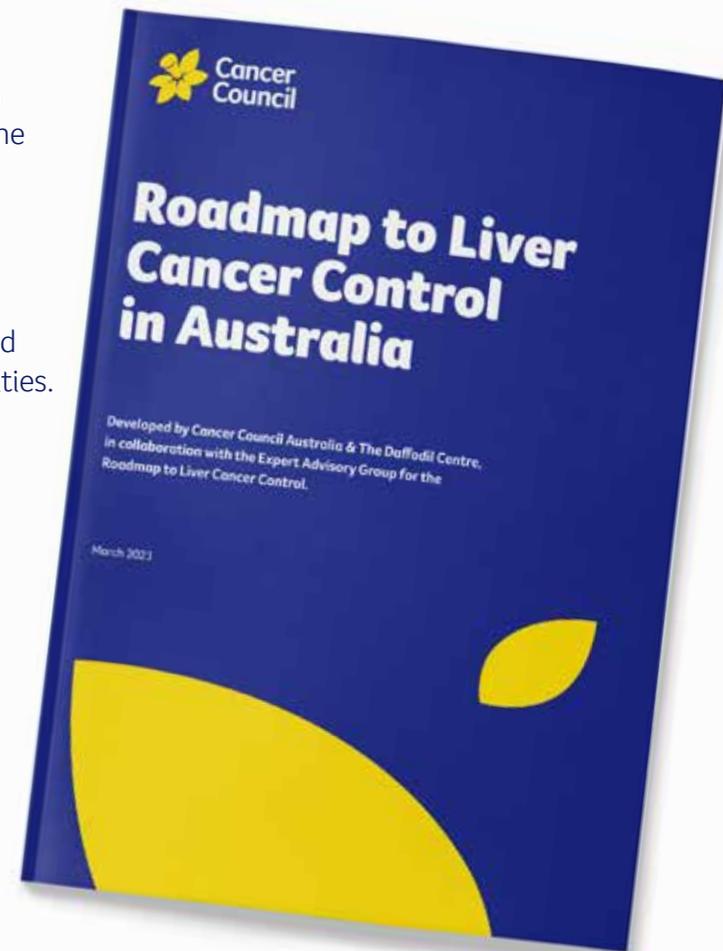
“

Liver cancer is currently the seventh deadliest cancer in Australia and unfortunately, liver cancer mortality rates continue to grow faster than any other cancer, with incidence rates three times higher among men than women, and a survival rate of just over 20 per cent.”

—
Professor Tanya Buchanan,
Cancer Council Australia CEO

The Roadmap identifies key priorities over the next two, five and 10 years, in line with the timeframes outlined by the forthcoming Australian Cancer Plan.

Providing culturally sensitive and safe health care is central to enhance liver cancer outcomes by improving health literacy, awareness, understanding and utilisation of liver cancer control activities.



Getting to know the needs of people, better



In 2022/23 Cancer Council Australia undertook audience research to ensure we meet the needs of people who need our support through our work in advocacy, prevention, support and research.

The results showed that the reputation and work of the Cancer Council is held in very high esteem, and we are seen as the peak among peak bodies in cancer control.

“
My take on Cancer Council is it’s an A-list public health organisation.”

Against a range of other cancer not-for-profits, the Australian Government and state government health departments, Cancer Council scored highest as **“the leading**

organisation on cancer prevention” and **“the organisation that inspires me to make healthy lifestyle choices”**.

We discovered that websites are the most preferred channel for cancer information across every age segment, although 37% of 18-34 years preferred cancer information via social media.

Currently, work on healthcare professional audiences is underway to establish how we can better support those working in the field of cancer control.

Taken together, we use these data and insights to better inform our work, including integrated marketing campaigns, support information and advocacy work.

“
Cancer Council Australia’s leadership is highly regarded.”



**Looking
ahead**

There's more to do



Skin

We're excited to be working in partnership with the Australian Government to develop a new skin cancer prevention campaign for Australians aged 18-30 next summer. The campaign aims to normalise and encourage sun protective behaviours whenever the UV index is 3 or above.



Lung Screening

We look forward to working with the Australian Government to support the successful delivery of the game-changing National Lung Cancer Screening Program.



Tobacco

We will continue to advocate for and to support work to implement the National Tobacco Strategy so that Australia can achieve the target of a smoking prevalence rate of less than 5% by 2030.



Australian Cancer Plan

The Australian Cancer Plan will provide an exceptional opportunity to focus on the reforms and improvements needed to deliver world-class cancer outcomes and experiences for all Australians affected by cancer, irrespective of their background or location.

Developed by Cancer Australia through an inclusive and iterative process in which Cancer Councils from across the country participated, the Australian Cancer Plan will focus on groups who have poorer cancer outcomes and will aim to achieve equity in cancer outcomes across Australia with coordinated and collaborative activity.

Cancer Care Policy

Over the past year, our team has been working to develop a new public-facing National Cancer Care Policy, that will outline Cancer Council Australia's position and priorities for areas affecting cancer care and outcomes. This will serve as a companion to our long-established and respected National Cancer Prevention Policy and focus on actions at the national level that will support improvements in cancer outcomes for all Australians.

Our first section, to be launched in October, will focus on the financial cost of cancer, and will be followed by other sections on improving navigation and mental health for people affected by cancer.

The background features a repeating pattern of a logo consisting of a yellow star and a blue square with a white circle. The foreground is filled with a dense cluster of bright yellow flowers with orange centers. A large yellow curved shape is in the top-left corner, and another is in the bottom-right corner.

Board and Governance

Our Board, Governance and Committees



Our Board

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 New South Wales, 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.

The Board met six times in 2022/23. An Annual General Meeting was held in November 2022.

Our Board's committees

We have three board committees:

- ✦ The Finance, Risk and Audit Committee.
- ✦ The Governance Committee.
- ✦ The Executive Committee.

Our People

As a small organisation, we pride ourselves on fostering a supportive, productive and collaborative culture. We were delighted to win another Voice Project Best Workplace Award in 2023 and are proud to be an employer of choice.



Finance



Financial Review

Cancer Council Australia's work is funded by its eight Members, the State and Territory Cancer Councils. In 2022/23 Cancer Council Australia received \$7.37m in annual subscriptions from State and Territory Cancer Councils, and this covered our salary and other operating costs.

In addition, Cancer Council Australia receives revenue from a range of external sources, and this revenue falls into three main categories.

The first main category of this revenue is grants received from funding bodies, such as the Australian Government, to undertake specific activities or campaigns. In 2022/23, a total of \$13.42m in such grant income was received. The largest grants received were from the Australian Government to run the Bowel Cancer Screening Communication Program and the National Skin Cancer Prevention Communication Program. We work closely with the State and Territory Cancer Councils in undertaking work financed by grant income, including in formally sub-contracting some of grant work to these Cancer Councils. In 2022/23, we sub-contracted

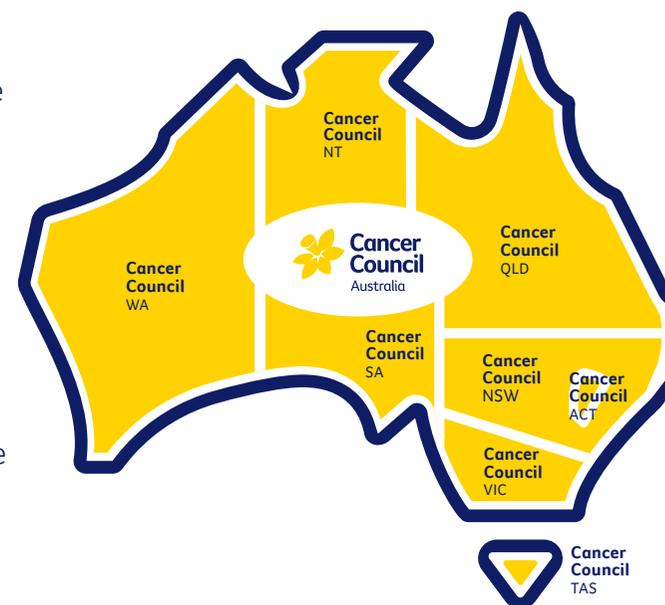
\$1.40m of government grant funding to State and Territory Cancer Councils.

The second main category of revenue received from external sources is donations, gifts and bequests received by Cancer Council Australia. Where the gift or bequest does not specify how Cancer Council Australia should use the funds, we distribute the funds to our Members (i.e. the State and Territory Cancer Councils) according to an agreed set of criteria. For instance, bequests are allocated to the State or Territory in which the donor was a resident at the time of their death. For other donations and gifts, where residence cannot be ascertained, funds are distributed to our Members based on the State or Territory share of Australia's population.

The third main category of revenue received from external sources is licencing or royalty income associated with the use of the Cancer Council brand. This income is distributed to our Members either as per the express direction of the licensees, or if no direction, then based on the State or Territory share of Australia's population.

The funds we distribute to the State and Territory Cancer Councils are used for local research, prevention, advocacy and support services.

The financial arrangements between Cancer Council Australia and its State and Territory Members are governed by a Funding and Distribution Agreement. This Agreement is reviewed regularly in light of legislative changes, governance standards, and stakeholder feedback and expectations.



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.

cancer.org.au

