



**Annual  
Review**  
2024/25

# A year in review

## 2024/25



### 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.

### Contents

Introduction .....	3	Highlights of the year .....	9
A message from our Chair.....	4	Looking ahead .....	30
A message from our CEO.....	6	Board and governance .....	33
Our collective impact .....	8	Financial review .....	34



# A cancer-free future for all Australians

## Reducing the incidence and impact of cancer for all

Cancer remains one of the leading causes of death in Australia. The reality is that almost **one in two** Australians will be diagnosed with cancer by the age of 85.

As one of Australia's leaders in cancer control, our mission remains to work to reduce the incidence and impact of cancer for all Australians.

## There's power in partnership

We believe that collaboration drives excellence. Our work proudly spans all facets of cancer; from prevention and early detection, to support, advocacy, and research.

Cancer Council Australia and the eight State and Territory Cancer Councils together form the Cancer Council Federation. We work with the Australian Government, other cancer organisations, health professionals, and passionate individuals committed to improving cancer outcomes.

We collaborate with the State and Territory Cancer Councils to advance our shared goals. Alongside our generous supporters and volunteers together we work to:

- Find new ways to detect and treat cancer.
- Prevent as many cases of cancer as possible, with programs that encourage and educate Australians to lead healthier lifestyles.
- Advocate on behalf of those who need Cancer Council most, influencing laws, policies and services to improve cancer control and promote equitable access to cancer care and support.



If you're looking for information, support or services offered in your area, visit us at [cancer.org.au](https://cancer.org.au) or call on **13 11 20**.

# A message from our Chair

Maxine Morand, Chair,  
Cancer Council Australia



**Welcome to the Annual Review for the 2024/25 financial year, highlighting our progress and achievements in our mission to reduce the impact of cancer for all Australians.**

This year has been a monumental one of progress and change at Australia's only cancer charity working across every type of cancer. The CCA Board appointed me to succeed Professor Harley in February 2025. I extend my sincere gratitude for his leadership and dedication over the past nine years on the Board. I hope my background in cancer research, education, government and governance will enable me to undertake this important role and support our mission of ensuring that every Australian affected by cancer receives the support, information, and care they need.

## A year of change and impact

I want to record my thanks to outgoing executives Megan Varlow and Mark Nevin. In particular I acknowledge the leadership of Megan Varlow who very effectively led our cancer policy and advocacy team for more than six years. I want to sincerely thank David Swan who stepped in to be our interim CEO in May 2025 and has done an outstanding job in contributing to the essential work with our members and our priority communities to develop a cancer navigation service that will be fit for purpose.

Our work across three major social marketing campaigns has continued at pace, encouraging life-saving behaviours such as participation in the National Bowel Cancer Screening Program, and practising sun safety. Our marketing and communications team has built on the success of these strategies to further optimise and improve bowel cancer detection and skin cancer prevention.

# A message from our Chair

Maxine Morand, Chair,  
Cancer Council Australia



With the announcement of the Australian Cancer Nursing and Navigation Program in 2024, Cancer Council Australia was entrusted with delivering the National Cancer Navigation Service: a \$49.6 million Australian Government-funded initiative that will transform how people affected by cancer access information and support. We thank the Australian Government and the Federal Minister for Health for their significant investment to improve the outcomes of people and their families and carers affected by cancer.

In close collaboration with the eight State and Territory Cancer Councils, this visionary project unites our collective expertise with that of the broader cancer sector, consumers and priority communities to co-design a new national approach to information and support. Together, we aim to simplify how people find and use cancer information, ensuring equitable access to trusted support – with a particular focus on those who experience barriers to care, including First Nations peoples, people who speak a language other than English, people living in remote and regional areas, people with disability, and LGBTQIA+ communities.

The project exemplifies what can be achieved through genuine partnership – combining national leadership with local connection to deliver a service designed around the real experiences and needs of Australians affected by cancer.

I extend my heartfelt thanks to our dedicated staff, volunteers, partner organisations, the broader healthcare community and our generous donors. Easing the paths of the many Australians impacted by cancer is not possible without their commitment.

Finally, I extend my sincere thanks to my fellow Directors from around Australia. I am very grateful for their support and commitment to our mission and the significant time they have dedicated to lead the strategic direction of the Cancer Council Australia team.

# A message from our CEO

David Swan, Interim CEO,  
Cancer Council Australia



## This year has been both rewarding and exciting for us all here at Cancer Council Australia.

Since joining as Cancer Council Australia interim CEO in May 2025, it has been an honour to lead a passionate team and bear witness to the truly impactful work across the organisation. None of this would be possible without the contribution of the other two executives in the CEO role over the past 12 months – Mark Nevin and Megan Varlow – as well as our colleagues in the State and Territory Cancer Councils.

The commitment and contributions of the Cancer Council Australia team have been evident through several significant achievements this year:

- The commencement of work on the National Cancer Navigation Service, a major Australian Government-funded initiative designed to improve equity and access to cancer information and support. This work represents a true Federation-wide and sector-wide collaboration, bringing together people affected by cancer, clinicians, governments and community organisations to build a more connected, person-centred navigation system for all Australians affected by cancer.
- The successful second year roll out of our innovative skin cancer prevention campaign in partnership with the Australian Government, targeting young adults aged 18–30 who have unhealthy attitudes around suntanning. As part of this partnership we also delivered the fourth year of behaviour change campaign activity targeting men over 40 who have a higher risk of skin cancer and require consistent reminders to stay safe in the sun.
- In partnership with the Australian Government, we delivered another year of Get2it – an integrated campaign which significantly boosts participation in the National Bowel Cancer Screening Program.
- With input from our Federation colleagues, we produced our Policy Priorities Library for 2025 – 2028. This document outlines our broad suite of policy priorities across the cancer control continuum. We will use this as the basis for our government relations strategy and ongoing engagement and advocacy with members of the 48th Parliament.

# A message from our CEO

David Swan, Interim CEO,  
Cancer Council Australia



The immense achievements of this period reflect the strength of our collective efforts, working closely with all members of the Cancer Council Federation and the Australian Government to deliver meaningful impact.

It has been my privilege to carry the CEO baton during this period and prepare the organisation for the commencement of Jacinta Reddan in the role permanently in January 2026. We look forward to a year ahead with increased momentum as we launch the Cancer Navigation Service to the public, continue to build on our advocacy work and deliver impactful behaviour change campaigns. Thank you for your continued support and commitment to our mission.

# Our collective impact

## Prevention

The Get2It campaign lifted participation in the **National Bowel Cancer Screening Program** by **27%**.



**9 in 10** young Australians who saw the campaign took a SunSafe action.



The **Save Your Skin** campaign motivated men 40+ to be SunSafe, leading to an **8** percentage point increase in behaviours pre and post campaign.

## Support

Work got underway on Cancer Council's new National Cancer Navigation Service. This will see Cancer Council roll out expanded phone and digital support in 2026 for all Australians affected by cancer- so that they can find and access the right support – wherever they live and whatever their cancer type.

Cancer Council continued to support healthcare professionals through the provision of access to over **20** Clinical Practice Guidelines.

Our website attracted **8.75m** impressions, demonstrating the support we can provide for Australians affected by cancer.

## Advocacy

We continued to put cancer control on the national agenda this year, through **46** submissions delivered to the Australian Government to inform national policy and strategy development.

We align our policies and strategic efforts with key national plans to drive impactful change – with the publication of our national policy on disability and cancer care – our first population focused policy aligning with the Australian Cancer Plan.

## Research

Together, Cancer Councils champion cutting-edge research by funding and empowering world-class researchers. In 2024 together with the State and Territory Cancer Councils, **\$47.3m**, of funding was raised to support **652 researchers, 316 projects** and **53 Institutions**.

Cancer Councils' collaborative efforts passionately advocate for continuous investment in groundbreaking research, demonstrating its pivotal role in unravelling the complexities of cancer, driving prevention strategies, and pioneering treatments.

# Highlights of the year

## Cancer Council Australia's National Cancer Navigation Service

### Connecting Australians to cancer support, when and where they need it most

*A new national service co-designed with consumers, clinicians, and partners is transforming how people find, understand and access cancer support.*

The National Cancer Navigation Service is a landmark collaboration across the Cancer Council Federation and the broader cancer support sector. Together, we're making it easier for all Australians affected by cancer to find and access the right support – wherever they live and whatever their cancer type.

#### Why navigation matters

Improving navigation is a key commitment under the Australian Cancer Plan, focused on improving equity, inclusion, and access to trusted information and support for Aboriginal and Torres Strait Islander people, people living in regional and remote locations or from culturally and linguistically diverse backgrounds, those who identify as LGBTQIA+, or who live with disability.

Building on Cancer Council's long-standing 13 11 20 Information and Support Service, the new service model will combine personalised telephone support with a digital platform, expanding reach and flexibility for people at every stage of their cancer journey.



#### Shaped by collaboration

Co-designed with consumers and sector partners through the Australian Cancer Nursing and Navigation Program, the initiative is shaped by lived experience and grounded in collaboration. Supported by the Australian Government, it represents a shared effort to strengthen how people connect with care and support across Australia.

Research\* reveals several barriers preventing people from seeking help:

**47% of people with  
cancer feel they must  
cope on their own**

**37% don't know what  
support is available**

**25% feel too  
overwhelmed at  
diagnosis to seek help**

\*Cancer Council Australia National Survey data, 2025

“

At diagnosis, people are often in shock and might not absorb information well, may also be experiencing fatigue, treatment side effects, or caring responsibilities which make it harder to search for and act on information.”

Navigation Program co-design participant

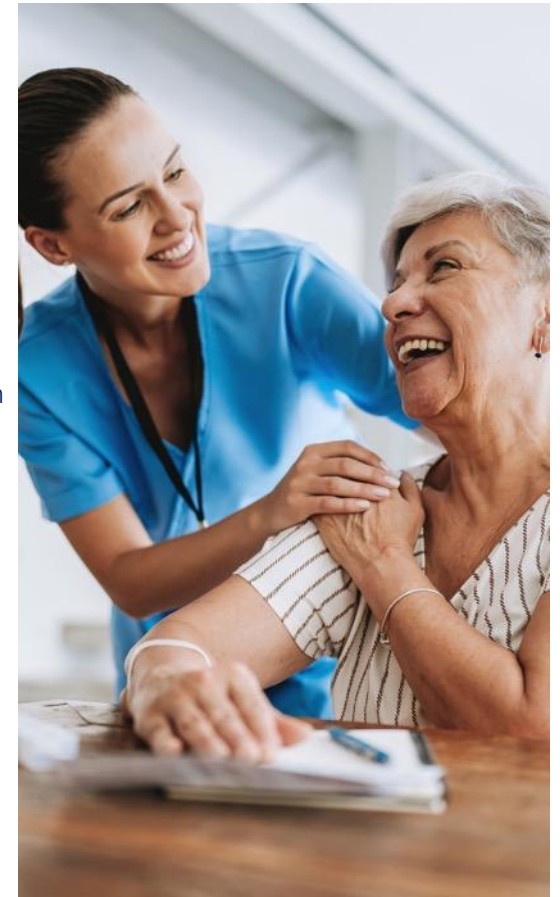
# Highlights of the year

---

## Cancer Council Australia's National Cancer Navigation Service

### What the new service will deliver

- Reduced fragmentation - connecting government and non-government cancer services for seamless care. This includes improved collaboration and integration of the service with other cancer services delivered across the continuum of care, including those offered by other cancer NGOs, Australian and State and Territory governments, Aboriginal Community Controlled Health Organisations (ACCHOs), primary and palliative care.
- Consistency of care and cultural safety – so every Australian can access equitable, person-centred support.
- Self-navigation – so that anyone can access care at any time through a trusted digital platform with credible information and practical help.
- Improved confidence and outcomes – supporting people emotionally, practically, and clinically at every stage.
- Enhancement of Cancer Council's 13 11 20 service – a nationally recognised, respected and trusted navigation phone service staffed by cancer nurses.



# Highlights of the year

---

## Cancer Council Australia's National Cancer Navigation Service

## Shaped by collaboration

The National Cancer Navigation Service is delivered through Cancer Council Australia and works alongside a network of organisations funded through the Australian Cancer Nursing and Navigation Program (ACNNP), including:

### **National stream partners**

- McGrath Foundation, delivering the Cancer Care Nurse Service
- Canteen, with Camp Quality and Redkite, leading the Child and Youth Cancer Hub

### **Specialist support services**

Funded through ACNNP (in alphabetical order):

- Bowel Cancer Australia
- Breast Cancer Network Australia
- Head and Neck Cancer Australia
- Leukaemia Foundation
- Liver Foundation
- Lung Foundation Australia
- Melanoma Patients Australia
- Neuroendocrine Cancer Australia
- Ovarian Cancer Australia
- Pancare Foundation
- Prostate Cancer Foundation of Australia
- Rare Cancers Australia

Together with the Cancer Council Federation, these organisations collaborate to ensure equitable access to cancer support, wherever people live and whatever their cancer type.

# Highlights of the year

## Tackling bowel cancer: encouraging Australians to Get2It

Bowel cancer is Australia's second-biggest cancer killer, claiming the lives of around 100 Australians every week - but 90% of cases can be successfully treated if caught early.

### The Get2It campaign

In 2024/25, Cancer Council Australia continued to deliver the Get2It National Bowel Cancer Screening Program Campaign in partnership with the Australian Government, driving awareness and participation across the country.

A key milestone this year was the expansion of eligibility to participate in the government screening program to include Australians aged 45–49, effective from 1 July 2024. Our campaign evolved to include new messaging and targeting for this younger age group.

Building on the success of previous years, the campaign strengthened its Get2It messaging, continuing to motivate Australians to prioritise their health and complete the test. Activity ran across the country, with targeted messaging for First Nations people, people who speak a primary language other than English and people who live in areas where the program is halted during hotter months of the year. Each of these audiences received tailored messaging, localised delivery, and culturally relevant storytelling to ensure the message reached and resonated with all Australians.



“

If bowel cancer is found early, treatment can work. I was lucky - but I don't want others to go through what I did. That little test that comes in the mail, it can save your life.”

- Almost 20 years ago, **Aunty Jill Gallanger**, a proud First Nations woman, faced one of the biggest challenges of her life when she was diagnosed with bowel cancer.

**84,000**

**lives can be saved by**  
2040 if we can increase and sustain  
NBCSP participation at **60%**.



## The 2024 campaign results

- **Strong awareness maintained nationally**

Campaign recognition peaked with 82% of Australians aged 45–74 aware of the campaign toward the end of the year, up from the 74% benchmark at launch in June 2024.

- **Over \$22M in total media value delivered on offline media alone** – delivering a 433% return on investment across mass media channels.

- **Trusted third-party voices strengthened campaign credibility**

Featuring Mark Beretta across Channel 7 Sport and Sunrise segments drove credibility and familiarity with the screening program, helping make bowel screening conversations more relatable, particularly for men aged 45–74. Aligning with major sporting moments, including the Olympics, AFL and NRL Grand Finals and Bathurst1000 Supercars, ensured the message was delivered in trusted, high-engagement environments.



# 152,000

additional kits were returned across all regions of Australia as a result of the 2023 campaign. It also resulted in:



**1041** cancers prevented

**757** lives saved

**\$73.8m** savings to the health care system

**\$4.97** per dollar invested return on the investment – considered highly cost effective

Get **2** it

## The 2024 campaign results

---

- **Consistent reminder strategy drove participation growth**

Over 70,000 people signed up through our website for a digital reminder to do their home test – a growth of 27% on the previous year.

---

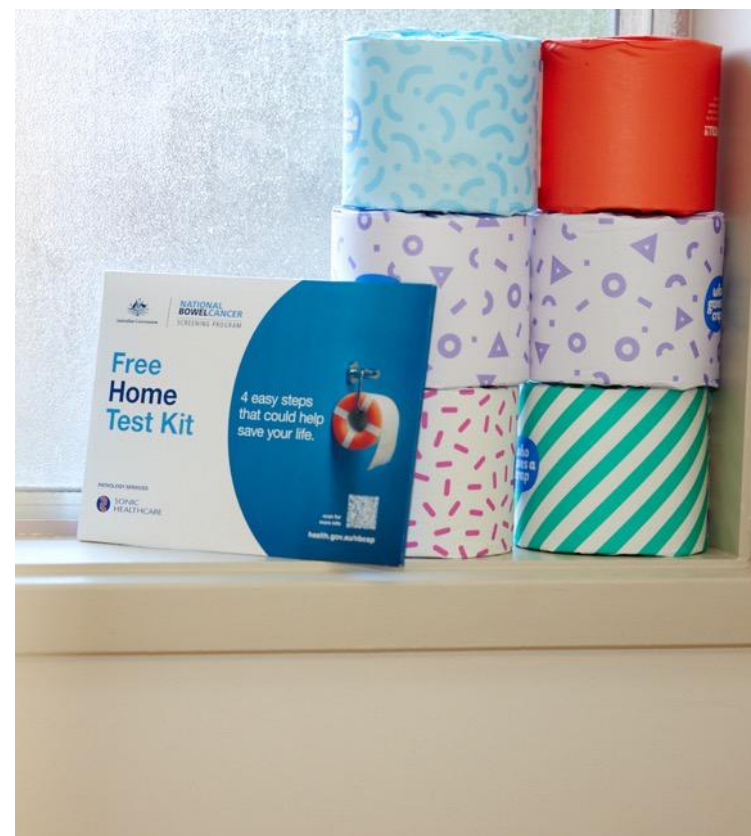
- **NITV provided a trusted platform for First Nations audiences**

The National Indigenous Television (NITV) network, a national broadcaster established by and for Aboriginal and Torres Strait Islander peoples, played a central role in delivering the campaign through culturally relevant and trusted content. Activity across sponsorships, billboards, and bonus placements ensured strong national visibility and authentic representation. The channel achieved strong reach, cultural resonance, and impact.

---

- **Webinars strengthened engagement among culturally and linguistically diverse audiences**

Two live webinars hosted by healthcare professionals (Dr Guo and Prof Danforn Lim) attracted 10,000+ viewers and 11,000+ likes, offering audiences direct opportunities to ask questions about testing and eligibility. These sessions demonstrated high curiosity and trust, with viewers praising the clarity and accessibility of the information.



Get **2** it

## What's happening now?

The **2025 National Bowel Cancer Screening Program campaign** finishes on 30 November 2025, marking the longest continuous period the campaign has been in market. This extended presence has allowed for sustained visibility, consistent messaging, and stronger connection with Australians across all audience groups.

Building on learnings from previous campaigns, the 2025 campaign placed a greater emphasis on priority audiences with lower participation rates, including men aged 50–59, those living in hotter regions where the program halts during particularly warm months, First Nations communities, and audiences speaking Arabic, Cantonese, and Mandarin as a first language. Culturally tailored advertising, in-language content, and trusted voices who bring authenticity and relevance to the message were used to reach each priority group.

For First Nations audiences, respected leaders such as Aunty Jill Gallagher and Dr Joel Wenitong helped spark meaningful conversations about early testing within community.

Among mainstream audiences, relatable figures like Mark Beretta continued to normalise screening through trusted storytelling.

For culturally and linguistically diverse audiences, in-language healthcare professionals have played a key role in breaking down barriers and building confidence to complete the test.

With digital reminder sign-ups already up 27% year-on-year, early results show that maintaining a consistent presence, and amplifying trusted voices continues to drive meaningful behaviour change and help more Australians take early, life-saving action.



Mark Berrata **Mainstream**



Webinar **CALD**



Jill Gallagher **First Nations**

A portrait of Trevor Tim, a middle-aged man with a shaved head, wearing a dark purple button-down shirt. He is looking slightly off-camera with a serious expression. The background is a blurred indoor setting with a window.

## Trevor Tim

Waanyi, Gangalidda, Erub Man

“

“It's very important that our people, our mob, do the free test. We're leading the way for our people - we need to close the gap, and we need our mob to be living longer.”

**Trevor Tim**  
Waanyi Gangalidda and Erub man in QLD

*The First Nations stream of the campaign was recognised at Converge, the annual First Nations Media Australia conference, as a best-practice example of community-led communication and collaboration.*

# Highlights of the year

## End The Trend: a national skin cancer prevention campaign for 18-30s

### Promoting real change in skin cancer prevention for young Australians

We are unwavering in our mission to end the trend of skin cancer by making sun protection the new norm for young Australians.

In collaboration with the Australian Government, the second year of our *End The Trend* campaign built on the success of 2023-24, tackling harmful social norms and unhelpful attitudes to ultimately increase the proportion of young Australians using sun protection.

Despite their strong knowledge and understanding of sun protection, our research showed nine in ten adults aged 18-30 still suntan – either intentionally or unintentionally. While they know the risks of suntanning, harmful social norms continue to fuel unhelpful attitudes. Beliefs like ‘I look healthier with a tan’ or ‘I feel more confident with a tan’ are the biggest barrier to the adoption of sun-safe behaviours.

*End The Trend* directly challenged these harmful social norms by championing influential and trusted voices to promote SunSmart behaviour through an integrated campaign targeting Australians aged 18-30, running from December 2024 to April 2025.



## Promoting real change in skin cancer prevention for young Australians

The campaign's success has been recognised through multiple industry awards and a two-year government funding commitment, reflecting strong confidence in our impact and long-term value.



Winner of 2024 ARIA Award  
for Best Use of an Australian  
Recording in an Advertisement



Winner of 2025 AiMCO Award  
in the 'Influencer For Good' category



Winner of 2024 Research Society Award  
in the category of public policy & social  
impact



Finalist in the 2025 Australian Effie  
(marketing effectiveness) Awards



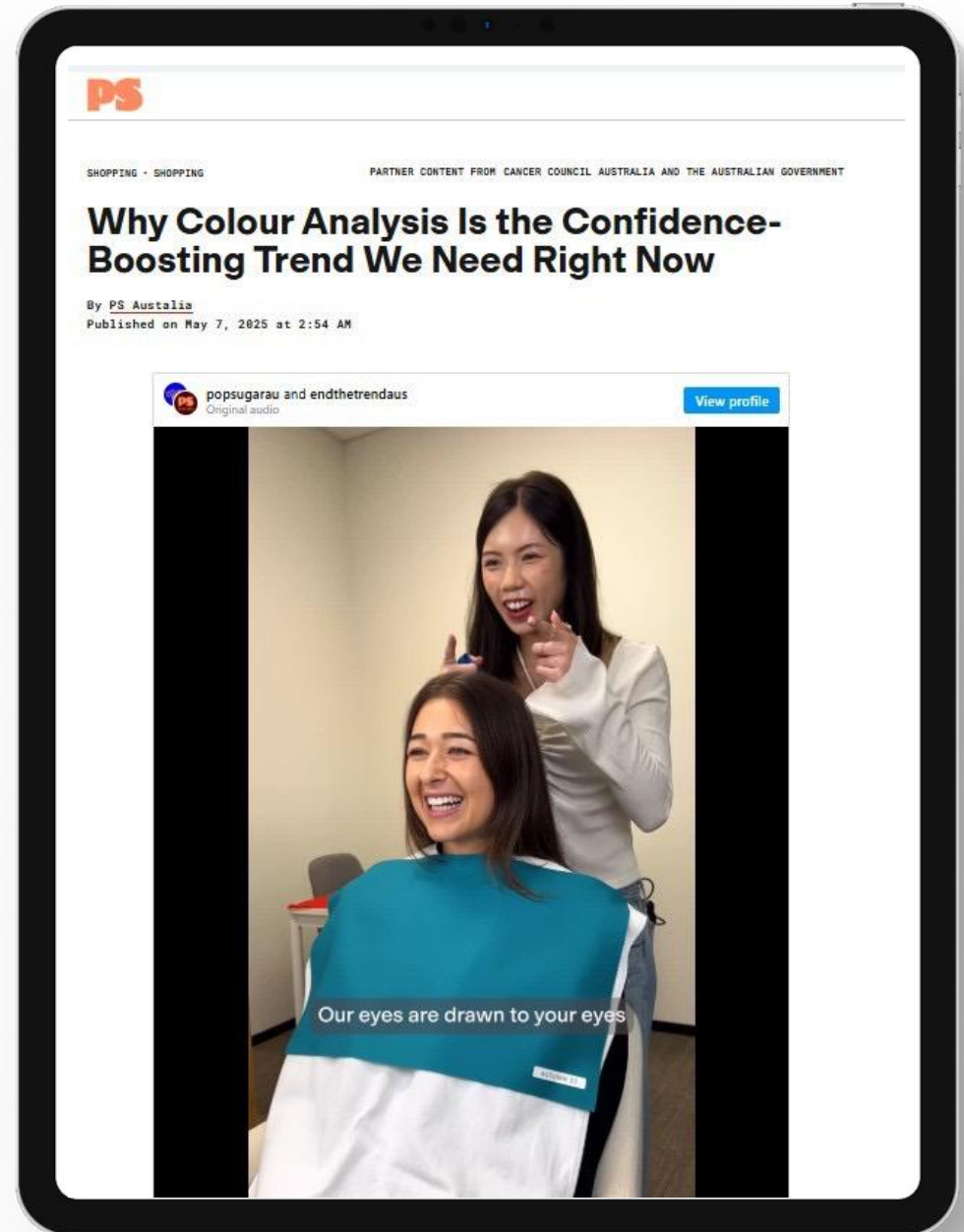
## The campaign

Cancer Council Australia refined our proven multi-faceted strategy to enable End The Trend to continue to harness trusted third-party voices to challenge suntanning culture and embed sun protection as a natural part of everyday life.

The first strategic pillar, 'address social norms' leveraged influencers, celebrities and brands to make SunSmart behaviours desirable, while positioning suntanning as undesirable. The second, 'erode attitudes', challenged outdated beauty ideals through authentic, peer-led storytelling, promoting confidence and health as the new markers of style. The third strategic pillar, 'convert behaviour', transformed positive attitudes into behaviour change with practical reminders delivered in relevant, real-life moments. Together, these pillars shape what young Australians see, feel and do – turning awareness and attitudes into lasting change to end the trend of skin cancer.

**SKIN  
CANCER  
END THE  
TREND**

*Working with publishers like POPSugar, we gave young Australians real tools to embrace their natural skin tone and reject suntanning.*



## The campaign

- **A mix of 'micro' and 'mega' influencers:**

We engaged 66 influencers and co-created 179 pieces of content that generated nearly 300,000 likes, shares and comments across social media – modelling sun-safe behaviour, and challenging suntanning beauty standards via participation in the 'End The Trend' Challenge.

- **Branded adverts and content:**

To maximise reach and reinforce behaviour change *End The Trend* branded messages ran across youth-focused platforms including Instagram, TikTok, Snapchat, Spotify, YouTube, Google Ads, catch-up TV, and a range of out of home formats. **We reached 94 percent** of young Australians aged 18–30 at least once and secured \$3.2 million in additional media value above what we originally planned for.

- **Brand and publisher partnerships:**

To make sun safety aspirational, we partnered with The Iconic, Laneway Festival, and major publishers including ELLE, Marie Claire, POPSUGAR, and LADbible, co-creating over 60 pieces of content that generated 41 million impressions.

By collaborating with key players in fashion, beauty, lifestyle, and entertainment, we sparked conversations that challenged attitudes toward suntanning and promoted SunSmart behaviours.

- **Skin cancer survivorship stories:**

To reinforce the real human impact, we shared the stories of three young skin cancer survivors through content across Instagram, YouTube and the campaign microsite.

SKIN  
CANCER  
END THE  
TREND



# The results

Reach:	The campaign successfully reached over 4.06 million. That’s 94% of 18-30 year olds.
Campaign recall:	<p>Recall of the End The Trend campaign material is strong, with prompted recall peaking in the last month of the campaign, at 57% in March for 18–30-year-olds and 66% amongst priority high-risk segments.</p> <p>8 in 10 of our priority audience were aware of social media influencer content across the final months, and more than half recalled partnership activity on sun safety or rejecting suntanning.</p>
Changing behaviours:	<p>Our research showed that after the campaign 33% believed that “more influencers are promoting sun protection or rejecting a suntan more than a year ago”, up from 30% before the campaign.</p> <p>Between December and March, agreement with the statements that “tanned people are more popular” fell from 47% to 38%.</p> <p>Almost 9 in 10 (87%) who saw the campaign took some form of action, ranging from using sun protection to checking the UV.</p> <p>Those who recalled End The Trend had higher intention to undertake sun safe behaviours, including apply and re-apply sunscreen (60% v 51%), wear sunglasses (61% v 53%), check the UV (40% v 28%) and wear a wide-brimmed hat (32% v 29%).</p>



*Influencer speaking to her followers about the 'End The Trend' Challenge.*



*Young person wearing sun protection at Laneway Festival.*

“After doing the campaign, I basically stopped trying to tan... I always have sunscreen on.”

Campaign influencer



# Highlights of the year

## Save Your Skin: preventing skin cancer in men aged 40+

### Saving the lives of men aged 40–59

2 in 3 Australians will be diagnosed with skin cancer in their lifetime; and almost twice as many men as women will die from melanoma.



Known as our ‘national cancer’, Australia has the highest rate of skin cancer in the world, making prevention efforts critical.

With the goal of increasing sun protection among men, the Australian Government and Cancer Council Australia continued their life-saving mission through the third instalment of the *Save Your Skin* campaign.

Our focus was on men aged 40 and over, with particular attention to two priority populations: men living in rural and regional areas, and those who work outdoors. These groups face greater barriers to practising SunSmart behaviours and are therefore central to driving meaningful change.

Research shows that while most men understand the risks of skin cancer and the benefits of sun protection, many do not consistently act on this knowledge due to forgetfulness, discomfort, or perceiving it as inconvenient. The campaign tackled these barriers, aiming to increase self-reported SunSmart behaviours, strengthen recall and intention, and ultimately protect more men from skin cancer.

This multi-channel campaign ran from December 2024 to April 2025.

## The Save Your Skin campaign

To address the barriers and increase sun protection behaviours among Australian men over 40, we implemented a three-pillar strategy to reach, motivate and remind.

The 'reach' pillar created impact and expanded audience awareness, helping men recognise the importance of being SunSmart. 'Motivate' leveraged trusted third-party voices to model simple sun-safe behaviours that emphasised the ease. Finally, the 'convert' pillar provided timely reminders to encourage these behaviours to become routine. This strategic framework guided men over 40 from awareness and understanding, to undertaking consistent sun protection behaviours.



*Influencer Dermott Brereton reminding his Instagram followers to Slip, Slop, Slap, Seek & Slide.*

*Influencer Jamie Durie talking to his Instagram followers about the importance and ease of sun protection.*



## The Save Your Skin campaign

- **Influencers:**

To encourage everyday SunSmart behaviours, we worked with 11 influencers who produced 29 pieces of content across YouTube Shorts, Instagram and Facebook, generating 1.4 million organic impressions and 28,000 likes, shares and comments.

- **Branded adverts and content:**

To reinforce sun-safe behaviour when it matters most, the campaign delivered over 109 million impressions across Google, Facebook, YouTube and broadcast online video.

The advertising was tailored to its context, helping us to reach 5.68 million men aged over 40 – 91.7% of the audience. This activity generated 260% media value above what we originally planned for – and a 131% increase from the previous year.

- **Channel 7 Test Cricket integration**

To motivate the audience, our Channel 7 Test Cricket sponsorship featured a custom 'Backyard Cricket' ad made with Matthew Hayden, which ranked #1 for brand fit and favourability by independent Gamba research.

We also delivered a media-first integration in the National 6pm 7News Weather, embedding our 'Slip, Slop, Slap, Seek and Slide' branding into the UV forecast to highlight key sun protection times.

- **Radio & media partnerships**

Leveraging trusted voices within relevant communities, we ran an integrated radio partnership with Nova's Fitzy and Wippa, supported by Nine Radio, while ACM and NewsCorp co-created 13 editorial pieces across print, digital and social, reaching over 1.3 million Australians.

*7News Weather  
Integration in the  
National 6pm News*



SLIP



SLOP



SLAP



SEEK



SLIDE

## The results

- **Reach:**

The campaign reached over 5.68 million, or 91.7% of men aged 40 and over, up from 67.7% reached in the previous year.

- **Campaign recall:**

Over half (54%) recalled seeing the campaign once prompted, this was even higher amongst our priority segments at 58%.

Almost 8 in 10 (77%) recalling the message to use all five forms of sun protection.

- **Changing attitudes and behaviours:**

73% of those who recalled the campaign agreed regular protection can help avoid skin cancer.

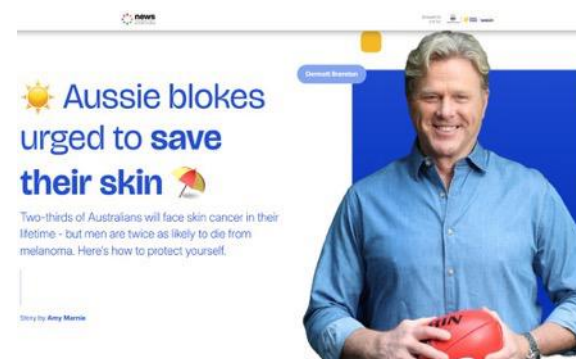
89% of those who recalled the campaign agreed that it is important to use multiple forms of sun protection - significantly higher than those who did not at 83%.

Over 4 in 10 (44%) of the hard-to-shift priority audience of regional, rural, and outdoor workers took some form of action after seeing the campaign, ranging from buying sun protection to regularly using multiple sun protection methods.

An 8-percentage point increase of likelihood to adopt multiple sun safe behaviours including wearing wide-brimmed hats and applying sunscreen correlated to campaign recall.



Save Your Skin messaging as part of the Channel 7 Test Cricket Integration.



AFL legend Dermott Brereton features in a NewsCorp article sharing his skin cancer wake-up call.

# Highlights of the year

## Securing a healthier future for all Australians: a national parliamentary campaign

[Securing a healthier future for all Australians](#) | [Cancer Council](#)

A national engagement campaign to ensure cancer control is firmly at the forefront of the incoming 48th Parliament

It is imperative we build on Australia's legacy of global leadership in cancer control, with ongoing support and investment into cancer prevention, care and research.

Utilising Cancer Council Australia's newly developed Policy Priorities Library, we devised a targeted LinkedIn campaign to build awareness amongst parliamentarians, policymakers, decision-makers, and their teams, and to drive them to our custom landing page.

Using this time of government change to reinforce Cancer Council Australia's role as the nation's peak non-government cancer control organisation, our campaign called on the incoming 48th Australian Parliament to provide continued support and investment across four critical areas:

- Increase participation in the National Bowel Cancer Screening Program to save more lives from bowel cancer.
- Provide equitable access to cancer care by reducing the financial burden of cancer through improved services and support.
- Continue investment in skin cancer prevention campaigns to create a future free from skin cancer.
- Address the rise of obesity to reduce the incidence of 13 types of cancer.
- During the May – June 2025 campaign, we reached over **38,000** people within our target audience.
- We generated almost **3000** clicks to the [landing page](#), with those who worked with the Australian Government, and the Department of Health, Disability and Ageing among our top engagers.
- The campaign resonated well within Greater Sydney, Greater Canberra and Greater Melbourne Areas, showcasing effective metro and regional cut through.



# Highlights of the year

---

Leveraging our trusted voice and expertise to advocate for all Australians.

## Evidence-based policy development

We continued to update and develop our evidence-based policies across our National Cancer Control Policy platform including the publication of:

- Alcohol as a risk factor for cancer
- Physical inactivity and cancer prevention
- Breast cancer screening
- Disability and cancer care.

We are committed to embedding the voice of lived experience into our policy and advocacy work. We continued to use collaborative approaches including peer-review, consultations and our Expert Working Groups to ensure engagement was meaningful and inclusive, and that our policies reflect the real needs and priorities of our communities.

---

## National voice driving awareness and change

We used our trusted voice and collective expertise across the Federation to continue to put cancer control on the national agenda.

We delivered **46** submissions to inform national policy and strategy development, including:

- **Senate Committee Inquiry into Per and Poly Fluoroalkyl (PFAS) substances:** We developed a Standing Statement which informed our response to the Senate Inquiry. Cancer Council was quoted several times in the Committee's report and we were invited to present to the Committee, with Professor Bernard Stewart attending on behalf of Cancer Council.
- **National Health and Medical Research Strategy development:** We provided input into two surveys to inform the development of this strategy. The draft strategy noted several recommendations that aligned with our feedback.
- **Productivity Commission Inquiry Interim Reports - Delivering Quality Care More Efficiently, and Harnessing Data and Digital Technologies:** We responded to two pillars of the Productivity Commission Inquiry and in both Interim reports our submissions were quoted and referenced several times. We await the final reports in late 2025.

# Highlights of the year

**Leveraging our trusted voice and expertise to advocate for all Australians.**

## Sharing our expertise and knowledge

The Policy team continued to share knowledge and advocate for our policies to be implemented.

Our staff collectively presented **26** times on our policy work at national and international conferences and events, including:

- World Cancer Congress (Geneva 2024)
- World Indigenous Cancer Conference (Melbourne 2024)
- Public Health Conference (Perth 2024)
- Cancer Survivorship Conference (Sydney 2025)
- Preventive Health Conference (Canberra 2025).

Our then Director Cancer Control Policy Megan Varlow also co-chaired this esteemed national conference alongside A/Prof. Raglan Maddox.



# Looking ahead

---

## Skin cancer: shifting attitudes and saving lives

Our belief is that the tide is beginning to turn on suntanning culture in Australia. We welcome our partnership with the Australian Government to strengthen the work that we started in advancing the prevention and early detection of skin cancer.

We look forward to continuing to support the work underway and to establishing a roadmap towards optimising early detection of skin cancer.

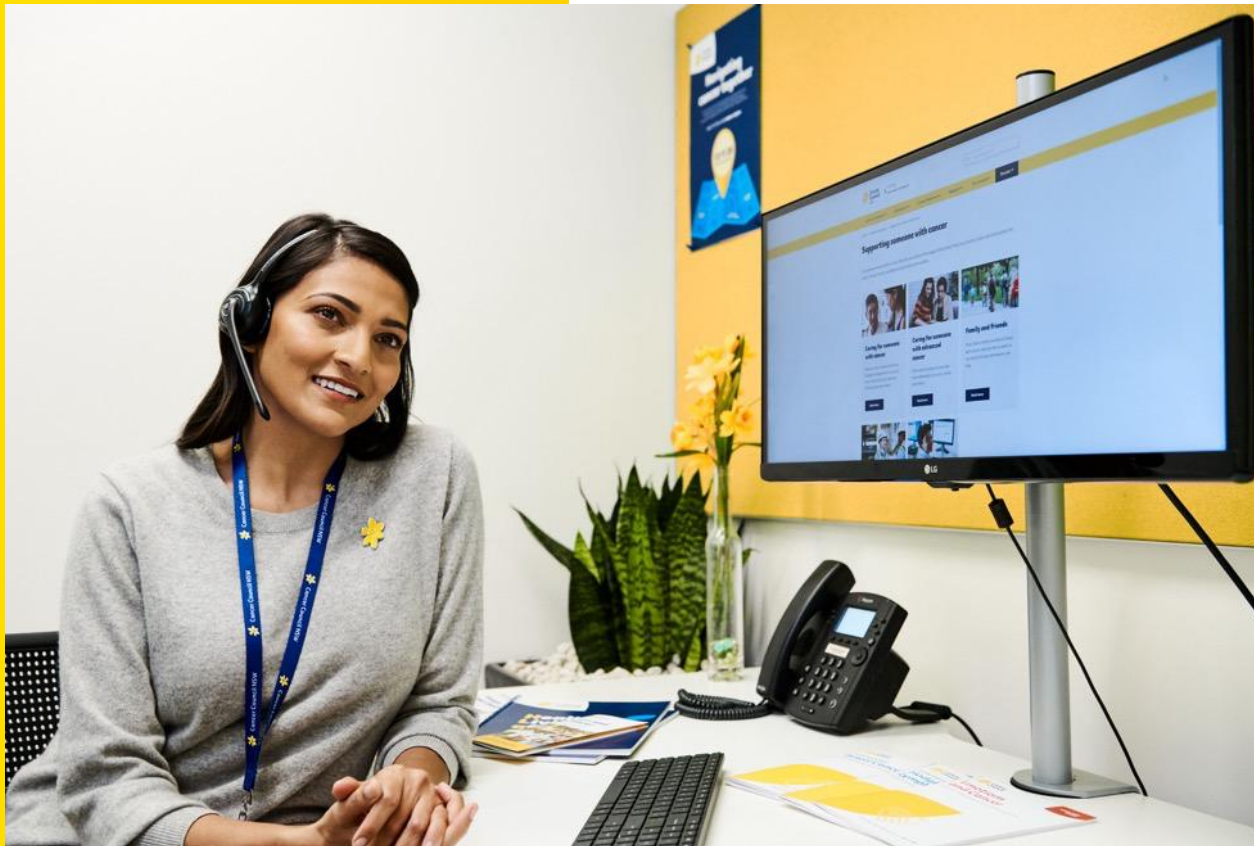


# Looking ahead

## National Cancer Navigation Service

We know that increasing accessibility will help more people affected by cancer get the support they need and improve cancer outcomes – this is particularly important to better support Aboriginal and Torres Strait Islander people, people living in regional and remote locations or from culturally and linguistically diverse backgrounds, those who identify as LGBTQIA+, or who live with disability.

That's why over the next couple of years we're enhancing and expanding our 13 11 20 service to create a more culturally safe, connected and empowering experience, tailored to individual needs, so that no one faces cancer alone. Whether someone is looking for practical advice, emotional support or evidence-based cancer information, this enhanced service will be easier to access, with options including telephone, desktop or smartphone. 2026 will see the launch of our user-friendly digital platform offering a service directory and knowledge hub to improve access to information and support for people affected by cancer. From there, we will work on integrating a connected phone and digital experience with tailored inclusive supports across priority population groups, with a fully personalised, authenticated login expected from March 2027.



## Looking ahead at cancer control policy

We will continue to advocate for equitable cancer outcomes across Australia – where everyone has access to consistent, best-practice cancer prevention, care and support.

Over the coming 12 months we will be focusing on:

- Halting the rising rates of obesity to reduce the prevalence of obesity-related cancers.
- Supporting healthy environments by freeing them from industry interference and addressing the commercial determinants of health.
- Increasing participation in the National Bowel Cancer Screening Program.
- Reducing the financial burden of cancer.
- Developing policies around carers; AI in cancer care; Genomics; and rural and remote communities – across prevention and cancer care.
- Progressing the implementation of priorities from the Roadmap to Liver Cancer Control.

We will continue advocating for enhancements to tobacco control nationally, particularly to support the Australian Government to address illicit tobacco in Australia. We will continue to focus on the harms of tobacco and holding the tobacco industry accountable.

## Supporting development of Optimal Care Pathways for priority populations identified in the Australian Cancer Plan.

Cancer Council Australia is partnering with the Equitable Cancer Outcomes Across Rural and Remote Australia research group from Deakin University to deliver the Optimal Care Pathway for people living in rural and remote areas. Through this collaboration, rural and remote cancer care needs are defined, supporting systems-level changes and policy to improve equity of cancer outcomes for people living in rural and remote areas.

We continue to provide our expertise to the development of the Optimal Care Pathway for people with rare and less common cancers, and the Optimal Care Pathway for LGBTQIA+ people.



# Board and governance

---

## Our Board, governance, and committees

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 New South Wales, Queensland and Victoria, nominated by the respective member Board
- A Consumer Director, appointed by the Board

We have three Board committees:

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

Our Board members:

- Prof Maxine Morand AM – Chair succeeded Prof Hugh Harley February 2025 (Independent)
- Ms Anne Pleash (Independent, Consumer Director) – Deputy Chair
- Ms Jenny Richter AM (Independent, SA)
- Mrs Tricia Schmidt (Independent, QLD)
- Mr Andrew Arkell (Independent, QLD)
- Mr Michael Morgan (Cancer Council NSW)
- Ms Kathryn Bellion (Cancer Council Victoria)
- Ms Michele Williams (Cancer Council Victoria)
- Dr Paul Cannell (Cancer Council WA)
- Dist. Prof Greg Peterson (Cancer Council Tasmania)
- Ms Natasha Fyles (Cancer Council NT) succeeded Phil Carson in February 2025
- Mr Roger Buckley (Cancer Council ACT)
- Dr Jo Mitchell PSM (Cancer Council NSW)
- Prof Sabe Sabesan (Clinical Oncology Society of Australia) retired November 2024

---

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 eight times in 2024/25. The Annual General Meeting was held in November 2024.

---

# Financial review

Cancer Council Australia's work is funded by its eight members, the State and Territory Cancer Councils. In 2024/25 Cancer Council Australia received \$7.49m in annual subscriptions from State and Territory Cancer Councils to cover all operating costs, and generated \$18.21m for members – a 143% increase on member investment.

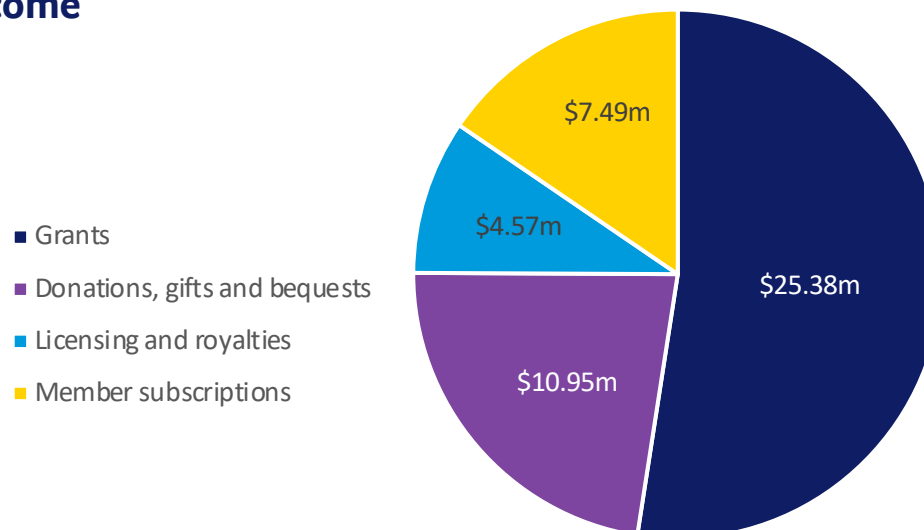
Cancer Council Australia generates revenue from a range of external sources and this revenue falls into three main categories.

## Grants

The first main category of this revenue is grants awarded by funding bodies, such as the Australian Government, to undertake specific activities or campaigns. In 2024/25, a total of \$25.38m in such grant income was generated. The largest grants were from the Australian Government to run the Bowel Cancer Screening Communication Program and the National Skin Cancer Prevention Communication Program. We are also a lead agency in the delivery of the Australian Government's Australian Cancer Navigation and Nursing Program.

We work closely with the State and Territory Cancer Councils in undertaking work financed by grant income, including formally sub-contracting some of the grant work to these Cancer Councils. In 2024/25, we subcontracted \$2.02m of government grant funding to State and Territory Cancer Councils.

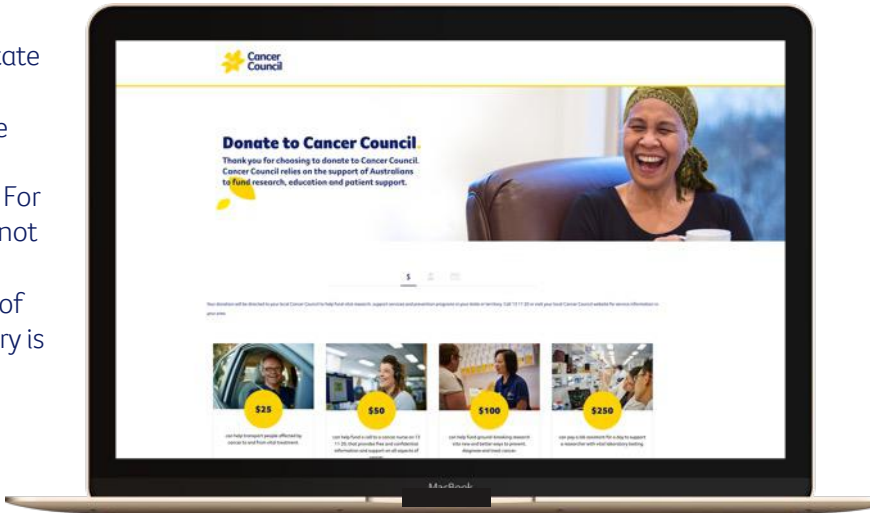
## Income



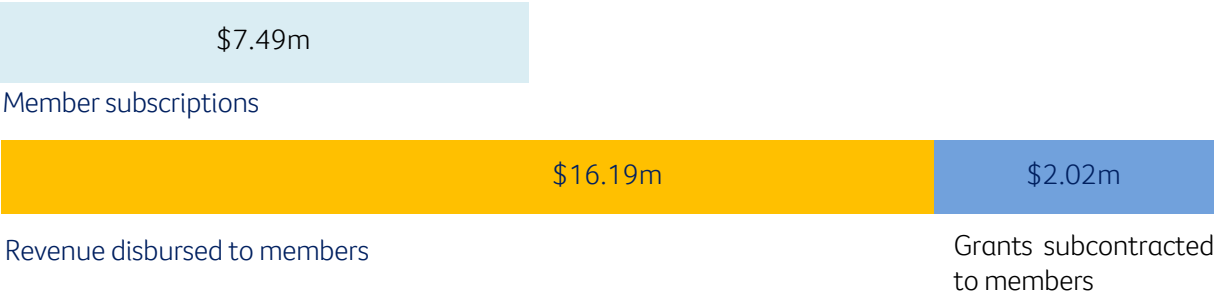
# Financial Review

## Donations, gifts and bequests

The second main category of revenue 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. All income in this category is distributed to Members.



## Financial return to members



### Cancer Council licensing or royalties

The third main category of revenue from external sources is licensing or royalty income associated with the use of the Cancer Council brand. In 2024/25, we generated \$4.75m in this category.

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 due to legislative changes, governance standards, and stakeholder feedback and expectations.



# Thank you for your support

---

Thanks to your tireless support,  
we can continue to work to  
reduce the incidence and impact  
of cancer for all Australians.

[cancer.org.au](https://cancer.org.au)

