



Annual Report 2015

Growing hope for 20 years



our values

Generosity

We give generously of ourselves.

We value and appreciate the generosity of the community.

Integrity

We are accountable.

We do what we say we will do.

Collaboration

We actively work together to make a real difference.

Courage

We recognise courage in others and are inspired to speak out and step up.

Innovation

We encourage innovation and embrace thought leadership.

We strive for excellence.

our mission

Cancer Council Tasmania is a not-for-profit organisation that works to minimise the incidence and impact of cancer on all Tasmanians.

On average, eight Tasmanians are diagnosed with cancer each day, making our work in Tasmania vital to the health of our community.

Every dollar we raise in Tasmania stays in Tasmania, ensuring we can support those in our own communities who will benefit most.

To reduce the impact and incidence of cancer in Tasmania, Cancer Council Tasmania:

- Provides high quality support services for people affected by cancer;
- Invests in cancer prevention programs which educate the community about lifestyle factors that can decrease the risk of cancer;
- Funds local cancer-related research projects, and provides a respected voice for the needs of people affected by cancer.

Our work could not be achieved without the generosity of the Tasmanian community and the support of our dedicated volunteers.

Our fundraising activities underpin our support services, prevention programs and cancer research funding.

our vision

Realising the hopes of all Tasmanians for a cancer free future.



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Cancer Centre

Message from the President

"Volunteering creates a national character in which the community and the nation take on a spirit of compassion, comradeship and confidence!"

Brian O'Connell

This quote epitomises our Mission and Vision and our reliance on our many volunteers and fundraisers, allowing us to provide support services for the benefit of many Tasmanians who are in need of support, reassurance, compassion, comradeship and confidence during their cancer journey. Without the ongoing support of our volunteers and the commitment from staff in all aspects of the business, we would not have responded to and touched the many Tasmanians who seek our services.

Board

President	Ald. Sandra French AM
Vice President	Allyson Warrington
Treasurer	Scott Adams
Directors	David Bowker
	Harvey Cuthill OAM
	Stephen Foster
	Dr. Seana Gall
	Dr. Craig White (resigned May 2015)
	Andrew Paul
	Jill Harley
	Dr. Rosemary Harrup

In this year of our 20th Anniversary it is a wonderful opportunity to reflect and speak about our volunteers and Board members, who are also volunteers, giving of their time and empathy to continue its work as a strong voice and valued service provider. We are an invigorated organisation which has been "Growing Hope for twenty years" {1995-2015}.

It has been another great year to be associated with Cancer Council Tasmania. As President I have attended a number of activities around the State and acknowledged the ongoing efforts of Cancer Council Tasmania to deliver on its mission to minimise the impact of cancer on all Tasmanians.

Over the past 20 years the organisation has continued to grow and expand its programs and services across the State. From one location in Hobart we now have additional support centres in Launceston and Ulverstone and with over eight Tasmanians diagnosed every day, the need for our continued support to individuals, families and communities must continue for a further 20 years.

Being funded 90% from the community, I continue to be astounded by the generosity of Tasmanians.

Over the past 20 years many millions of dollars have been fundraised and donated with all of it being returned to the community in some way. We have sold thousands of daffodils, drunk copious cups of tea and many of us have walked innumerable laps of ovals raising funds for Relay For Life.

We were very pleased that Her Excellency Professor the Honorable Kate Warner, AM, Governor of Tasmania accepted our request to be Patron of Cancer Council Tasmania. Her Excellency has supported us in many ways since that time by officially opening our 2015 North West Relay For Life, joined us to have a "biggest morning tea" in her front paddock and hosted a 20th Anniversary function for us at Government House.

During this financial year the Board has worked with management to develop the 2015-18 Strategic Plan which will guide the organisation over the next period of time and give direction to staff and confidence to our stakeholders that the organisation is focused on its Mission. Final approval of the Plan will be completed early in the 2015-16 financial year.

Thank you to my fellow board members for their support and advice during the past year. Over the year we undertook a Board Performance Review, where we reviewed and then implemented a number of good governance initiatives. As a Board we approved the business case for an investment into the information, communication and technology requirements of the organisation which will form the basis of the continued growth and sustainability of the organisation.

I would like to acknowledge the contribution to the Board and thank Dr Craig White who resigned from the Board this year from his position as the Department of Health and Human Services representative and welcome Dr Rosemary Harrup to the role. I also extend a welcome to two new Board Directors, Jill Harley and Andrew Paul, and look forward to working with them over the next few years.

It has been a remarkable 20 years and I look forward to continuing my association with the organisation in the years ahead.

Sandra French AM
President



management team



(Back, L-R) Jane Crosswell (Director Business Development), Rosalie Stevens (Director Corporate Services), Abby Smith (Director Quit Tasmania).

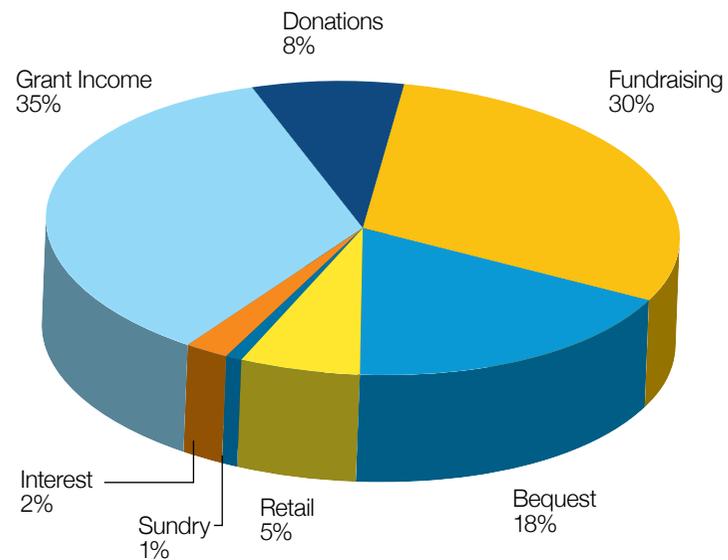
(Front, L-R) Penny Egan (Chief Executive Officer) and Raylene Cox (Director Cancer Prevention and Support Services).



funding breakdown

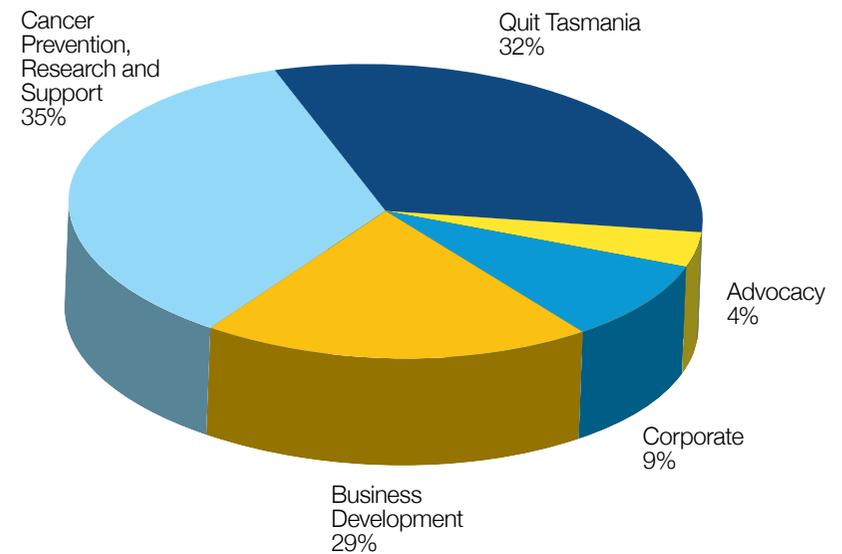
Where do the funds come from:

Donations	379,341.53
Fundraising	1,519,147.34
Bequest	913,477.23
Retail	289,019.10
Sundry	47,369.59
Interest	92,223.27
Grant Income	1,743,887.61
TOTAL	\$4,984,465.67



Where do the funds go:

Quit Tasmania	1,542,492
Advocacy	173,805
Corporate	461,615
Business Development	947,798
Cancer Prevention, Research and Support	1,683,131
TOTAL	\$4,808,840



Message from the CEO

It continues to be a privilege to be CEO of this wonderful organisation which is able to celebrate twenty years of growing hope in Tasmania. Every day we recognise and acknowledge the courage of others who are impacted by cancer and it inspires and energises us to achieve our Mission and ensure we are here providing our services for a further twenty years.

From small beginnings with three staff and some Government funds, our inaugural CEO Lawson Ride had a vision on what needed to be undertaken in Tasmania to support people dealing with cancer as well as prevent the incidence of cancer. Over the past twenty years our cancer prevention programs and support services have expanded to many areas of the State and the number of people that we touch continues to grow.

Our transport2treatment service was expanded this year with a new vehicle based at Huonville, now providing a regular service for clients in the Huon Valley and Channel districts. During the 2014-15 year we supported 299 clients to 4,948 treatment appointments and I thank our dedicated volunteer drivers for the support they give our organisation and, in particular, to our clients.

The number of people engaging with our Cancer Support Centre in Launceston continues to expand with increased support numbers, and the general public, using the Centre for meetings and other activities. Our thanks go to our many volunteers who help with the gardening, the veggie patch and providing support and assistance at the Centre.

Around the state, 4,656 direct supports were provided in 2014-15. This incorporates face to face, telephone, support groups, financial assistance and the many attendees at our programs and workshops.

During the year we conducted successful Living with Cancer Education Programs in various areas of the State and initiated our Prostate Cancer Information and Support Program out of the Cancer Support Centre in Launceston.

We commenced outreach support to over nine areas in the State and look forward to bedding down the support in those communities and expanding the outreach model to incorporate other regional and remote areas.

During the year we commenced our statewide Wig Library, assisted many families through our financial assistance scheme and provided thirty three Seize the Day Award scholarships to adolescents and young adults whose education has been impacted due to cancer diagnosis affecting them or their immediate family.

Educating the public on early detection continued and this financial year across the State we are pleased to advise that 85% of all primary schools, 99% of outside school hours facilities and 96% of child care centres are now SunSmart accredited.

Quit Tasmania completed the analysis of the 2013 smoking survey and undertook the 2014 smoking survey with the results indicating that we must continue to work hard in the smoking cessation space. The additional investment into marketing and media campaigns focused on smoking prevention messages has seen continued calls to the Quitline and an increased number of hits to the Quit Tasmania web site, all of which we hope will translate into reduced smoking participation rates in Tasmania.

I am extremely proud of what we are achieving at Cancer Council Tasmania. We are not a fundraising organisation but we do need to raise 90% of the funds required to run the business to provide our services and programs to



"I am extremely thankful for everything so many individuals, organisations, and community fundraisers do for us. In supporting us they have provided support to their fellow Tasmanians."

the Tasmanian public. We are focused on our Mission and seek to sustainably expand our cancer prevention programs and our support services to all Tasmanians who are dealing with cancer.

There is so much more to do and we want to be here for the next twenty years working to achieve our Mission. But we cannot do it on our own. I am extremely thankful for everything so many individuals, organisations, and community fundraisers do for us. In supporting us they have provided support to their fellow Tasmanians.

Finally, I would like to acknowledge the commitment and efforts of the staff, Board and volunteers of Cancer Council Tasmania and look forward to working with all of you over the next twenty years to continue to grow hope for all Tasmanians.

Penny Egan
Chief Executive Officer

support services



support

Support Services

Cancer Council Tasmania's Support and Information Services provide a large range of services to Tasmanians impacted by cancer. Support and Information Services are located in three locations around the state; Collins St Hobart, the Cancer Support Centre in Howick St Launceston and Victoria St Ulverstone. The Support staff also visit a number of communities regularly to ensure services are more accessible. All services are provided by trained staff and volunteers. Over the 2014/15 financial year Support Services have provided 4,656 supports to Tasmanians impacted by cancer. Some of these services include; face to face and group based support, financial assistance, access to wigs, hospital visits, receipt of information booklet and resources.

Achievements

Outreach Services

This year Support Services have increased their presence in many local areas by having a Support staff member visit over nine communities once a month, to be available should people wish to talk to someone or find out about the services we provide and how to access them. We are located in a variety of settings, including pharmacies, community health centres and neighbourhood houses.

Break O'Day – Commenced in early August 2014 with community information sessions in St Helens and Scamander to gauge interest in a Northern East Coast Cancer Support Group. The first support group meeting was held at the beginning of October in St Helens Neighbourhood House. Numbers are variable but gradually building, assisted by the facilitator also undertaking (breast cancer) hospital visits for people from the region.

In response to requests from local health professionals an outreach service at St Marys Hospital was added in March.

George Town – In January 2015 discussions took place with GPs and the hospital Director of Nursing about bringing the six-week Living With Cancer Education Program (LWCEP) commencing in mid-April to George Town hospital via videolink, and offering an outreach service to the community after that program ended. An outreach information session was held in late March, LWCEP ended in late May and the four-weekly outreach service commenced at George Town Hospital in June.

Dorset – Following a request from one of the local GPs, the Scottsdale four-weekly outreach service commenced in late May. Scottsdale has a great choice of possible venues for outreach and we are very fortunate to have the new Scottsdale LINC as our venue.

Wynyard – We've been visiting Dixon's Pharmacy in Wynyard on the first Wednesday of each month since February of this year. Pharmacy staff book appointments for local community members affected by cancer so they can have time to talk to CCT support staff in a private consulting room within the pharmacy. This service is proving to be a popular way for those living rurally to access support and information without the need to leave their local community.



"From humble beginnings in the early days our Support Services have expanded to include assistance with legal and financial advice, more comprehensive Living With Cancer information and help, right through to greatly enhanced outreach services, enabling us to effectively engage with clients in remote or rural areas!!"

Smithton – Services commenced in May with a consulting room being made available at a local pharmacy. This service runs on the second Wednesday of each month providing local support and information to those affected by cancer in the Circular Head locale.

West Coast – Outreach in the West Coast was recently changed to incorporate bi-monthly visits in April 2015 with the purpose that four sites (Zeehan, Rosebery, Strahan and Queenstown) could be visited over the two days. This allows the staff member to have more time in the communities and reduce travel time.

Sheffield – Sessions in Sheffield were re-established in May and occur in the Kentish Community Health Centre on the first Monday of the month. Building on the success of the Community Support training in Circular Head this training occurred in the Sheffield community at the end of July.

Latrobe – These sessions occur at a local pharmacy on the third Wednesday of the month.

New Norfolk – Sessions commenced in July and take place at a local pharmacy once a month.



Since 2006,
192 students
have received \$230,300
Seize the Day Awards

Seize the Day Awards Scholarship

This year's Seize the Day Awards Scholarship awarded \$30,000 to 33 deserving students who have been impacted either directly or indirectly by a cancer diagnosis. The money is provided to assist with post-secondary education costs. Although the money is very helpful, the scholarships represent more than the monetary worth

as they acknowledge the difficulties the students have faced and gives them the encouragement when facing adverse circumstances and pursue their future goals.

85 people attended presentation nights in Hobart and Launceston. This year the Peter Wise Award was awarded to Alison van Dongen who had shown outstanding determination in the face of adversity. Alison was diagnosed with Hodgkin's Lymphoma less than six months after her father passed away from mesothelioma. Alison is now in remission and continuing her Arts-Law degree at UTAS.

Circular Head Community Support Training

Interested members from the Circular Head region had expressed the desire to find the best way to support those individuals in their community who had been affected by cancer. They were unsure as to how to offer the kind of support that would be required and were also concerned to avoid doing more harm to an individual due to a lack of knowledge or experience. In response to their concerns a staff member from Cancer Council Tasmania's Support Services team organised a half day training package for the Circular Head community in February this year. Nine participants attended. All participants said that the day met their expectations and judged the training to be very worthwhile. Cancer Council Tasmania Support Staff were pleased to offer something back to this caring community which has been significantly impacted by cancer over many years.

Professional Development Scholarships

The cancer+ Scholarship is for Tasmanian health professionals working with children, adolescents and young adults with cancer for professional development opportunities which relate to the improvement of cancer support and cancer control.

Up to \$3,000 is given annually to deserving applicants. The recipients of the 2015 scholarship were Gretchen Scott, Paediatric Oncology Social Worker at the Royal Hobart Hospital. Gretchen will receive \$1,500 to attend the American Association of Paediatric Oncology Social Workers Annual Conference in America. The second recipient was Gillian Slater, Clinical Nurse in Palliative Care, Burnie. Gillian will receive \$400 to attend the 'Fit for the Future' Palliative Care Conference in Melbourne.

The scholarship is part of the cancer+ program that supports Tasmanian families of children, adolescents and young adults with cancer, the survivors of childhood cancer and the professionals who care for them.

Living With Cancer Education Programs

Living With Cancer Education Programs are a means for Tasmanians to learn more about cancer, regardless of a personal diagnosis. These four to six session programs are facilitated by Cancer Council Tasmania staff and are run in rural areas as well as our Hobart, Launceston and North West centres.

Living With Cancer Education Program - Tasman and Forestier Peninsula

In October and November last year Cancer Council Tasmania's Support Services staff organised a Living With Cancer Education Program at Nubeena for the Tasman and Forestier Peninsula community. The program was offered over six weeks with topics including general and specific cancer information, CCT's Support and Information Services, cancer treatments, nutrition and emotional health. Guest speakers included community nurses, cancer care coordinators, a medical oncologist, radiation oncologist, dietician and psychologist.

Participants ranged from those receiving or having completed treatment, family and friends, health and allied health professionals and general interested community members. All benefited from the flexible program which allowed for individuals to attend the sessions of most relevance or interest to them. Many reported on their appreciation of the "Cancer Council coming to us, not having to travel far for information" and added, "we really appreciate you coming down and bringing such expert speakers." Such programs are important for reaching more isolated communities and also augment CCT's mission to reach all Tasmanians.

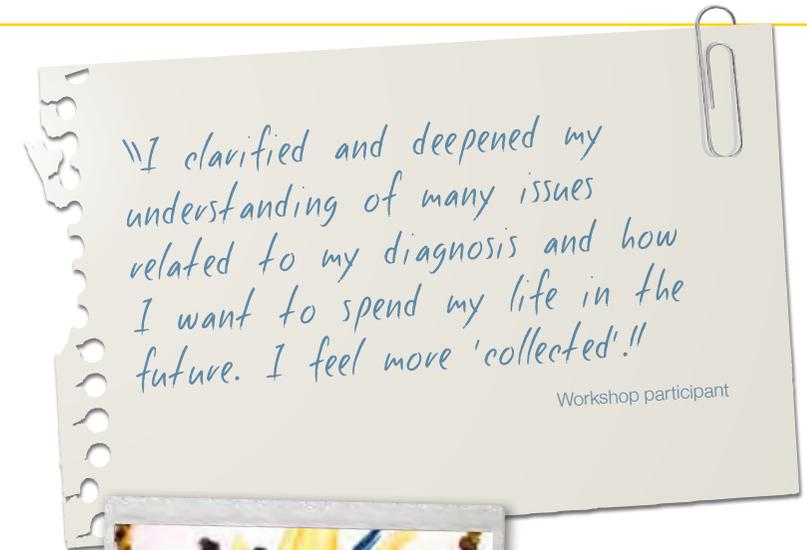
Living With Cancer Education Program - Cancer Support Centre Royal Hobart Hospital

In February and March this year Cancer Council Tasmania's Support Services staff organised a Living With Cancer Education Program in the Cancer Support Centre at the Royal Hobart Hospital. The program was offered over six weeks with topics including general and specific cancer information, CCT's Support and Information Services, financial information regarding Centrelink entitlements, nutrition and exercise information and emotional health. Guest speakers included a medical oncologist, financial information specialist, dietician, physiotherapist, four cancer survivors and a psychologist.

There were 21 participants ranging from people receiving treatment, those who had completed treatment, carers, health professionals and community members. There was great feedback in the evaluations, highlighting the benefits attendees received from the guest speakers.

Creative Arts/Expression Workshops South and North West

Cancer Council Tasmania was successful in applying for a TAHPC (Tasmania Association for Hospice and Palliative Care) grant in the South and North West of the state to hold four x six workshops of arts based sessions for adults who were looking to express emotions relating to grief, death, dying and bereavement due to cancer.



South

Creative Arts/Expression Therapy involves the use of art making materials to support the exploration and expression of thoughts, feelings, conflicts and relationship issues in the presence of a qualified Creative Arts Therapist and a Senior Support Officer.

The first workshop was held in April/May at the Cancer Support Centre at the Royal Hobart Hospital with nine registrations.

The following reflections are from some participants who attended the sessions:

- I clarified and deepened my understanding of many issues related to my diagnosis and how I want to spend my life in the future. I feel more 'collected'. My thoughts are more cohesive.
- They (creative arts sessions) inspired me to dig deep to find the resources within me to use through this difficult time I face.
- "Widening my support 'toolbox', exploring issues in a non-threatening manner"
- "Another way of expressing myself without talking. Meeting the other participants"

North West

Due to the popularity of a similar program run in the Launceston Cancer Support Centre we identified that those living in the North West would also be interested in participating in Art Therapy as a way to express their grief and bereavement. As there was no dedicated Art Therapy running on the North West, Cancer Council Tasmania facilitated two six week workshops, one in Ulverstone and one in Latrobe. Participants found that incorporating art and the conversational support of fellow participants assisted them in feeling lighter and for some happier and more able to cope with their grief/bereavement.

Participating in the various conversations that took place at the workshops and the comments from participants on their evaluation forms has highlighted the ongoing need for complementary therapies such as art to continue to be available in the North West.

CCT Financial Assistance Scheme

In 2014/15 CCT provided financial assistance through our Financial Assistance Scheme to 104 individuals for a total of \$27,832

Support Services & Cancer Prevention Information Resources

In 2014/15 CCT distributed almost 48,000 information resources at a cost of over \$21,000

The outcome of these workshops has resulted in some of the participants from the Ulverstone workshops and all participants from the Latrobe workshops expressing the desire to form an ongoing monthly Cancer Support Group using art as their expression, which commenced in July.

cancer+ Financial Assistance

In the past year the Rachel & Jye Fund has given 21 families with a child up to the age of 18 years diagnosed with cancer, \$12,468 in financial assistance. cancer+ has also assisted six individuals up to the age of 25 years by giving \$1,495 to ease the financial strain that comes with a cancer diagnosis.

Theatre Royal/cancer+ ticket program

In the past year the cancer+ program has given out 47 tickets to five Theatre Royal performances through the Theatre Royal ticket program where tickets are given to young patients with cancer and their families for them to have some enjoyment during a difficult time in their lives.

PCISP and Prostamates

A five-week pilot Prostate Cancer Information and Support Program (PCISP) was run in August and September 2014 with great support from a number of Northern Tasmanian health specialists and allied professionals. Attendance numbers were very good and at their instigation a Cancer Council-facilitated support group, Prostamates, was formed. This group meets bimonthly and has a guest speaker at every session.

Following the pilot there have been two more PCISP programs offered, with the latest one being run over five Wednesday evenings.

transport2treatment

Supported by 86 volunteer drivers, transport2treatment (t2t) provides assistance state-wide to many cancer patients who may otherwise be unable to attend all their treatment appointments.

Our t2t service was extended this year to include a vehicle operating from the Huon Valley. This service travels daily as required from major towns in the Huon to cancer treatment appointments in Hobart and return.

transport2treatment is funded through the generosity of the Tasmanian public, mainly through Relay For Life events and our corporate partners Mitsubishi Australia, DJ Motors and Telstra Countrywide. We also acknowledge the wonderful contribution of the Dry July campaign enabling us to purchase another vehicle to enhance the service.

The support of the staff at the Holman Clinics in Hobart and Launceston, the Gibson Unit and other treatment centres also greatly assists in the smooth running of this invaluable service.

The support and assistance of all our suppliers and contributors, including Action Auto Glass, Ampersand Signs, Dentech Tas, Arnolds Autocare Smithton, Bumperfix Plus, Cramp Bros Bodyworks, Emmerton Park, Mader International, Tint-A-Car, Bruce Gowans Motors and Elizabeth Town Café, is greatly appreciated.



Quick Facts for 2014/15

Individual patients: 299

Treatment appointments: 4,948

Average number of trips per patient: 16.6

Volunteer drivers: 86

Total kilometres travelled:
approximately 420,000



dj motors

Since the inception
of t2t in 2006
3,046
Tasmanians
have been transported
to 35,208 treatment
appointments.



Cancer Prevention

The Cancer Prevention team developed clear messaging encouraging Tasmanians to cut their cancer risk.



Achievements

Agfest

Cancer Council Tasmania has a long-running presence at Agfest, usually with a stand-alone site.

In October 2014, Cancer Council Tasmania was approached to collaborate with University of Tasmania's Faculty of Health, Royal Australian College of General Practitioners and Pharmaceutical Society of Australia in the HealthStop@Agfest initiative for May 2015. This initiative has been delivered for many years and consists of a central site at Agfest where nursing, medical and pharmacy students conduct blood pressure checks and have brief conversations about health related issues with people as they pass through. The students provide the service under the supervision of clinicians from the various disciplines. There are additional activities delivered onsite by the students including a lotion-making station for children. CCT were able to partner with the established group and allowed us to deliver our key messages to a large number of Agfest attendees.

Key Findings:

- CCT staff and volunteers spoke with nearly 500 people about ways to reduce the risk of cancer (primary focus on 'quit for good', 'limit sugary-sweetened beverages' and 'get checked').
- 1,257 people visited the HealthStop site (the number of people participating in free blood pressure testing was used as an indicator).
- Of the 1,257 people visiting the HealthStop site, nearly 50% were males, approximately 6% identified as being a smoker and 57% reported being aged 41 to 70 years.



- Findings suggest that the HealthStop@Agfest initiative provides a good avenue to increase reach of CCT's key messages for cancer prevention among Tasmanians, especially among men aged 45 years and older.
- 960 resources (factsheets, pamphlets, etc.) distributed by CCT staff and volunteers.
- UTAS students provided 132 referrals to the CCT stall.
- HealthStop@Agfest initiative can be used as an opportunity to provide future health professionals with information about CCT (including key messages for cancer prevention) and may provide an opportunity to recruit CCT volunteers.

Circular Head Aboriginal Corporation Sessions

Cancer Council Tasmania again provided sessions to Circular Head Aboriginal Corporation (CHAC) as part of the TAZREACH program.

CCT provided four sessions as part of the 2014/15 financial year:

- 1. Women's Health and Cancer** – guest presenter, Di Mason which was delivered to the general CHAC community
- 2. Men's Health and Cancer** – conducted at Men's Shed Smithton and delivered to the general CHAC community
- 3. Introduction to Cancer Council Tasmania services and website** delivered to CHAC staff
- 4. Risk Reduction** – explanation of the seven Key Messages, delivered to the general CHAC community

CCT began working with CHAC in 2012 and since then has enjoyed an excellent working relationship with CHAC and the whole Circular Head Community. Other Cancer Prevention activities occurring in the community included a Pit Stop session, run in partnership with DHHS in 2015.

SunSmart in Tasmania (July 2015)

The National SunSmart Schools Program was launched in November 1998.

85% of Primary Schools and 96% of Child Care Centres in Tasmania are currently SunSmart members.

Building on the uptake of the SunSmart Program in primary schools, and with the support of the Department of Education, in 2015 kindergarten to year 10/12 (K-10/12) schools and secondary schools have been invited and supported to participate in the Program.

At this time 37% of K-10/12 schools are SunSmart members and we continue to focus on engaging secondary schools and changing their view of being SunSmart from a uniform issue to a health issue.

Results from the Australian Secondary Students' Alcohol and Drug Survey 2011 (ASSAD) showed that there is a recent decline in sun protection behaviours among students and an increased desire among students for a moderate or dark tan (Szackowski *et al.* 2013). For instance, Tasmanian secondary students were highly likely to report being sunburnt during the previous summer.

Community Speaker Program

The prevention and early detection of cancer is an important step towards achieving our mission. Cancer Council Tasmania is in the process of developing and implementing a Community Speakers Volunteer Program. Health promotion messages will be delivered by trained volunteers who will connect with business and community groups. Initially the program will be trialled in Southern Tasmania and it is anticipated it will extend to the North West and Northern Tasmania.



fundraising





Business Development and Fundraising

Cancer Council Tasmania relies heavily on the wonderful generosity of our local community. The overall success of our fundraising program is a direct reflection of the goodwill of Tasmanians with over 90% of our funds coming from public donations, support for our campaigns, community fundraising and attendance at our events across the State.

This unwavering support allows us to continue to deliver Support Services, provide advice and financial support, promote healthy lifestyles and invest in research projects.

The Business Development Team work hard each year to build strong connections with people and communities across the state, fostering and nurturing partnerships with a number of stakeholders including the general public, event participants, corporate partners and sponsors. Each year we continue to assess the viability and sustainability of our fundraising activities to ensure that we achieve the best possible return for the community's investment.

The fundraising environment is increasingly challenging each year, and we are constantly endeavouring to find new and innovative ways to increase our revenue whilst making best use of our limited resources.

Our sincere appreciation is extended to the many wonderful volunteers who work with us in a range of activities throughout the year to assist in bringing our fundraising campaigns to reality. While each has their own motivation for being involved, we are all united in our fight against cancer.

We will continue to work closely with all of our stakeholders and the community to deliver on our objectives. Most importantly, CCT will continue to invest our passion, our time and our resources to beat cancer.



Regular giving

This fundraising program continues to receive strong support through the generosity of donors who make regular donations on a monthly, quarterly or yearly basis. This continued support to Cancer Council Tasmania provides valuable funds that enables us to have a steady, predictable source of income and allows us to plan ahead and engage with our donors.



National Campaigns and Events

Every year, you will see Cancer Council Tasmania's yellow daffodil branding at statewide events. These include Australia's Biggest Morning Tea, Daffodil Day, Pink Ribbon Day and Relay For Life. Although these are all nationally staged events, we are proud to say that all the money we raise in Tasmania from these events stays right here in Tasmania to provide the services and support and research programs detailed in this Annual Report.

With generous support from the Tasmanian community, Cancer Council Tasmania held a wide selection of fundraising programs in 2014-2015.

Key achievements this year included:

- **Relay For Life events** held in four communities across the state, with 6,300 participants raising a combined total of over \$885,000. Communities involved were North West Coast, Launceston, Hobart and for the first time this year, Derwent Valley.
- October is **PINK month**, where a number of PINK events and merchandise boxes around the state look to raise awareness for women's cancers, and in 2014 raised over \$47,700 in much needed funds.
- Just over 100 women hosted a **Girls Night In** event to help raise money and awareness for women's cancer, raising over \$30,000.
- Nearly 800 **Australia's Biggest Morning Teas** held throughout May and June helped to raise over \$314,000.
- Over 400 registered volunteers and supporters raised almost \$90,000 as part of **Daffodil Day** statewide.

Relay For Life

The Relay For Life remains our biggest annual fundraising campaign. Celebrating its 15th year in 2015, it continues to build from strength to strength engaging community members Statewide. Over 6,300 Tasmanians participated in four events held across Tasmania, raising more than \$885,000. Hobart, Launceston and the North West Coast continued to stage magnificent community events whilst Derwent Valley held its very first Relay in early 2015.

Relay For Life is co-ordinated by volunteer-run committees, and is supported by local communities that fundraise in the lead up to the event and then participate by walking laps over the weekend of Relay For Life.

While the atmosphere at each event is one of celebration, there is also a more sombre side in the more poignant ceremonies including the Survivor's Walk and Candlelight Ceremony, both an emotional time for those involved.

We were also pleased this year to have the continued support of a number of businesses who have been with us on the Relay journey for many years. We were very pleased to build and strengthen our partnership with IGA as a statewide sponsor of the event, along with continued support from Veolia, Vodafone and number of other businesses as well as local councils in the communities in which Relay For Life is held.



Pink Ribbon Day Breakfast Committee members Patricia Quinn, Georgie Eastaugh, Ellen Smith, Rebecca Townsend (staff), Meghann Reitsema, Amanda Cook.

In the Pink

Many Pink activities were conducted throughout the year, including the Pink Ribbon Breakfast, the Pink Ribbon Hawthorn football match and the 2014 Think Pink Phantom's Ball (which raised just over \$46,000 for Cancer Council Tasmania support and information services delivered in the north of the State. A big thank you to Principal Sponsor, Harcourts Launceston for their ongoing generous support.



CEO Penny Egan and former Director Business Development Liz Rayment

◀ Pictured at the April 2015 Pink Ribbon Game are Council Council Tasmania staff Nicky Ristrom, Sue O'Brien, Rebecca Townsend and Jane Crosswell.



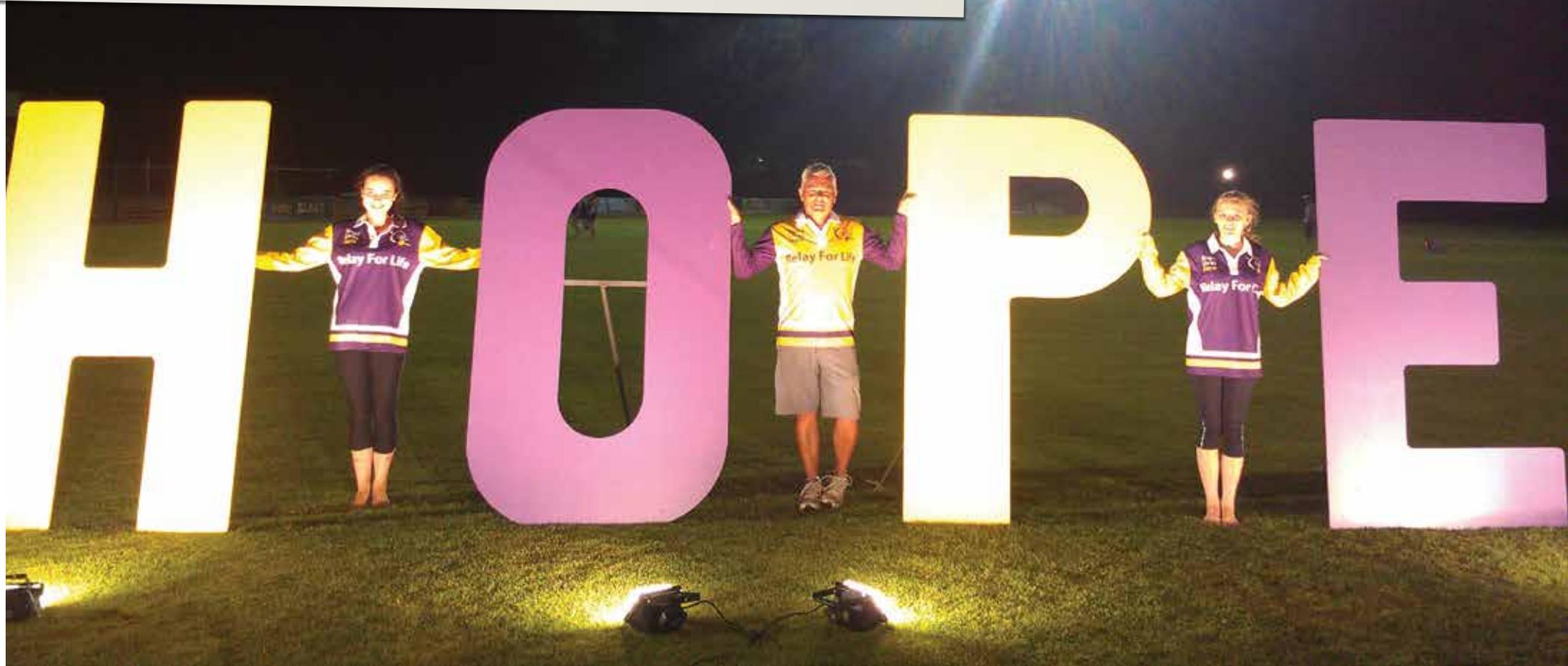
Thank you to the ongoing support of the Mantra Charles Hotel in Launceston who generously provide accommodation packages for our fundraising events. The Mantra Charles is situated on the cosmopolitan Charles Street and offers a choice of several modern room types. Its art deco architecture is characterised by curved windows and a white exterior, aiding in its charm and making it one of Launceston's most popular hotels.

Derwent Valley walking towards a cure...

(21-22 February 2015)

Boyer Oval was a sea of purple and yellow as the local community banded together for the very first Relay For Life Derwent Valley. Sixteen teams (259 participants) walked (and ran) the track while being entertained by some great local talent. Temperatures over 30 degrees during the day and thick dew during the night did not deter these passionate participants. Raising just over \$26,000 is a true reflection of the big hearts of the Derwent Valley community.

Just after the Closing Ceremony there was already talk of doing it all again next year... And they are!



In the past 6 years
**just under
120,000 sales**
have been made in CCT
retail outlets

Retail

Our two retail shops located in Hobart and Ulverstone at the CCT offices sell sun protection products such as wide brimmed hats, sunglasses, sunscreen and clothing to businesses, schools, at events and to the public. With new products coming in across the year we have seen strong growth this financial year. Manned by our wonderful volunteers the funds contribute towards CCT programs and activities whilst keeping our Tasmanian community SunSmart.

Every purchase from the wide range of SunSmart merchandise, either from our Hobart shop or ordering online, helps fund cancer research, prevention and support programs.

Entertainment Book sales have increased with Cancer Council Tasmania selling more books than any other not-for-profit in Tasmania. We receive \$12 for every book sold through Cancer Council Tasmania.

Growth in participation at external retail events boosted our income this year with well attended public events such as Taste of Tasmania and the Wooden Boat Festival providing an ideal platform for us to the spread our SunSmart messaging across an above average summer season.

Community fundraising and local events

The support for Cancer Council Tasmania through community fundraisers continues to grow. As 1 in 2 Tasmanians are likely to be diagnosed with cancer by 85, many people wish to raise money to show support for loved ones diagnosed. Through the generosity of the Tasmanian community and the creativity of our fundraisers our 'Community Fundraising' (ad hoc community activities) raised almost \$234,000 this year - an outstanding result considering the current financial climate.

Community Fundraising in all areas of Tasmania shows enormous growth potential and we are always delighted to see so many ideas coming forward each week from headshaves, to bike rides, rock concerts and quad bike rides - the list is endless.

Cancer Council Tasmania also organises a number of local fundraising events to supplement its income from the community. These include the Think Pink Ball in Launceston, the North West Gala Dinner, the Unite in Pink luncheon in Hobart and a number of Pink breakfasts across the state during October. In August 2015, a black-tie Gala Ball event in Hobart was also staged for the first time in three years.

CFR Case Study Joe Hawkes Cup

For the fifth year running the Forth, Devonport and Wynyard Football Clubs have joined forces and raised funds in memory of Joe Hawkes, stalwart of the Forth Football Club and junior football coach at Devonport, who after a short battle with melanoma cancer tragically passed away in 2010. Joe's passion for the game is remembered through the Joe Hawkes Cup, a gala day involving both senior and junior football including Joe's teammates and rivals. Cancer Council Tasmania has been recipient of funds from the day for three years running.



CFR Case Study

Christmas Hills Raspberry Farm Headshave

With a target set at \$5,000 five staff members from Christmas Hills Raspberry Farm set about raising this by having a head shave fundraiser. And they did it! Back in January, Mary, Trish, Amber, Kirri and Mike from Christmas Hills Raspberry Farm all lined up to have their hair shaved to raise funds for Cancer Council Tasmania.

Mary dedicated the whole event to her best friend Leetz who battled breast cancer last year. Mary had to shave Leetz's hair during treatment so now Leetz could shave Mary's hair for this wonderful fundraiser. All the 'shavees' had heart-warming stories for shaving their hair and supporting the cause.

You're truly inspiring to us all and thank you to all who supported this event. A fantastic amount raised for Cancer Council Tasmania from an amazing effort by very brave and inspiring people.

Note: Trish & Mary donated their hair to 'Pantene Beautiful Lengths' to be used to make wigs for those who have suffered hair loss during cancer treatment.



Bequests

Whilst some people contact us to discuss their intentions to leave a gift in their Will, many do not and we only find out about them once a bequest is realised. This year Cancer Council Tasmania was fortunate enough to receive over \$900,000 in bequest funding. Many people nominate Cancer Council because they have either been personally touched by cancer in some way or in recognition for the important work we do in the Tasmanian community. They are leaving a legacy that will go on to help others. The vision that their money will make a difference now and in the future is being realised with real progress being made in prevention, treatment and supportive services.

In memory

The 'In memory' program enables family, friends and the wider community to honour their loved ones by donating to our programs as a mark of respect to those that have been lost to cancer. Whether it is through the funeral home or directly from those who have experienced the loss, donations are gratefully received and not only help those who are currently living with cancer, but is a meaningful way to celebrate those lost. We are very grateful for the generosity of those who think of us when someone close to them passes away. This program raised over \$75,000 this year.



Volunteer Service Excellence Awards

These awards are presented by the CEO, on behalf of the Board, to volunteers who have provided Cancer Council Tasmania with an outstanding level of voluntary contribution that has been of demonstrable benefit to our strategic aims as a whole, where they have added real and tangible value to our organisation.

Recipients of Volunteer Service Excellence Awards for 2014 were:

- Darren Mace – North West Coast
- Judith King – Circular Head (deceased)
- Charles Black – Launceston
- Trevor Snooks – North West Coast
- Wayne Goninon – North West Coast
- Fraser Herbert – Hobart



Remembering those who remember us

Evelyn Louisa Pedersen

20 March 1918 - 16 November 2009

Cancer Council Tasmania relies on the generosity of Tasmanians to enable us to continue the work we need to do. Our funds are raised in a variety of ways but it is often an unexpected delight to be left a Bequest by someone who cares deeply about our cause. Evelyn Pedersen was one such amazing individual.

Evelyn Louisa Pedersen was well known in Hobart business circles for operating a successful ladies hairdressing salon in the city centre, trading under her maiden name as the Evelyn Johnston Salon. It was a well run business that attracted a regular and loyal clientele.

The salon was one of a handful of businesses owned and operated by women who were successful at the time and she was considered by some to be quite a trail blazer in the business world.

It is in many ways a testament to Evelyn that many of the staff members over the years retained a friendship not only amongst themselves but warmly included Evelyn. She certainly appreciated this and with “her girls” enjoyed many social occasions and outings as well as having regular visits especially over the latter years of her life.

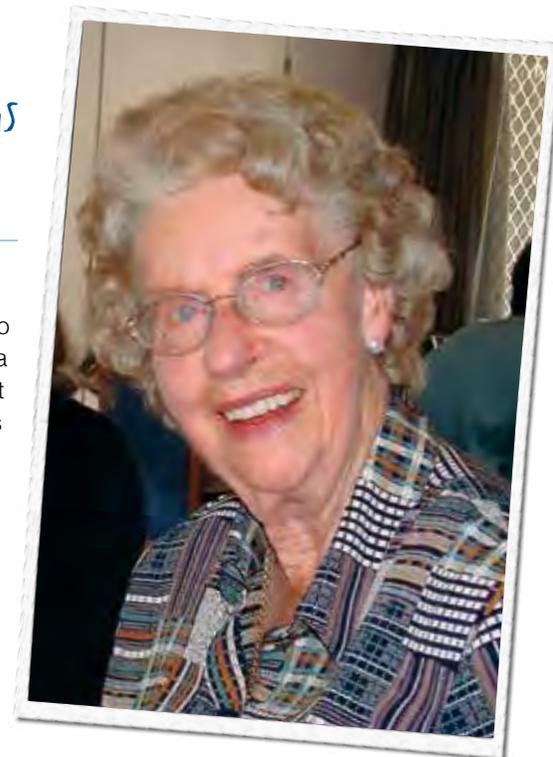
Miss Johnston, as she was better known to her staff and clients, operated the salon for about fifty years, taking on new apprentices each year, many of whom subsequently went on to manage and operate their own businesses.

As a prominent Hobart business person Evelyn involved herself in a number of organisations and activities. She was a member of the Zonta Club, the Numismatics Society, State President of the Hairdressers Federation and an examiner of hairdressing apprentices.

Amongst her many private interests, Evelyn enjoyed travelling on many international and interstate trips while at home she enjoyed her garden, especially her many roses and her pets. She developed an interest in harness racing and was excited about becoming a part-owner of a racehorse.

While she was a donor for the well-being of animals and organisations such as the Royal Guide Dogs Tasmania she was also very pleased to be able to contribute to research through Cancer Council Tasmania. She would be delighted to know that her ongoing bequest was assisting Cancer Council Tasmania realise its vision of a cancer-free future for all Tasmanians.

(Information on Mrs. Pedersen kindly provided by Alastair Douglas OAM.)



quit tasmania



Key facts (smoking in Tasmania)

- 1 in 5 Tasmanians smoke (21.7%)
- Daily smokers consume about 12 cigarettes per day
- 84% of smokers think they should quit
- 75% of smokers live less than 5 minutes from an outlet that sells cigarettes
- 79% of Tasmanians support a law that would reduce the number of places cigarettes could be purchased

Social Marketing and Quitline

Reducing smoking-related death and illness is a priority of Cancer Council Tasmania (CCT). CCT manages Quit Tasmania with funding received from the Department of Health and Human Services (DHHS) to deliver two main functions. Firstly, implementing social marketing campaigns to educate people on the dangers of smoking and to encourage quitting. Secondly, providing information and support to those who want to quit smoking through the Quitline telephone support service (call 13 7848 or visit www.quit.as.org.au for further information).

Evaluation of the Quitline (2014)

In a survey of three hundred and one (n=301) callers who phoned the Quitline or were referred by a health professional (current smokers, ex-smokers or relapsed smokers) and had been contacted by a Quitline advisor up to four weeks prior to the interview:

- 96% of callers were satisfied
- 95% of callers would recommend it to friends or family
- 86% of callers believed it benefited them
- Callers commonly reported that Quitline advisors are encouraging, supportive, understood them, listened, and provided information and strategies that were relevant and helpful

Quitline Enhancement Project and Targeting Tobacco Project

In addition, Quit Tasmania delivers the Quitline Enhancement Project (funded by the Australian Government) and the Targeting Tobacco Project (funded by the Australian Government through Primary Health Tasmania) with the goal of reducing smoking rates among the most disadvantaged population groups with the highest rates of smoking in Tasmania.

The Quitline Enhancement Project aims to continually improve the Quitline to provide culturally sensitive services to Aboriginal people. The project prioritises and seeks opportunities to engage and support Aboriginal health services and communities to strengthen their capacity to provide smoking cessation support to community members.

The Targeting Tobacco Project aims to provide information, skills and resources to non-government community service organisations to enable their frontline staff to have discussions with their clients about smoking and provide options and support for people wishing to quit. The project assists community service organisations to create supportive environments that will support their clients to access the help they need to quit. To help community service workers start a conversation with their clients about smoking, the project has developed a 'community service workers toolkit' which is a printed resource designed to guide workers in their conversation with clients on smoking.



Research

In 2013, Quit Tasmania conducted the first Tasmanian Smoking and Health Survey, with the findings available in early 2015. The survey is the first comprehensive smoking survey conducted in Tasmania. It provides baseline data for the attitudes, beliefs and behaviours of smokers and non-smokers across a range of smoking related issues. The survey was conducted again in 2014 with the findings expected to be available in early 2016. The survey results will provide a foundation for future comparisons and will be used to drive targeted social marketing programs and smoking-related advocacy work. The survey is funded by the Australian Government through Primary Health Tasmania.

Advocacy

On behalf of CCT, Quit Tasmania also undertakes smoking-related advocacy work with the aim to raise awareness of important issues and influence changes to regulation, policy and practice. Our current areas of focus include electronic cigarettes (e-cigarettes) and the Tobacco Free Generation (TFG). The popularity of electronic cigarettes, which mimic the act of smoking, has taken off in recent years even though the products have not been approved by the Therapeutic Goods Administration for safety, quality and efficacy. Quit Tasmania endorses the position statement of Cancer Council Australia and the National Heart Foundation on electronic cigarettes (available at: www.wiki.cancer.org.au/policy/Position_statement_-_Electronic_cigarettes).

In addition, Cancer Council Tasmania has developed a position statement on the Tobacco Free Generation (available at: www.cancertas.org.au/about-us/position-statements/). Cancer Council Tasmania encourages the Tasmanian Government to support the proposed Public Health Amendment (Tobacco Free Generation) Bill 2014 as one of many tobacco control strategies to reduce smoking rates.

Achievements

Social marketing

This year's focus of social marketing was towards smokers aged 20-44 who are parents or considering parenthood. Funds from DHHS and Primary Health Tasmania enabled 32 weeks of television campaigns to be on air. The advertising strategy included a mixture of graphic, emotional, personal testimonials and positive style campaigns including 'Zita', 'Cigarettes are eating you alive', 'Real Stories', 'Triggers' and '16 Cancers'.

March 2015

Quit Tasmania's 20th Anniversary was celebrated. Past and present health ministers Roger Groom and Michael Ferguson were on hand to mark the occasion. The Sponge campaign was the very first campaign aired in Tasmania by Quit back in 1995. It seemed fitting that a revised version of this iconic campaign was relaunched to a new generation of smokers encouraging them to "Quit for Good."

May 2015

In the lead-up to World No Tobacco Day in May, Quit Tasmania launched the '16 Cancers' campaign. This hard-hitting campaign highlights both the common and lesser known cancers that can be caused by smoking and emphasises the

immediate and long-term consequences these cancers can have on a person's life. The campaign includes powerful television advertisements depicting the shocking effects of smoking-related cancers and their capacity to take away life's simple pleasures, such as speaking and eating. The advertisements use highly emotive and graphic imagery to illustrate that cancer from smoking can have a devastating and debilitating impact on smokers' lives.

June 2015

A Guide for Community Service Workers, "Help Your Clients Quit for Good," was developed as part of the Targeting Tobacco Project. The purpose of the resource was to assist workers to provide quit support to their individual clients. In addition, a low literacy information brochure was developed for smokers outlining support options to help them quit smoking.



Key facts (Quitline statistics 2014-2015)

- 2,995 contacts/interactions
- 1,199 clients requested counselling services
- 4,637 call backs were made by counsellors
- 140 Aboriginal and Torres Strait Islander clients
- 44% of contacts were male and 56% female
- 353 clients reported being smoke free at the time of their final call
- 2,720 Quit Packs distributed

References

¹Australian Bureau of Statistics. Findings from the Australian Health Survey 2011-12.

²Trainer, E. & Terry, K. (2015). The Tasmanian smoking survey: Findings from the 2013 population survey. Quit Tasmania, Cancer Council Tasmania, Hobart.

cancer support centre launceston

Visitors to the Centre have been rapidly increasing.

They comprise individuals seeking support and attending support programs, external meeting attendees, business development and fundraising connections and visits from the general public.



Now in its third year of operation, the Launceston Cancer Support Centre has seen considerable growth in the 2014/15 year with visitor numbers continuing to rise significantly.

Due to the technology available at the Centre, our services have reached into the rural and remote areas of the North, North West and East with the successful video linking of Beginners Pilates and Living with Cancer Education Program. This has enabled those unable to attend the Centre to have the opportunity to participate in activities closer to home.

Members of the public are invited to drop in to the Centre which offers a range of support for people dealing with cancer treatment. The relaxing lounge areas and productive gardens, which provide free organic produce most of the year, are designed to welcome and inspire.

Many support group meetings and programs are conducted at the Centre. These include Pilates with three beginners programs each year. Due to demand a weekly Pilates advanced class was also introduced during the year. Art workshops, gardening workshops, Coffee and Craft, massage therapy and a free wig service are amongst many other support activities on offer.

The Centre has a comprehensive range of print resources as well as other programs such as Living with Cancer Education Program, a monthly Men's Cancer Support Group, Prostatmates, Grief and Bereavement Support Group, Breast and Gynaecological Group and a Living Well with Cancer Group all meeting regularly.

The Tasmanian Association for Hospice and Palliative Care (TAHPC) and the Leukaemia Foundation are tenants at the Centre and continue to work collaboratively with Cancer Council Tasmania.

Clients, carers and anyone impacted by cancer are welcome to drop in whenever it's convenient and numerous clinical, community and other groups are encouraged to visit the Centre.

It has been extremely encouraging to have a regular list of external groups using the Centre along with welcoming many new groups to use the facilities:

- Kincare
- Volunteering Services Australia
- Symbion
- Integrated Living



Other users include:

- Northern Home and Community Care - Volunteering For Community Services
- Prostatmates
- DHHS health promotion
- Australian Healthcare and Hospitals Association
- Ostamates
- Ostabuddy programme
- Look Good Feel Better
- McGrath Breast Care Nurse
- Leukaemia Foundation
- Breast Cancer Network Australia
- Tasmanian Association for Hospice and Palliative Care

with the ongoing assistance of numerous community groups including:

- Mary Hutchinson Women's Prison
- Flinders Island - Ladies Helping Ladies Group
- Launceston Golf Club Ladies and
- Christadelphian Ladies... to name but a few.

Our pantry is filled, our Wig and Hospital Visit bags are donated and our gardens are well tended and looked after. We are extremely thankful to all the groups who give their time freely and help us in our role of serving the community.

Our monthly 'E Bulletin' now has 303 registered recipients keeping clients, general public and clinical partners up to date with the monthly activities in the Centre, up from 260 in 2013/14.



CCT/UTAS Health Sciences Research Fellowship

Dr Mai Frandsen – Reducing the burden of lung disease: using self-affirmation to reduce defensiveness towards health risk information among smokers (SACO), and, Supporting expectant mothers to quit (SEMQ): \$92,446

SACO: Despite the constant health advice and warnings, nearly a third of adults suffering from a chronic lung disease (such as chronic obstructive pulmonary disease [COPD] or asthma) continue to smoke. This study seeks to determine, by drawing on self-affirmation theory, if boosting this vulnerable group of smokers overall image of themselves prior to providing them with health risk information will decrease their defensiveness towards that information and therefore increase the likelihood that they will heed and adopt the health messages. The findings of this study may help to improve how health information is delivered to high risk smokers like those suffering from chronic lung conditions, thus promoting successful quit rates, and ultimately reducing their debilitating disease symptoms.

SEMQ: Smoking rates among Tasmanian pregnant women are among the highest in the country (17.1% compared to a national average of 13.5%). Over a third (35.7%) of expectant mothers aged 20 years or younger report smoking while pregnant and more than a quarter (30.8%) between the ages of 20-24 years. Smoking during pregnancy invariably impacts the unborn child with lower birth weights and more complicated births, now consistently reported in the literature. As such, smoking cessation during pregnancy is significantly higher compared to non-pregnant smokers (~50%) and yet up to 85% relapse after their baby is born. The purpose of this project is to develop, implement and evaluate a perinatal (before and after baby is born) smoking cessation program – that is, a program that identifies expectant mothers who wish to quit, support them to quit during pregnancy, and, importantly, help them to stay quit postpartum.

Articles accepted for publication/published since Fellowship commencement (May – August, 2014):

Dicker, M., Frandsen, M., Palmer, M., & Ferguson S. G., (accepted July 2014). Effectiveness of coping strategies at alleviating cue-induced craving: a pilot study. Journal of Smoking Cessation.

Ferguson, S. G., Frandsen, M., Dunbar, M. S., & Shiffman, S., (accepted July 2014). Gender and Stimulus Control of Smoking Behaviour. Nicotine and Tobacco Research.

Abstracts have been accepted at two international conferences in Denmark and Poland for May 2015.



NHMRC Grants

Dr Johnson Liu – Targeting drug transporters in colorectal cancer: \$5,000

Colorectal cancer, also known as bowel cancer, is the most commonly occurring cancer in Australia, with 14,400 new cases diagnosed each year. It is the second most common cancer-related cause of death, responsible for 4,000 deaths each year. The high death rate is mainly caused by the spread of cancer from the bowel to other body parts of the patient. Unfortunately, about half of patients have cancer spread either at diagnosis or soon afterwards. These patients are treated mainly with chemotherapy on a palliative ground because they are not suitable for surgical resection. However, tumour resistance is a severe clinical problem that limits patient response to chemotherapy. One of the important observations related to tumour resistance is that the entry of drugs into tumour cells decreases during repeated treatment with chemotherapy drugs. Drug transporters are a group of proteins located on the surface of cell membranes. These proteins have been found to be responsible for the entry and exit of drugs in normal and cancerous cells by our research and others.

The overall goal of our project is to understand the roles of drug transporters in the development of tumour resistance by colorectal cancer cells to chemotherapy drugs. The potential benefits in doing so are twofold. One is to inform clinician's decision on selection of appropriate chemo drug for a particular patient whose tumour shows certain activity of drug transporters that is desired or undesirable. Secondly these drug transporters with confirmed roles in the sensitivity of cancer cells to chemo drugs can be further developed as therapeutic targets for new drug development.

Assoc. Professor Jo Dickinson – Familial haematological malignancies: understanding the role of inherited causative factors: \$10,000

Genetic factors are known to contribute to the risk of developing blood cancers however, to date, the underlying genetic drivers of disease development remain largely unknown. Knowing the causative genes is not only important in understanding the disease process but also provides a range of benefits in the diagnosis, development of tailored treatments, and identification of new targets for therapy. Studying families with multiple cases of these diseases is a recognised and powerful approach used to identify those inherited factors that drive development of these cancers.

CCT Small Grants 2015

Dr Nikolas Dietis – Bi-functional opioids as a novel cancer treatment: \$6,567

The project aims to test the potential anticancer effect of new types of drugs using cells from colorectal cancer. These novel drugs were designed and produced by the University of Tasmania as an improved alternative to morphine, as a novel treatment of cancer pain. However, very recent evidence in the literature suggests that these types of drugs may have not only a pain-relief effect similar to morphine, but also a significant anticancer effect; the investigation of this is the basis of this project.

Dr Adele Holloway – Epigenetic regulation of integrin beta 4 as a predictor of prostate cancer progression: \$14,750

A significant concern regarding prostate cancer is the need to identify the factors influencing progression of prostate cancer to disseminated disease. Integrins are molecules found on the surface of cells and changes in one of these, ITGB4, have been associated with prostate cancer progression. This study aims to identify the factors that control changes in ITGB4 during prostate cancer progression, as these represent potential biomarkers or therapeutic targets.

Research Development Workshops

The Tasmanian Cancer Research Collaboration (TCRC) between the David Collins Leukaemia Foundation, RHH Research Foundation, Clifford Craig Medical Research Trust, DHHS Cancer Services and Cancer Council Tasmania. In 2014-15 the TCRC combined resources to conduct a survey of relevant organisations to ascertain what type of research development training would improve their capacity to develop improved grant applications. From the results of the survey two Research Development Workshops were held Launceston and Hobart and were well attended by prospective grant applicants from across the public and private sector.



Nikolas Dietis



Adele Holloway



Madeline Parker

Grant	Researcher	Project Title	Amount Paid
CCT Small Grants 2015	Dr Nikolas Dietis	Bi functional opioids as a novel cancer treatment	\$6,567
CCT Small Grants 2015	Dr Adele Holloway	Epigenetic regulation of integrin beta 4 as a predictor of prostate cancer progression	\$14,750
CCT NHMRC Grant 2014	A/Prof Jo Dickinson	Familial haematological malignancies: understanding the role of inherited causative factors	\$10,000
CCT NHMRC Grant 2014	Dr Johnson Liu	Targeting drug transporters in colorectal cancer	\$5,000
CCT / UTAS Health Sciences Research Fellowship 2014-16	Dr Mai Frandsen	Reducing the burden of lung disease: using self-affirmation to reduce defensiveness towards health risk information among smokers (SACO) and Supporting expectant mothers to quit (SEM-Q)	\$92,446
Jeanne Foster Scholarship 2015	Adele Hudson	Attend the Cancer Nurses Society Annual Congress, Perth June 2015	\$2,000
Jeanne Foster Scholarship 2015	Michelle Kern	Short course: Lymphoedema Advances and Review, Foeldi Clinic, Germany	\$3,000
Jeanne Foster Scholarship 2015	Deborah Foster	Attend COSA, Hobart 2015	\$500
Jeanne Foster Scholarship 2015	Alison Green	Attend COSA Hobart 2015	\$500
Jeanne Foster Scholarship 2014	Susan Wright	Attendance at the 29th Annual Clinical Cytometry Meeting and workshop for the International Clinical Cytometry Society, incorporating visits to Seattle laboratories in October 2014	\$3,000
CCT Clinical Cancer Trials 2015	Tasmanian Health Service (Royal Hobart Hospital)	Clinical Trials Data Manager	\$37,500
CCT Clinical Cancer Trials 2015	Tasmanian Health Service (W.P. Homan Clinic, Launceston General Hospital)	Clinical Trials Data Manager	\$32,500
Total Research Funding approved/paid			\$207,763
Evelyn Pedersen Elite Research PhD Scholarship 2013-16	Jessica Phillips	Regulation of integrins by RUNX transcription factors in cancer	\$7,500
Evelyn Pedersen Honours Scholarship 2015	Madeline Parker	Honours in biotechnology medical research	\$10,000



SARC

The Scientific and Research Committee (SARC) is the clinical and scientific advisory group to the Cancer Council Tasmania Board. The objectives of SARC are to:

- Provide advice to the CCT Board on such matters as fall within its remit
- Develop, implement, monitor and review policies, guidelines and procedures for establishing and strengthening CCT's key research objectives
- Recommend to the Board the allocation of research grants and research related funds and review progress and final reports for funded grants, scholarships and clinical trials
- Further the promotion and development of CCT research activities and research excellence, and
- Review outcomes of funded research activities to provide recommendations to Board when a need for substantial changes in policy or procedures is required.

Members of SARC are appointed by the Board.

SARC Members

Emeritus Professor Peter Stanton BMedSci (Hons), MBBS (Hons), PhD, FRCPSGlas, FRCSHK, FRACS

Representative of surgery with an interest in oncology
Breast/Endocrine Surgeon and Member, Advisory Committee of the Tasmanian Cancer Registry

Dr Allison Black BMedSci, MBBS (Hons), FRACP

Representative for Medical Oncology
Clinical Lecturer, Rural Clinical School, University of Tasmania and Oncology Trials, Royal Hobart Hospital

Dr Christine Clifford B.A. (Hons), PhD London MAPS

Representative as Provider of Psychosocial Care
Clinical Psychologist and Theme Coordinator, Communications and Collaboration, School of Medicine at the University of Tasmania, and Member of the Clinical Advisory Group, Cancer Support Centre

Dr John Fisher MBBS, FRACGP

Representative of General Practice
GP, Ulverstone and Advisory body to the Board of the TML

Dr Seana Gall BSc (Hons), PhD

Board Representative
Senior Research Fellow, Public Health and Primary Care, Menzies Research Institute Tasmania, University of Tasmania

Emeritus Professor Konrad Muller MA ,BMedSc (Hons), MBBS ,PhD, FRCPA, FFOP, FFSc, FRCPATH, HonFHKCPATH, HonFAMS

Senior Research Representative
Emeritus Professor of Pathology and Honorary Fellow
School of Medicine, University of Tasmania

Dr Margaret Wallington MBBS, BSc, MRCP(UK), FRANZCR, M Ger Med

Representative of Radiation Oncology
Radiation Oncologist

Professor Gregory Woods BSc (Hons), PhD, ARCPA, FFSc (RCPA)

Oncologist
Professor of immunology, School of Medicine, University of Tasmania

Professor Greg Peterson BPharm (Hons), PhD, MBA, FSHP, FACP, AACPA, ARPharmS, MPS, MAICD

Representative of Pharmacy
Acting Associate Dean Research, Health Sciences and Co-Director, Health Service, Schools of Medicine and Pharmacy, University of Tasmania

Dr Jeremy Power BMedSc, MBBS

Nominee of WP Holman Clinic, Launceston
Oncology, Cancer Research, WP Holman Clinic

Lesley Oliver RN, BAppSc (Nursing), GDipHlthAInfSys

Representative for Oncology Nursing
Haematology/Oncology Clinical Trials Research Nurse,
Royal Hobart Hospital

cancer stories



Crawford Tartans

Crawford Tartans is a team made up of four generations of the Crawford family through five sisters, Shirley, Jan, Beth, Patsy and Colleen. Over the years we have been joined by cousins and their families, together with friends and their friends. We are a large team of approximately 50.

We lost a brother-in-law to cancer in late 2005 and it was decided that we would like to join Relay For Life in his memory and support the Cancer Council Tasmania, and our first relay was in February 2007 (after fundraising in 2006). My thoughts were if we could raise a couple of thousand and have a good time it would be great. Little did I know!! The first year we raised over \$8000 and had a great time.

Amongst other things we raise the money through margin tickets on the AFL, soup and sandwich lunches, brunches, raffles, golf days and cocktail parties.

After some years we decided to keep going for 10 years or \$100,000 whichever came first. Well, we are into our ninth year and \$96,000 and are very excited to be close to our target.

Several of our members are cancer survivors and earlier this year one of our long standing members lost her battle and displayed on her casket at her funeral was her Relay For Life jumper.

We have had great pleasure in our fundraising efforts with huge support from so many extended family and friends and we have always enjoyed getting together for the relays, even those freezing nights when it practically snowed...

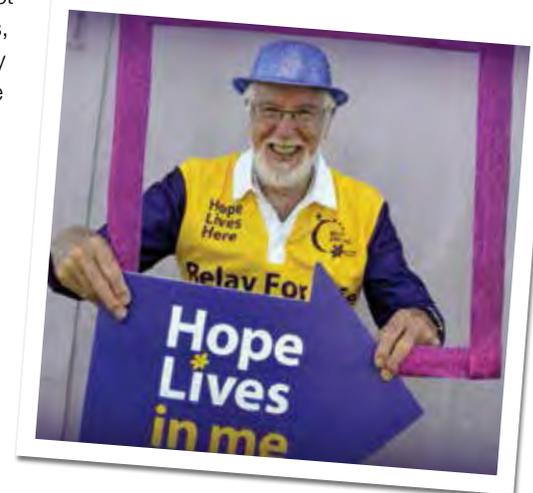
We like to think we have contributed to Cancer Council Tasmania but it also has been wonderful for our family!!

Peter Voss

Like most of us volunteers, my initial involvement was prompted by the unexpected and tragic loss of one of my daughters – who passed away in January 2011, victim of a GBM (glioblastoma multiforme), only four short months after her diagnosis. The whole family cared for her through those anxious weeks on her return home following the emergency surgery, followed by intensive chemo and radiation therapy. All of us, including her doctors at Brisbane General were heartened by what appeared to be her excellent progress and she was able to enjoy her 38th birthday and family Christmas with us in good spirits. Consequently, it was a major shock when, about only three weeks after Christmas, the awful seizures reappeared without warning, she was in ICU again and a couple of days later, we had lost her. It was only eighteen months later that my sister's only child was also to fall to cancer and the loss of my niece was another harsh burden to bear.

Since these terrible events our family have been dealing with our sad loss, each in our own way. A major part of my own grieving was to manage the rage I felt against the injustice and helplessness of losing Bec and Tamzin to the frightful scourge that had taken them both in the prime of life, so relentlessly and mercilessly. To do that, I felt a strong need to get involved with an organisation totally dedicated to raising funds to support critical research in the quest for, ultimately, a cure for cancer. I thought my own health (and advancing years!) would probably be a barrier to actually participating as a member of a team, but maybe I could contribute as a volunteer helper. So, I made an inquiry to Relay through the website, which eventually led me to Charles Black... and the rest, as they say, is history.

I have been part of the awesome Relay For Life Launceston committee for the past three Relays – with one more to go! – and I hope I have made a worthwhile contribution to management of the logistics. Not only has my involvement enabled me to work with an amazing committee of totally dedicated and special people, but I have also had the opportunity to meet and share my experience with numerous survivors, carers and supporters, who invariably are genuinely involved for reasons similar to my own. The incredible amount of empathy at Relay, shared so readily with complete strangers as well as with good friends and colleagues, I find truly inspirational, stimulating and restorative. I must confess to feeling a bit humbled by the utter altruism and commitment I see around me at these marvellous events! The first-rate quality of this wonderful cause is a worthy result of the time, energy and dedication brought to it by the hard-working committee and I feel confident that the Cancer Council's endeavour for ongoing successful fundraising is assured.





Ella flies flag for her nan at Relay For Life

By CAITLIN JARVIS, "The Advocate Newspaper"

March 27, 2015, 6:38 p.m.

WITH a cheeky grin that lights up her face, nine-year-old Ella Mackrell is often compared to her nan Charlene. However, the pair have never even met.

Tragically, Charlene Mackrell died in 1996 and nine-year-old Ella, who inherited many of her nan's personality traits, never got to meet the woman who she is compared to so often. Charlene, 32, died of breast cancer before Ella was even born, but her presence in the family has left a strong imprint on her granddaughter, who has been participating in the Cancer Council's Relay For Life event since 2010 in her nan's memory.

This year, thanks to the power of social media, Ella and her team West Side Story, have raised \$1000 for the first time since they've participated in the event. The team, which is made up of Ella, her great-aunt Sharon Mullins, her cousins Makenzee and Zac Thomas, Liam Donald and other members of their family from the West Coast, have been participating in Relay For Life to honour their family members they have lost along the way.

"My nan died before I was born and I lost two of my great-grandfathers to cancer as well," Ella said.

The team uses a purple cape that has pictures of all of their lost loved ones, including a prominent place for a photo of Charlene as their baton. Ella said she loved fundraising for Relay For Life because she was able to help raise money for people who needed it.

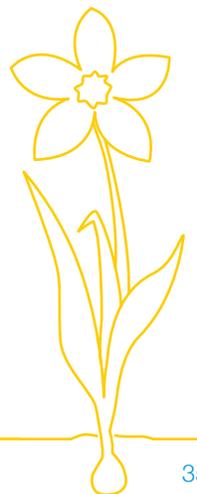
"I never thought I'd get anywhere near \$1,000, not even \$900," she said.

Previous fundraising efforts had only yielded about \$400. Ella's aunt, Sharon Mullins, said she was very proud of her great-niece's efforts and said the cause was very close to their families' heart.

"We love the Relay For Life because all of the funds stay in Tasmania and they all go towards funding things like the transport2treatment bus so people in the same situation as my sister don't have to stay down in Launceston away from their families when they're being treated," she said.

Mrs Mullins said she was proud of her great-niece and all of the kids who were involved with the team because they were all passionate about the cause.

"They're all there for the same reasons we are and it makes me feel really proud of Ella, but also of all of the kids," she said.





Debbie McGrath

Debbie has volunteered for CCT in the Launceston Support Centre for the past two years and has become a valued member of the team. Debbie first undertook training as a Cancer Support volunteer and then made the decision to continue training so that she could facilitate the Grief and Bereavement Support Group as well. A very challenging role but with Debbie's calm personality along with her belief that this program makes a difference the group has steadily grown.

But this isn't all that Debbie is involved in – she is also part of the 'Wig Library' team and using her artistic skills to run the monthly North West Cancer Support Group, 'Expression Through Art', which is close to her

heart. The support telephone program, Cancer Connect is another role Debbie is involved in "... I speak to people who just want to know that someone else has 'been there'... I share my own experiences and hope they will know that they are not alone."

On the fundraising side of the organisation, Debbie curated and sourced art pieces for the recent Think Pink Gala Ball which added many welcome dollars to our fundraising efforts. She is also a member of the Launceston Relay For Life committee.

Why has Debbie decided to devote a large part of her time to us as a volunteer?

"Three years ago my husband Vincent died from brain cancer. From the moment he received his diagnosis our life became filled with trips to the hospital and never ending tests and treatments. Although there were many times of joy in the two years he was ill, there was always worry and fear of the unknown.

"I didn't know about the support available at the Cancer Council. I felt quite alone and frustrated a lot of the time and wasted valuable time searching for information and help with Vincent's care.

"After Vincent died I wanted to use my own experience to help others have an easier journey through cancer than we did and when I heard about the new Support Centre opening in Launceston I knew that was the place I wanted to be. I draw on my own experiences in the hope that somehow I am helping. When people first join one of the Support Groups they feel they cannot bear life without their lost loved one, but with support they begin to realise that they are still able to find joy in their lives.

"Volunteering at the Cancer Council allows me to share my life skills and I feel that I may be doing some good. I continue to volunteer at the Centre because it is a beautiful place to be and the staff and fellow volunteers are great people to work with."



Over the last 20 years, we've had the help of over 1,700 amazing volunteers

When a business gives back

Petrina White – Cramp Bros Bodyworks

Nine years ago Petrina White's husband Brian died from a rare brain cancer. He was just 57 and it was rare because, generally speaking, it's a cancer that's far more prevalent in children than adults.

Running a bustling car repair business meant that lives and livelihoods of many people were immediately thrown into turmoil. Fortunately this was a time when Petrina discovered one of the positives that remain vital to her today. The support of her employees (particularly Roger, who continued to manage the workshop) along with family and friends was a mechanism that enabled Petrina, and the business, to carry on.

Brian and Petrina bought the business 25 years ago and although times have been good in the past, the last two years have been quite tough, with work up and down throughout the year.

But Petrina has always resolved to keep her staff on board and spread the workload as evenly as possible to ensure everyone continues to be employed.

In fact Petrina has always been keen to support the industry long term and currently has two apprentices. Cramp Bros. has employed many over the years and in that time has been honoured with three 'Apprentice of the Year' awards.

They've also received industry recognition for their contribution by winning Host Employer of the Year a few years ago. Currently they employ twelve people full time.

When Brian was diagnosed in 2004 he was sick for two years and Workshop Manager Roger stepped up to run Cramp Bros. during that time, allowing Petrina to care for and look after Brian. There are people who are not so lucky and do not have any income once someone in their family becomes seriously ill and need care on a full time basis. This is one of the many reasons Petrina likes to contribute to Cancer Council Tasmania.

Brian was very ill, finding it almost impossible to cope with treatment and drugs, however he went into a period of remission for twelve months. But this was not to last.

Meanwhile Petrina had to focus on continuing to run the business. There was no doubt in anyone's mind that it was a tough time. Petrina's biggest learning? "Work through it, adapt and cope" she was quick to relate.

It's a true measure of the human spirit and our resilience.

Everyone is affected when events like this occur and the scars can last forever. Petrina's whole family to this day have learned that you never get over it, you just get through it the best way you can.

Petrina looks after the financial side of the business and has great staff around her to help with administration, management and support through every level. Her staff, she says, are amazing and continually surprise her by their keen sense of loyalty to her.



Cramp Bros. itself has a fascinating history, having commenced operations in 1892. That's 123 years of continuous operation. That must be some kind of record!

Two brothers (Mr. W. Cramp, and Mr. R. Cramp) started as a carriage building and repair business which evolved into maintaining motorised vehicle repairs as the horses eventually gave way to cars and were given a well earned rest!

One of their original carriages is still on display at the National Automobile Museum of Tasmania in Launceston.

Petrina says over the years Cramp Bros. have continued to fix vehicles that once belonged to the Cramps!

The Cramp Bros sold up in 1940's but the business carried on. The building is actually called 'Cramp Bros' and that will never be altered whilst it still stands.

"I commissioned a mural a few years ago to pay tribute to my husband and the founders of the business." Petrina said. "Portraits of the founders are painted on the side wall as you enter the workshop. It's a large building, and they're not obvious from outside. The building even has a second floor where the original floorboards still serve their purpose carrying the weight of the many vehicles repaired and housed here."

So why does Petrina give so generously and regularly to Cancer Council Tasmania?

Obviously cancer has affected her, her family and the business quite deeply.

Ten years ago she didn't even know Cancer Council Tasmania existed, a situation she wants to see addressed. Since finding out about the wonderful work being done and the many and varied services on offer she decided she wanted to help support Cancer Council Tasmania and spread the word. Being an organisation that's 90% funded by public donations Petrina saw a real need to help in any way she could.

What does Petrina gain from her relationship with Cancer Council Tasmania?

As she herself will tell you "I derive great comfort in knowing that I'm helping Cancer Council to help others."

She wonders how different the world might be if all businesses considered giving a small part of their profits back to a charity or the community. A community they profit from and are a part of.

Petrina has been donating since 2007, consolidating that with Pledge donations since 2009, and has also been a tireless and generous support of CCT events and activities along the way.

CCT is not the only charity Petrina assists, giving to the Children's Cancer Institute in an effort to help find a cure for the terrible disease that so sadly took Brian's life.

Petrina's great grandmother, grandmother and mother all had breast cancer but amazingly none had died from it. Sadly, however, they have all now passed away. At present Petrina's sister-in-law is battling third stage melanoma cancer.

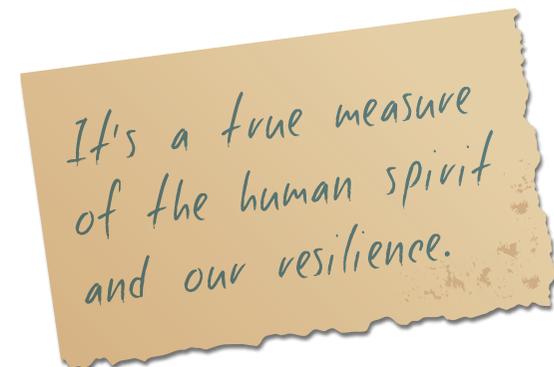
Petrina's nieces are quite young with the youngest turning seven in July this year. She considers her own situation to be very fortunate but is also keenly aware of how quickly and dramatically it can change lives. Petrina said "Once you have lost someone you are never quite the same and it teaches you many lessons."

So what keeps Petrina going?

Petrina will tell you it's this: A real purpose and drive to achieve in business, great staff and her wonderful family.

And the knowledge that giving back is helping many others in their own personal cancer fight.

Thank you Petrina. You make our work just that little bit easier.



Cancer Council Tasmania has impacted many lives over the past 20 years.



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