



Annual review 2010



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About us

Cancer Council SA, a non-government organisation established in 1928, is the state's leading cancer charity.

Every day around 25 South Australians are diagnosed with cancer. One in two people will be directly affected by cancer by the age of 85, making our work in South Australia vital to the health of the community.

Being diagnosed with cancer can dramatically change a person's life and affect family, carers and friends who need information, support and encouragement during the cancer journey.

To reduce the impact of cancer in South Australia, Cancer Council SA:

- funds high-quality cancer research
- invests in cancer prevention programs which raise awareness about lifestyle factors that can decrease the risk of cancer
- provides support for people with cancer, their families, carers and friends through services such as **Cancer Council Helpline 13 11 20**, free programs such as Staying Healthy After Cancer, and Lodge accommodation, including a volunteer transport service between Lodges and treatment centre, for country people undergoing treatment in Adelaide.

We are extremely proud of our achievements, made possible by the generous support of the South Australian community, through community fundraising and the outstanding work of our dedicated volunteers from every corner of the state.

Vision

To beat cancer in South Australia.

Statement of purpose

Through research, prevention and support strategies, we will minimise the impact of all cancers for all South Australians.

Guiding principles

- 1. Reduce cancer risk, increase cancer prevention**
Outcome: save lives by reducing the number of new cases of cancer
- 2. Improve the rates of survival when cancer does occur**
Outcome: a decline in death rates from cancer
- 3. Optimise cancer care**
Outcome: people receive effective and best treatment and care
- 4. Improve the quality of life of people with cancer, cancer survivors and carers**
Outcome: people receive effective support, which contributes to quality of life
- 5. Address inequalities in cancer risk and cancer outcomes between more and less advantaged sectors of the community, by addressing the causes**
Outcome: reduced inequality in cancer incidence and outcomes of care in the community
- 6. Build for the future through investment in infrastructure and strong cancer research**
Outcome: research outcomes are translated into effective cancer policy
- 7. Provide and improve information for cancer control**
Outcome: all stakeholders will have access to accurate accessible cancer information



COMMON CAUSE: Mike Rann and Isobel Redman put their differences aside yesterday to support the fight to beat cancer. The Premier and Opposition Leader were joined on the steps of Parliament House by politicians of all persuasions to promote awareness of Cancer Council SA's flagship fundraiser Daffodil Day ahead of the parliamentary winter break. This year, Daffodil Day seeks to raise more than \$600,000 toward cancer research, prevention and support initiatives in SA through the sale of fresh daffodils and Daffodil Day merchandise across the state. **Picture: MARK BRAKE**

Adelaide Advertiser 23 July 2010

CHALLENGE TOUR | Raising funds for cancer research

Kevin's 10 Ride for a Reason

by Ben Harvey

THE countdown to The Mutual Community Challenge Tour is under way for The Governor's 10 - and each person will Ride for a Reason.

With less than a month until the race - christened Ride for a Reason - the team members were yesterday presented with their lycra cycling kits at Government House.

Five-time Tour de France cyclist Patrick Jonker said the tour, which starts on Friday, January 21, was vital for raising awareness about cancer.

"Everyone has a story or has been affected by cancer in some way," Mr Jonker told The Advertiser.

"What we're trying to do is raise as much money as we can.

"I think the group of people we have are really dedicated and I hope we can break the \$1 million barrier."

Some of the Governor's 10 team includes Cancer Council chief executive Brenda Wilson, Mutual Community's South



TEAMWORK: Governor Kevin Scarce yesterday with the team, from left, Eric Granger, Jane Woodlands-Thompson, Brenda Wilson, Rob Mowday, Arthur Seager, Bill Griggs, Patrick Jonker, Sean O'Brien, Amber Halliday and Barry Fawcett.

Picture: MARK BRAKE

Australian general manager Eric Granger, Thunderbirds coach Jane Woodlands-Thompson and The Advertiser Editor Mel Mansell.

Mr Jonker, a former Olympic cyclist, lost his grandfather, an aunt and uncle to cancer.

However, his mother survived her bout with the disease.

Mr Jonker said the aim of the

Community Tour was to raise money for cancer research.

"...we want more than 8000 participants out there," he said.

Cancer survivor Rob Mowday will be part of The Governor's 10.

"I won't be able to keep up with some of these super riders but I am certainly looking forward to it," Mr Mowday said.

"Everyone should take this opportunity to either Ride for a Reason, or support and sponsor someone who is."

Teams can register at www.rideforareason.com.au or phone 1300 656 585.

*Adelaide Advertiser
15 December 2010*

2010 in review

It has been a year of great achievement for Cancer Council SA. The repercussions of the global financial crisis were felt throughout the year, but once again, we received strong financial support from the South Australian community who are committed to helping us in our fight to beat cancer.

All areas of the organisation produced outstanding results despite uncertain times. Here are a few of the highlights you will find in our 2010 Annual Review.

Research

As a result of generous community donations, Cancer Council SA was able to fund more than \$3.8m in research and related projects.

The launch of the South Australian Cancer Research Collaborative (SACRC) in September was a formative step in fostering cancer research excellence in our state. The alliance links member institutions in a strategic partnership and fosters collaboration with other leading cancer research institutions and relevant science organisations. The SACRC aims to form a dynamic cancer research community that delivers significant health and economic benefits to South Australia by collaborating to source funding, attract and retain talent, develop infrastructure, and create and apply world-leading research in competitive niches where it can make a real difference.

Prevention

We know that up to 50 per cent of cancers can be prevented, so we are committed to providing information to all South Australians on how to reduce their risk of cancer, as well as finding new opportunities to improve public health policy. Through our 2009–2011 Advocacy Plan, Cancer Council SA made a strong commitment to advocacy and established a stronger voice in the political and health policy arena.

In 2010 we saw tangible results from our advocacy efforts following our Election Priorities campaign. In the lead up to the March 2010 state election, we spoke to candidates regarding 12 identified priorities that

will help get cancer under control and make South Australia a healthier state. It was pleasing to hear the Minister for Health make two significant announcements on World No Tobacco Day, 31 May 2010, that met two of our priorities—increased investment in Quit campaigns (Priority Four) and the removal of tobacco displays at point-of-sale as of January 2012 (Priority Five).

Support

Cancer Council SA is dedicated to ensuring that all South Australians are receiving the best cancer care. We offer a comprehensive range of support services, from qualified nurse counsellors who answered more than 6,000 calls to **Cancer Council Helpline 13 11 20** in 2010, to subsidised Lodge accommodation for people from the country having cancer treatment in Adelaide, and a volunteer transport service between some cancer treatment centres and our Lodges.

Cancer Council SA also offers group programs. Our eight-week group program, Managing Cancer Stress and seven-week group program, Staying Healthy After Cancer (SHAC), were reviewed and evaluated. Participants in Managing Cancer Stress, a program based on Mindfulness Based Cognitive Therapy, reported significantly reduced depression and anxiety. SHAC participants demonstrated significant short-term improvements in most health outcome measures as well as improvements in measures of fatigue, exercise and stress management that remained six months after the program.

2010 in review

Fundraising and community engagement

Each year Cancer Council SA and our community fundraisers hold an extraordinary range of events that inspire South Australians to run, walk, hold tea parties, dance, shave their head and even shear sheep to raise funds for cancer research, prevention and support. Through the generosity of the South Australian community our total fundraising result in 2010 was more than 54 per cent net over budget, primarily as a result of significant bequest income.

This year also marked our second charity partnership with Santos Tour Down Under. With the support of the South Australian government and the community we took full advantage of an excellent opportunity to promote cancer prevention and risk reduction messages to more than 770,500 spectators and generated an additional \$180,000 in funding.

Our community reach was extended through the innovative Ambassador Project, which attracted 75 dedicated volunteers who are using their own set of skills, experience and personal passion as Cancer Council Ambassadors, helping us in our mission to beat cancer in South Australia.

Financial

Cancer Council SA continued to operate in an environment of domestic and international economic uncertainty with impacts of the Global Financial Crisis (GFC) still being felt.

In spite of that uncertainty, Cancer Council SA posted a surplus of \$1.0m for the year ended December 2010 representing a significantly improved operating performance when compared to the 2009 reported result.

Total assets increased by 1.3%, while net equity reduced slightly by 0.5% to \$40.4m when compared to 2009 figures.

Cancer Council SA continues to be committed to its core programs of cancer research, cancer prevention and cancer support. Investment in cancer research, prevention and support activities totalled \$6.6m and \$8.0m, respectively, with total investment across those categories increasing during 2010 to \$14.6m from \$13.3m in 2009.

Our sincere thanks

On behalf of the Board of Directors of Cancer Council SA we thank our volunteers, our branches, our Ambassadors and staff for their support. We would be unable to meet the needs of South Australians on the cancer journey without your dedication.



Mr Ian Yates AM
Chairman



Professor Brenda Wilson
Chief Executive

Landmark research initiative

New collaboration to improve South Australian cancer outcomes

The South Australian Cancer Research Collaborative is an unprecedented effort that will return our state to the forefront of cancer research and leverage many millions of dollars in national and international research funds.

This strategic partnership between key medical research partners, the SA Government, Cancer Council SA and our three leading universities, The University of Adelaide, Flinders

University, and University of South Australia will significantly advance the calibre of cancer research and treatment for all South Australians.

“This will greatly increase the collaborative effort among South Australian scientists to prevent cancer and improve treatment outcomes, with the one in two South Australians who experience cancer by the age of 85 being the main beneficiary,” says Professor Brenda Wilson, Chief Executive, Cancer Council SA.

Health Minister John Hill commended all parties on the strategic positioning

saying, “This combined clout forms a strong case to win funds and take the lead projects in the next frontier against cancer.”

Funds are being allocated across research fields including biomedical, clinical, population health and health services.

“In addition to basic research projects, our local researchers will focus on cancer behaviour and the performance of our services in South Australia in defining and addressing local cancer needs and help close the gaps,” said Professor Wilson.



Launch of the collaborative L-R: Prof. Brenda Wilson, Chief Executive, Cancer Council SA, Hon. John Hill MP, Minister for Health, Prof. Mike Brooks, Deputy Vice-Chancellor (Research), The University of Adelaide, Prof. David Day, Deputy Vice-Chancellor (Research), Flinders University, Prof. Caroline McMillen, Deputy Vice-Chancellor: Research and Innovation, University of South Australia, Professor Richard Head, Inaugural Chairman, SA Cancer Research Collaborative Leadership Group.

Cancer research

Significant progress has been achieved this year on the four-year strategic plan established for cancer research in 2008. Highlights included:

- **official launch of the South Australian Cancer Research Collaborative in September**
- **several major milestones achieved in the redevelopment of the Clinical Cancer Registry and statewide bio-specimen database, both of which will build on the quality of cancer care in our state, plus completion of the SA•NT DataLink Project**
- **increased investment by the National Health and Medical Research Council in South Australian projects.**

Research investment

We funded 15 new project grants, three fellowships and a number of travel grants and scholarships, as well as data development and planning for the SACRC. Research funding met the targeted mix across research fields, achieving our goal for a 40 per cent investment in these fields, by 2010.

Grants

Our annual grants program funds cancer-related laboratory, clinical, epidemiological and behavioural research undertaken by scientists, researchers and doctors in South Australia, under priority areas of cancer prevention, early detection, supportive care including palliative care, epidemiology and community education.

Cancer data infrastructure

The SA Cancer Data Development Project is a jointly funded initiative of Cancer Council SA and SA Health. Better data management will mean more efficient collection and access to cancer data, leading to better cancer outcomes for our community.

Clinical Cancer Registry

- implementation of the registry progressed, including on-site training in use of the new system for SA Registry staff
- historical registry data for the period since 1980 was cleaned and merged for system transfer and implementation
- a working version of the new software was installed at SA Health. Extensive testing was undertaken, with implementation expected to be completed in the first half of 2011.

The following research investment were made:

- 15 grants and fellowships carrying out research in the following areas:
 - 4 projects investigating cancer risk/causes of cancer
 - 3 projects investigating cancer treatment
 - 1 project investigating melanoma
 - 2 projects investigating leukaemia
 - 3 projects investigating breast/ovarian cancer
 - 2 projects investigating colorectal (bowel) cancer
 - 1 project investigating prostate cancer
 - 1 project investigating the mechanics of cancer cells.
- SA Cancer Data Development Project
- data managers
- travel grants
- student scholarships
- Professorial Chair positions at the University of Adelaide and Flinders University.

Cancer research

SA Bio-specimen Database Project

- business case completed and endorsed by Information Communication Technology Steering Committee
- tender and evaluation process completed and database system selected
- contract negotiations between SA Health and the vendor proceeded.

SA-NT DataLink colorectal cancer data linkage project

- data from nine South Australian clinical and administrative databases combined with national data will provide a comprehensive picture of colorectal cancer clinical management and outcomes in South Australia
- data linkage for hospital inpatient and cancer registry data completed. Assignment of linkages to public and private radiotherapy and other clinical datasets close to completion
- request for refinement of service delivery and research questions was circulated to stakeholders and relevant clinical and research networks.

Community access to cancer evidence

We contributed to health policy development by producing reports, peer reviewed publications and presentations. Work included:

- production of 10 full project reports and 20 brief reports
- co-authorship of a study of Aboriginal and Torres Strait Islander cancer research and control activity funded by Cancer Australia
- publication of 20 peer reviewed articles
- delivery of 11 oral and poster presentations at national conferences and contribution to many of the media releases published by Cancer Council SA
- participation in more than 20 technical and policy committees, contributing applied research evidence from local and international sources and epidemiological expertise to committee deliberations
- research information for Cancer Council SA website for the general community and health professionals, including provision of key tobacco control resources (approved by the South Australian Government) and updating the latest cancer statistics.

SA Cancer Research Collaborative (SACRC)

The aim of the SACRC, chaired by Professor Richard Head is to foster cancer research excellence. This alliance, which comprises Cancer Council SA, SA Health, The University of Adelaide, Flinders University and University of South Australia will link member institutions in a strategic partnership and foster collaboration with other leading cancer research institutions and relevant science organisations.

Cancer Council SA will provide \$2m per annum of research funding for five years with equivalent matched funding from the SA Government equal to a total of \$20m over five years. Possible additional funding of \$10m or more is planned from the universities and other external sources.

In 2010:

- the Hon. John Hill MP, Minister for Health, launched SACRC on 1 September at Cancer Council SA, along with representatives from all members of the alliance
- the inaugural meeting of the SACRC Leadership Group, chaired by Professor Richard Head, was held in July
- a Scientific Advisory Group (SAG), chaired by Professor Mathew Vadas, provided the Leadership Group with advice on policy and priorities for cancer research. SAG held its first meeting in September.

Cancer research

Enable greater investment in South Australian cancer research

- the South Australian share of National Health and Medical Research Council (NHMRC) project grant funding increased from 14 per cent in 2009 to 22 per cent in 2010. This is in line with our goal to increase the South Australian share of funding by 35 per cent between 2008 and 2012
- travel grants enabled 11 researchers to travel interstate and overseas to take part in scientific meetings and other learning opportunities as well as travel to South Australia for a distinguished visitor
- twelve student vacation scholarships were funded over the summer period in South Australian research institutions. Student placements in medical and public health research settings continued throughout the year and support was provided for a PhD Scholarship at the University of South Australia
- supporting university research positions is another way Cancer Council SA builds on research outcomes in South Australia. Ongoing funding of \$571,000 was provided for the position of Chair in Cancer Medicine at The University of Adelaide, held by Professor Dorothy Keefe and Chair in Cancer Prevention (Behavioural Research), Professor Carlene Wilson at Flinders University
- we continued to fund or support Research Fellows, including:
 - Dr Lisa Butler, Senior Research Fellow (commenced April 2008) who studied androgen signalling in the normal human breast: role and implications for breast cancer risk
 - Dr Tina Bianco-Motto, W Bruce Hall Research Fellow (commenced June 2009) who studied epigenetic mechanisms and therapies in prostate cancer
 - Dr Nicole Moore, Research Fellow (commenced November 2009), who studied implications for breast cancer risk in users of hormone replacement therapy
 - funding for several hospital data managers as well as a micro-array facility, which is a tool to analyse information contained in a genome.
- presentation of findings at the Behavioural Research in Cancer Control conference regarding sun protection in early childhood services, alcohol awareness and consumption, and tobacco use in indigenous youths.

New developments in the Tobacco Control Research and Evaluation (TCRE) program included:

- appointment of a tackling smoking evaluation officer to increase the evidence base in South Australian Indigenous Tobacco Control as a result of funding awarded from the SA Government
- evaluation of the impact of the Smoke-free Health Services Policy introduced on 31 May 2010, prohibiting smoking by staff, consumers and visitors on all SA Health sites including all buildings, structures, outdoor areas and government vehicles
- the commencement of an evaluation to assess the effectiveness of Quit onQ, in collaboration with Cancer Council Victoria. The study will compare quit rates and changes in smoking behaviour across the types of support offered to smokers to determine effectiveness of the services
- presentation at the Asia Pacific Conference on Tobacco or Health on the distribution of tobacco licensed outlets in South Australia. Throughout the year, TCRE continued to provide tobacco control advice and progress reports for the SA government in line with their three year service agreement.

Behavioural Research and Evaluation Unit (BREU)

BREU continued to produce evidence-based research to examine the impact and inform the future direction of programs and services delivered by Cancer Council SA. Work included:

- six papers accepted for publication in peer reviewed journals. Papers related to sun protection, the impact of a mindfulness-based cognitive therapy program, smoking in pregnancy, and tobacco and mental illness and mental health workers

Case study—research

These are two of the 15 research projects funded by Cancer Council SA during 2010 as a direct result of community donations.

Regulation of the BCR-ABL gene in chronic myeloid leukaemia

Cancer Council SA funding: \$103,250

Chronic myeloid leukaemia (CML) occurs when two particular genes break and re-join incorrectly and create a protein called BCR-ABL. The protein can modify other cells and lead to cancer. Professor Junia Vaz de Melo and team has found a region of DNA that is like a 'switch' which could be 'turned off', potentially stopping these genes from fusing and leading to chronic myeloid leukaemia.

"Approximately 20 per cent of patients fail to respond consistently to current therapeutics to CML. Our research aims at developing a basis for treatment by preventing changes to the BCR-ABL protein. It is a 'novel' approach that aid individuals not benefiting from current treatments," Professor Melo said.

"Learning how to turn BCR-ABL 'off' may help stop the leukaemic process from the start, or when the protein cannot be inactivated by current treatments. The knowledge could also be used to design similar strategies and turn off other genes implicated in different types of leukaemia, potentially revolutionising treatment of these diseases."

Use of dietary factors to prevent damage to genes important for bowel cancer

Cancer Council SA funding: \$84,300

Colorectal cancer (CRC) is the most frequently diagnosed internal cancer in Australia (AACR 2004) and the second most common cause of cancer death in Western countries. A 2007 World Cancer Research Fund and American Institute for Cancer Research Report states that 70 per cent of sporadic CRC risk can be attributed to diet and lifestyle. Therefore one of the most promising and more cost-effective approaches to controlling this cancer is to utilise a preventive approach based on diet.

Previous research work from Dr Ying Hu and team found that certain dietary agents (i.e. dietary fibre, curry components, green tea and selenium) can repair DNA damage and could be used to supplement the body's natural defences. Recent data further suggested that a combination of these dietary agents (i.e. selenium and green tea) significantly improved the efficacy of CRC prevention.

"Given 70 per cent of sporadic CRC risk can be attributed to diet, primary prevention through dietary intervention provides an opportunity for broad improvement of human health," stated Dr Hu.

"Prevention by such a strategy appears to be feasible because the potentially useful agents are safe and manageable in the context of dietary lifestyle or food technology developments. Our work provides information on how to construct dietary strategies that could prevent CRC," Dr Hu said.



Cancer prevention

Tobacco control

In 2010 smoking cessation was a major focus of Cancer Council SA's Election Priorities campaign in the lead up to the March 2010 state election. This advocacy effort resulted in the Minister for Health making two significant announcements on World No Tobacco Day, 31 May 2010—increased investment in Quit campaigns and the removal of tobacco displays at point-of-sale as of January 2012.

Quit SA continued its work as the leading South Australian provider of tobacco control strategies that encourage and support smokers to quit, prevent young people from taking up smoking and highlight the harms caused by second-hand smoke.

- Quit SA continued to work in partnership with Drug and Alcohol Services SA to deliver highly effective anti-smoking public awareness campaigns. Three new television commercials aired this year—'Best intentions', 'Cigarettes are eating you alive' and 'What's worse'

- Quitline counsellors supported 6,540 smokers who responded to quit campaigns and more than 3,413 people referred by GPs and other health professionals, including youth, people with mental illness, pregnant women and Aboriginal people
- training was provided to 220 SA Health staff across the state in the lead up to South Australia's health services going completely smoke-free
- we supported agencies assisting some of the community's most disadvantaged people by encouraging both staff and clients to quit. Support included education and training for Aboriginal health workers, focusing on smoke-free pregnancy and families. New tobacco control programs for the Aboriginal community are well underway and we are working closely with the Aboriginal Health Council SA
- Quit onQ, an innovative automated text messaging support service (developed by Cancer Council Victoria), was introduced in August. The service was promoted via Quit television commercials and more than 970 registrations have been received.

SunSmart awareness

The SunSmart program continued working to increase the number of South Australians protecting their skin from overexposure to UV radiation, focusing on early childhood centres, schools, workplaces and the South Australian community. In 2010:

- primary schools and early childhood centres with SunSmart status increased to 599. Following our advocacy work, the Minister for Education agreed to audit shade in all South Australian schools
- in a joint project with Flinders University and the Environmental Protection Agency, we assisted in supervision of a student engaged to examine and assess solar compliance with South Australian regulations
- we launched the new 'Dark Side of Tanning' social marketing campaign at Unley High School on 19 November. The campaign was developed to address the myth of a 'healthy' tan and educate young South Australians about the importance of sun protection, and involved online, TV and cinema advertising. There were more than 6,000 visits to the 'Dark Side of Tanning' page on the Cancer Council SA website during this campaign.



Images from the new Quit commercials and the 'Dark Side of Tanning' campaign

Cancer prevention

Healthy lifestyle choices

Our healthy lifestyle programs continued working to increase South Australians' understanding of the strong link between cancer and healthy lifestyle factors, advocate for environments that support healthy lifestyle choices and ultimately change social behaviours to prevent cancer. Cancer Council SA works with relevant non-government organisations and government to achieve better health outcomes for the community and help prevent other chronic diseases.

Activities included:

- advocacy to government for restrictions on unhealthy food marketing and for healthy food in schools
- joint sponsorship with SA Health and Flinders University of lecture visit by the Chief Executive of Sustain UK, a group responsible for lobbying the UK government to restrict marketing unhealthy food to children
- meeting with the independent schools sector to pursue ways to ensure all South Australian schools have healthy catering practices (government schools are covered by mandatory Right Bite guidelines)
- ongoing participation in SA Health's Obesity Prevention and Lifestyle strategic advisory committee. This year the community development program was expanded
- work on two grants from the Australian Research Council to investigate dietary behaviour and influences on children's food choices. Partners include universities from across Australia and Cancer Council NSW.

Alcohol and cancer

Research tells us that drinking alcohol increases the risk of cancers of the mouth, pharynx, larynx, oesophagus, liver, bowel and breast. To address this risk, Cancer Council SA aims to increase awareness of the link between alcohol and cancer from 27 per cent to 50 per cent by 2020.

During 2010 Cancer Council SA contributed to Cancer Council Australia's review of all policies relating to alcohol. New evidence-based policy statements are now under development.

Early detection and screening programs

Cancer Council SA worked in partnership with the state government to promote community participation in population-wide breast cancer, cervix cancer and bowel cancer screening programs.

Bowel (colorectal) cancer

One of our major advocacy efforts surrounded increasing the scope of the current National Bowel Cancer Screening Program, which is due to expire in June 2011.

Steps taken included:

- in collaboration with Cancer Council Australia, the Get Behind Bowel Cancer Screening campaign. We encouraged the community to email their federal MP to lobby for expansion of the national program to biennial screening for all Australians aged 50-75
- the selling of bowel cancer screening kits, through **Cancer Council Helpline 13 11 20**, to boost screening opportunities for South Australians at risk. We sold 574 kits during 2010
- a media campaign during Bowel Cancer Awareness Week that resulted in a 10-fold increase in bowel cancer-related calls to **Cancer Council Helpline 13 11 20**.

Breast and cervix screening

Women from culturally and linguistically diverse (CALD) backgrounds are a key target group for breast cancer and cervix cancer screening. In 2010:

- nineteen small CALD grants were allocated for screening awareness projects and many projects are near completion
- forty grants were also administered as part of Pap Smear Awareness Week
- there was good participation from CALD women as a result of programs promoting screening across the year. However overall population screening rates have declined.

Cancer prevention

Information and education

Speakers Bureau

The Speakers Bureau in 2010 delivered bowel cancer talks to those community groups aged over 50 and skin cancer presentations to workplaces. Talks were focused on increasing the numbers of South Australians undertaking bowel cancer screening and supporting workplaces to deliver comprehensive sun protection policy and practice for their workers. Overall 163 talks were delivered. In 2011 activity will focus on policy and advocacy strategies rather than community presentations.

Cancer information and resources

Cancer Council SA publications provide information on cancer prevention, cancer types, treatment and support services and are written in many languages. Activities included:

- distribution of more than 194,000 high-quality printed resources to the community
- 306,000 resources accessed online through the Cancer Council SA website
- cancer treatment centre restocking service provided more than 49,000 resources to 12 major metropolitan cancer treatment centres.

Meeting the needs of Culturally and Linguistically Diverse (CALD) communities

During the second half of 2010 Cancer Council SA undertook a review of its approach to engaging and supporting CALD communities in South Australia. Based on a previous review in 2008 (Culturally and Linguistically Diverse Communities—Review of strategies for effective cancer control) the primary aim of this update has been to identify the most effective cancer control strategies to adopt from 2011 onward, given available resources, recommendations from the 2008 review and feedback from key CALD organisations.

Four priority areas were identified including, a focus on strengthening existing and developing new strategic partnerships with CALD organisations, employment of a part-time project officer and creation of an oversight group to provide support and strategic inputs.



Cancer Council SA has a range of resources available to the community

Case study—advocacy

Election priorities campaign

In 2010 Cancer Council SA implemented an election strategy, to influence a broad range of cancer control outcomes for the first time. The 2010 SA State Election Strategy included distributing a submission, outlining 12 priorities for cancer, to all candidates in November 2009.

The ultimate goal of the 2010 SA State Election Strategy was to influence the policies and investments of the state government elected 20 March 2010. Cancer Council SA visited candidates to discuss the priorities and the evidence-base underpinning each one.

A media launch was also held in November 2009 and media coverage continued through mid-March 2010 yielding nearly 300 print and broadcast stories.

Key outcomes

Two election priorities were reached on World No Tobacco Day, 31 May 2010, when the Minister for Health, Hon. John Hill, announced:

- increased investment in Quit campaigns to maximise effectiveness and reduce the harm from tobacco
- removing tobacco displays at point-of-sale from January 2012 to assist with quitting smoking and to reduce the number of young people taking up smoking.

Other pre-election policy announcements relating to Cancer Council SA's advocacy agenda:

- the Liberal Party announced \$4m in increased funding over four years for the Patient Assistance Transport Scheme, to help reduce inequity for regional cancer patients
- the Greens announced their commitment to a policy to restrict unhealthy food marketing to children.

A copy of the submission can be found at www.cancersa.org.au in the Advocacy section.



Addressing the number of young people taking up smoking is a key priority.

Cancer support

Reducing the impact of cancer

Cancer Council SA's support unit works to decrease the distress and improve the quality of life for people impacted by cancer by addressing their supportive care needs. This is achieved through:

- utilising research findings and generating new evidence
- promoting supportive care through partnerships, advocacy, community and health professional engagement and education
- providing evidence-based information and support services.

In 2010:

- four scholarships of \$1,000 each were offered to Psychology Honours students at the University of Adelaide pursuing research into the supportive care needs of South Australians affected by cancer
- we participated in development of a new South Australian Psycho-oncology Research Collaborative Group, to increase capacity and funding for research in South Australia
- consumer forums were held at Cancer Council SA focusing on understanding the needs of cancer survivors
- five presentations about cancer support were delivered at the 2010 Behavioural Research in Cancer Control conference.

Cancer Council Helpline 13 11 20

Cancer Council SA provides a confidential, professional information and support service to people living in South Australia and the Northern Territory for the cost of a local call.

Cancer Council Helpline 13 11 20 is staffed by registered nurses with experience in cancer care and counselling.

In 2010:

- **Cancer Council Helpline 13 11 20** responded to 6,673 calls
- contacts were from:
 - general public (33 per cent)
 - people diagnosed with cancer (23.5 per cent)
 - family and friends of people with cancer (23 per cent)
- the most common calls were about:
 - general information (26 per cent)
 - practical issues (22 per cent)
 - emotional and psychological issues (15 per cent)
 - early detection and treatment (12 per cent)
 - treatment and management (10 per cent)
 - diagnosis (6 per cent).

Cancer Council Helpline 13 11 20 also refers people to other services offered by Cancer Council SA as well as providing information about services and programs offered in the community.

Cancer Counselling Service

The Counselling Service, accessed via **Cancer Council Helpline 13 11 20**, provides cancer specific counselling by qualified health professionals, either face to face or by telephone. In 2010:

- the service provided 1,187 counselling sessions from 311 new referrals, a 4.4 per cent increase compared to last year
- people referred are often experiencing psychological distress due to:
 - cancer diagnosis (25.3 per cent)
 - treatment (22 per cent)
 - recurrence (12.6 per cent)
 - survivorship (23.4 per cent)
 - managing advanced cancer (6.7 per cent)
 - bereavement (10 per cent)
- of these referrals:
 - 59.8 per cent were for people with cancer
 - 29.2 per cent for carers/partners
 - 11 per cent for other family members or friends
- forty-seven types of primary cancer were represented.

"Thank you for your support in helping me to look at situations in a different way, and your gift of relaxation."

"Thank you for all your help and guidance."

"The support over the last few months has been wonderful."

Cancer support

Managing Cancer Stress

As well as direct counselling, Cancer Council SA offers an eight-week group program, Managing Cancer Stress. The program is based on Mindfulness Based Cognitive Therapy, a method of teaching skills to manage difficult thoughts and emotions that contribute to anxiety and depression for people with cancer and their carers. In 2010:

- after comprehensive evaluation, the program was shown to significantly reduce depression and anxiety
- an article outlining evidence supporting the program was published in the September 2010 supplementary edition of the Medical Journal of Australia.

"Many thanks for running the course. I feel I am a different person."

"Thank you for this wonderful course. It has changed my life, made me happier and more mindful of each moment."

Helping South Australians stay healthy after cancer

The group-based Staying Healthy After Cancer (SHAC) program provides information and support for people who have completed treatment for cancer. SHAC is based on a chronic disease self-management program developed by Stanford University, California, USA. The program is delivered by specifically trained volunteer facilitators.

In 2010:

- there were 33 participants in five programs, who shared experiences and ideas with program leaders and with each other. Many participants also developed ongoing support networks
- two new leaders from Port Lincoln were trained and a successful program was run in Port Lincoln
- an evaluation of the SHAC participants from 2005 to 2008 showed that for people diagnosed with cancer, there were significant improvements in most health outcome measures and significant improvements in measures of fatigue, exercise and stress management that remained six months after the program.

Cancer Connect—support and advice from peers

This telephone-based, peer support program offers support and practical advice to people newly diagnosed with cancer and their carers. A team of trained volunteers with a cancer experience, or who have cared for someone with cancer, share their experience and offer reassurance. The service is accessible to people throughout South Australia, and works in partnership with other state Cancer Councils and Cancer Council New Zealand to try to match and meet the needs of as many people as possible. This year:

- a Cancer Connect conference was held in June for existing volunteers to offer information and training—eighteen volunteers attended
- ten referrals were specific to Leukaemia Foundation volunteers to support people with blood cancers
- there were a total of 132 referrals.

Cancer support

Financial Assistance Program

Out of pocket expenses for people diagnosed with cancer can cause a significant financial burden. Cancer Council SA's Financial Assistance Program assists people experiencing substantial financial hardship as a direct result of their cancer diagnosis and treatment. In 2010, 173 applications for financial assistance were approved, with the average grant being \$214.40.

"The one-off payment was a huge help. I look forward to giving back as soon as I am in a position to do so."

Reducing the impact of cancer among Aboriginal and Torres Strait Islander communities

Cancer Council SA continues to work closely with the Aboriginal Health Council SA, other Aboriginal health

organisations and the SA Clinical Network Aboriginal and Torres Strait Islander Committee in an effort to close the gap in health status for Aboriginal people affected by cancer.

In 2010:

- a companion document for Aboriginal and Torres Strait Islander people was created in support of the Statewide Cancer Control Plan 2011–2016 assisted by funding from the Department of Health
- a national review of research and initiatives aimed at improving cancer control for Aboriginal and Torres Strait Islander people was completed. It was published and funded by Cancer Australia
- two new culturally appropriate resources were completed for Aboriginal health workers supporting people with cancer, with funding from Cancer Australia.

Our Lodges

Cancer Council SA offers a combined 130 rooms in three motels namely, Greenhill, Flinders and Seaview Lodges. Our annual occupancy target is 75 per cent for guests with cancer and their carers and we accept the Patient Assistance Transport Scheme payment from these clients. Any rooms not filled by people with cancer seeking accommodation are offered to guests with other health related matters, as well as commercial guests.

In 2010:

- the Lodges achieved 80 per cent occupancy for guests with cancer, equating to 30,259 room nights
- upgrades of Flinders Lodge commenced with the Recreation Room which was opened to guests in September. Positive reviews have been received regarding the updated kitchen facilities and the comfort it offers guests. We commend Jenny Hurley and her committee for their work in raising funds and working with us to project manage this wonderful facility.



The renovated recreation room at Flinders Lodge.

Cancer support

Volunteer Transport Service

A dedicated team of 54 volunteer drivers donate their time to our weekday hospital transfer bus service and regular weekend outings for Lodge guests. Volunteer drivers also provide twice weekly shopping trips for guests to local shopping centres, a service that has become a vital and highly-valued part of life at the Lodges. Over the past year, our volunteer drivers:

- transported 7,980 people during more than 2,340 round trips from Greenhill and Flinders Lodges to treatment centres at the Royal Adelaide Hospital and St Andrews–Adelaide Radiotherapy Centre
- completed 516 round trips transporting 3,151 guests to the Flinders Private Hospital–Adelaide Radiotherapy Centre facility
- made 36 weekend trips to venues such as Mannum, the Adelaide Hills, Barossa Valley, Fleurieu Peninsula and the ever popular Christmas lights at Paradise
- undertook training sessions including participation in driving assessments by Road Safe SA. All drivers were assessed and given nationally recognised clearance for their safe driving skills.

Accommodation Support Service

A social work service is available to support all guests at our accommodation facilities. This year our social workers provided psychosocial, emotional and practical support to 748 guests.

"It was such a relief having a social worker available during my stay. She helped to negotiate my out of pocket radiotherapy costs so I was able to afford my treatment."

Cancer Voices SA

Cancer Voices SA is an independent volunteer consumer organisation representing the views of South Australians whose lives have been affected by cancer. Cancer Voices SA is part of a national network through Cancer Voices Australia and Cancer Voices in most states. Cancer Council SA provides a grant to Cancer Voices to support their good work.

During 2010 Cancer Voices SA:

- experienced membership growth exceeding 500
- contributed to the design of cancer service pathways, safety and quality through ongoing representation within the Statewide Cancer Clinical Network
- maintained their website as a key platform for communication and information for their members.

54 drivers
11,131 people
taken for treatment
2,856 trips
36 weekend trips
**...all done by
volunteers**

Accommodation support for people with cancer

Flinders Lodge—work in progress

Every year, thousands of regional South Australians travel to Adelaide for cancer treatment. As well as coping with the challenge of their cancer journey, without family and friends nearby, they must find alternative accommodation for up to six weeks.

Fortunately, Cancer Council SA is able to help. Our accommodation facilities, Greenhill, Flinders and Seaview Lodges provide a ‘home away from home’—not only a place to stay but a unique understanding of the needs of our guests and their carers. Through the Patient Assistance Transport Scheme, our guests can take advantage of subsidised accommodation costs.

Our Lodges play a key role in our cancer support program for country people, which includes **Cancer Council Helpline 13 11 20**, counselling and support services such as the Volunteer Transport Service. Volunteers drive a mini bus between the Lodges and treatment centres throughout the day and offer weekend shopping trips and small day trips.

“Our vision is to provide comfortable, clean accommodation close to cancer treatment centres at reasonable cost, minimising potential financial hardship at a difficult time,” said Stephen Faulkner, General Manager, Corporate Services.

Flinders Lodge is in urgent need of upgrade and is earmarked for renovations during 2011, including a new guest lift and refurbished guest rooms.

Jenny Hurley from the Arkaba Hotel created the Flinders Lodge Appeal Committee last year, inspired by the loss of her sister-in-law, Leanne in 2001. In November 2009 the committee held a TAG (tennis and golf) Tournament for 20 South Australian business people against Australia’s sporting greats, as well as a gala dinner and auction for 600 people. An incredible \$170,000 was raised.

In 2010 these funds were put to use in creating our new recreation room at Flinders Lodge, which has received rave reviews from guests. The room will make a world of difference—a welcome retreat and a place to rest and recover.



June 2010: the demolition of the old recreation room at Flinders Lodge.

Strengthening community awareness

Throughout 2010 the key objectives for the Business Development Unit included strengthening the Cancer Council SA brand; maintaining and building strong connections with the community; increasing our revenue targets, to enable us to fund high quality cancer research; communicating vital cancer prevention messages to the community, and supporting people with cancer, their family and friends.

Increasing our profile

Media coverage continued to build this year as we increased our public profile with advocacy campaigns, promoted crucial cancer prevention messages and released success stories about research and events. In 2010 Cancer Council SA achieved:

- free media to the value of \$5,091,143 (equivalent to the cost of advertising in the same amount of space through the same media). This reached a potential combined annual audience of 81,814,742 (this is a cumulative figure, derived from the readership, viewer and listener audience numbers for each of the media outlets in which we featured). To put this into context, the average South Australian would have had the opportunity to see, hear or read about Cancer Council in the media 49.7 times over the year.

- more than 400 news items quote our Chief Executive, Professor Brenda Wilson (unsyndicated)
- more than 290 news items as a result of our Election Priorities campaign (syndicated).

Fundraising events

With generous support from the South Australian community, Cancer Council SA held a series of annual fundraising programs in 2010.

Highlights include:

- a record 15 Relay For Life events held by communities across the state, with over 5,000 participants raising a combined \$1.2m
- over 1,400 women hosting a Girls Night In events to help raise money for women's cancer, a 43 per cent increase in host numbers from 2009
- more than 3,500 Australia's Biggest Morning Teas held throughout May helping to raise over \$800,000
- over 2,000 registered volunteers and supporters raising close to \$600,000 as part of Daffodil Day
- a 50 per cent increase in Tour Down Under online fundraising over the previous year, with even greater support from community fundraisers as part of the Mutual Community Challenge Tour. Volunteers engaged personally with 1,414 members of the public who pledged to make behaviour changes to reduce their risk of cancer.

Community fundraising

Through the generosity of the South Australian community and the creativity of our fundraisers our 'Community Fundraising' (ad-hoc community activities) result in 2010 was more than 30 per cent over budget, an outstanding result considering the current financial climate.

Bequests

Bequests remain essential to Cancer Council SA's ongoing operation and service delivery. During 2010 we received 81 bequests totalling \$5.99m.

In memory

The 'In memory' program is a mark of respect to the many people who lose their lives to cancer every day. We are grateful for the generosity of people who choose to remember their friends and loved ones in this way and the support of the funeral directors and dedicated Cancer Council SA volunteers who make this tribute possible. This year we received \$381,260 in donations.

Strengthening community awareness

Regular giving

This fundraising program involves trained advocates approaching members of the community in public locations and asking them to commit to a regular monthly donation. At the close of 2010 over 3,000 members of the South Australian community had signed up to make regular donations to Cancer Council SA. In addition, when we approached our regular donors to increase their donation amount, more than 40 per cent willingly increased their donation by 40 per cent.

Retail

Every purchase from the huge range of SunSmart merchandise, either in our Cancer Council Shops or online, helps to fund cancer research, prevention and support programs. In 2010:

- a casual lease at Westfield Marion taken out for Christmas 2009 proved a great success and was extended six months due to positive income. The lease recommenced in November 2010 for the 2010/2011 summer period
- our Regent Arcade store participated in the Tour Down Under village site and achieved 39 per cent growth on 2009
- we increased our presence in metropolitan and rural areas including Adelaide Boat Show and field days on the Eyre Peninsula and in the Riverland
- during the Entertainment Book Pre-Launch campaign, Cancer Council SA was the largest seller in South Australia.

Ambassador Project

The Ambassador Project aims to create a network of volunteer supporters in local communities across metropolitan and regional South Australia. To date 75 ambassadors have joined us in the fight to beat cancer.

Ambassadors use their personal skills and experience to represent Cancer Council SA in various ways within their own communities. This year Ambassadors also provided free sunscreen at public events including Tour Down Under, the Christmas Pageant, SANFL Grand Final and Carols by Candlelight.

Eva Tocchetti helping a customer with her purchase of SunSmart skin care products.



Active in the community

Pledges for a cancer-free future

Over seven days of Santos Tour Down Under 2010, our 120 volunteers handed out hundreds of litres of sunscreen and countless pieces of Unite in the Fight merchandise. However their most important role was to personally connect people with cancer prevention information. Each spectator was offered a pledge form, inviting them to take action to reduce their personal risk of cancer.

“We know that up to fifty per cent of cancers can be prevented by making healthy lifestyle choices,” said Matt Sarre, Project Officer, Ambassador Project.

“Our goal with this personal pledge was to suggest six easy steps anyone can take to reduce their personal risk of cancer: quitting smoking, protecting against the sun, eating a healthy diet, getting regular exercise, maintaining a healthy weight and drinking less alcohol,” Matt said.

1,414 people took the time to complete a form and make a personal pledge.

“People who made a pledge received further information to help them take action and reduce their personal risk of cancer. We were thrilled with the number of pledges—the response was beyond our expectations,” he said.

Rick Underdown, Ambassador, assisting a spectator with making a pledge to take action to reduce her personal risk of cancer.



Business support

Our volunteers

We continued to recognise the outstanding contribution of our 276 regular volunteers, including our Board and Committee members, and the hundreds of volunteers who worked with us during our fundraising events.

Highlights for 2010 were:

- 71 new volunteers worked in various roles across the organisation
- more than 16,600 volunteer hours supported our services and programs
- birthday celebrations for two of our long term volunteers who turned 90
- a number of corporate volunteers from Optus, The Smiths Snackfood Company, ETSA Utilities and Sanofi-Aventis were paid by their organisation to spend a day helping us
- we celebrated the achievements of our volunteers in National Volunteer Week in May
- three interns participated in our Internship program, working in the areas of: marketing, cancer support and research
- introduction of a forum where volunteers are able to meet with our Chief Executive on a regular basis to share their views as a volunteer
- a volunteer survey in partnership with University of South Australia, with the objective of collecting information to improve Cancer Council SA volunteer policies and practices, communication systems and future planning.

In particular, our volunteers made the following contribution to our fundraising efforts:

- our warehouse volunteers packed 1,726 Daffodil Day orders and 806 Pink Ribbon Day orders—over \$1.2m worth of merchandise—along with approximately 15,000 Quit kits packed for the year
- volunteers across the state sold over 10,000 bunches of fresh daffodils
- volunteers hand packed and sent 4,148 host kits to Australia's Biggest Morning Tea, Call To Arms and Girls Night In fundraisers, helping raise a combined \$1,188,861
- over 800 members of the community held their own fundraising events of all shapes and sizes, raising over half a million dollars.

Our staff

Through its focus on productivity and process improvement, Cancer Council SA has been able to maintain stability within its workforce and sustain staff numbers at 101 full time equivalent employees. Paid staff are ably supported by a workforce of 276 registered volunteers. During 2010, Cancer Council SA:

- implemented the new Modern Award legislation requirements across its diverse workforce and continued to maintain a high focus on workplace safety and well-being through the OHS&W Committee
- continued to benchmark staff remuneration against Mercer Australia to ensure it attracts and retains the best people.

If you want to be involved..

As a volunteer you will have the opportunity to:

- make a difference
- share skills and experience
- learn new skills
- teach others
- gain valuable work experience
- meet people and make new friends
- increase your confidence and self esteem.

If you have regular time (no matter how little) we'd love to hear from you:

- phone 08 8291 4111
- visit www.cancersa.org.au.aspx/volunteers.aspx

Business support

Information technology

During 2010 several information technology initiatives were introduced to support business activity, assist in generating productivity gains and reduce costs. Activities included:

- server upgrade with energy efficient replacement equipment
- commencement of streamlining and integration of online fundraising donation and customer relationship management systems
- consolidation of hardware and business software applications, reducing running costs and energy usage
- final planning for 2011 installation of an upgraded and integrated telephony system.

Finance

Cancer Council SA continued to operate in an environment of domestic and international economic uncertainty with impacts of the Global Financial Crisis (GFC) still being felt.

In spite of that uncertainty, Cancer Council SA posted a surplus of \$1.0m for the year ended December 2010 representing a significantly improved operating performance when compared to the 2009 result. The:

- surplus was primarily driven by bequests, which exceeded budgeted expectations by \$2.99m
- total assets increased by 1.3 per cent, while net equity reduced slightly by 0.5 per cent to \$40.4m
- funding core areas of cancer research, prevention and support were increased by \$1.3m during the year, from \$13.3m in 2009 to \$14.6m in 2010.



16,600 hours
2,532 orders for Daffodil Day and Pink Ribbon Day
15,000 Quit kits
4,148 host kits for Australia's Biggest Morning Tea, Call To Arms & Girls Night In
...all done by volunteers

Ambassadors, our faces in the community

Peter Victory

For Peter Victory (left in photo), the decision to become one of Cancer Council SA's first Ambassadors was prompted by close personal experience of cancer and a passion to make a difference.

"I lost my father at a relatively young age to cancer and mum is currently undergoing treatment," he said. "Due to my outdoor adventures as a child, I've also had several suspicious spots and skin cancers removed."

These close encounters with the disease and coupled with his admiration for those who have survived cancer or the loss of a loved one have inspired Peter to apply his management skills and experience to voluntary work for Cancer Council SA. He says he enjoys bringing

people together and helping them to contribute their own highly valuable skills to help others.

"In my role as Chair of the Adelaide Relay For Life organising committee, I see first-hand the power in ordinary people joining with their community to fight back against a disease that takes too much," he said. "I am constantly amazed at how much I see others give."

Peter and his partner Steph rode in support of Cancer Council SA's Unite in the Fight campaign, in the Mutual Community Challenge Tour during the 2010 Santos Tour Down Under. Together they raised \$1,600.

"I'm proud to be among the many South Australians who lend their time, talent and passion to help fight cancer," he said.



Letchemi Pillai

When registered nurse and committed volunteer for Meals on Wheels, Rotary and Red Cross, Letchemi Pillai, was diagnosed with breast cancer in May 2009, she soon made it into another opportunity to share her caring nature and expertise with others.

A routine mammogram performed by BreastScreen SA's mobile X-ray unit in Letchemi's home town of Waikerie led to a day of tests at the BreastScreen SA Wayville Clinic. Letchemi, who had 'never been sick' and had no contact with a family doctor beyond her professional capacity as a nurse, was scheduled for a lumpectomy and later had her lymph nodes removed.

But it was the six weeks of radiotherapy following her surgery that

led to her new role as an Ambassador for Cancer Council SA.

"Because I live in the Riverland, I arranged to stay at Cancer Council SA's Greenhill Lodge during those weeks of my treatment," Letchemi said.

"Greenhill Lodge is right next door to Cancer Council SA and, after meeting some of the lovely people there and experiencing the caring support they offer, I walked into the Cancer Council SA office and volunteered my services. I soon found myself working on the Father's Day Classic and Daffodil Day."

As a Cancer Council SA Ambassador, Letchemi has helped with Daffodil Day sites in Adelaide and Waikerie and is organising inspiring guest speakers to share their cancer-related stories with her fellow Rotary members.



Sam Okely

The role of a Cancer Council Ambassador is a very special one and we are delighted to see so many South Australians of all ages and backgrounds signing up as passionate supporters of our fight to beat cancer, such as 17-year-old Sam Okely.

A Year 12 student at Immanuel College and an active volunteer, Sam says she was inspired to become an Ambassador when she was touched by cancer.

“When three family friends were touched by cancer recently it all suddenly became very relevant for me and I could see how cancer can affect a family. The Ambassador Project really sounded like me and I knew I could easily work it in around my school commitments,” Sam said.

Sam says her role as a Year 12 Prefect is a wonderful opportunity to spread the word about Cancer Council SA and create awareness amongst young people.

“Our Student Representative Council (SRC) held a casual day in support of Cancer Council SA last November, raising funds for breast cancer and prostate cancer. Students wore pink or blue and made a gold coin donation. Everyone in the SRC has become really involved, it’s been fantastic,” she said.

“Sam receives such enjoyment from being a Cancer Council Ambassador and I am very proud that she has chosen to be involved with such a great organisation,” said Sam’s mum, Trudy.



“Ambassadors are ordinary people like you and me from all walks of life who are connected by their common desire to make a real difference in the fight to beat cancer.”

**Jane Wilkinson,
Ambassador
and cancer survivor**

Committee reports

Audit and Risk Committee

The role of the Audit and Risk Committee is to assist the Board in fulfilling its responsibilities in relation to the identification and mitigation of areas of significant business risk, including:

- effective management of financial risks
- reliable management reporting
- compliance with statutory laws and regulations across all facets of business
- maintenance of an effective and efficient audit, including the appointment of auditors
- protection of the company's financial and physical assets.

During 2010 the committee reviewed several Board policies to ensure statutory compliance and good governance. The strategic risk register was also reviewed to ensure appropriate controls and mitigation strategies are current and in place.

A change of financial year from the current calendar year to a traditional financial year was also recommended to the Board. Approval was given for an 18-month budget to be developed to 30 June 2012 to assist with transition. The Board also agreed to the recommendation that the annual accounts be audited at 30 June 2011 and 30 June 2012 in line with ASIC requirements.

Each year the committee reviews the annual financial statements and external audit appointment and recommends the adoption of both

to the Board. KPMG was appointed as external auditor for 2010. The committee also meets annually with the auditors to discuss any issues that arise in the course of the audit and changes in accounting standards that are relevant to the presentation of the financial statements.

Mr Simon Abraham
Chairman

Nomination and Remuneration Committee

The role of the Nomination and Remuneration Committee is to assist the Board in fulfilling its responsibilities in relation to the structure of the Board and includes:

- Board remuneration policy review
- Chief Executive and Executive remuneration
- succession planning review
- Board nominations and recruitment
- Board evaluation.

During 2010 the Committee:

- evaluated the Board membership and identified suitable candidates to be approached to join the Board
- recommended new Board members appointed in 2010
- commenced a Board evaluation process
- undertook the Chief Executive annual review
- recommended amendments to the Constitution to facilitate more practical arrangements for Board member terms

- identified areas of opportunity within the Board's succession planning, including cultural diversity.

Mr Ian Yates AM
Chairman

Investment Committee

The Board of Cancer Council SA formed the Investment Committee at its November 2009 meeting. The Committee took over some of the roles and responsibilities of the now disbanded Finance Committee.

As an advisory committee to the Board, the Investment Committee is responsible for:

- recommending investment policy and monitoring its administration
- reviewing financial risk policy in respect to investment management
- reviewing and monitoring investment mandates, including allowable investment policy
- reviewing appointment of fund managers and their performance
- monitoring compliance with investment policy
- receiving and considering large and/or non-standard investment related transactions.

During 2010 the Investment Committee undertook activities including:

- membership review in line with its Terms of Reference
- analysis of Cancer Council SA anticipated future financial needs to inform investment strategy

Committee reports

- tendering for the management of Cancer Council SA's direct share portfolio, appointing Macquarie Equities Ltd to continue that management
- review of the 2009 Fund Manager performance
- revision of Statement of Investment Policy including establishment of a neutral position in relation to growth asset exposure.

To maximise returns, the Investment Committee sought and received Board approval to establish additional term deposits without referral to the Board. It also received Board approval to cease paying the government's fee to guarantee deposits.

Ms Juliet Brown
Chairman

Research Committee

As the South Australian Cancer Research Collaborative (SACRC) develops, so too does the role of the Research Committee. This process will continue in 2011. Committee membership remained unchanged this year, enabling retention of corporate memory that is so important during this exciting time.

Project grants were still awarded throughout 2010 as we work towards transition to new systems in 2011. We awarded 11 project grants for funding in 2011, totalling \$963,000. Support continued for one Senior Research Fellow and two Research Fellows. Eleven travel grants were awarded at a total cost of \$24,330 and 12

student vacation scholarships were granted for the 2009/10 summer period. We also funded the data management program to \$195,000 and provided financial assistance to a SA microarray facility and PhD scholarship.

We look forward to an exciting and challenging year in 2011 with further development of the South Australian Health and Medical Research Institute and SACRC. I would like to thank all members of the Research Committee for their hard work during 2010.

Professor Dorothy Keefe
Chairman

Human Research Ethics Committee (HREC)

The role of the HREC is to review the ethical aspects of research projects conducted by Cancer Council SA staff and in doing so, it provides a high level of governance for internal research. The Committee also reviews projects for researchers at other institutions that involve Cancer Council SA research and/or involvement of participants recruited through Cancer Council SA.

The HREC is constituted in accordance with National Health and Medical Research Council (NHMRC) Guidelines and annual reporting procedures for 2009 showed it to be compliant with NHMRC requirements.

In 2010, 35 submissions were reviewed and approved, including 21 amendments to existing protocols and three external research requests. New proposals included:

- benchmarking SA Parliamentarians' knowledge, attitudes and beliefs about cancer control
- Health Monitor Survey, including addition of Cancer Council SA advocacy questions
- the psychosocial needs of rural people with cancer
- screening for distress on a cancer helpline
- facilitating post traumatic growth in survivors of cancer
- the return to work after cancer; an exploratory study
- volunteer demographics, motivations and experience at Cancer Council SA
- evaluation of the effectiveness of the Quitline counselling service
- potential effectiveness of specific mass media advertisements among the Aboriginal and Torres Strait Islander population
- online self-help therapy for individuals affected by early stage cancer
- body image of adolescent and young adult cancer survivors, predicted by locus of control and mediated by social support
- parents of a child with cancer: The role of coping styles and hope on quality of life
- evaluation of a web-based cognitive rehabilitation program in cancer survivors with self reported cognitive impairment.

Professor Michael James
Chairman

Committee reports

Peter Nelson Leukaemia Research Fellowship Fund

Established in 1977 by Mrs Marjorie Jackson-Nelson AC CVO MBE following the death of her husband Peter from leukaemia, the Peter Nelson Leukaemia Research Fellowship Fund's objective is to raise funds for leukaemia research. The Fund relies entirely on community support, and does not seek or receive any government funding.

This year saw two historic milestones for the Fund. Firstly, total money raised over the life of the fund exceeded \$5 million. A celebratory morning tea recognised the efforts of Mrs Jackson-Nelson, all volunteers and those who have contributed to the success of the Fund, as well as ongoing support from Rotary Clubs of SA and Cancer Council SA.

Our other major milestone was Cancer Council SA agreeing to take over management of the Fund. Both the Fund and the name of Peter Nelson are to be maintained in perpetuity by Cancer Council SA in support of leukaemia research in this state.

The committee acknowledges with gratitude the efforts of Chief Executive, Professor Brenda Wilson and the co-operation of the Board in ensuring the future of the Fund. It is both an acknowledgement of the efforts of the Fund since its inception in 1977 and the strength of research into leukaemia in this state.

The work of current Fellow, Dr Hayley Ramshaw has been acknowledged by a two year extension of her Fellowship.

I thank all members of the Committee for their contributions to the Fund and its maintenance over the past 33 years.

Dr Richard Abbott
Chairman



The passing of the baton—Majorie Jackson-Nelson passing the management of the Peter Nelson Leukaemia Research Fellowship Fund to Cancer Council SA

L-R: Professor Brenda Wilson, Chief Executive, Cancer Council SA, John Riddell, Marjorie Jackson-Nelson AC CVO MBE, Bruce Abernathy, Mike Smithson

Finance report

Cancer Council SA continued to operate in an environment of domestic and international economic uncertainty with impacts of the Global Financial Crisis (GFC) still being felt.

In spite of that uncertainty, Cancer Council SA posted a surplus of \$1.0m for the year ended December 2010, representing a significantly improved operating performance when compared to the 2009 reported result.

The surplus was primarily driven by bequests which exceeded budgeted expectations by \$2.99m.

Cancer Council SA's investment portfolio, and its subsequent return on investments, continues to be adversely impacted by the GFC. Having said that, total assets increased by 1.3 per cent, while net equity reduced slightly by 0.5 per cent to \$40.4m when compared to 2009 figures.

Cancer Council SA continues to be committed to its core programs of cancer research, cancer prevention and cancer support. Investment in cancer research, and cancer prevention and support activities totalled \$6.6m and \$8.0m respectively, with total investment across those categories increasing during 2010 to \$14.6m from \$13.3m in 2009.

Process and productivity improvements through 2010 has enabled Cancer Council SA to reduce expenditure in administrative areas, while continuing to provide appropriate service to the fundraising and cancer program teams.

The Investment Committee continues to oversee Cancer Council SA investment assets, including its cash, equity and managed funds investments.

The following pages contain the financial overview of Cancer Council SA's operations and its financial position at 31 December 2010. The audited financial statements, undertaken by KPMG, are available on Cancer Council SA's website.

Finance reports

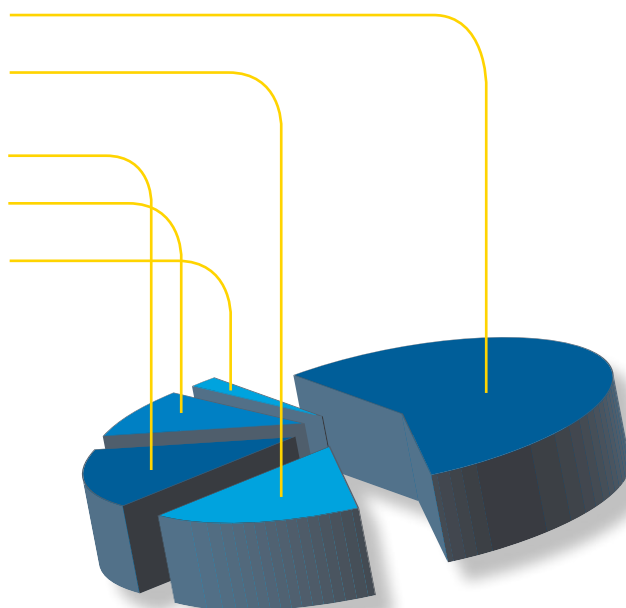
Financial overview of operations (all amounts \$0.0 million)	year ended 31/12/10	year ended 31/12/09
Revenue		
fundraising and bequests	12.7	9.6
investments	2.1	2.1
accommodation and merchandising activities	3.9	3.8
administered program funding	3.4	2.8
other	0.4	0.2
Total revenue	22.5	18.5
Expenditure		
research	6.6	5.0
cancer prevention	4.0	5.0
cancer support (including accommodation)	4.0	3.3
merchandising activities	1.3	1.2
community funding	3.9	3.4
communication and support services	1.7	1.7
Total expenditure	21.5	19.6
Net surplus/(deficit) for the year	1.0	(1.1)
movement in asset revaluation reserve	(1.2)	5.5
Total change in equity	(0.2)	4.4

Summary of position (all amounts \$0.0 million)	year ended 31/12/10	year ended 31/12/09
Assets		
cash holdings	10.0	9.5
other current assets	2.5	2.1
investments	20.3	20.4
property, plant and equipment	12.2	12.4
Total assets	45.0	44.4
less liabilities	(4.6)	(3.8)
Net assets	40.4	40.6

Finance reports

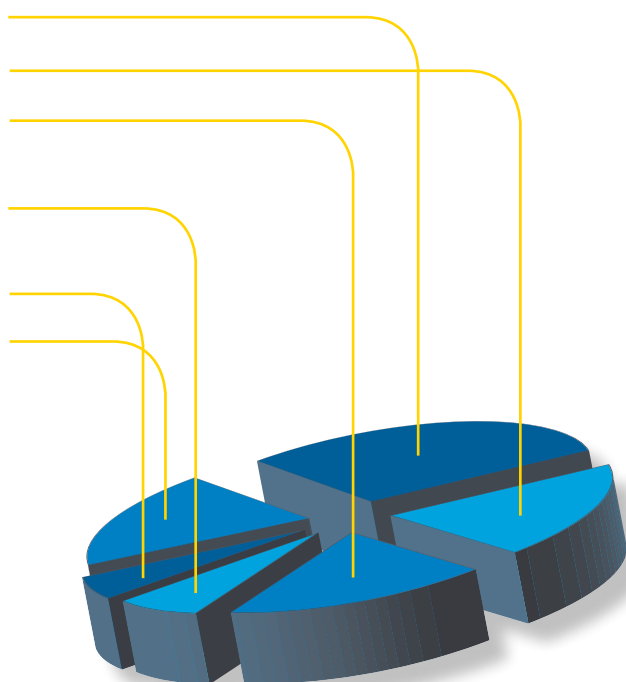
The source of our income in 2010 (all amounts \$0.0 million)

fundraising and bequests	12.7	56.5%
accommodation and merchandising activities	3.9	17.3%
administered program funding	3.4	15.1%
investments	2.1	9.3%
other	0.4	1.8%
	22.5	100.0%



How we spent our income in 2010 (all amounts \$0.0 million)

research	6.6	30.7%
cancer prevention	4.0	18.6%
cancer support (including accommodation)	4.0	18.6%
communication and support services	1.7	7.9%
merchandising activities	1.3	6.1%
community funding	3.9	18.1%
	21.5	100.0%



Board of Directors

Mr Ian Yates AM, BA, MAICD

Appointed Director 15 Nov 1996

- Chairman, Board Cancer Council SA - appointed 28 Mar 2008
- Chairman, Nomination and Remuneration Committee
- Member, Audit and Risk Committee
- Member, Investment Committee

Chief Executive of COTA Australia Ltd and of the Council on the Ageing (SA) Inc, Chairman of COTA Member Services Pty Ltd, a Director and Company Secretary of the Australian Council on the Ageing, a Director of Insurance & Membership Services Ltd, Director and Chairman of the Australasian Journal on Ageing Inc, and a Board member of the Aged Rights Advocacy Service Inc. Mr Yates is Deputy Chancellor of the Flinders University of South Australia, Chairman of the University's Resources Committee, member and Executive member of the University Alumni Association. He is a member of the SA Government's Health Performance Council and serves on a significant number of federal and state government advisory committees.



Ms Juliet Brown, LLB, FAICD

Appointed Director 24 May 2002

- Deputy Chairman, Board Cancer Council SA—appointed 13 Oct 2009
- Chairman, Investment Committee
- Deputy Chairman, Nomination and Remuneration Committee
- Deputy Chairman, Audit and Risk Committee

Ms Brown has over 30 years experience in the law and business. She was for more than 10 years a partner of Finlaysons Lawyers and prior to concentrating on her directorships, was chief executive of Thomson Playford, Lawyers. Juliet is currently the Chair of Local Super and is a past President of the RAA of SA Inc. Her current board roles include the Motor Accident Commission, SAFA, Bio Innovation SA, RAA Insurance Ltd and Business SA.



Mr Simon Abraham, BEc, FCA

Appointed Director 19 Mar 2010

- Chairman, Audit and Risk Committee

Mr Abraham is a chartered accountant and partner in the Adelaide office of BDO, an international network of chartered accounting firms.

Specialising in providing taxation and business advice to family businesses and the SME sector, Mr Abraham's experience spans professional services, aged care, retail, and building and construction.

He is currently on the Finance Committee of St Ignatius College. He was previously a member of the Finance Committee of the Cancer Council SA.



Board of Directors

Mr Rod Buchecker

Appointed Director 8 Dec 2006

Mr Rod Buchecker is an independent business consultant specialising in brand management, marketing communications and advertising.

Rod's 30+ years experience includes working for Clemenger BDO Adelaide (Director), Young and Rubicam and DDB Needham.

Rod is a graduate of Harvard Business School's Strategic Marketing Management programme and the prestigious Young and Rubicam Ad Skills Workshop in New York. He is member of the Australian Institute of Company Directors and a lecturer for the Communications Council of Australia's Ad School.

Rod is also a Board Director of Regional Development Australia—Metropolitan Adelaide, and a member of several community based organisations including the Legacy Marketing Committee, Legacy Kokoda Trekkers committee and the Kokoda Track Foundation.



Professor Judith Dwyer, BA, MBA, FAICD, FCHSM

Appointed Director 10 Nov 2010

Professor Dwyer is a health care management academic at the Flinders University School of Medicine, and a former CEO of Southern Health Care Network in Melbourne, and of Flinders Medical Centre in Adelaide, having worked in the Australian health system for more than 20 years.

She is currently a Research Program Leader in the Cooperative Research Centre for Aboriginal and Torres Strait Islander Health. She teaches in the Flinders' Masters of Health Administration in Adelaide and in China, and conducts research focused on health system governance and design.



Mr Mark Hosking, FCA, FCPA, FAICD, FFIN, B.Comm, MBA

Appointed Director 4 Nov 2010

Mr Hosking has over 20 years in the accounting and financial services sectors and is currently the Chief Financial Officer of Elders Ltd.

He has previously worked at Nab Ltd (10 years) where he was CFO of the Bank of New Zealand and AWB Ltd where he was responsible for the total financial function globally and where he moved Australia's largest agribusiness from a monopolistic wheat exporter to a commercially driven diversified global agribusiness.

Mark is a creative strategic thinker who has delivered greater transparency and communication of financial results to stakeholders.



Board of Directors

Professor Dorothy M K Keefe, MBBS, MD, FRACP, FRCP

Appointed Director 28 Feb 2003

- Chairman, Research Committee

Regional Clinical Director, AHS Cancer Services, Cancer Council SA Chair in Cancer Medicine in the Department of Medicine, Faculty of Health Sciences, University of Adelaide. Chair Statewide Cancer Clinical Network. President of the Multinational Association for Supportive Care in Cancer (MASCC). Head, Mucositis Research Group, University of Adelaide. Chair, Research Committee, Cancer Council SA.

Professor Keefe is an active researcher in the field of mucositis (the oral and gastrointestinal tract damage following chemotherapy and radiotherapy). Her knowledge of oncology, service planning, safety and quality, supportive care research and allocation of research funding inform her activity on the Board of Cancer Council SA.



Mr John Kerr BEc, FCA, FFIN

Appointed Director 28 Mar 2003, Retired 19 Mar 2010

- Member, Investment Committee

Mr Kerr is a Director of Capital Strategies Pty Ltd, an Adelaide-based investment bank, and specialises in the provision of corporate advice to property/ infrastructure projects and private venture/development capital matters. The firm also provides investment management services and advice to property and equity investors.

Mr Kerr previously qualified as a Chartered Accountant with Touche Ross (now KPMG) and worked in their management consulting division.

Mr Kerr is a director of The Creeks Pipeline Company Limited, a member of the Premier's Climate Change Council and a member of the Finance Committee advising the University of South Australia.



Professor Bogda Koczwara, BMBS, FRACP, MBioethics

Appointed Director 20 Jun 2006

- Member, Nomination and Remuneration Committee

Professor Bogda Koczwara is a medical oncologist, an ethicist and the Director of Cancer Services for Southern Adelaide Health Service. Professor Koczwara completed her oncology training at the Roswell Park Cancer Institute in Buffalo, New York, where she refined her interests in research ethics and patient decision-making.

Professor Koczwara is the President of the Clinical Oncological Society of Australia, the immediate past Chairman of the Medical Oncology Group of Australia, and the immediate past Chair of the Australia Asia Pacific Clinical Oncology Research Development (ACORD)—an initiative of the Medical Oncology Group of Australia to share the wealth of knowledge and research skills of its members and use them to benefit our region.



Board of Directors

Associate Professor Susan Neuhaus, CSC, MBBS, PhD, FRACS

Appointed Director 27 Oct 2010

Susan Neuhaus Fellow of the Royal Australasian College of Surgeons. In 2004 she was awarded the Lumley Exchange Scholarship and undertook a Fellowship in Surgical Oncology Royal at the Royal Marsden Hospital in the United Kingdom. She has a Doctorate of Philosophy (PhD) in mechanisms of tumour spread during laparoscopy. Susan chairs the Surgical Oncology Group of the Clinical Oncological Society of Australia, is a Director of the Australasian Sarcoma Study Group, member of the Australian Melanoma Trials Group and on the Royal Australasian College of Surgeons Court of Examiners in General Surgery.

Susan had an Army career spanning over 20 years. In 2009 she was awarded the Conspicuous Service Cross in the Queen's Birthday Honours List in recognition of her leadership in Army Health. Susan is on the Veterans Health Advisory Council (SA), the Board of Directors of Foundation Daw Park and is an Ambassador for Defence Reserves.



Mr Peter Vaughan, BCom

Appointed Director 25 Aug 2000

- Member, Nomination and Remuneration Committee

Mr Vaughan was appointed Chief Executive Officer of Business SA in July 1999 and immediately implemented a radical change management program for the organisation. This included the development of a new corporate identity, a strategy to increase membership numbers and the strengthening of Business SA's lobbying and advocacy role.

Mr Vaughan is also a Governor of the State Theatre Company of South Australia, State Councillor of the Committee for Economic Development of Australia (CEDA) and a Board member of Work Cover Corporation and the Training and Skills Commission. He is strongly committed to sharing his skills and experiences to support the state's community sector.



Committees

Patrons

Dr Judith Roberts AO
Mr David Klingberg AO

Board of Directors

Mr IG Yates AM (Chairman)
Ms JH Brown (Deputy Chairman)
Mr SD Abraham (appointed 19 March 2010)
Mr RG Buchecker
Professor J Dwyer (appointed 12 November 2010)
Mr M Hosking (appointed 12 November 2010)
Professor D Keefe
Mr JL Kerr (retired 19 March 2010)
Professor B Koczwara
Associate Professor S Neuhaus CSC (appointed 12 November 2010)
Mr P Vaughan

Staff

Professor B Wilson (Chief Executive)
Mr R Bria (General Manager, Corporate Services) until 19 March 2010
Mr S Faulkner (General Manager, Corporate Services) from 3 May 2010
Ms R Steventon (Minute Secretary)

Audit and Risk Committee

Mr SD Abraham (Chairman)
Ms JH Brown (Deputy Chairman)
Mr JL Kerr (retired 19 March 2010)
Mr IG Yates AM

Staff

Professor B Wilson (Chief Executive)
Mr R Bria (General Manager, Corporate Services) until 19 March 2010
Mr S Faulkner (General Manager, Corporate Services) from 3 May 2010
Ms R Box (Minute Secretary)

Investment Committee

Ms JH Brown (Chairman)
Mr JL Kerr
Mr C Michalakis
Mr P Rundle (appointed 27 October 2010)

Staff

Professor B Wilson (Chief Executive)
Mr R Bria (General Manager, Corporate Services) until 19 March 2010
Mr S Faulkner (General Manager, Corporate Services) from 3 May 2010
Ms R Box (Minute Secretary)

Human Research Ethics Committee

Dr M James (Chairman)
Mr T Kadis (Deputy Chairman)
Mr J Heath
Mrs M Holland
Rev B Oakley
Ms R Thompson

Staff

Ms J Bowden
Ms K Beckmann
Ms K Stamp (Executive Officer)

Nomination and Remuneration Committee

Mr IG Yates AM (Chairman)
Ms JH Brown (Deputy Chairman)
Mr JL Kerr (retired 19 March 2010)
Professor B Koczwara (appointed 12 November 2010)
Mr P Vaughan

Staff

Professor B Wilson (Chief Executive)
Mr R Bria (General Manager, Corporate Services) until 19 March 2010
Mr S Faulkner (General Manager, Corporate Services) from 3 May 2010
Mrs R Box (Minute Secretary)

Peter Nelson Leukaemia Research Fellowship Fund Committee

(discontinued June 2010)
Dr RL Abbott (Chairman)
Mr R Brookes
Mr A Lawrie
Professor PI Mackenzie
Mrs M Jackson-Nelson AC CVO MBE
Mr TR Osborn
Mr KJ Parkinson

Staff

Professor B Wilson (Chief Executive)
Professor D Roder AM (General Manager, Research)
Mr R Bria (General Manager, Corporate Services) until 19 March 2010
Mr T Flower (General Manager, Business Development)
Ms NA Sargent (Minute Secretary)

Research Committee

Professor D Keefe (Chairman)
Associate Professor A Evdokiou
Dr B Kuss
Professor K O'Dea

Staff

Professor B Wilson (Chief Executive)
Professor D Roder AM (General Manager, Research)
Ms NA Sargent (Minute Secretary)



**Through research,
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all South Australians**

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