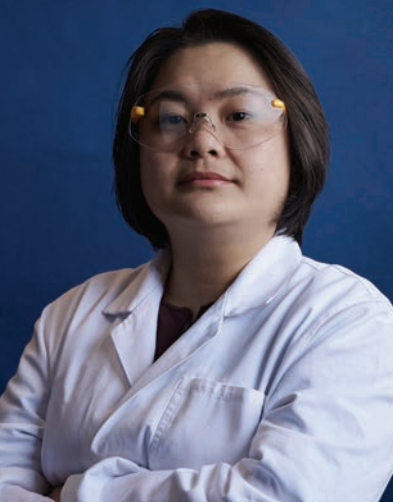
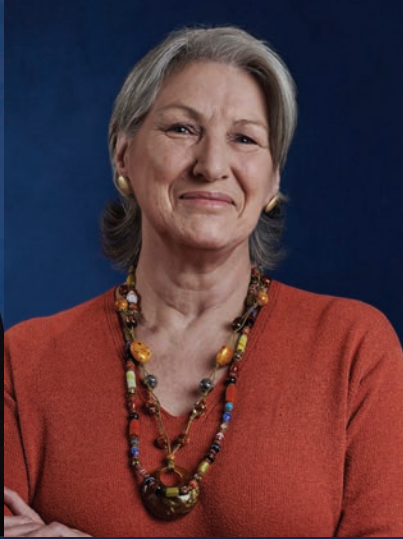




**Cancer
Council**
NSW



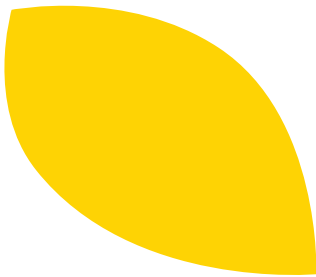
**2023/2024
Highlights**



*Aboriginal Respect
Symbol. Designed by
Marcus Lee Design for
Cancer Council NSW.*

Cancer Council NSW would like to acknowledge the Traditional Custodians of the land on which we live and work.

We would also like to pay respect to the Elders past, present and emerging, and extend that respect to all other Aboriginal and Torres Strait Islander peoples.



Get involved

Cancer Council is standing by everyone living with cancer, protecting life's moments, for life. This is only possible thanks to the incredible generosity of our volunteers, supporters and employees. Together, we work across every area of cancer, supporting communities where and when it's most needed.

With the help of our supporters, we are leading the way towards a cancer free future.

There are many ways you can get involved with us and help change the lives of people affected by cancer.

- Volunteer with us
- Give regularly
- Host or join a fundraising event
- Campaign with us
- Visit one of our retail stores

To find out more, visit cancercouncil.com.au/get-involved

To view this report on our website, visit cancercouncil.com.au/annual-report

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**Tackling cancer
takes all of us.**

A message from our CEO and Chair



Professor Sarah Hosking
Cancer Council NSW CEO

It is a real pleasure for us to look back at the extraordinary progress we have made this past year.

Tackling cancer is no easy feat and we want to start by thanking everyone in the Cancer Council NSW community, including our outstanding supporters, volunteers, and employees.

We would like to especially thank our philanthropic and corporate partners, people who have made the generous decision to leave a gift in their will and our regular givers who continuously contribute to reducing the impact of cancer for all Australians and ultimately, saving lives.

It has been an honour to stand by all of you again this year, as we began work against our new ambitious five-year strategy, that will deliver against our core purpose “to change the path of cancer and make sure no one walks alone”.

In November 2023, the federal government announced \$166m funding to establish a new Australian Cancer Nursing and Navigation Program – the ACNNP. As part of the Program, the Cancer Council Federation has been funded (\$49.6m) to deliver The National Cancer Navigation Service. In delivering this service, Cancer Council will build on the strength of our existing, highly respected, 13 11 20 service, enhancing and expanding this to offer national, multi-modal information and support, while growing its reach, especially to focus populations.

Together, we have worked consistently to address public health issues facing our communities, such as the uptake of vaping among young people. We started off the year with new measures to tackle vaping introduced

from 1 January 2024. Cancer Council NSW and our team leading the Generation Vape research project played a phenomenal role in contributing to these reforms. We look forward to seeing this continue into the future as policy measures are further strengthened and implemented.

We also worked closely with community to address inequities in access to cancer care. This was the case in the Riverina region around Wagga Wagga, where we successfully secured bulk billing for cancer treatment to bring it in line with other regional centres, with our Advocacy Team and CanAct community working to amass over 12,000 petition signatures.

Thanks to advances in research, prevention, detection and treatment, more people than ever are surviving cancer. As part of our commitment to improve the lives of cancer survivors, I am absolutely thrilled to share that, this year, we formed a \$40m 10-year partnership with UNSW to launch The Australian Research Centre for Cancer Survivorship. We cannot wait to see what we can achieve together.

We would also like to recognise and thank Professor Karen Canfell AC FAHMS for her contributions to Cancer Council NSW and public health more broadly. For the past several years, Karen led our research and, this year, she was deservedly awarded the highest honour of Companion of the Order of Australia for her commitment and service to medicine.

We know that our work is not done yet. Over 1.52 million people are expected to be diagnosed with cancer in NSW over the next 25 years, and it is the people affected by cancer and their families that push us to make every year better than the last.

From all of us at Cancer Council NSW, thank you. Together, we are tackling cancer and leading NSW towards a cancer free future.

OUR STRATEGY: 2024-2028



Our purpose

We change the path of cancer and make sure no one walks alone.

OUR CHALLENGE

Over the next 25 years, around **1.52 million people** in NSW will be diagnosed with cancer.



There are more than **15,000 cancer related deaths** in NSW each year.



There is a **71% survival rate** five years after cancer diagnosis in NSW. This means there are more people living with and beyond cancer who need supportive care.



People are impacted by cancer disproportionately in NSW, depending on a range of risk and behavioural factors, access to healthcare and barriers to accessing interventions.



OUR RESPONSE



Reduce cancer risk through prevention and early intervention.



Improve cancer survival through world-class research.



Enhance the quality of life of people affected by cancer through transformative support.



Improve equity in cancer outcomes through bold advocacy.

OUR STRATEGY: 2024-2028



Our priorities for change

We have identified three opportunities to drive significant impact in our work to tackle cancer. These priority focus areas for FY24-28 will enable us to change the path of cancer, and make sure that no one walks alone.



Grow our impact in areas of greatest need

Daffodil Centre* research shows that inequity in cancer outcomes is increasing in NSW, Australia and globally. To combat this, we will increase our focus on the communities with the greatest need, prioritising projects with the most opportunity to drive change.

We will do this by:

- Making strategic decisions to drive positive change for the communities that need us most
- Strengthening our impact measurement, reporting and analysis
- Ensuring a continuous virtuous circle of learning and improvement through integrating our research findings across programs, policy and advocacy



Improve the lives of cancer survivors

Thanks to life-saving cancer research and improved cancer care, more people than ever before are living beyond their cancer diagnosis and treatment – presenting us with a new challenge: an increased number of cancer survivors facing a combination of long-term impacts on their physical, emotional and financial wellbeing. We will harness our expertise and research to improve the lives of cancer survivors and people living with the ongoing effects of cancer in NSW.

We will do this by:

- Leading a state-wide survivorship plan
- Building a Centre for Survivorship Research in collaboration with UNSW, to grow the evidence base that will inform change
- Using our voice to deliver targeted survivorship advocacy in areas of unmet need
- Developing Cancer Council NSW community-based survivorship services



Work with community for better outcomes

We know that purposeful, strategic community engagement is critical to achieve better health and cancer outcomes. To maintain our relevancy and increase our impact at community level, we will form partnerships with like-minded organisations, combining our expertise to save lives. By working with the NSW community, we will prioritise our focus to where it is needed most.

We will do this by:

- Engaging with the community to inform purposeful and impactful connection and improve cancer outcomes for NSW
- Prioritising our focus to reduce inequity in cancer outcomes and make it easier for everyone to access the care they need

*A joint venture between Cancer Council NSW and the University of Sydney.

OUR IMPACT

Reducing cancer risk through prevention and early intervention



Our research and advocacy for action on vaping

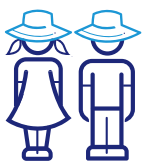
Cancer Council has consistently advocated for action on vaping over the past several years. Our Generation Vape* research and advocacy efforts contributed to the Australian Government implementing new policies that will directly tackle young people's easy access to vaping products.

*Research led by Cancer Council NSW in partnership with the Daffodil Centre and the University of Sydney, funded by the Australian Government Department of Health, Minderoo Foundation, the NSW Ministry of Health and Cancer Institute NSW.

Teeing off against skin cancer

In December 2023, we were the Official Charity and Sunscreen Partner at Golf Australia's ISPS HANDA Australian Open. Over four action-packed days, we were able to help thousands of people stay sun safe and hydrated.

This partnership strategically raised awareness of skin cancer among men over 40, who are 1.7 times more likely to be diagnosed with melanoma and 2.5 times more likely to die from melanoma compared to women of the same age.



86%
of primary schools participated in our SunSmart Program



3,000
people accessed Tackling Tobacco resources



214
golf clubs participated in our Improve your long game program



239,349
people visited our Healthy Made Tasty website

OUR IMPACT

Improving cancer survival through world-class research



The Fussell Family Foundation is changing the path of ovarian cancer

Ovarian cancer is often known as the silent killer. It has one of the lowest survival rates of any cancer in Australia, with survival only very slightly improving in recent decades.

“We feel privileged to be able to provide long-term funding that enables Cancer Council’s highly skilled researchers to better understand this devastating disease”, say Louise and Thomas Fussell.



The highest recognition for Daffodil Centre director Professor Karen Canfell AC

Over the years, Cancer Council NSW research has led to significant policy successes, saving hundreds of thousands of lives from cancer in Australia and overseas. The brilliant Professor Karen Canfell AC has led much of this work, as Daffodil Centre director and director of research since 2015 and a senior research fellow at Cancer Council NSW for several years previously. In 2024, Professor Canfell AC was recognised for her achievements with a Companion of the Order of Australia.



Investing in the research breakthroughs of the future

Thanks to the ongoing support of Box Rallies and the Cancer Council NSW community, we awarded \$4.85m to 11 ground-breaking new cancer research projects from around Australia in 2024. The research conducted by some of Australia’s most brilliant minds ranges from a new test for prostate cancer to improving radiotherapy for cancer patients in regional areas.



\$17.6m
our total investment into world-class research in 2023/24



In 2023/24, our competitive national extramural grants program supported **51 active projects involving 198 researchers across 21 institutions**

OUR IMPACT

Improving cancer survival through world-class research



In April 2024, the Daffodil Centre celebrated three years since its establishment.

Over that period, the centre has published evidence with potential to significantly reduce cancer death rates and further improve five-year survival rates from an all-time high of 70%.

This includes analyses pivotal to:

- The Australian Government's commitment to introduce a lung cancer screening program, which was announced in the 2023-24 federal budget.
- A first ever roadmap to risk-adjusted breast cancer screening.
- The case to lower bowel cancer screening age eligibility from 50 to 45, which has since been supported by government.
- Evidence reviews to inform improved risk assessment and referral pathways for prostate, pancreatic (both in development) and other cancers.

Additionally, the Australian Government announced a \$12.5 million grant in November 2023, to a multi-institution consortium led by the Daffodil Centre to develop cervical screening and HPV vaccination across the Indo-Pacific region. This project will build on work we are doing in Papua New Guinea and Vanuatu, thanks to funding from Minderoo Foundation.

In February 2024, the Daffodil Centre also published the most comprehensive projections of all-cause premature mortality in Australia, showing that cancer will be the leading cause of healthy life lost by an increasing margin, providing evidence on how to prioritise our research and partnership opportunities to maximise impact in saving and extending lives.



OUR IMPACT

Enhancing the quality of life of people affected by cancer



The new Australian Research Centre for Cancer Survivorship

In May 2024, the UNSW Vice-Chancellor and President Professor Attila Brungs and our CEO Professor Sarah Hosking announced the Australian Research Centre for Cancer Survivorship (ARCCS), a new \$40m partnership between UNSW and Cancer Council NSW.

The ARCCS will co-design, evaluate and implement evidence-based interventions to improve the quality of life of people who have survived cancer.



Helping more people navigate challenges related to cancer

In November 2023, the federal government committed \$49.6m to the Cancer Council Federation to deliver The Cancer Navigation Service. This landmark funding will build on the strength of our existing, highly respected, 13 11 20 cancer information and support line. We want to ensure all Australians affected by cancer have equitable access to evidence-based cancer information and support for their needs, when and how they need it.



9,107

times our 13 11 20 information and support team were contacted by people affected by cancer, health professionals, and the general public



201,840

times our Understanding Cancer resources were distributed



47,592

listens to our cancer support and information podcasts



14,386

trips by our Transport to Treatment service



1,116

people who sought legal, financial and workplace advice across NSW through our Pro Bono Program



\$1,198,659

worth of financial assistance payments to people affected by cancer

OUR IMPACT

Enhancing the quality of life of people affected by cancer



Hospital Liaison Maryann is on the ground helping people get the support they need

"I get real satisfaction from helping people live their lives as well as they possibly can while they're going through cancer. It's about giving them as much support, power and control as possible."

Before joining our team, Maryann worked for over 36 years as a nurse across Australia. As a Cancer Council NSW Hospital Liaison in her hometown of Tamworth, Maryann now draws on all of her knowledge and relationships to offer clients emotional support and help them navigate to the services they need.



Erin helps people navigate challenges over the phone

"By giving our time and a listening ear, people have the opportunity to ask all their questions and alleviate some of their concerns and worries. It's such a great feeling when people tell me they were glad they decided to call."

In the past, Erin has worked in cancer treatment centres providing chemotherapy, pain management and palliative care to patients. We are so lucky and proud to be able to call on experienced professionals like Erin in our 13 11 20 team. This year, we handled 9,107 calls from people affected by cancer and health professionals.



Of our **481** psychological counselling clients this year:

90% reported being **satisfied** or **very satisfied** with the service

89% reported feeling **more reassured**

87% reported feeling **less isolated**

90% reported being **better able to cope**



Of the **497** cancer patients who accessed our *Home Help* services this year:

98% reported being **satisfied** or **very satisfied**

95% reported that their **practical needs** were met

88% reported that the assistance **made a difference**

88% reported that it helped them **focus on other things**

OUR IMPACT

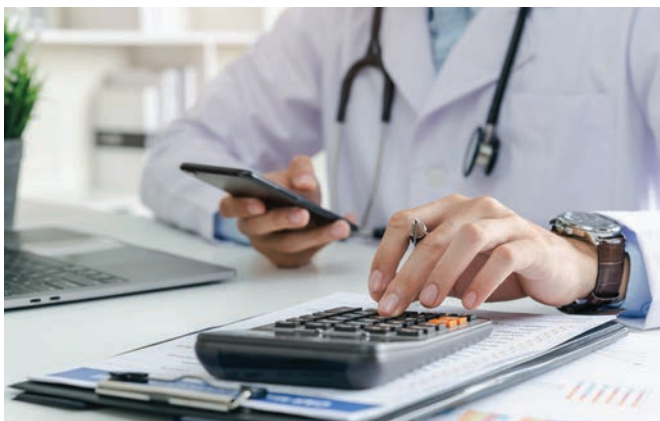
Improving equity in cancer outcomes



Advocacy in action: Securing equitable cancer care in the Riverina

When we heard that people in the Riverina area were facing unfair out-of-pocket costs for cancer treatment, we knew we had to act. In regional areas like the Riverina, accessing treatment can already be challenging for residents who need to travel long distances to receive the care they need. When concerns were raised that people in the Riverina had to pay an additional charge for cancer treatment, that people in other regional towns were not asked to pay, we knew we had to act.

We successfully secured bulk billing for cancer treatment in the Riverina region with our Advocacy Team and CanAct community working to amass over 12,000 petition signatures. This change will save Riverina cancer patients hundreds of dollars in out-of-pocket medical costs, enabling more individuals to receive timely and affordable cancer treatment closer to home and improving their quality of life.



Making sure everyone benefits from cancer screening

Australia's nationwide breast, cervical and bowel cancer screening programs are helping people detect cancers earlier and improve their chances of survival. However Daffodil Centre research shows that many more lives can be saved if more people get screened.

This year, we partnered with local organisations to lift awareness and screening rates in NSW, reaching 18,000 people overall. This included workshops with members of Vietnamese, Arabic, Mandarin and Cantonese-speaking communities, which data shows are underscreened or have never screened. Among these groups, intention to undertake bowel cancer screening increased from 47% to 79%.

Supporting people to handle the costs of cancer

In 2023/24, over \$2.5 million of legal, financial and workplace advice was provided by our partner pro bono professionals nationally, and almost \$350,000 of debts waived as a result of the work undertaken by our Financial Counsellors in NSW. This year, we also introduced a new Financial Navigation Service to provide more people with tailored information and resources to help them understand their rights and options and make informed financial decisions.

OUR THANKS

Thank you to our remarkable fundraising community for your generous support



Good Morning Bangladesh: How Ruby honours her dad's legacy one cuppa at a time

In 2001, Blacktown local Dr Abdul Haq started a movement for the local Bangladeshi community by holding an Australia's Biggest Morning Tea that he dubbed Good Morning Bangladesh. 23 years later, Dr Haq's daughter Ruby, her husband Tanveer and the local Bangladeshi community now lead the morning tea. Together, they have raised over \$400,000 and counting.



Standing up to cancer (while sitting down)

Did you know that people with cancer are the largest users of blood donations in Australia? In February 2024, we joined forces with Australian Red Cross Lifeblood to raise awareness of the link between cancer and blood donations and encourage people to donate blood. It was heartwarming to see our community get involved and show off the Cancer Council inspired bandage. Thank you.



Thank you to our Regular Givers

We'd like to thank our 47,132 outstanding Regular Givers who raised an impressive \$14,426,755. Whether you're a new donor or have been contributing for years, your donations provide us with the reliable and stable income that is crucial for our future planning and sustainability. You enable us to commit funds to long-term projects like research and support services. Thank you for the impact you make.



Jean's incredible gift towards a cancer free future

Audrey Jean Davies, known to everyone as 'Jean', passed away two weeks short of her 99th birthday. In her will, Jean left a contribution to Cancer Council, as she wanted to contribute towards research into new ways to treat and prevent cancer. We would like to thank and recognise Jean for her incredible generosity.

OUR THANKS

Our Daffodil Circle

We would like to recognise these incredibly generous individuals, who left a gift in their will in 2023/24. There is no greater legacy than a gift towards a cancer free future for generations to come.

Alan Owen Cook	Gordon Silva Lea	Marilyn Nicole Goulding
Alexander Lamont	Hazel Marie Robins	Marjorie Laura Close
Alexander Emery Bartos	Helmut Kurt Walter Schneegass	Marria Anne Sanders
Anthony Charles Sambrook	Honore Plaetevoet	Mary Douglas
Aubre Royal Pritchard	Ingrid Renate Thompson	Mary Catherine Mifsud-Ellul
Audrey Alice Margaret Fox	Irene May Michelutti	Mary Louise Abrahams
Audrey Edith Stamp	Jack Blair Campany	Mostyn Pugh
Barry York Milne	James George Groat	Nadina Frybor
Beatrice Thelma Abrahams	Jan Maria Swift	Neal Norkett Thorpe
Beth Guy	Jane Marie Mittelsteadt	Neville James Fernance
Beth Margaret Stockdale	Jean Davies	Patricia Campbell Hain
Betty Margaret Peadon	Jean Edna Margaret Ewin	Paul Simon Rubner
Bruce Kenneth Morgan in memory of Sima Busic and Elsie Forster	Jean Mavis Wallace	Peter Carroll-Held
Christine Jane Sergi	Jennifer Audrey De Vroome	Peter Michael Pollard
Connie Maria Johnson	Jessica Holly Zurcher	Peter William Watson
Dagmar Esther Phillips	Joan Eileen Luke	Ralph Edwards Hunter
David Edward Baker	John Gissing	Rhoda Ada Drake
Diana Ruth Middleton	John Hartley	Richard Kenneth Mewjork
Doreen Patricia Wilson	John Boyall Reed	Robert Arthur Allen
Dorothea May Therese Hay	John Charles Walmsley	Robert James Barrett
Dorothy Rosina Kirkpatrick	John Ernest Johnson	Robyne Kay Waller
Edward George Barter	John William Roe	Ronald Douglas Stanfield
Edwina Kathleen Smith	Jonathan William de Burgh Persse	Ronald Edward Keough
Eileen Joyce Wallace	Josephine Barbara Wynne	Shirley June Warland
Eileen Williard Campbell	Judith Kathleen Vago	Shirley Leatrice Long
Elaine Mary Ellen Chave	Judith Monica Howard	Sigrid Stribul
Elfriede Elisabeth Walkerden	Julie Ann Margaret Kingsford-Smith	Simon Frances Roodenrys
Elsie Ann Johnsen	Kay Lynette Draper	Susan Lily Venn
Elwyn Sydney Eric Walter	Kenneth James Coxon	Valerie Jean Riley
Ernest George Lovejoy	Kevin James Brown	Valerie Julia Anderson
Esther Aileen Tully	Lorraine Crane	Valerie May Duncan
Evaline May Antonsson	Lyell Elaine Keenan	Verna Gertrude Bomford
Florence Marguerita Mcnamara	Lynette Beverley Hammonds	Vijaya Mehta
Gladys Grills	Margaret Baillie Stuart	William Joseph Lennon
Gloria Edith Allan	Margaret Jean Bull	Yvonne Elizabeth Bowden
	Marie Gilbert Gibbons	Yvonne Josephine Laverick

We would also like to thank the benefactors who wished to remain anonymous.

OUR THANKS



How Southern Cross Austereo is helping us reach the people who need us

This year, Cancer Council were announced as an official Southern Cross Austereo (SCA) Embrace Partner. Over two years, SCA will help us support more people affected by cancer through in-kind advertising campaigns, strategic support, and consumer insights across their national radio, digital and television channels. At the end of FY24, the partnership had already delivered over \$8.5m in value across Australia – an incredible result.



Our POSH Gala Ball has now raised almost \$23m over 25 years

Welcoming friends new and old, we held our 25th POSH Gala Ball in May 2024 – a night of celebration, inspiration and glamour. Thanks to our corporate partners, sponsors and guests, we raised an incredible \$1.1m on the night. We'd like to say a huge thank you to MC Vince Sorrenti and many of our POSH Committee members, for 25 continuous years of support. See you next year!



We have partnered with Publicis Groupe Australia's Working with Cancer Initiative

Our partnership with Publicis Group Australia unites their global initiative to build more supportive workplaces for people impacted by cancer with financial support for Cancer Council's support services. Publicis staff are taking part in fundraising initiatives, and providing pro bono consultancy to reimagine Cancer Council's information strategy. Cancer Council will train staff and clients on how to navigate cancer in the workplace and will encourage companies across Australia to join the Working with Cancer Pledge and make a substantial and positive impact on people's lives, while providing vital funding for core support programs.

Publicis Groupe Australia CEO Michael Rebelo said, "Cancer Council and Publicis Groupe both share a commitment to making a positive difference in the lives of those affected by cancer. We hope that through this partnership, we can reduce its impact on individuals and the community whilst offering the support people need. By working together, we aim to create a more substantial and lasting impact on the lives of those affected by cancer in the workplace."

OUR THANKS

Thank you to our partners in 2023/24

We'd like to thank these generous organisations who have provided significant support for our work and are helping us to achieve a cancer free future:

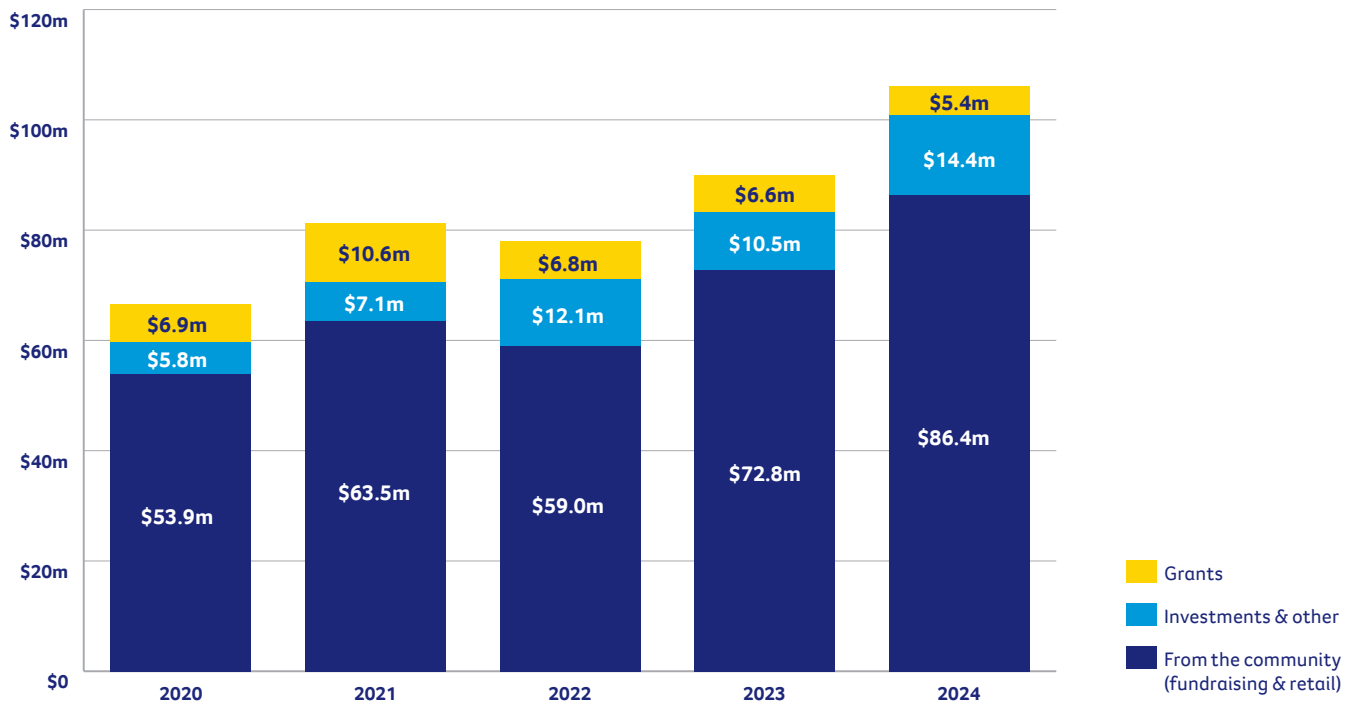


We'd also like to thank the following foundations and individuals for their invaluable support:

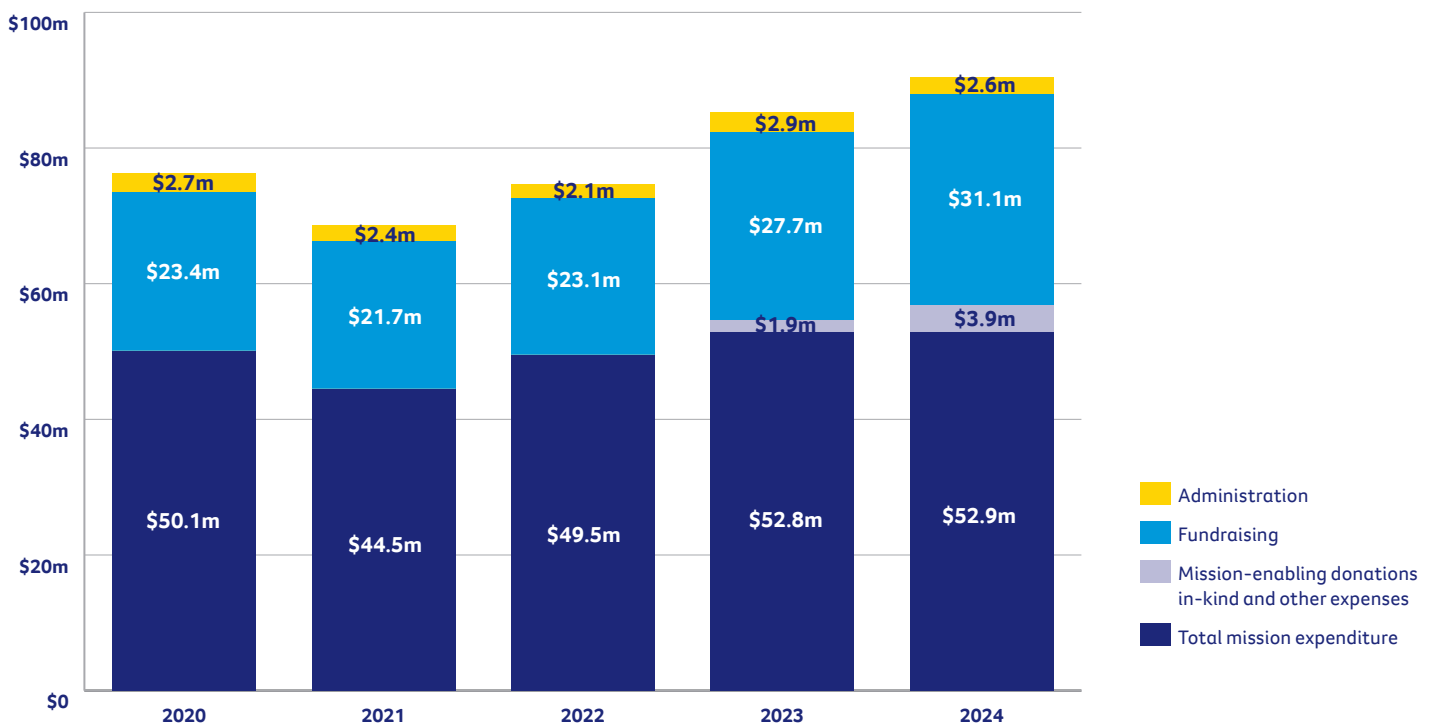
Aidan Parsons
AJ Forsyth Family Foundation
Baxter Charitable Foundation
Belalberi Foundation
Choi Yu Chu
CLEEA Charitable Trust
Collendina 5 Foundation
Community Building Partnerships
The Denton Family
Fleming Foundation
Fred P. Archer Charitable Trust
The Fussell Family Foundation
Graham Webster Endowment
Hand Up Foundation
Henry Pollack Foundation
Janet Atkinson
Jason Yardi
Jim and Fran Sweeny
JLJDS Foundation
John O'Brien
John Schiller
Joyce Edith Phillips Trust
Libby Boyce and Campbell Fisher
Mark Duclos
Maxwell Schroder
Nigel Williams
NSW Association of Greeks from Constantinople
Peggy Kerr
POSH Committee
Raymond Kirby
Ross Family
Rupert Geoffrey Mayo and Nancy Layton Mayo Memorial Fund
Seasonal Supplies
Skipper Jacobs Charitable Trust
Tony King
The White Family
William Arthur Hugh Gordon Estate
ZML Foundation Pty Ltd in memory of Mr Ahmad Mawass



WHERE THE MONEY COMES FROM



HOW WE PUT THE MONEY TO WORK



In addition to the expenditures above, \$20 million was committed during the year to the Australian Research Centre for Cancer Survivorship (ARCCS). These funds are held in the strategic restricted fund reserve until spent.

This financial information is extracted from the Financial Report of Cancer Council NSW for the year ending 30 June 2024.

Contact us.

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