



BREAST CANCER NETWORK AUSTRALIA  
**ANNUAL REVIEW 2017**

Breast  
Cancer  
Network  
Australia



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## Vision

Breast Cancer Network Australia's (BCNA's) vision is better journey for all Australians affected by breast cancer.

### OPENNESS



### CARING



### CONNECTION



## Mission

BCNA works to ensure that Australians affected by breast cancer receive the very best support, information, treatment and care appropriate to their individual needs. We support, inform, represent and connect Australians affected by breast cancer.

### Support

We support and empower all Australians with a breast cancer diagnosis through our services, resources and programs.

### Inform

We develop and provide high-quality information in a range of formats including information that can empower participation in decisions about treatment and care.

### Represent

We advocate on behalf of Australians affected by or at risk of breast cancer and work to set the best possible treatment and care standards.

### Connect

We strive to help Australians affected by breast cancer to feel less alone throughout their treatment and beyond. We connect people through their shared breast cancer experience to build support for individuals, groups and communities.

## Values

BCNA's staff, Board and volunteers share a set of common values. These values set the standard for who we are and what we do, as individuals and as an organisation.

- **Energy**
- **Openness**
- **Caring**
- **Connection**
- **Resilience**

### RESILIENCE



# FROM THE CHAIR



For almost 20 years, BCNA has worked tirelessly to improve the journey of those affected by breast cancer.

Our goal is to ensure that every Australian diagnosed with breast cancer receives the very best support, information, treatment and care – no matter who they are or where they live.

This challenge becomes greater each year, as the number of Australians diagnosed with breast cancer continues to increase. In 2017, more than 17,000 people were diagnosed with breast cancer.

To realise our vision, we must remain relevant and effective – we need to know what those affected want and need.

Ahead of our 20th anniversary in 2018, we have reflected on not only how far we've come in two decades, but also on our continuing relevance to people diagnosed with breast cancer.

In 2017, we embarked on our State of the Nation project, which aimed to show not only the progress we've made in the past 20 years, but also where the gaps in treatment and care are and who is missing out.

As part of this project, we invited people diagnosed with breast cancer to share their own personal experiences in our 2017 Member Survey. This ground-breaking survey was completed by more than 10,300 Australians diagnosed with breast cancer, making it the largest general survey of Australian breast cancer survivors ever completed, and one of the largest surveys of breast cancer survivors in the world.

We then visited each Australian state and territory to hold face-to-face individual and group consultations with 3,500 people affected by breast cancer.

The culmination of this work is our *State of the Nation* report, to be released in 2018.

Advocacy has always been at the heart of BCNA, and *State of the Nation* will provide us with the foundation for many more years of rigorous advocacy.

It will also highlight the progress we've made in 20 years – a great testament to the work of many.

BCNA's achievements in 2017 would not have been possible without the dedication and passion of its team of staff and volunteers.

In 2017, new staff at BCNA included a number of experienced cancer nurses, who joined the Helpline. The nurses bring to BCNA knowledge and insight into the range of emotional, physical and practical issues that may be experienced by people diagnosed with breast cancer and their family and friends.

I would like to acknowledge the enthusiastic and committed volunteers who support BCNA in a number of ways. From the office volunteers who help on a daily basis, to the trained breast cancer survivors who represent us in a range of ways in the community, or the corporate volunteers who assist us at events – BCNA could not achieve all that it does without its volunteers. I thank them for their ongoing support.

In 2018, I look forward to celebrating our anniversary with the many people who have contributed to our successes over the past two decades, and continuing to work with the organisations and individuals who are equally passionate about realising our vision.



**Kathryn Fagg**  
Chair

## Patron



**THE HONOURABLE DAME  
QUENTIN BRYCE AD, CVO**

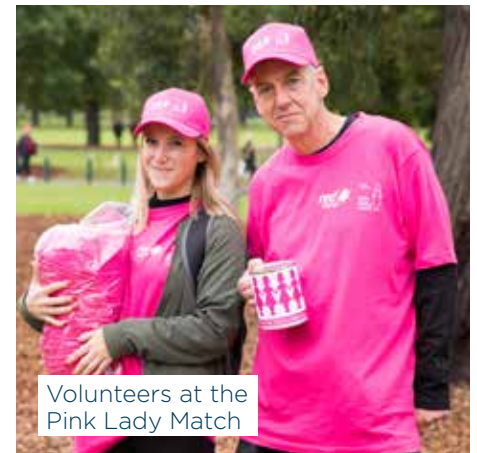
*I've watched this very special organisation go from strength to strength across the past two decades. From supporting an individual through her own journey, to advocating for change on behalf of many thousands, Breast Cancer Network Australia has made an incomparable difference in the lives of women with breast cancer.*



BCNA staff members  
at the Pink Lady Match



Volunteers at the Carman's  
Women's Fun Run



Volunteers at the  
Pink Lady Match

# Highlights of 2017



**14,204**  
people received a  
*My Care Kit*

Investigation into  
the financial impact  
of breast cancer



**13,193**  
people received a  
*My Journey Kit*

**900**

people received a  
*Hope & Hurdles* kit



BCNA member Carolyn



LOBBYING HELPED  
TWO METASTATIC  
BREAST CANCER  
DRUGS BE  
APPROVED FOR  
SALE IN AUSTRALIA  
AND TWO KEY  
DRUGS BE MADE  
AVAILABLE TO  
MORE WOMEN  
THROUGH THE  
PHARMACEUTICAL  
BENEFITS  
SCHEME (PBS)



# NATIONAL SUMMIT

Aboriginal and Torres Strait Islander Think Tank



We launched Australia's first Male Breast Cancer Awareness Day



## Cancer nurses joined the HELPLINE



**NEW**  
RESOURCES  
PRODUCED



WE'RE THERE  
WHEN IT MATTERS  
**MOST**

In between when you woke up this morning and when you go to sleep tonight, **50 women** in Australia will be told they have breast cancer.


More than **18,000 women** and around **150 men** will be diagnosed in Australia this year.

More than **3,100 women** and **28 men** in Australia will die from breast cancer this year.

The number of women and men being diagnosed with breast cancer in Australia is **increasing**.

**We're there when it matters most**



A pink paper cutout of a woman with a sign that says "BE BRAVE MUM! FROM Gabi". The sign is attached to the cutout with a red string. The background is a grassy area with other pink cutouts.

BE  
BRAVE  
MUM!  
FROM Gabi

WHEN THE WORLD IS TURNED  
**UPSIDE DOWN**

We know that it is not only the person diagnosed, but families, friends and whole communities that are affected by a breast cancer diagnosis.

# WHEN NO ONE UNDERSTANDS

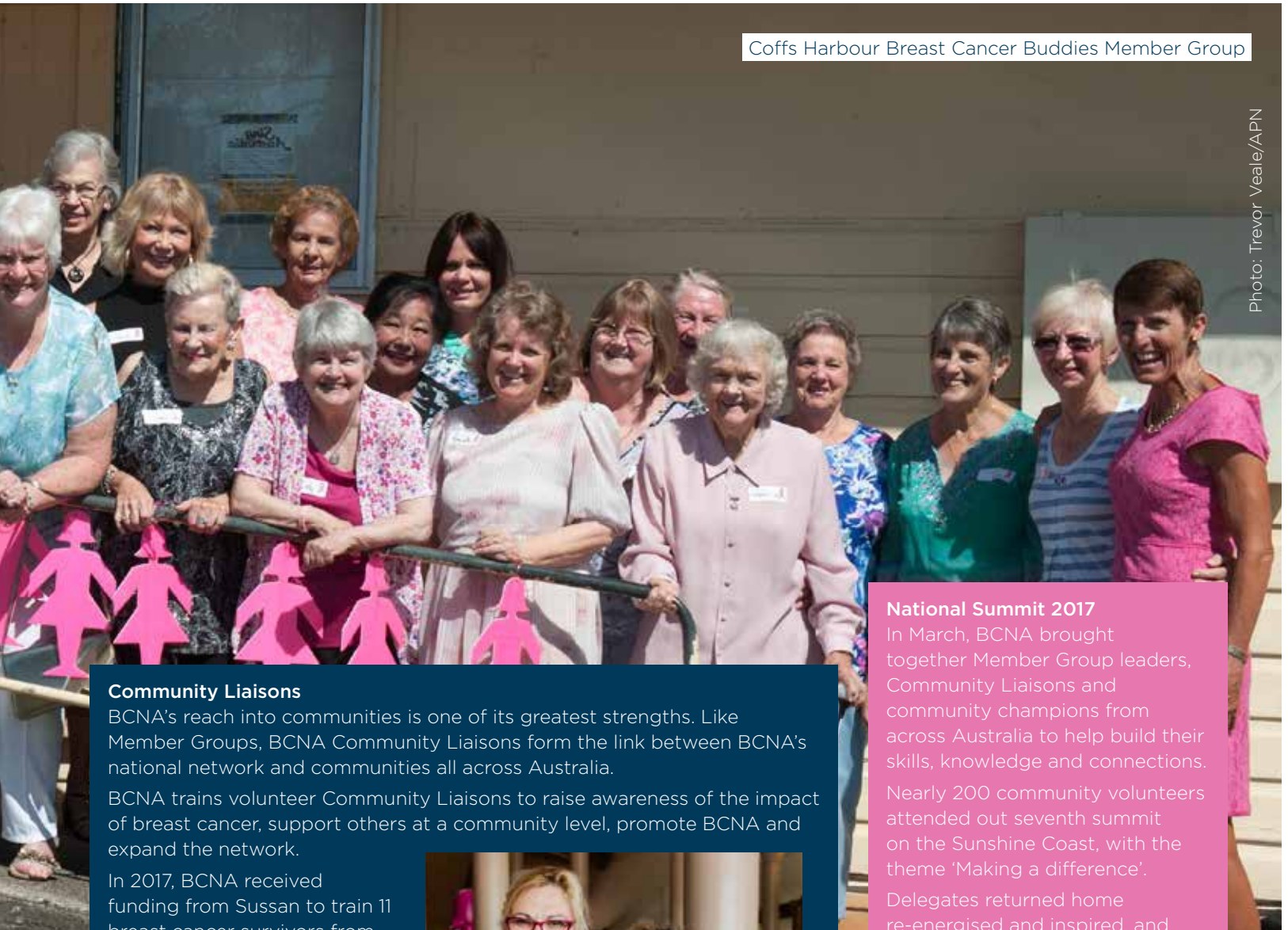


Even with the support of family and friends, breast cancer is often an isolating experience. BCNA strives to help people to feel less alone throughout their treatment and beyond. We connect people through their shared breast cancer experience to build support for individuals, groups and communities.

BCNA's national network is made up of more than 120,000 members, each with their own lives, dreams, plans and commitments. The thread joining them is their experience with breast cancer.

## Member Groups

There are almost 300 BCNA Member Groups around Australia. These groups provide an opportunity to talk to others who have been through, or are going through, similar experiences, and to support and learn from each other.



### Community Liaisons

BCNA's reach into communities is one of its greatest strengths. Like Member Groups, BCNA Community Liaisons form the link between BCNA's national network and communities all across Australia.

BCNA trains volunteer Community Liaisons to raise awareness of the impact of breast cancer, support others at a community level, promote BCNA and expand the network.

In 2017, BCNA received funding from Sussan to train 11 breast cancer survivors from culturally and linguistically diverse backgrounds. This brought the total number of BCNA Community Liaisons to 234, which includes 21 from a culturally and linguistically diverse background and 16 living with metastatic breast cancer.



Community Liaisons Donna and Kathra

### National Summit 2017

In March, BCNA brought together Member Group leaders, Community Liaisons and community champions from across Australia to help build their skills, knowledge and connections.

Nearly 200 community volunteers attended our seventh summit on the Sunshine Coast, with the theme 'Making a difference'.

Delegates returned home re-energised and inspired, and with a clear plan to engage in new ways with their communities.

BCNA's National Summit 2017 was a Cancer Australia *Supporting Women in Rural Areas Diagnosed With Breast Cancer* Program initiative, funded by the Australian Government.

# WHEN THE SPECIALISTS ARE HUNDREDS OF KILOMETRES AWAY

People diagnosed with breast cancer often face additional challenges if they live in a rural or remote area. They may be a long way from specialists and treatment centres, have limited access to local medical and support services, and face time away from home while having treatment.

Our information forums provide people diagnosed with breast cancer an opportunity to learn about the latest in breast cancer treatment and care from leading experts, hear about local services and connect with others in their community.

In 2017, we presented forums in five rural and regional areas – Albury, Ballina, Cairns and Port Lincoln. BCNA's rural and regional information forums are Cancer Australia *Supporting Women in Rural Areas Diagnosed With Breast Cancer* Program initiatives, funded by the Australian Government.

We also held seven forums in metropolitan areas, including Melbourne, Parramatta and the Gold Coast.

# WHEN CONSIDERATION FOR CULTURAL SAFETY IS NEEDED

In March, BCNA held its first Aboriginal and Torres Strait Islander Think Tank. Aboriginal and Torres Strait Islander women diagnosed with breast cancer were joined by Aboriginal health workers and representatives from some of Australia's major cancer hospitals.

Together, the group worked to develop and prioritise strategies to improve support and care for Aboriginal and Torres Strait Islander women.

The group's reflections on the importance of connection to culture in healing and survivorship led to the development of BCNA's 'Culture is Healing' program.

The program seeks to create culturally appropriate spaces in treating hospitals to encourage Aboriginal and Torres Strait Islander women with breast cancer to attend the facility, knowing it is a culturally safe space.

In Victoria, prominent artist Vicki Couzens and Baraparapa Elder Aunty Esther led the making of a possum skin cloak. The use of a possum skin cloak is of cultural significance to communities throughout Victoria. The cloak is now available to all Aboriginal and Torres Strait Islander patients undergoing cancer treatment at Peter MacCallum Cancer Centre.

In Queensland, Stradbroke Island Aboriginal weaver Sonja Carmichael facilitated a weaving workshop with Aboriginal and Torres Strait Islander breast cancer survivors. The final art installation will be framed and gifted to the oncology ward at the Mater Hospital Brisbane.

A BCNA National Aboriginal and Torres Strait Islander Reference Group was established to ensure the work discussed at the Think Tank continues.



# WHEN IT'S THE MIDDLE OF THE NIGHT



When you're facing breast cancer, talking to someone who's been there can really help.

Available 24 hours a day, seven days a week, BCNA's online network provides a safe and inclusive space for all Australians affected by breast cancer to find information and support and share their stories and experiences.

Moderated by BCNA's Helpline team, the online network is a rich and diverse community that includes private groups for young women and people living with metastatic breast cancer, as well as groups that discuss breast reconstruction and sexual wellbeing.

Being diagnosed with breast cancer can be a very lonely experience. At these times, we know how valuable it can be to simply be able to pick up the phone and talk.

BCNA's Helpline offers free and confidential information, support and referral for people diagnosed with breast cancer, and their family and friends.

In 2017, we extended our Helpline hours to 9.00 pm (Australian Eastern Standard Time) on Tuesday and Thursday.

We also boosted the Helpline team by employing a number of experienced cancer nurses, who understand the challenges of living with early and metastatic breast cancer, and can help callers navigate their way through the health system.



# WHEN THERE'S NO ONE TO TALK TO

# WHEN LOOKING FOR ANSWERS

A breast cancer diagnosis can prompt many questions: 'What are my treatment options? What side effects will I experience? How will I get through this?'

We aim to help answer these and many more questions through the information we provide in a range of formats. We want everyone to receive the very best information, appropriate to their individual needs.

## → *My Journey Kit*

BCNA's flagship resources combines easy to understand information that can empower participation in decisions about treatment and care, with support and tips from people who have themselves been diagnosed. In 2017, 13,193 people received a free *My Journey Kit*.

For the small number of men diagnosed with breast cancer each year, hearing the words, 'You have breast cancer' can be especially devastating. From January 2017, men newly diagnosed with early breast cancer received a tailored *My Journey Kit* that included additional booklets and information specific to men.

## → *The Beacon*

Sent to more than 111,000 print and 15,000 online subscribers each quarter, *The Beacon* magazine explores issues around breast cancer, interviews leading experts and shares the experience of women and men diagnosed.



# WHEN FACING BREAST SURGERY

## *My Care Kit*

Through our partnership with Berlei, we send free *My Care Kits* to women whose treatment includes breast cancer surgery. The kits include a specially designed bra and soft form (for women following a mastectomy), as well as a Pilates DVD to help restore movement, strength and confidence after surgery.



BCNA member Sara

# WHEN INFORMATION IS OUT OF REACH

## Facing breast cancer with a disability

People living with a disability can face a range of additional challenges when diagnosed with breast cancer. People with disabilities and their supporters have told us that they need more inclusive information and support in a range of formats.

Our new resources for people with a disability or with low English literacy and their carers include:

- six fact sheets in Easy English PDF, audio and HTML
- videos about the experiences of people with a disability diagnosed with breast cancer and their carers.







### Information in Chinese

Hearing unrealistic or unhelpful advice from friends and family about what you should or shouldn't be eating after your breast cancer diagnosis can be frustrating and even distressing.

Without access to reliable information, it can be difficult to identify myths and misconceptions.

In 2017, BCNA released new healthy eating resources that provide culturally appropriate information for people diagnosed with breast cancer who prefer to receive information in Chinese. The new resources include a booklet in Traditional Chinese and audio CDs in Cantonese and Mandarin.

## WHEN TRYING TO HELP A LOVED ONE

People diagnosed with breast cancer often have a partner, family member or friend caring for them, both during and after treatment.

Caring can mean many things, from being a good listener, to doing housework, to attending medical appointments with the diagnosed person.

In 2017, BCNA developed two videos and two fact sheets to help carers to support their loved one diagnosed with breast cancer, while also looking after themselves.



## WHEN WORRIES TAKE OVER

Many people who have had breast cancer worry that their cancer may one day come back (recur). Being fearful that your cancer might come back can affect your quality of life, your relationships (including with your medical team), and the way you think about and plan for the future.

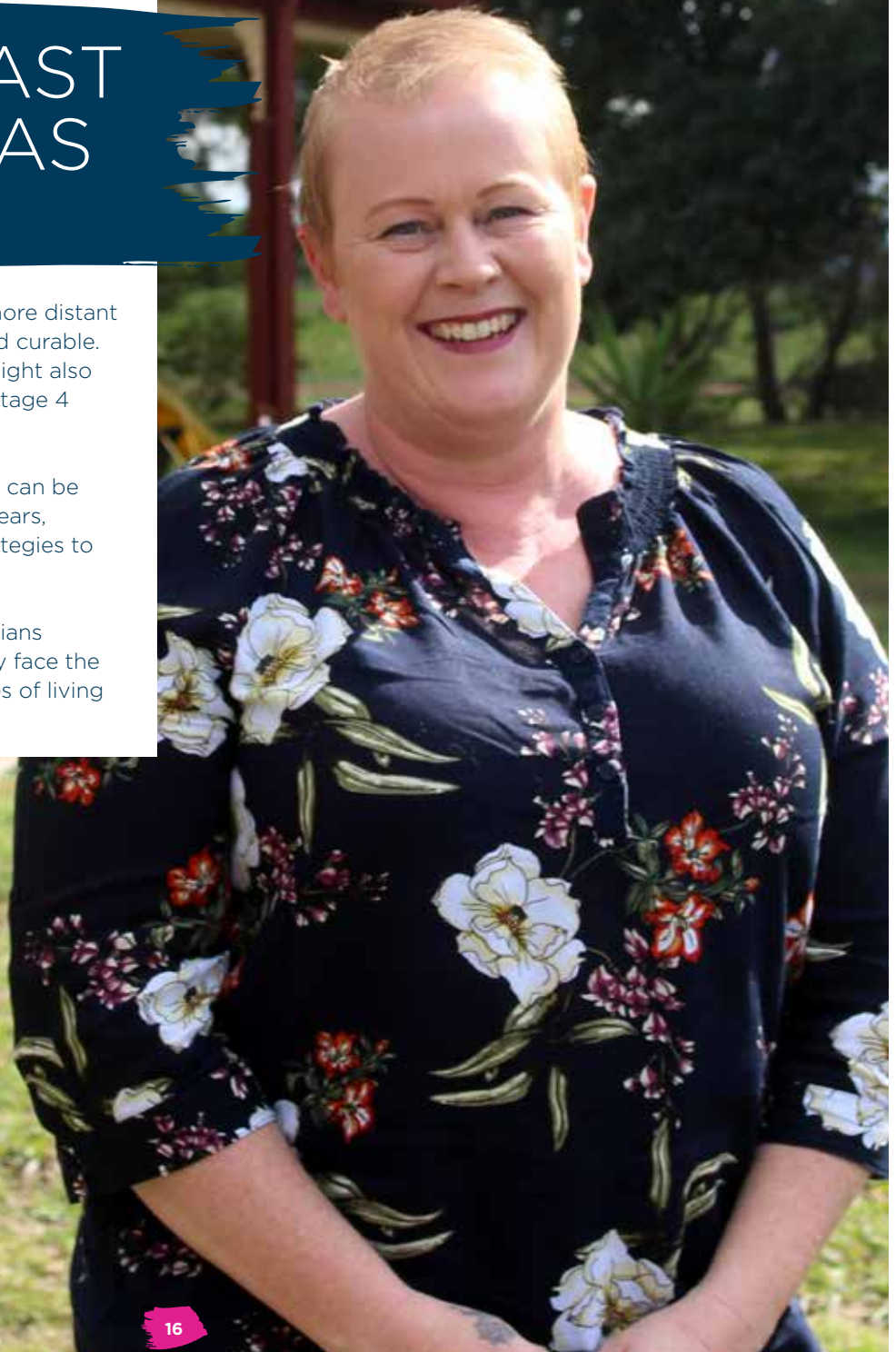
In 2017, BCNA developed a range of resources to help identify and manage fear of breast cancer recurrence. The range includes a series of short videos and a fact sheet with practical tips and coping strategies.

# WHEN BREAST CANCER HAS SPREAD

When cancer spreads from the breast to more distant parts of the body, it is no longer considered curable. This is called metastatic breast cancer. It might also be referred to as advanced, secondary or stage 4 breast cancer.

For some people, metastatic breast cancer can be managed like a chronic disease for many years, with extended periods of wellness and strategies to minimise episodes of being unwell.

BCNA is there for the thousands of Australians living with metastatic breast cancer as they face the emotional, practical and physical challenges of living with incurable cancer.



### Affordable access to new treatments

For a person living with metastatic breast cancer, it can be heartbreaking to know there is a promising new treatment available, but it is out of reach.

In 2017, BCNA continued to advocate for faster, more flexible processes by which new medications are approved and made available at an affordable price.

The new breast cancer drug palbociclib extends the length of time before cancer spreads and does not result in common cancer treatment side effects such as hair loss and nausea.

In early 2017, some women told BCNA that because palbociclib was not approved for sale in Australia, they were resorting to buying it from overseas at a cost of around \$10,000 per month.

In March, we called on our members and supporters to sign our petition to have this drug approved for sale in Australia and subsidised by the Australian Government through the Pharmaceutical Benefits Scheme (PBS). More than 32,000 people signed our petition.

Palbociclib and a similar drug, ribociclib, were both approved for sale in Australia in 2017.

This is the first step towards listing on the PBS.

Over the next decade, emerging science and technology will continue to drive development of new age, innovative breast cancer treatments and tests meaning BCNA's advocacy efforts will be required more than ever before.

In 2017 BCNA also lent its voice to international advocacy efforts through the ABC Global Alliance that seeks to raise awareness of the needs of people living with metastatic breast cancer around the world and to join forces to fight for a cure.

### New resources

People from culturally and linguistically diverse backgrounds face additional challenges when diagnosed with metastatic breast cancer.

In 2017, BCNA developed new information about metastatic breast cancer in Greek and Chinese, including:

- bilingual booklets in Greek, Traditional Chinese and Simplified Chinese
- audio resources in Greek, Mandarin and Cantonese
- videos of women with metastatic breast cancer sharing their stories in Greek and Cantonese.

Feeling anxious and frightened about cancer spreading further (progressing) is common for people who have metastatic breast cancer.

Many people worry what treatment options will be available to them if their cancer spreads. In 2017, BCNA developed a series of videos to assist people to manage this fear and live well.

BCNA also partnered with Palliative Care Australia to develop an online toolkit to help people living with metastatic breast cancer to understand palliative care and the benefits of accessing it early.





## WHEN VOICES AREN'T BEING HEARD

Since its inception, BCNA has sought to provide a platform for the issues around breast cancer to be raised and shared. Over the past 19 years, many of our proudest achievements wouldn't have been possible without our members speaking out about issues that mattered to them.

From highlighting an issue that had been overlooked or ignored, to humanising a common experience or unmet need, our members have been able to bring about change by raising their voices.

By listening to the diverse experiences of people affected by breast cancer,

we can ensure their voices are heard whenever decisions about breast cancer are made.

BCNA makes submissions to governments about issues that affect women and men diagnosed with breast cancer. We also review government decisions and initiatives and respond where appropriate.

In 2017, BCNA made 14 submissions to:

- Cancer Council Victoria
- Clinical Oncology Society of Australia
- the Federal Department of Health
- the Joint Parliamentary Committee on Corporations and Financial Services
- the Medical Services Advisory Committee
- the National Health and Medical Research Council
- the National Pathology Accreditation Advisory Council
- the Pharmaceutical Benefits Advisory Committee



BCNA member Penny and her husband

- the Productivity Commission
- the Senate Standing Committees on Community Affairs
- the Therapeutic Goods Administration
- the Victorian Department of Health and Social Services.

Throughout 2017, BCNA advocated for Australians to have affordable access to new tests and treatments. In December we spoke at the Senate inquiry into the availability and accessibility of diagnostic imaging equipment around Australia, raising the issues around high costs of diagnostic tests and scans, particularly breast MRI.

Our advocacy work raised awareness around the importance of PBS listing of a new class of drugs for those with metastatic breast cancer – CDK inhibitors. BCNA successfully

lobbied for the listing of two other drugs on the PBS in 2017 – Nolvadex (tamoxifen) for women at increased risk of developing breast cancer and Zoladex (goserelin) for premenopausal women with HR-negative breast cancer as a fertility preservation option.

### Research

Having a rich and diverse membership of more than 120,000 individuals gives BCNA the unique ability to inform research from a vital consumer perspective. This ensures the research BCNA leads and influences is meaningful and beneficial to women, men, and their families.

BCNA participated in 12 collaborative projects with external researchers, including:

- Early menopause: using the experiences and perspectives of women and health professionals to translate evidence into practice

- Maximising benefits and minimising harms in the BreastScreen program: a population health economics modelling approach.

### The financial impact of breast cancer

For many years, BCNA has heard from its members about out-of-pocket costs they incur for their breast cancer treatment and care. They have told us these costs are sometimes significant, particularly for those who choose to have their treatment in the private health system using private health insurance.

In 2016, BCNA commissioned Deloitte Access Economics to survey its members about the out-of-pocket costs of their breast cancer treatment and care faced in the first five years after a breast cancer diagnosis. Almost 2,000 survey responses were received.

The survey informed our report *The financial impact of breast cancer*. The report highlighted a large disparity in the out-of-pocket costs women face following a breast cancer diagnosis. While some women (12 per cent) reported no out-of-pocket costs, a quarter (25 per cent) of all women who completed our survey reported costs of more than \$17,200.

BCNA will advocate for private health insurance companies, government and health service providers to consider the report's 14 recommendations and work together to reduce the financial impact on Australians with breast cancer.

## State of the Nation

More than 10,000 people completed our 2017 Member Survey, which aimed to identify the needs and issues people face when diagnosed with breast cancer. The survey identified gaps in treatment options and support across Australia.

These gaps were further explored through face-to-face consultations with more than 3,500 people affected by breast cancer as part of our State of the Nation project. Meetings were held in every state and territory.

The findings from the Member Survey and consultations will form our *State of the Nation* report, which will be launched in June 2018.

## Seat at the Table

By working as partners with government, researchers and health care providers, BCNA ensures that treatments, services and policies meet the needs of Australians with breast cancer.

As part of the internationally recognised Seat at the Table program, BCNA trains breast cancer survivors to become Consumer Representatives.

These volunteers help ensure the perspectives of those affected by breast cancer are represented in health research, policy and service delivery. They participate in committees and research panels, as well as contribute to the development of BCNA submissions and resources.



In 2017, BCNA had 87 Consumer Representatives on 76 ongoing committees and research projects, including:

- Cancer Australia's Breast Cancer Advisory Group
- BreastSurgANZ National Breast Cancer Audit Management Committee
- a research project exploring the experiences of women living with metastatic breast cancer and how

these experiences may change over time.

- a research project developing educational resources for high-risk women and health care professionals around risk reducing bilateral salpingo-oophorectomy (RRBSO).

In March, 17 Consumer Representatives completed refresher training at the BCNA National Summit.



### Review & Survey Group

In addition to the Seat at the Table program, BCNA members also have the opportunity to contribute to research by joining our Review & Survey Group.

By connecting researchers to the lived experiences of people diagnosed with breast cancer, BCNA helps to improve outcomes and quality of life.

The more than 2,000 members of the group are invited to participate in research relevant to their breast

cancer experience. They also provide feedback on BCNA's programs and initiatives.

In 2017, Review & Survey Group members were invited to participate in 23 research projects, including:

- research aimed at improving the management of chronic conditions in people who also have breast cancer
- research exploring the needs and priorities of women diagnosed with metastatic breast cancer, especially in the areas of physical activity and healthy eating
- research exploring musculoskeletal problems women may experience following breast cancer surgery.

### Strategic Advisory Group

BCNA's Strategic Advisory Group informs and supports our work on behalf of women and men and their families. The group comprises health professionals who work in a wide range of cancer-related fields. BCNA thanks the members for their ongoing support: Prof Fran Boyle, Assoc Prof Meagan Brennan, Prof Phyllis Butow, Dr Susan Fraser, Prof Dorothy Keefe, Dr Mustafa Khasraw, Dr Gillian Lamoury, Prof Bruce Mann, Dr Vivienne Milch, Ms Kerry Patford, Assoc Prof Wendy Raymond, Prof Christobel Saunders, Dr Magdalena Simonis, Prof Andrew Spillane and Prof Jane Turner.

## WHEN MEN GET BREAST CANCER TOO

In 2017, it was estimated that 144 Australian men would be diagnosed with breast cancer. BCNA recognised the experiences of men by launching Australia's first Male Breast Cancer Awareness Day on 20 October.

The day provided an opportunity for men affected by breast cancer and those around them to share their stories and experiences and raise awareness that men get breast cancer too.



# THANK YOU FOR HELPING US TO BE THERE

BCNA has a long history of working with corporate and government organisations to support Australians affected by breast cancer. Though our partners come from a wide range of industries and support us in a variety of ways, they all share a commitment to bettering the journey of Australians affected by breast cancer.

## Foundation Partner



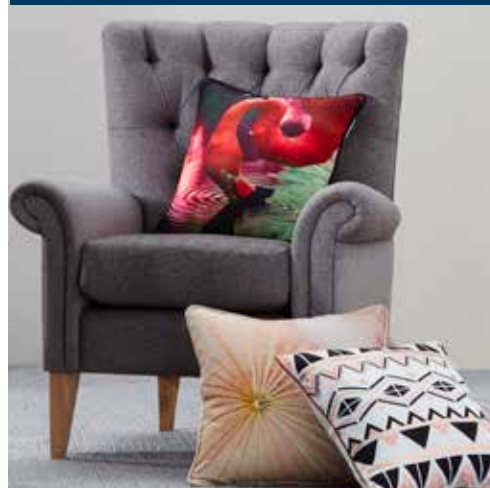
BAKERS DELIGHT - PINK BUN CAMPAIGN



### Bakers Delight

We are very proud of our long-term relationship with Bakers Delight. Since 2000, Bakers Delight has donated more than \$18 million in funds and pro bono services to BCNA. This partnership extends throughout Australia, with 600 bakeries supporting our major fundraiser – the Pink Bun campaign. In 2017, the campaign raised a record \$1.84 million.

### FOCUS ON FURNITURE - BCNA CUSHIONS



AUSTRALIAN PAPER - REFLEX CARBON NEUTRAL ULTRA WHITE PAPER



## Major Partners

# BERLEI

### Berlei

Berlei has been a partner of BCNA since 2005. In this time, the company has donated more than 130,000 *My Care Kits* for women who have recently had breast surgery. Developed in response to feedback from BCNA members and with input from BCNA's Review & Survey Group, in 2017 Berlei released the Post Surgery Deluxe Bra.

# sussan

### Sussan

Sussan has worked with BCNA for 12 years, raising more than \$2 million. The company is passionate about our work with culturally and linguistically diverse communities, as well as people returning to work after a breast cancer diagnosis. In 2017, Sussan released a beautiful range of eco bags, drink bottles and reusable coffee cups in support of BCNA.

# focuson

furniture & bedding

### Focus on Furniture

Our relationship with Focus on Furniture began through AFL legend Shane Crawford and his 2013 Tour de Crawford. After the event, the team continued to support BCNA, before becoming one of our Major Partners in 2015. In 2017, Focus on Furniture released a limited edition of specially designed BCNA cushions, with 100 per cent of profits donated.

# red<sup>™</sup> energy

### Red Energy

After first supporting BCNA through the inaugural Pink Lady Match, Red Energy became a proud Major Partner of BCNA in 2015. In 2017, Red Energy was the Major Event Partner of the Pink Lady Match, as well as the Melbourne, Sydney and Brisbane Pink Lady luncheons. Red Energy staff are enthusiastic volunteers at BCNA events.



### Australian Paper

Australian Paper has supported BCNA for more than a decade, providing more than \$1 million worth of paper for *The Beacon* magazine. In 2017, Australian Paper decided to do more to support BCNA through its brand Reflex. To launch the partnership Reflex raised \$150,000 for BCNA through the sale of specially marked Carbon Neutral Ultra White paper.



**Australian Government**  
**Cancer Australia**

### Cancer Australia

Cancer Australia was established by the Australian Government in 2006 to benefit all Australians affected by cancer, and their families and carers. Its vision is to reduce the impact of cancer and improve the wellbeing of people affected by cancer. Cancer Australia supports BCNA through its *Supporting Women in Rural Areas Diagnosed with Breast Cancer* Program.



### Partners

- Alliance Airlines
- Collins Food Limited
- Estée Lauder Companies
- Konica Minolta
- Manildra Group
- SkyBus
- The Finishing Touch
- Vic Mix

### Supporters

- AMB
- For Benefit Medicines
- Herbert Smith Freehills
- HWL Ebsworth Lawyers
- SEEK
- Star Packaging Solutions

### Product partners

- Ardor
- Deb Group Dunlop Flooring – Carpet One and Harvey Norman
- Earth Bottles Australia
- Florsheim
- Links Property
- Murray River Salt
- Nicole Fendel
- Ritchies Supermarkets
- Russell Corporation
- Showcase Jewellers
- Spa Wellness Travel
- The Karma Collective
- Vevo
- Yabby Lake
- Yarrawonga Manufactured Housing



NICOLE FENDEL JEWELLERY

MURRAY RIVER SALT



## Community fundraising'

BCNA would not be able to help Australians affected by breast cancer without the support of everyday Australians. As a not-for-profit organisation, we rely on their generosity for around half of our income.

National and local events and campaigns not only raise essential revenue and increase our profile, but also bring people together and help women, men and families feel supported by their communities.

### Pink Lady Match

The Melbourne Cricket Ground (MCG) was a sea of pink on Sunday 7 May for the annual Pink Lady Match.

Melbourne Football Club took on Hawthorn as fans watched on in pink caps, provided by Red Energy.

More than 300 guests enjoyed the game in style at the Pink Lady Match Exquisite High Tea.



### Pink Lady luncheon series

Colleagues, associates, friends and families come together to enjoy our annual Pink Lady luncheon series. In 2017, we were delighted to expand the series to include Adelaide.

Guests heard from speakers Ita Buttrose OA, OBE; the Hon. Dame Quentin Bryce AD, CVO; Kathryn Fagg and David Bortolussi.

### Pink Lady events

From simple afternoon teas to fancy cocktail parties, Pink Lady events not only raise money for BCNA, but also help to raise awareness of the support available to people affected by breast cancer.

### Pink Sports Day

Often prompted by the diagnosis of a community member, Pink Sports Day sees sporting clubs and associations rally together in pink to raise money and awareness for BCNA. Many enjoy the opportunity to recognise the important role of women in grassroots sports.



344 Pink Sports Days were held with 1,086 clubs participating



### Fun runs

We were thrilled to be a headline charity partner at September's Sydney Running Festival and the official charity partner for December's Carman's Women's Fun Run in Melbourne. From 3 km walks to marathon runs, BCNA supporters fundraised and pounded the pavement Australia-wide in 2017.



242  
butchers  
turned pink  
in October

### Pink Butcher

When independent South Australian butchers turned pink for Breast Cancer Awareness Month in 2016, it struck a chord with their local communities.

In 2017, independent butchers Australia-wide joined The Pink Butcher initiative, raising money for BCNA and showing their support for their customers affected by breast cancer.

### Dine Pink

Dine Pink was inspired by Community Liaison Donna, who asked restaurants in her home town of Dubbo to host a Pink Lady table, with proceeds donated to BCNA.

In 2017, restaurants, cafés and bars nationwide turned their venues pink as part of the Dine Pink campaign, with special Dine Pink-themed tables, dishes, drinks and events.

### More than 135 restaurants supported Dine Pink in 2017

PINK PARFAIT - MOVIDA



STRAWBERRY MOUSSE - PIALIGO ESTATE



LARAPINTA TRAIL



TASMANIA



TUSCANY, ITALY

### Inspired Adventures

Through the Australian outback and across the Tuscan countryside, an Inspired Adventures challenge is the trip of a lifetime. Some participants want to celebrate their survival and give back to BCNA, while others take on the adventure in tribute to a loved one.

**Participants raised \$281,976**

### Actively Pink

In November, we invited health, fitness and wellness facilities to support our first Actively Pink campaign. Throughout the month, facilities asked their members to 'move for a cause'. Activities included fundraising group fitness classes and outdoor boot camps.

### Mini-Fields of Women

Mini-Fields of Women see communities across Australia come together to pay tribute to people affected by breast cancer. For some, it is an opportunity to remember the people who have lost their lives to the disease. Others will write a message of hope for those at different stages of their journeys.



### Brave for BCNA

In February, 30 daring BCNA supporters accepted the challenge to be brave for BCNA. At sites in Victoria, New South Wales and Western Australia, participants' courage was put to the test as they skydived from 14,000 feet.

**Brave for BCNA raised \$83,504**



### Pink Lady Bequest Society

In the past, we have been fortunate to receive unsolicited bequests from our supporters. Launched in 2017, the Pink Lady Bequest Society allows BCNA to recognise the contributions of these generous individuals and acknowledge their gift during their lifetime.



## Board

### **KATHRYN FAGG** **Chair**

Kathryn is a member of the board of the Reserve Bank of Australia and Note Printing Australia, as well as three ASX-listed company boards – Boral, Incitec Pivot and Djerriwarrh Investments. In addition, she is president of Chief Executive Women, chairman of the Melbourne Recital Centre and is on the board of the Australian Centre for Innovation. She is a former chairman of Parks Victoria. As a Fellow of the Academy of Technology and Engineering, she chairs the Industry and Innovation Forum. Prior to becoming a non-executive director, Kathryn enjoyed an extensive senior executive career in banking, manufacturing and logistics across Australia, New Zealand and Asia, after commencing her career as a petroleum engineer with Esso Australia and working as a management consultant with McKinsey & Co. She was awarded an honorary doctorate in engineering by the University of Queensland and in business by the University of New South Wales. Kathryn was diagnosed with inflammatory breast cancer in 2012.



### **MICHAEL HAPPELL** **Deputy Chair**

Michael is an independent non-executive director. His current directorships include the Melbourne Cricket Club (Vice President), Supra Capital (Chairman), MyProsperity and Arctic Intelligence. Previously Michael was a partner at PwC for 24 years. He was Chairman of PwC Australia and a member of the PwC Global Board. Other former directorships include Scotch College and Lauriston Girls School. Michael has three daughters and is married to Tatty, who is a breast cancer survivor.



### **RAELENE BOYLE** **AM, MBE**

Raelene represented Australia in track and field at three Olympic Games. She won three Olympic silver medals, seven Commonwealth gold medals and two Commonwealth silver medals. In 1974, Raelene was made a Member of the Order of the British Empire (MBE) in recognition of her outstanding sporting achievements. She was made a Member of the Order of Australia in 2007, in recognition of her work with cancer organisations, particularly BCNA. In 2013, she was named in Australia's Top 100 Sportswomen of All Time. Raelene is one of the National Trust's 100 Living Treasures, a member of the Australian Track and Field Hall of Fame and one of the Sport Australia Hall of Fame's 39



Legends of Australian sport. Raelene was diagnosed with breast cancer in 1996.

### **PROFESSOR** **BRUCE MANN**

Bruce trained as a surgeon in Melbourne and then as a breast specialist at Memorial Hospital in New York. He came back to Melbourne in 1998 as a consultant surgeon, and was appointed Director of the Breast Service at Royal Melbourne and Royal Women's Hospital in 2007, and Director of the Breast Tumour Stream of the Victorian Comprehensive Cancer Centre in 2015. He has been active in many organisations, including Cancer Australia, the Royal Australasian College of Surgeons, the Clinical Oncological Society of Australia, and Breast Cancer Trials. His interests relate to systems for optimal breast cancer care and research to tailor the extent of breast cancer treatment to the individual patient.



### **PROFESSOR** **JACINTA ELSTON**

Jacinta is an Aboriginal woman from Townsville who has worked in Aboriginal and Torres Strait Islander health in higher education for more than two decades. In her current role, she is Pro Vice-Chancellor (Indigenous) at Monash University. Jacinta was diagnosed with breast cancer in 2003.



### MEGAN JAMES

Megan is the Chief Executive Officer at Australian Data Centres. She has an Advanced Diploma of Marketing in business and marketing. She has worked in IT since 1998, with her experience covering software, hardware, storage and the data centre market. Megan has a passion for starting new businesses, seeing them evolve and setting future strategic directions. Her current role involves providing solutions to the Australian Government and commercial enterprises with a key interest in technology and security. She moved to Canberra in 2014 to give the business a greater focus. Megan has a passion for health and wellbeing and is involved with her children in AFL, swimming and athletics. Megan was diagnosed with breast cancer in 1996 and again in 2012. She also sits on the Board as Vice President for Women in IT and Communications.



medical and research knowledge, as well as her system reform and leadership skills.

### LISA MONTGOMERY

With almost 35 years experience in the consumer lending and finance sectors, Lisa is a respected leader, commentator and consumer advocate within the Australian financial services industry. Lisa has held chief executive roles in both public and privately held companies and is a regular host of Sky News Business Channel's *Your Money, Your Call* where she appears as a consumer finance and property specialist. In 2012, Lisa was diagnosed with breast cancer and subsequently retired from her role as Chief Executive Officer of Resi Mortgage Corporation. She continues to enjoy her 'encore' career as a strategic business adviser, finance specialist and passionate public speaker. She is a foundation committee member of the Sydney chapter of the Hunter Medical Research Institute (HMRI) and also holds the role of Senior Counsel at Finder.com.au.



organisations in the public and private sectors. Debbie also sits on the Board of St Margaret's Anglican Girls School. She has two children and is a breast cancer survivor.

### PROFESSOR FRAN BOYLE AM

Fran is a Professor of Medical Oncology at the University of Sydney and is involved in the care of women with breast cancer at the Mater Hospital in North Sydney, and in teaching and research. She is also the Medical Director of the Pam McLean Communications Centre at the University of Sydney, training health professionals in better communication. Fran is a member of the Scientific Advisory Committee of Breast Cancer Trials and represents Australia and New Zealand on the Board of the International Breast Cancer Study Group. In 2008, Fran was appointed as a Member of the Order of Australia for her contributions to breast cancer research, policy, education, advocacy and care.



### PROFESSOR DOROTHY KEEFE

Dorothy is a medical oncologist living in Adelaide. She has a longstanding research interest in gut toxicity from cancer treatment, which has broadened over the years into an interest in supportive care in cancer more generally. Dorothy has a keen interest in patient advocacy and so BCNA is a beloved organisation for her. She brings to the Board her



### DEBBIE SMITH

Debbie has been a partner with PwC for more than 10 years. She is the Managing Partner for Queensland, leading a team of 700 people. She has an extensive background in audit and governance, and works with



# FINANCIAL REPORT

As the number of Australians diagnosed with breast cancer continues to increase, so too does the demand for BCNA's support and services. Through the growth of existing initiatives and the development of new initiatives, we were able to better meet the complex and diverse needs of the growing number of Australians affected by breast cancer.

We expanded our reach by enhancing our national footprint, diversifying our fundraising base and commencing our digital transformation strategy, which underpins our future strategy for sustainability and growth.

With a vision of reaching all Australians affected by breast cancer, we continued our work with people from culturally and linguistically diverse backgrounds and increased our engagement with people with disabilities, as well as Aboriginal and Torres Strait Islander people.

We were also able to strengthen our advocacy work, advocating on behalf of Australians affected by or at risk of breast cancer and working to set the best possible treatment and care standards, with focus on metastatic breast cancer and men with breast cancer.

The Australian Government has continued its financial support of the following:

- *My Journey Kit*
- *Hope & Hurdles*
- *Supporting Women in Rural Areas Diagnosed with Breast Cancer Program.*

The *Supporting Women in Rural Areas Diagnosed with Breast Cancer Program* for 2017–2020 is focused on three areas: evidence-based information, best practice cancer care, and survivorship – living with and beyond cancer.

Over three years, BCNA will deliver eight projects, including innovative digital resources, rural information sessions, a survivorship conference and an Aboriginal and Torres Strait Islander engagement program.

Notwithstanding this support, due to the volume of activity, our cost base grew at a rate higher than our income. Despite the endeavours to increase income, BCNA's operations for the 2017 year resulted in a deficit (before comprehensive income) of \$1,287,919. The 2016 deficit was \$814,115.

As a result, BCNA's management and Board determined to downsize the organisation late in 2017, focusing on delivering programs and services in more cost-efficient ways and leveraging off the organisation's digital transformation. The deficit included \$233,000 of redundancy payments for the downsizing that occurred in December 2017.

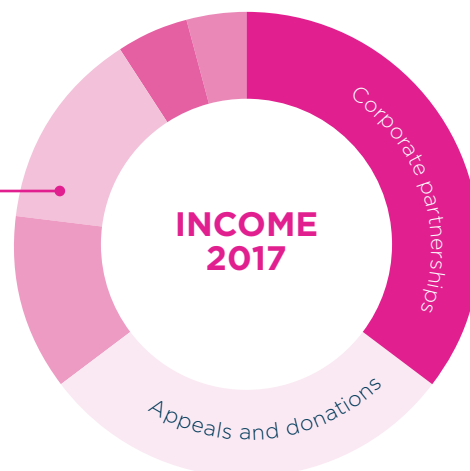
The organisation continues to maintain a relatively significant investment portfolio, with capital allocated to listed and non-listed investments, including managed funds, listed investment companies and hybrid securities. This is despite needing a divestment of \$500,000 to fund the redundancies, and a further divestment of \$500,000 early in 2018 to fund operations. These investments form part of specific long-term investment funds, the objective of which is to support the long-term sustainability of the organisation, using the income generated to support spending on BCNA's programs.



## Income and expenditure statement

INCOME	2017	2016
	\$'000	\$'000
● Corporate partnerships	3,069	2,734
● Appeals and donations	2,531	2,330
● Government funding and grants	1,055	985
● Community fundraising	1,203	964
● Events	447	521
● Other	342	321
<b>Total income</b>	<b>8,647</b>	<b>7,856</b>

EXPENDITURE	2017	2016
	\$'000	\$'000
● Salaries and wages	5,467	4,373
● Cost of services, events and fundraising	3,193	3,158
● Administration	1,117	1,015
● Depreciation	160	124
<b>Total expenditure</b>	<b>9,937</b>	<b>8,670</b>



Pink Bun raised a record **\$1.84 million**



## Balance sheet

ASSETS	2017	2016
	\$'000	\$'000
Cash	510	552
Short-term investments	501	794
Other current assets	764	719
<b>Total current assets</b>	<b>1,775</b>	<b>2,065</b>
Long-term investments	4,438	5,139
Equipment and intangibles	352	360
<b>Total non-current assets</b>	<b>4,790</b>	<b>5,499</b>

LIABILITIES	2017	2016
Current liabilities	744	732
Non-current liabilities	43	34
<b>Total liabilities</b>	<b>787</b>	<b>766</b>
Net assets	5,778	6,798
Retained earnings	5,226	6,514
Reserves	552	285
<b>Total equity</b>	<b>5,778</b>	<b>6,798</b>

## Get involved with BCNA

### Attend a BCNA event

From our annual luncheon series to major events such as the Field of Women, our events bring people together to help make a difference.

### Connect with others

Join our online network to connect with others affected by breast cancer.

### Donate

Make a one-off donation, set up a regular monthly donation or leave a gift in your will.

### Give back while you work

Workplace giving brings employers and staff together to support BCNA. It is an easy and convenient way to donate via pre-tax payroll deductions.

### Help with research

If you have been diagnosed with breast cancer, join our Review & Survey Group so you can be involved in research.

### Hold a fundraising event

A Pink Lady event can be anything from a simple afternoon tea to a fancy cocktail party. A Pink Sports Day is the perfect way for local sporting clubs to show their support.

### Partner with us

We nurture relationships with selected organisations and individuals to help strengthen our network. Contact BCNA to find out how we can work together.

### Pink up!

Add a touch of pink to your life and show your support for BCNA by shopping online at [bcnashop.org.au](http://bcnashop.org.au).

### Set a personal goal


From fun runs to overseas adventures, we have some great ways you can take on a challenge while supporting BCNA.

### Speak out


BCNA Consumer Representatives represent the views of Australians affected by breast cancer in a wide range of forums, while Community Liaisons speak about their personal experiences with breast cancer in their local communities.

To find out more, visit  
[bcna.org.au](http://bcna.org.au)



 @BreastCancerNetworkAustralia

 @BCNAPinkLady

 @bcnapinklady

1800 500 258  
[contact@bcna.org.au](mailto:contact@bcna.org.au)

Breast  
Cancer  
Network  
Australia

