

BREAST CANCER NETWORK AUSTRALIA  
ANNUAL REVIEW 2015



Cover: Community Liaisons Christie Wood, Karen Pasfield and Marie Pandeloglou.  
Photo credit: Kristoffer Paulsen.



43

women will be diagnosed each day in 2016

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

In 2016 more than

16,000

Australians will be diagnosed with breast cancer

Breast cancer is the most common cancer diagnosed in women

In 2016 more than

3,000

women will die from breast cancer



Source: Australian Institute of Health and Welfare 2014. Cancer in Australia: an overview 2014. Cancer series No 90. Cat. no. CAN 88. Canberra: AIHW.

*Of all of the 'pink' organisations, BCNA has had the most impact for me - its focus is on me as a woman, rather than the cancer, and I've really appreciated this holistic approach. Right from receiving the My Journey Kit, the Berlei bra and soft form, through to the online network connections, BCNA is just wonderful. I have made some wonderful and lifelong friendships via the online forum and attending support group lunches, and will be ever grateful to those wonderful women who first got BCNA up and running. - Alison*

## Contents

Vision, mission and values	2
From the Chair	4
From the CEO	5
Our Board	6
Highlights for 2015	8
Building capacity	10
Service enhancement	14
Expanding our reach	18
A powerful voice	20
Strengthening our organisation	24
Where our money comes from	30
Where our money goes	31
Our volunteers and staff	32

## Vision

Breast Cancer Network Australia (BCNA) works to ensure that Australians affected by breast cancer receive the very best support, information, treatment and care appropriate to their individual needs.

## Mission

BCNA supports, informs, represents and connects Australians affected by breast cancer.

### Support

We support the needs of Australians affected by breast cancer 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 or at risk of breast cancer to ensure their voices are heard.

### Connect

We connect people through their shared breast cancer experience to build support for individuals, groups and communities.



## Values

### Energy

BCNA's Board, staff and volunteers are united by a passion to advocate for and empower Australians affected by breast cancer. We approach challenges with determination and resourcefulness by harnessing the collective energies of our organisation, our members, our supporters and the wider Australian community.

### Openness

BCNA is dedicated to being a transparent and accountable organisation and demonstrating integrity in all our dealings. The value of openness also reflects BCNA's willingness to respect and respond to the diverse journeys and perspectives of all our members, staff, partners and stakeholders. It also commits us to open ourselves to change and innovation as individuals and as an organisation as we seek to best serve our members.

### Caring

BCNA is a person-centred organisation. We are respectful and responsive to individual differences and the needs and concerns of our members, staff, volunteers and partners. Caring, trusting relationships are fundamental to how we work.

### Connection

Connection is a foundational aspect of BCNA's primary identity as a network of Australians affected by breast cancer. BCNA was established by our founder Lyn Swinburne to ensure that no Australian has to face a breast cancer diagnosis alone. We recognise the importance of connecting people and organisations and encouraging collaborative relationships in order to deliver powerful outcomes for individuals and communities.

### Resilience

BCNA is committed to assisting Australians affected by breast cancer to respond with resilience to a diagnosis of breast cancer. We are also committed to promoting the resilience of our organisation and of our Board, staff, volunteers and partners.



## From the Chair

When I joined the Board of Breast Cancer Network Australia (BCNA) in 2006, 12,681 Australians were diagnosed with breast cancer. Today, breast cancer remains the most common cancer diagnosed in Australian women, with one in eight Australian women expected to be diagnosed in their lifetime. As the number of Australians diagnosed continues to increase, so too does the demand for BCNA's support and services.

To meet the complex and diverse needs of Australians affected by breast cancer, in 2015 our strategic directions focused on:

- a powerful voice – growing our influence as a powerful, well-informed and credible advocacy voice for Australians affected by breast cancer
- expanding our reach – Reaching all Australians affected by breast cancer, wherever they live and whatever their circumstances
- building capacity – Building the engagement and capacity of our members, health and social support systems and the wider Australian community to support Australians affected by breast cancer
- service enhancement – Expanding and continually improving the range of services and programs we offer to meet the needs of Australians affected by breast cancer
- strengthening our organisation – Strengthening our organisation through capability improvement including supporting and developing our people, improving business systems, enhancing our fundraising capacity, and capitalising on the skills and networks of our board.



After 10 years with BCNA, including six as chair, in 2015 I decided I would retire from the board, effective in May 2016. I have greatly enjoyed my role and have had the pleasure of meeting many of BCNA's members and supporters, who today remain the heart of this organisation.

I leave BCNA in the knowledge that we have achieved much during my tenure and there remains an unwavering commitment within the organisation to Australians affected by breast cancer. I know BCNA will continue to go from strength to strength under the leadership of my successor Kathryn Fagg. I wish her all the very best as she steers this great organisation into the future.

A handwritten signature in black ink that reads "M O'Donnell".

Marg O'Donnell  
Chair

## From the CEO

I came to BCNA in January 2015, having spent 30 years working in community services in Brisbane, Melbourne and Canberra.

I was attracted to the role of BCNA's CEO because of this organisation's long and proud history of supporting people affected by breast cancer – women and men with breast cancer, and their families, friends and colleagues. We do this in many ways: by connecting them online and in person, ensuring their voices are heard wherever important decisions are made that affect their treatment and care, and providing high-quality information to help them make decisions that are right for them.

The needs of people diagnosed with breast cancer can be as complex as the disease itself. One of BCNA's strengths has been listening to women to identify what is important to them and what information and support is needed at different stages of treatment and survivorship.

I believe consumer input is critical to the success of any organisation. From child protection to corrections to local government, I have always sought and valued the insight of the consumer in my previous roles.

We recognise that the complex nature of breast cancer and the diversity of Australians affected means that BCNA must continue to adapt. We must continue to improve our resources and our programs to meet the needs of all Australians diagnosed and living with breast cancer and we must adapt to the rapidly changing wider environment.



This organisation cannot achieve all that it does without the support of our partners, supporters, ambassadors, volunteers, fundraisers and the broader community. I also acknowledge the continued support of Cancer Australia throughout 2015.

Inspired by our 2015 end-of-year appeal, throughout the pages of this review, you will see a beautiful mandala. The definition of mandala literally means 'circle'. The symbolism of the mandala appears in all aspects of life – friends, family and communities. Just like a mandala, BCNA is a circle of connected unique, strong individuals, groups and organisations coming together to create strength and beauty.

I am very proud of all that BCNA has achieved in my first year as CEO, and look forward to building on these achievements and continuing our focus on supporting all Australians affected by breast cancer.

A handwritten signature in black ink that reads "Christine Nolan".

Christine Nolan  
Chief Executive Officer

## Our Board



### Marg O'Donnell, AO

Chair

Marg is a qualified social worker who has spent much of her career with the Queensland and Commonwealth Public Service, including six years as Director-General of three Queensland State Government departments – Arts Queensland, Department of Equity and Fair Trading, and Department of Aboriginal and Torres Strait Islander Policy and Development. She was also the Inaugural Legal Ombudsman in Victoria. She currently works as a mentor, consultant and writer. Marg was diagnosed with breast cancer in 2003 and again in 2011.

### Raelene Boyle, AM MBE

Raelene represented Australia in track and field at three Olympic Games. She has won three Olympic Silver Medals, seven Commonwealth Gold Medals and two Commonwealth Silver Medals. In 2007, she was made a Member of the Order of Australia in recognition of her work with cancer organisations, particularly BCNA. Raelene is one of the National Trust's 100 Living Treasures, a member of the Sport Australia Hall of Fame and of the Australian Track and Field Hall of Fame, and was named in Australia's Top 100 Sportswomen of All Time. Raelene was diagnosed with breast cancer in 1996.

### Kathryn Fagg

Kathryn is a member of the board of the Reserve Bank of Australia as well as three ASX-listed company boards – Boral, Incitec Pivot and Djerriwarrh Investments. In addition, she is 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 well as her board roles, Kathryn is currently a panel member for the National Opera Review being conducted for the Australian Government. As a Fellow of the Academy of Technology and Engineering, she chairs the Industry and Innovation Forum. She is also actively involved with Chief Executive Women (CEW) and is a member of World Vision's Business Advisory Council. 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. Kathryn was diagnosed with breast cancer in 2012.

### Michael Happell

Michael has been a partner with PricewaterhouseCoopers for over 20 years and is currently chairman of the Australian firm's Board of Partners and a Member of the PwC Global Board. He has been recognised in the International Tax Review, where he was named in the 'Top Ten Tax Advisors in Australia' and 'Leading Australian Transfer Pricing Advisor'. He was also named in 'Best of the Best' Global Tax Advisors in Euromoney magazine. Michael is a Director and Treasurer of the Melbourne Cricket Club. Former directorships include Scotch College and Lauriston Girls School. Michael has three daughters and is married to Tatty, who is a breast cancer survivor.

### Megan James

Megan is the General Manager at Australian Data Centres. She has an advanced marketing diploma 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. 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.

### Dorothy Keefe

Dorothy graduated in medicine from the University of London in 1986, migrated to Australia and became a Fellow of the Royal Australasian College of Physicians (FRACP) in 1996. She received her Doctorate of Medicine from the University of Adelaide in 1999. Dorothy is the Clinical Ambassador for the Transforming Health initiative in SA, Professor of Cancer Medicine at the University of Adelaide, and a Senior Medical Oncologist at Royal Adelaide Hospital Cancer Centre. In the 2013 Queen's Birthday Honours, Dorothy received the Public Service Medal for 'outstanding service in the areas of public health, medical research and oncology'.

### Christobel Saunders

Christobel trained as a doctor in the United Kingdom, and was a Consultant Surgeon and Senior Lecturer at University College London Hospitals before moving to WA in 2000. Since November 2002, Christobel has been Professor of Surgical Oncology at the School of Surgery, University of Western Australia. Professor Saunders is a past or current member of many cancer groups (e.g. Cancer Council WA, Cancer Australia, Breast Surgeons Society) including the Advisory Council for Cancer Australia and well known for her work in cancer research, education and for advocacy on behalf of women with breast cancer.

### 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 the Royal Australasian College of Surgeons, the Clinical Oncological Society of Australia, and the Australia and New Zealand Breast Cancer Trials Group. His interests relate to systems for optimal breast cancer care and research to tailor the extent of breast cancer treatment to the individual patient.

### Debbie Smith

Debbie has been a partner with PricewaterhouseCoopers for more than seven years and is currently leading their assurance practice in Brisbane. She has an extensive background in audit and governance and works with organisations in the public and private sectors. Debbie has two children and is a breast cancer survivor.

### 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 Associate Dean, Australian Aboriginal and Torres Strait Islander Education and Strategy in the Division of Tropical Health and Medicine, and Co-Director of the Anton Breinl Research Centre for Health Systems Strengthening at James Cook University. Jacinta was diagnosed with breast cancer in 2003.

In 2015 we farewelled Terry Bracks AM and Andrea Hull AO from the Board after many years of service. We thank them for their significant contribution to BCNA.

### Our Patron

The Honourable Dame Quentin Bryce AD CVO.



Highlights for 2015

100,000th  
*My Journey Kit*  
delivered



Pink Lady  
Match

Lobbying led to a  
legislation change  
to grant people with  
secondary breast  
cancer earlier access to  
their superannuation

15  
years of  
partnership  
with Bakers  
Delight



734  
*Hope & Hurdles*  
distributed



10 years of  
partnership  
with **Berlei**  
and **Sussan**

National  
Summit  
2015

New website  
launched  
[bcna.org.au](http://bcna.org.au)



13,526  
*My Care Kits*  
distributed



**Revitalise**  
WITH BCNA  
health and wellbeing  
program launched



Secondary  
breast cancer  
telephone  
counselling  
pilot launched

## Building capacity

### Members

Our members are connected through BCNA and their shared experience of breast cancer. By the end of 2015, our membership grew to more than 110,000 across Australia.

### Member Groups

BCNA Member Groups support people in their local communities around Australia. Each group is unique, providing its own form of peer support. Some focus on providing information about breast cancer, while others enjoy coming together to talk face-to-face.

Member Groups help to spread the word about our resources and services, participate in our programs and events, and raise awareness about breast cancer and BCNA.

**60%**  
of Member  
Groups are  
in regional or  
rural areas

By the end of  
2015, we had  
**298**  
Member  
Groups



In 2015,  
we trained **19**  
new Community  
Liaisons, including  
three from  
culturally diverse  
backgrounds

### Community Liaisons

Community Liaisons are trained volunteers who have been personally affected by breast cancer. They are passionate about raising awareness of the impact of breast cancer on individuals, families and communities, and helping those affected find reliable information and support.

Community Liaisons connect BCNA to diverse communities across Australia. Through sharing their breast cancer experience, they raise awareness and often help those who may be feeling isolated in their own breast cancer experience realise that they are not alone.

We receive funding through the Australian Government's Supporting Women in Rural Areas Diagnosed with Breast Cancer program to help us train women from rural and regional areas.

By the end of 2015, we had 239 trained Community Liaisons, including 17 women with secondary breast cancer and 15 women from culturally diverse backgrounds.

*I am sure the other participants would agree that it feels great to be associated with an organisation that is really making a difference. I love all the practical support that is available to women and their families. - Tracy*



**183**  
women  
attended  
National  
Summit 2015

**54%**  
of summit  
delegates were  
from rural and  
remote areas

### National Summit 2015

Every two years, BCNA holds a national summit, bringing together and training Community Liaisons and Member Group representatives from across Australia. In July 2015, nearly 200 of our members attended our sixth summit in Melbourne. The theme 'Starting the conversation' focused on building the capacity of summit delegates to start important conversations in their communities. These conversations would aim to develop stronger support programs and community networks to support women throughout their breast cancer journey.

*I'm telling you that the summit changed me. When I flew home and got off the plane, I arrived home a different person. I brought all of it home and our group has changed for the better. - Linda*

Summit delegates attended a stream of workshops that equipped them to continue this important conversation and take on specific responsibilities in their community. The workshop streams were:

- engaging online communities
- practical support initiatives
- engaging culturally diverse communities
- active and well
- healthy and effective peer support groups.

BCNA acknowledges the Australian Government's support in contributing to funding for National Summit 2015 through the *Supporting Women in Rural Areas Diagnosed with Breast Cancer* program.

More than  
**1,000**  
people  
attended our  
forums in 2015

### Breast cancer information forums

Held in rural, regional and metropolitan locations around Australia, our information forums are free events for women and men diagnosed with breast cancer, and their partners, family and supporters.

The forums provide people affected by breast cancer with an opportunity to learn about the latest in breast cancer treatment and care, hear about local services and meet others affected by breast cancer in their community.

In May 2015, we presented an information forum specifically for people diagnosed with secondary breast cancer. Held in Melbourne, the forum included presentations from medical oncologist Professor Fran Boyle AM and cancer social worker Dr Carrie Lethborg.

Our rural and regional forums were presented as part of the *Supporting Women in Rural Areas Diagnosed with Breast Cancer* program, funded by the Australian Government.

In 2015 we held eight forums in Horsham, Mt Gambier, Shepparton, Melbourne, Darwin, Port Macquarie, Nambour and Burnie.





## Service enhancement

In 2015 we distributed  
**12,672**  
My Journey  
Kits

BCNA provides a range of high quality resources free to Australians affected by breast cancer. All resources are reviewed and updated regularly to ensure they provide up-to-date information, and we also develop new resources to address unmet needs.

Some of our resources are relevant at significant milestones in a breast cancer journey, while others continue to provide benefit for many years after diagnosis.

### My Journey Kit

Our members often describe receiving a diagnosis of breast cancer as having their world turned upside down. The *My Journey Kit* provides information in a way that is easy to understand, and helps women diagnosed with breast cancer, and those around them, work through the shock of their diagnosis.

After a comprehensive review, the third edition of the *My Journey Kit* was produced in 2015. The review, guided by a reference group, took into account extensive feedback from women who had previously received a *My Journey Kit* and the health professionals involved in their treatment and care.

*The My Journey Kit was the lifebuoy in a sea of surging emotions and I can't thank you enough.*  
- Marny



*I just received the My Journey Kit in the post and wanted to extend the warmest thank you. At such an overwhelming time, I feel so truly humbled by the beautiful and informative information you've sent me. Thank you for making my day a little brighter!*  
- Natasha

### My Care Kit

Most women with breast cancer will have surgery as the first step in their treatment. Our free *My Care Kit* aims to help make recovery from surgery a little easier. Through our partnership with Berlei, the kit includes 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.

*I write to thank BCNA and Berlei for providing me with my My Care Kit. I have recovered remarkably well following surgery and consider myself to be very lucky. The information, bra and soft form have been well used and very much appreciated.* - Elaine



### The Beacon

*The Beacon* is our free quarterly members' magazine. First published in 1998, it has evolved from an eight-page, two-colour newsletter sent to 2,000 people to a 16-page, full colour magazine sent to more than 110,000 people across Australia.

Recent survey results showed that many of our members would prefer to receive the magazine in an online format. In response to this, in November 2015 we launched *The Beacon* online. As well as helping to better meet our members' needs, *The Beacon* online also helps BCNA to reduce printing and postage costs, so we can put these savings into improving and developing more programs and resources of benefit to our members.

*Thank you to all who help put together this wonderful and inspiring publication. It is truly a light on some darker days in my house.* - Cherie

More than  
**110,000**  
copies of  
*The Beacon*  
are distributed  
to our members  
each quarter



*I have always enjoyed receiving and reading The Beacon. Reading the stories makes me realise that I am not alone and this is a journey that I share with so many wonderful women. I love the online version it is easy to navigate and as usual full of inspiring stories and keeps me informed of the latest research.* - Karin

### Fact sheets and booklets

From family history of breast cancer, to how to help a friend or colleague, we provide resources covering important information for people affected by breast cancer.

The development of an information resource can be prompted by feedback from our members, advice from health professionals or changes to legislation. In 2015, we produced and distributed the following new resources:

- *Chronic disease management plan* fact sheet
- *GP mental health treatment plan* fact sheet
- *Beware Dr Google: a guide to reliable breast cancer information on the internet* fact sheet.

*You probably hear it a lot, but your work eased my pain a lot during diagnosis and recovery and I am really grateful to have had such great resources to help me heal.* - Milena

In 2015 we distributed  
**31,650**  
booklets and  
fact sheets



*Revitalise with BCNA has helped me work towards a better lifestyle and kept me on track to achieving my goals. I have lost more than 7 kg. I strongly recommend the program to anyone who has finished treatment and is looking to improve their health and wellbeing. - Angela*

### Active and well

As part of our Active and Well After Breast Cancer pilot initiative, in March 2015 we held an exercise and healthy eating information day in Bendigo. The pilot was funded by the Victorian Government and was delivered in partnership with BreaCan and the Australian Cancer Survivorship Centre.

In September 2015, we announced our partnership with Fernwood Fitness to improve the health and wellbeing of women diagnosed with breast cancer. Together, our organisations developed Revitalise with BCNA, a six-week online health and wellbeing program designed specifically for women diagnosed with breast cancer. The first round of the program began in October.

As part of the new partnership, we announced that the Fernwood Learning Scholarship Program would offer 10 complimentary Certificate III in Fitness courses in 2016 to women diagnosed with breast cancer who are interested in a career as a fitness instructor.

In November, Fernwood's 68 clubs nationwide joined together to raise \$100,000 through the \$100k for BCNA campaign.



Facebook followers increased by **19%** from 2014

### Connecting online

After receiving a diagnosis of breast cancer, many people look to the internet for answers.

While high-quality information is available online, there is also information that is out-of-date, inaccurate or unhelpful. We provide information, support and connection through our website, online network, Local Services Directory and social media.

Our new website launched in March 2015. The website is the result of a year-long project that involved consulting with a broad range of people affected by breast cancer, including people diagnosed, their family and friends, health professionals and people who want to support BCNA. The refreshed site aims to meet the evolving information needs of people affected by breast cancer.

**433,739**  
total visits to the website

**36,145**  
average visits per month

**211,245**  
total visits using a mobile device

**14,978**  
online network members (18% from a rural or remote area)

**19%**  
increase in online network members from 2014



Social media followers at the end of 2015

**Facebook 45,509**  
**Twitter 4,064**  
**Instagram 4,532**

## Expanding our reach

**Statistics show that the five-year relative survival rate for women diagnosed with breast cancer is more than 90 per cent. However, each year 2,800 Australian women will die from secondary breast cancer.**

Secondary breast cancer, also known as advanced, metastatic or stage 4 breast cancer, is breast cancer that has spread from the breast to more distant parts of the body, such as the bones, liver, and lungs.

### *Hope & Hurdles*

We recognise that women with secondary breast cancer face different issues and challenges to women with early breast cancer. *Hope & Hurdles* was developed with support from women diagnosed with secondary breast cancer and health professionals across Australia.

### *The Inside Story*

A supplement to *The Beacon* magazine, *The Inside Story* provides tailored information to women living with secondary breast cancer. As part of the launch of *The Beacon* online, the online version of *The Inside Story* was also launched in November 2015.

### **The support and information needs of women with secondary breast cancer**

On 13 October 2015, to coincide with Secondary Breast Cancer Awareness Day, BCNA launched a research report into the information and supportive care needs of Australian women living with secondary breast cancer.

The report outlines the findings of BCNA's 2014 research with 582 Australians living with secondary breast cancer. Key findings of the report include:

- 60% of participants reported experiencing financial difficulty in the past week as a result of their secondary breast cancer
- 31% reported a change in their working role for the worse
- 29% said they were not receiving enough support from their treating team
- 27% reported having secondary disease at their first diagnosis of breast cancer.

Based on the research findings, BCNA has developed a number of key recommendations and research. It is hoped that the findings and recommendations will contribute to greater awareness of the experiences and unmet needs of women living with secondary breast cancer and be translated into improvements in treatment, care and support for women and their families.



We distribute more than **7,500** copies of *The Inside Story* each quarter.



### **Secondary breast cancer telephone support**

In response to the findings of our research report, we piloted a free telephone counselling service for people diagnosed with secondary breast cancer and their family members. The service offered up to five free telephone-based counselling sessions, with one of two professional counsellors. The three-month trial began in October 2015, and will be evaluated in 2016.



## A powerful voice

### Advocacy

With our strong membership base, we gain significant insight into the needs of women affected by breast cancer. Our advocacy work aims to ensure that the voices of women are heard by policy makers, health professionals, researchers and planners whenever important decisions about breast cancer are made.

BCNA makes submissions to governments about issues that affect women living with breast cancer and their families. We also review government decisions and initiatives that may affect women, and respond to them where appropriate.

In 2015, BCNA made representations to the Australian Government to improve access to superannuation for Australians living with a terminal illness. As a result of this work, Australian superannuation laws were changed to extend the life expectancy provision under the terminal illness provisions from 12 months to 24 months. This has meant that, since 1 July 2015, people living with a terminal illness, including secondary breast cancer, can access their lump sum superannuation tax-free when they have a prognosis of two years to live.

We made submissions to the Pharmaceutical Benefits Advisory Committee in support of a number of breast cancer drugs, all of which have subsequently been listed on the Pharmaceutical Benefits Scheme (PBS).

These include the high-cost drugs Kadcyra and Perjeta, for the treatment of women with HER2-positive secondary breast cancer.

BCNA also made submissions to:

- The Senate Community Affairs References Committee inquiry into the availability of new, innovative and specialist cancer drugs
- Australian Government's review of the Medicare Benefits Scheme (MBS Taskforce Review)
- Australian Government's Private Health Insurance Consultations.

In February, BCNA presented on our work to approximately 40 federal parliamentarians at a Parliamentary Friends of Raising Breast Cancer Awareness breakfast.

During the year, BCNA participated in external working groups including:

- McGrath Foundation Advisory Committee
- Metastatic Breast Cancer: Vision 2025
- Medical Oncology Group of Australia Annual Oncology Drugs Roundtable Meeting
- Lymphoedema Action Alliance
- Cancer Council Victoria Clinical Network
- Victorian Patient Transport Assistance Scheme Alliance.



### Strategic Advisory Group

BCNA's Strategic Advisory Group is a group comprising health professionals who work in a wide range of cancer-related fields. The group informs and supports our work on behalf of women and men and their families.

We thank the members for their ongoing support: Professor Fran Boyle AM, Professor Phyllis Butow, Dr Mustafa Khasraw, Professor Bogda Koczwara, Dr Gillian Lamoury, Dr Helen Frazer, Professor Dorothy Keefe, Professor Bruce Mann, Dr Vivienne Milch, Ms Kerry Patford, Associate Professor Chris Pyke, Associate Professor Wendy Raymond, Professor Andrew Spillane, Professor Christobel Saunders, Dr Julie Thompson and Professor Jane Turner.



### Research and projects

BCNA leads and collaborates on a diverse range of research projects, strengthening our reputation in the research community and ensuring that the voices of women are heard.

Our members provide powerful insights into the physical and emotional effects of a breast cancer diagnosis, treatments and their lives in general, and we have strong connections with academics who need women to assist in their breast cancer research.

In 2015, BCNA led the following research projects:

- Active and Well After Breast Cancer evaluation
- evaluation of BCNA's rural forums
- online information preferences survey.

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

- *A decision aid for women considering surgical removal of their unaffected breast* - University of Sydney, ANZ Breast Cancer Trials Group and the Psycho-Oncology Co-Operative Research Group
- *Exploring women's concerns about neoadjuvant chemotherapy for breast cancer* - ANZ Breast Cancer Trials Group
- *Exploring the socioeconomic impact of living with lymphoedema* - Macquarie University Cancer Institute.



### Review & Survey Group

We provide women with the opportunity to be involved in a range of research projects through our Review & Survey Group. We connect researchers to women from this group who have experiences relevant to the research. Our ability to connect with our membership and to link them to researchers and decision-makers will continue to help improve outcomes for women with breast cancer. By the end of 2015, the group comprised 2,442 women. They received invitations to participate in a wide range of research studies including:

- the Conquer Fear study, which compared two different psychological treatments to help people better manage their fear of cancer recurrence
- a study examining how lymphoedema impacts women's health and wellbeing
- the Finding My Way study, a randomised controlled trial evaluating an internet self-help program for cancer-related distress.



### Seat at the Table program

As an organisation focused on women with breast cancer and those who support them, we believe it is imperative that their perspectives are represented in health research, policy and service delivery. Our internationally recognised Seat at the Table program is one of the ways we ensure their voices are heard. As part of this program, we invite, train and support women who have experienced breast cancer to become BCNA Consumer Representatives. These advocates participate in committees and research panels across the country. They ensure decision makers in the national and state health systems are connected to the experience of consumers - the women affected by breast cancer and their families. Consumer Representatives also contribute to the development of BCNA submissions and resources.

**8**  
collaborative projects with external researchers

At the end of 2015, we had 79 Consumer Representatives on 78 ongoing committees and research projects, including:

- a Cancer Australia expert group to identify appropriate and inappropriate practices in breast cancer care
- BreastScreen Queensland Quality Management Committee
- a working group convened by the International Consortium for Health Outcomes Measurement (ICHOM) aimed at developing a standard set of outcomes that matter most to women affected by breast cancer
- a research group exploring cancer-related fatigue.

In 2015, we had  
**79**  
Consumer  
Representatives on  
**78**  
ongoing  
committees and  
research projects

## Strengthening our organisation

We are very proud of our long-term and enduring partnerships with organisations that are committed to supporting our work. These relationships are about more than just financial support – our partners and supporters also help raise awareness of our cause and strengthen our connections in local communities right around Australia.

### Bakers Delight

Our 15-year partnership with Bakers Delight began when Bakers Delight husband-and-wife CEOs, Roger and Lesley Gillespie, heard BCNA founder Lyn Swinburne speaking about her vision to grow a national network for women with breast cancer.

Each year since 2005, Bakers Delight presents the Pink Bun campaign as its annual fundraiser for BCNA. In 2015, Bakers Delight and its loyal customers exceeded all expectations by raising a record \$1.79 million.

In 2015 our partnership reached an impressive milestone, with Bakers Delight having donated a total of \$15 million in funds and pro-bono services to BCNA.



In 2015, we celebrated **15 years** of partnership with Bakers Delight



In 2015, Bakers Delight's Pink Bun campaign raised **\$1.79m**



In 2015, we celebrated **10 years** of partnership with Berlei and Sussan



### Berlei

In 2015 we celebrated our partnership with Berlei, which began 10 years ago. The aim of the partnership is to bring comfort and support to women who have had breast cancer surgery through the *My Care Kit* program. More than 110,000 Australian women have received a free *My Care Kit*, including more than 13,500 in 2015. Berlei retailers continued to support us during October through the sale of their specially designed pink bras.



### Sussan

In 2015, we also celebrated ten years of partnership with Sussan. Our relationship began with the in-store sale of a limited edition bag, with \$23,000 in proceeds donated directly to BCNA. Since then, Sussan has raised more than \$1.3 million for BCNA, which has helped us develop new resources and programs, including our bilingual booklets for women from culturally diverse backgrounds. In October, Sussan stores around Australia once again featured a beautiful range of products in support of BCNA.





### Focus on Furniture

Focus on Furniture began supporting BCNA through the Tour de Crawf in 2013. Since then, the organisation has continued to support BCNA, before becoming one of our Major Partners in 2015. Focus on Furniture has stores in Victoria, New South Wales, ACT and South Australia.



### Red Energy

Red Energy's partnership with BCNA began with the Pink Lady Match, as the Major Event Partner. The organisation's commitment then extended to becoming one of our Major Partners. Red Energy provides services in Victoria, New South Wales and South Australia.



### Government support

The Australian Government supports BCNA through its *Supporting Women in Rural Areas Diagnosed with Breast Cancer* program and also contributes towards producing the *My Journey Kit* and *Hope & Hurdles*.



### Partners

- Collins Foods Limited
- Estee Lauder Companies
- Fernwood Fitness
- Good2Give
- Konica Minolta
- Manildra Group
- New Idea Charitable Fund

### Supporters

- Australian Multiwall Bag Company Pty Ltd
- Australian Paper
- Channel 9
- DesignGrant
- For Benefit Medicines
- Herbert Smith Freehills
- HWL Ebsworth Lawyers
- MiTAC Australia Pty Ltd
- Naughton Transport
- SEEK
- Sports Technology Group
- Star Packaging Solutions
- The Finishing Touch

### Product partnerships

- Australian Charity Christmas Cards
- Dunlop Flooring - Carpet One and Harvey Norman
- First Class Hampers
- Godfrey Hirst - Commercial
- Jaggad
- KitchenAid
- LIV Giant
- Mulch2You
- Ritchies Supermarkets
- Russell Corporation
- Showcase Jewellers
- Spa Wellness Travel
- Vevoke
- VS Sassoon
- Yabby Lake
- Yates



### Pink Lady Match

BCNA and the Australian Football League were keen to build on the success of the unforgettable Field of Women and develop an annual event in the years between Fields of Women. Held on Mother's Day eve, the inaugural Pink Lady Match was a spectacular event that brought families together to pay tribute to their mums while raising awareness and funds for BCNA.

On Saturday 9 May, the iconic MCG glowed pink on both the inside and outside. Red Energy generously provided every attendee with a torch that turned the stadium a sparkling pink as the lights went out. More than \$80,000 was raised on the night.

### Pink Lady luncheon series

After a number of successful years in Melbourne and Brisbane, we were thrilled to expand our Pink Lady luncheon series in 2015 to include Perth, Hobart and Canberra.

Guests heard from inspiring special guest speakers Kathryn Fagg, Shane Crawford, Lyn Swinburne, Dr Kirsty Sword Gusmão AO and The Honourable Dame Quentin Bryce AD CVO, BCNA's Patron.



**384**  
Pink Lady  
events  
were held

**450**  
Pink Sports Days  
were held with  
**1165**  
clubs participating

We rely on the generosity of everyday Australians to ensure that we can continue to support Australians affected by breast cancer. In 2015, our dedicated and passionate supporters activated communities across Australia, bringing people together to raise awareness and funds. Local events also helped to ensure women, men and families affected by breast cancer felt supported in their own communities.

**151**  
Mini-Fields  
of Women  
were held

### Mini-Fields of Women

Throughout the year, BCNA Member Groups, Community Liaisons and members gathered to show support and pay tribute to people in their local community affected by breast cancer by holding Mini-Field of Women events. These tribute events centre on an exhibition of 100 Pink Lady silhouettes planted in the ground, on which people can leave tributes and messages of support.

### Pink Lady events

While their focus is on fundraising, our Pink Lady events also raise awareness of support within communities and, in particular, the information and assistance we provide.

### Pink Sports Day

From golf to gymnastics and lawn bowls to lacrosse, sporting groups of all codes have participated in BCNA's annual Pink Sports Day, traditionally held over Mother's Day weekend. In 2015 we announced exciting news that sporting groups could hold a Pink Sports Day on any day of the year.

### Fun runs

From 3 km walks to marathon runs, in 2015 fun run events were held all across the country. In December, we were thrilled to be the official charity partner for the 30th annual Sussan Women's Fun Run.

### Inspired Adventures

In 2015 two groups took on personal challenges as part of our Inspired Adventures program. In May, 15 supporters trekked the Inca Trail to Machu Picchu as part of our Pink Peru challenge. Then in October, 14 participants cycled 350 km from Vietnam to Cambodia as part of the Pink Pedal team.



## Where our money comes from

Thanks to our generous supporters, in 2015, BCNA's income was **\$7,034,000**, **\$39,000** more than 2014. Our operations for the year resulted in a surplus of **\$747,000**.

- **Fundraising, sponsorship and licensing \$3,557,000**

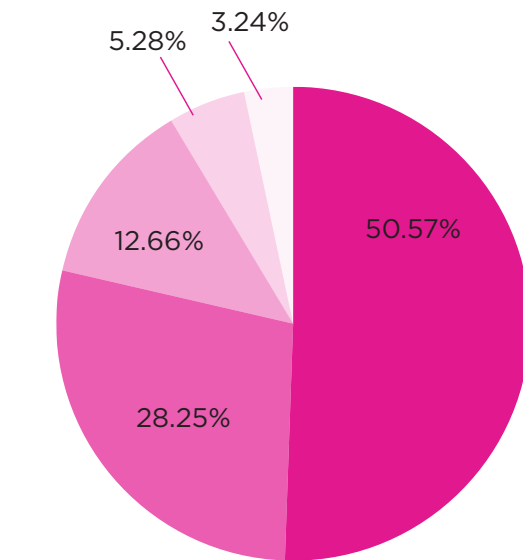
Our biggest source of income comes from corporate partnerships and community fundraising

- **Donations \$1,987,000**

This is money donated to us by supporters in the community, through our website, over the phone or via post

- **Government grants/contracts \$891,000**

Grants are also received from the Australian Government through Cancer Australia and the Victorian Government



- **Other income \$371,000**

This includes income from interest and investments

- **Sales \$228,000**

We raise money by selling merchandise and tickets to fundraising events

## Where our money goes

In 2015, we spent **\$6,287,000** supporting Australians affected by breast cancer.

- **Salaries and wages \$3,379,000**

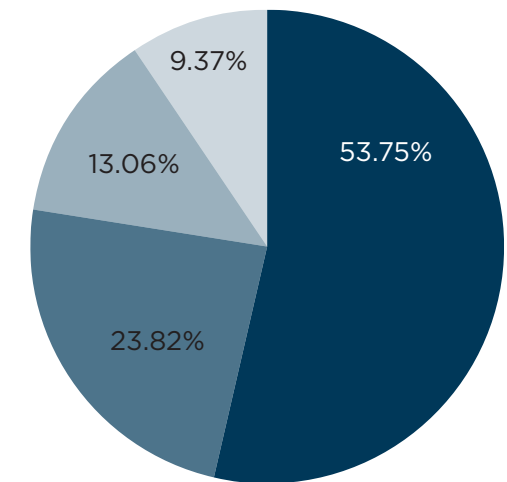
The work of BCNA staff includes developing resources, coordinating programs, lobbying government, undertaking research, holding forums and much more

- **Programs, services and information \$1,498,000**

This includes the cost of printing and posting our kits, booklets and fact sheets

- **Administration \$821,000**

Administration includes all office costs and support functions including information communications technology, finance and human resources



- **Fundraising \$589,000**

This is the money we spent on our fundraising campaigns and events

This information provides a concise snapshot of our financial performance in 2015. In accordance with our reporting obligations to the ACNC, a full copy of our audited financial statements can be found at [www.acnc.gov.au](http://www.acnc.gov.au).

## Our volunteers and staff



**The work of BCNA in 2015 was achieved by a dedicated group of staff and volunteers, who are passionate about supporting all Australians affected by breast cancer.**

By December 2015, BCNA had 45 employees in both full-time and part-time roles. We were also fortunate to have the invaluable support of 40 dedicated office volunteers. We could not have achieved what we did in 2015 without the hard work of our volunteers who help us on a daily basis.

We thank:

- Carolyn Allison
- Glenda Audsley
- Robyn Bailey
- Susan Chesterman
- Sally Crisp
- Nola Daley
- Angela Di Donato
- Daniela Dimitrijovcska
- Carolynne Dobbin
- Barbara Dwyer
- Joan Esplan
- Anne Geddes
- Leslie Gilham
- Carol Gordon
- Jill Hicks
- Judy Hill
- Isabel Hose
- Michelle Hutchinson
- Denise Jenkins
- Maureen Jones
- Gerda Kirchmayr
- Julie Lansell
- Suzie LaRagy
- Cathy Lim
- Louise Marett
- Olivia Martinello
- Dianne Morris
- Margaret Porter
- Ethne Rogut
- Sue Samarasena
- Genie Scott
- Sam Shepherd
- Robyn Stasiak
- Maureen Swinburne
- Anna Townshend
- Margaret Venning
- Carolyn Vile
- Edith Westcott
- Sue Whitehill
- Lynne Williams.

Thank you!



BCNA staff

Senior leadership team  
as at 31 December 2015



**Christine Nolan**  
Chief Executive Officer



**Allison Southwell**  
Head of Corporate  
Services



**Rozalee Erceg**  
Head of Development,  
Brand and Communications



**Kathy Wells**  
Head of Policy,  
Research and Advocacy



**Fiona Patterson**  
Head of Programs  
and Services

## How you can support BCNA

### Donate

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

### Set a personal goal

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

### 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.

### Hold a fundraising event

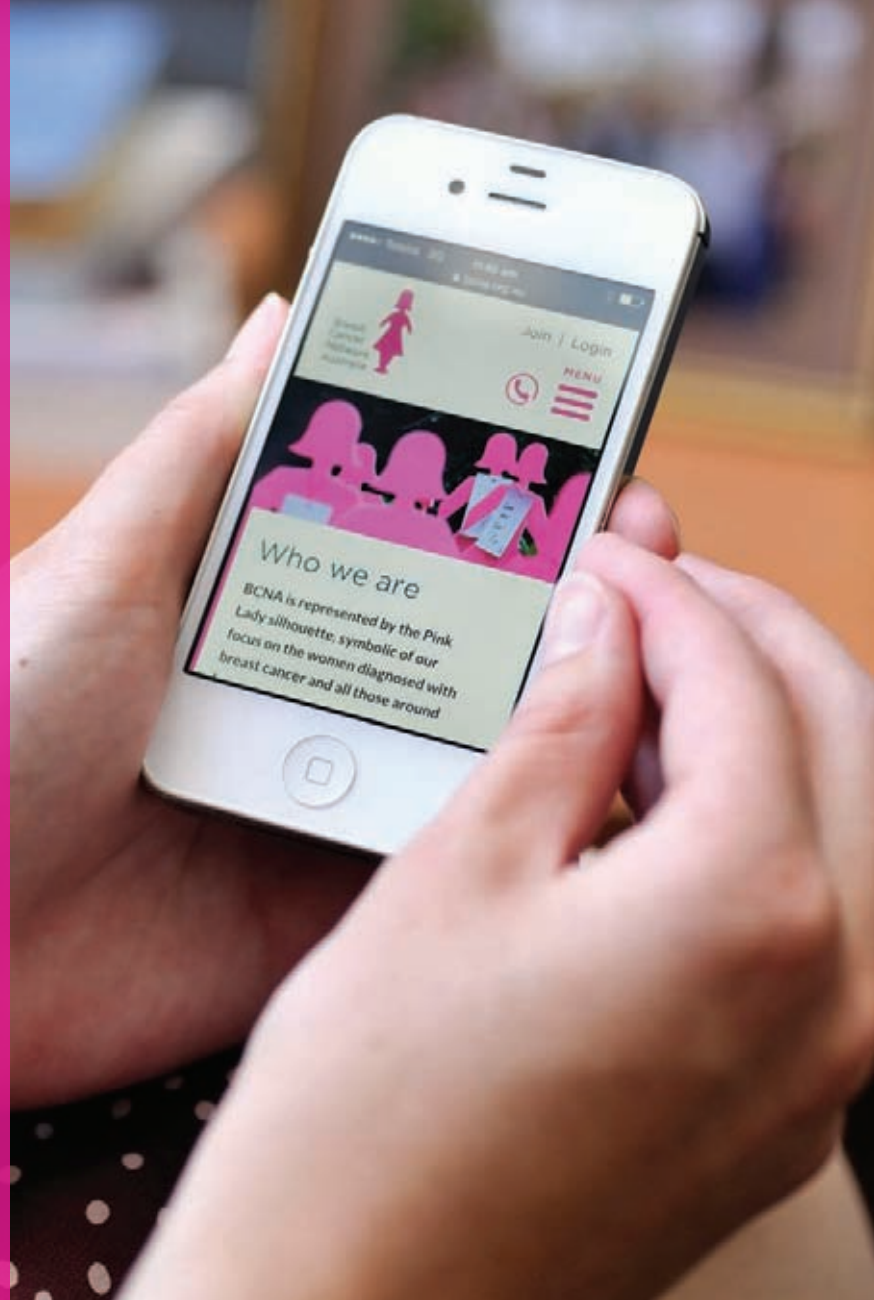
A Pink Lady event can be anything from a simple afternoon tea to a fancy cocktail party. A Pink Sports Day is the perfect way for local sporting clubs to show their support.

### 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 [bcna.org.au](http://bcna.org.au).



[bcna.org.au](http://bcna.org.au)

1800 500 258

[beacon@bcna.org.au](mailto:beacon@bcna.org.au)

