



ANNUAL REVIEW 2014



42

women
are diagnosed
each day

One in
eight Australian
women will be
diagnosed with
breast cancer
by the age
of 85

In 2020,
17,210
women will be
diagnosed with
breast cancer

2,700
women will
die from
breast cancer
this year

Breast cancer
is the most
common cancer
diagnosed in
women

Source: Australian Institute of Health and Welfare & Cancer
Australia 2012. Breast cancer in Australia: an overview.
Cancer series no. 71. Cat. No. CAN 67. Canberra: AIHW.

Photo: courtesy AFL

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.

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Letter from the Chair

Since 1998 Breast Cancer Network Australia (BCNA) has supported Australians affected by breast cancer. The organisation was founded by Lyn Swinburne whose experience after her own breast cancer diagnosis in 1993 left her frustrated and angry that a system that was meant to be working for women, really wasn't working for them.

Today, Australian women are more likely to be diagnosed with breast cancer than any other cancer. In 2015, 15,600 women and 145 men are expected to be diagnosed with breast cancer. With the population ageing and improvements in screening, this number continues to grow every year. In 2020, it is expected that 17,210 women will be diagnosed. For each of these individuals, their personal world has been turned upside down and they require information and support. BCNA provides this each and every day of the year.

In 2014, we expanded our well-established programs and services with the development of a new strategic plan. The plan focuses on:

- Developing and implementing health promotion programs that support wellbeing and survivorship, including exercise and nutrition.
- Focusing on supporting the complex and specific needs of women with secondary breast cancer.
- Broadening our research agenda to better engage and inform on issues of importance and relevance to Australians affected by breast cancer.
- Supporting women with low English proficiency from five culturally and linguistically diverse backgrounds with resources.

We made great progress with all of these priorities throughout the year and will be building on them for the next two years.

At the end of 2014, Maxine Morand stepped down from the role of CEO, leaving the organisation in a strong position. On behalf of the Board, the team at BCNA and our members I thank Maxine for everything she achieved during her three years at BCNA.



Our new CEO Christine Nolan was appointed in December. She joins BCNA after more than 30 years working in community services. We are confident that Christine brings a wealth of great skills and energy to her new role.

BCNA cannot achieve all that we do without the support of our partners, sponsors, ambassadors, volunteers, fundraisers and the broader community. We also acknowledge the continued support of Cancer Australia during the year.

Our work will not be done until all women affected by breast cancer, wherever they live and whatever their circumstances, can access the support and services they need. We look forward to continuing to work with organisations and individuals who are equally passionate about realising our vision.

Marg O'Donnell, AO

Chair

Message from the CEO

BCNA is a leader within the breast cancer space in Australia, and plays a vital role in improving the experiences of those affected by breast cancer. This includes immediate support in the form of BCNA's services team who are on the phones helping women each weekday; our online and printed information; and the options we provide for people to connect with others who have been through a similar experience. Our work also includes representing the needs of women to ensure they receive the very best treatment and care.

I am very proud to be leading BCNA into the future.

Christine Nolan

CEO

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. As well as chairing the BCNA Board, she is Chair of the Law School Visiting Committee, Griffith University. Marg was diagnosed with breast cancer in 2003 and again in 2011.

Raelene Boyle, AM MBE

Raelene represented Australia on the track and field at four 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.

Terry Bracks, AM

Terry has worked in education and political spheres and takes an active role in many community, arts and social issues. She is Patron of Heide Gallery, a Board member of the Australian Children's Television Foundation and the East Timor Friendship Schools Project and Founding Chair of Western Chances in Melbourne's western suburbs.

Kathryn Fagg

Kathryn is a member of the Reserve Bank Board and chairman of Melbourne Recital Centre. Kathryn has enjoyed an extensive senior executive career in Banking,

Manufacturing and Logistics across Australia, New Zealand and Asia, after commencing her career as an engineer with Esso and working as a management consultant with McKinsey. Kathryn is a Fellow of the Australian Academy of Technological Science and Engineering. She is a member of Chief Executive Women, of the Business Advisory Council and a former chairman of Parks Victoria. 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.

In 2014,
the Board expanded
BCNA's well-established
programs and services
with the development
of a new strategic plan.



Andrea Hull, AO

Andrea has been CEO and Director of the Victorian College of the Arts from 1995 to 2009. She has a background in cultural policy and programs at international, federal and state levels. She is a board member of the Melbourne Theatre Company, the National Gallery of Victoria and the Abbotsford Convent Foundation. She is a graduate of the University of Sydney and the University of Melbourne. Andrea was diagnosed with breast cancer in 2006.

Megan James

Megan is currently 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. 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 Service Director of the South Australian Cancer Service, Professor of Cancer Medicine at the University of Adelaide, and a Senior Medical Oncologist at Royal Adelaide Hospital Cancer Centre. She is the Immediate Past-President of the Multinational Association of Supportive Care in Cancer (MASCC).

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. 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.

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 member of numerous committees, including the Advisory Council for Cancer Australia. She is well known for her contributions to breast cancer research, education and for advocacy on behalf of women with breast cancer.

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.

LOR

- Dorothy Keefe,*
- Debbie Smith*
- Kathryn Fagg*
- Michael Happell*
- Raelene Boyle*
- Christobel Saunders*
- Bruce Mann*
- Christine Nolan, CEO*
- Andrea Hull*
- Marg O'Donnell*
- Terry Bracks*
- Megan James*

2014 highlights

Bakers
Delight's
Pink Bun
campaign raised
\$1.18 million

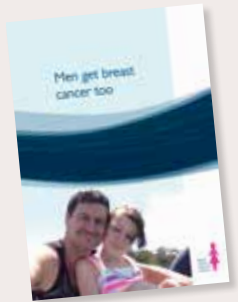


Launch of
easy English and
bilingual breast cancer
information for Chinese,
Italian, Greek and
Arabic women



100,000
BCNA members

*Men get
breast cancer
too* booklet
launched



Hosted our
first information
forum in a
language other
than English

890
Hope & Hurdles
distributed





13,560
My Care Kits
distributed

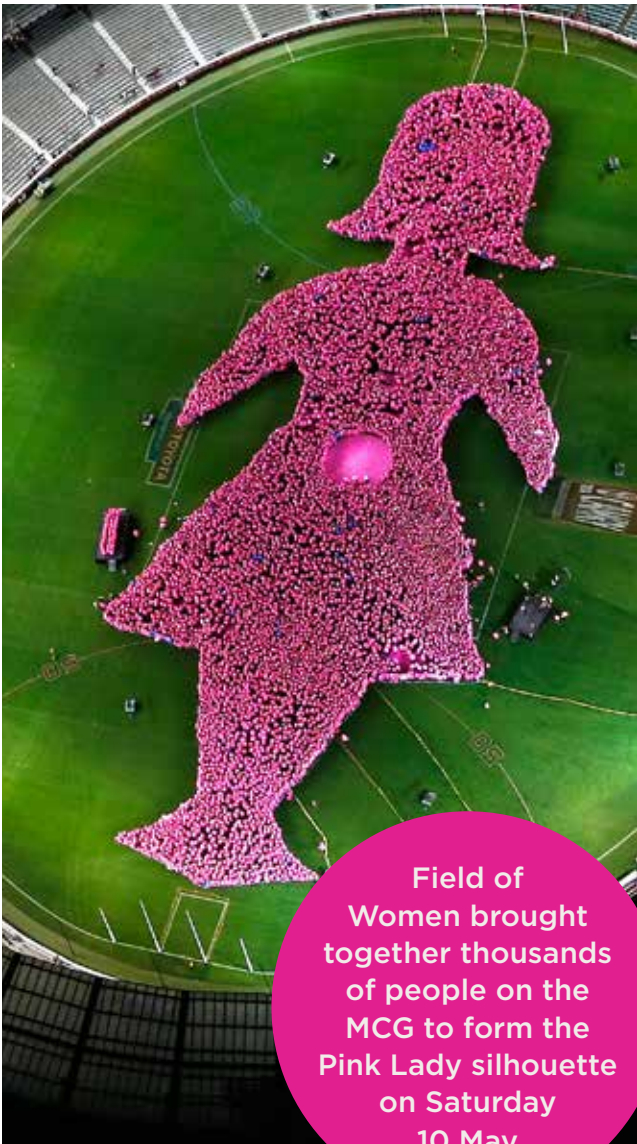


Recognised
Secondary Breast Cancer
Awareness Day for the
first time in Australia
to promote the unique
needs of women with
secondary breast cancer

BCNA hosted two UICC World
Cancer Congress Advocacy
Master Courses for 11 delegates,
including from Saudi Arabia,
Nigeria, India, Taiwan, the
Philippines and Malaysia

Active AND well
AFTER BREAST CANCER
Pilot program launched

12,894
My Journey Kits
distributed,
reaching 84% of
women newly
diagnosed
with breast cancer



Field of
Women brought
together thousands
of people on the
MCG to form the
Pink Lady silhouette
on Saturday
10 May

Our members

In 2014,
we trained
19 women,
including five from
culturally diverse
backgrounds

In 2014 our membership grew to more than 100,000 across Australia. Members are connected through BCNA and through their shared experience of breast cancer.

Community Liaisons

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

This program also broadens BCNA's understanding of and reach into communities where support may be limited.

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

By the end of 2014, BCNA had 274 Community Liaisons, including 12 women from culturally diverse backgrounds and five women of Aboriginal or Torres Strait Islander descent.





64%
of Member Groups
are in regional or
rural areas

Member Groups

Member Groups offer practical help and assistance to women diagnosed with breast cancer. These groups are mostly made up of women who have experienced breast cancer and who offer support and companionship to each other.

BCNA supports these groups in their activities with the groups playing a key role in passing on information from BCNA to group members and their local communities.

Through our activities, we are promoting cultural awareness to the community, including service providers in the delivery of cancer treatment and management. We are working hard to convince the diverse communities that it is okay to be open about cancer. - Thit Tieu, Sisters' Cancer Support Group, Illawarra, NSW



By the
end of 2014,
we had
312
Member
Groups.

*18 new Member
Groups were established,
including eight groups
for culturally diverse
women.*

Delivered directly to women

We know that no two breast cancer journeys are the same. Women differ in how they like to receive information and support. BCNA provides them with a range of free information, connects them through an innovative online network, and links them together in person at forums held throughout metropolitan, regional and rural Australia.



The Beacon

Our free quarterly magazine *The Beacon* has been a vital service for our members since 1998. Each edition includes stories from women sharing their experiences, as well as information on events, programs and issues relevant to women and their families.

You have been sending me The Beacon for more than 11 years now and I don't believe I have ever written to thank you for all your wonderful support over these years. When I was diagnosed with breast cancer in Dec 2003 the world fell in and I stayed that way for quite a while. The caring people around me all helped to lift me out of that hole and The Beacon was indeed a 'shining light'. Thank you for all your warm support in The Beacon. I look forward to many more issues!
- Catherine

More than 100,000 copies of *The Beacon* are distributed each quarter to our members across Australia.

My Care Kit

Thank you so much for the beautiful bra (I put it away carefully!) and all the literature. I was recently diagnosed with breast cancer and will have a mastectomy on 22 April. As I am now 80 years old, I feel that my journey will not be as traumatic as all those young women I've been reading about. It is wonderful to know that there is a group that provides such support for women and men diagnosed with breast cancer. - Doreen

Through our partnership with Berlei, BCNA offers a free *My Care Kit* to women who have recently had breast cancer surgery. The kit is our way of helping women adjust to the changes in their physical appearance, helping them emotionally as well. It contains a Berlei bra especially designed to wear after breast cancer surgery and a soft form for women following a mastectomy. Kits are ordered for women by our network of breast care nurses.

I cannot thank BCNA enough for giving me the support, confidence and comfort as I commence my journey to hopefully a good recovery. - Arlette



In 2014,
we distributed
13,560
My Care Kits.



This year, 12,894 kits were distributed. More than 84 per cent of newly diagnosed women received a kit and 88 per cent of the kits were received within one month of diagnosis. This meant women had timely information and were well-informed when making important decisions about their treatment.

My Journey Kit

I was diagnosed with early breast cancer in May 2010. The first thing I did was call BCNA for a My Journey Kit. When it arrived, I thought - 'please tell me I will be ok.' And it did. It told me that breast cancer has a 86% survival rate, and that was enough for me to get out of my recliner. BCNA gave me hope. I can't thank you enough. - Sharon

The most valuable support and guidance for women affected by breast cancer is often from other women who have been there. The *My Journey Kit* is our free, comprehensive information resource produced by women for women who are newly diagnosed with breast cancer. It contains useful and practical information and tips, and directs women to many services and support networks that they may need on their journey.

Ovarian Cancer Australia has based its *Resilience* resource on our kit. We have also allowed breast cancer organisations in other countries to use and adapt our resources for their women, including in New Zealand, Japan, Malaysia, Vietnam and Taiwan.

Breast cancer information

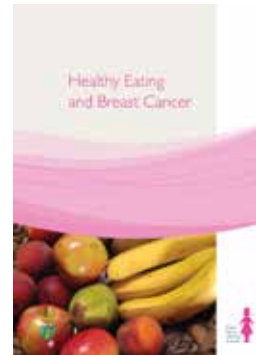
We provide free information to women to allow them to keep up to date and informed on key aspects of breast cancer research, treatment and care. This includes regular e-Bulletins reporting on the latest breast cancer research.

Our range of booklets and fact sheets, available to order and download, covers various topics of interest to people affected by breast cancer.

This year we produced and distributed the following new resources:

- *Men get breast cancer too* booklet
- *Healthy eating and breast cancer* booklet
- *Bone health* fact sheet
- *Anxiety, depression and breast cancer* fact sheet (in collaboration with beyondblue)

The new healthy eating booklet is VERY good. So much information packed into it, and so informative and useful. I love it. - Robyn



Reaching women from diverse cultural backgrounds

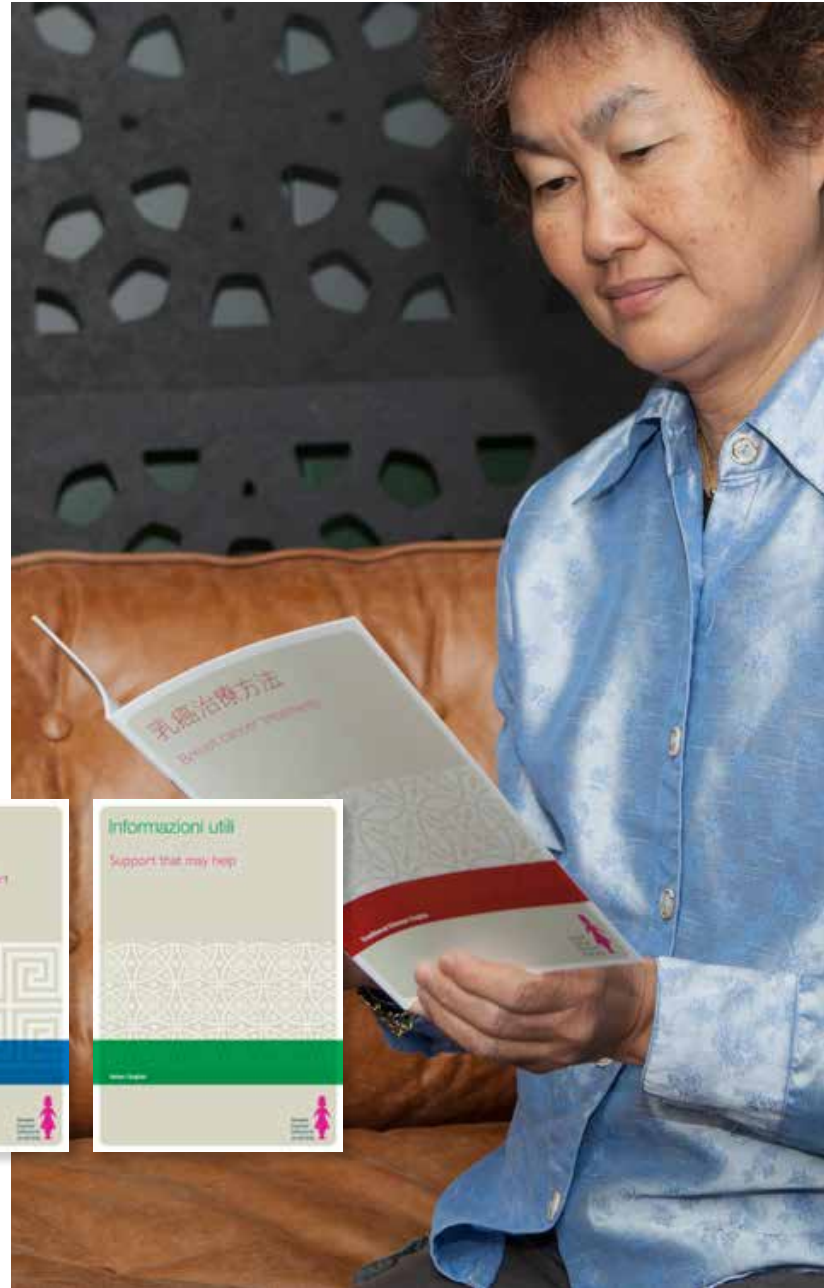
BCNA provides accessible and appropriate information and support to women with breast cancer from diverse cultural backgrounds.

In 2014 we developed four new easy English booklets for women with low literacy. The set comprises:

- *About breast cancer*
- *Breast cancer treatments*
- *Messages of hope and support*
- *Support that may help*

We consulted with women affected by breast cancer from our priority languages – Arabic, Chinese, Greek, Italian and Vietnamese – to adapt and translate the easy English booklets into a series of bilingual resources.

These resources will be available online and on CD in early 2015.



This year we held 12 forums in Hobart, Mt Isa, Perth, Albany, Geelong, Adelaide, Mornington Peninsula, Melbourne and Canberra.



Community Information Forums

The BCNA forum was wonderful, most informative and inspiring. What a magnificent organisation BCNA is. - Mim

BCNA presents forums around the country to provide women and their supporters with the opportunity to learn about the latest in breast cancer treatment and research, hear about services available in their community and share stories and meet other local women diagnosed with breast cancer.

Thank you from my heart for this information session. - Greek forum participant

We also presented our first information forum in a language other than English. The forum was held at the Greek Centre for Contemporary Culture in Melbourne. Professor John Boyages from Macquarie University Cancer Institute and Ms Voula Kallianis, Social Worker at St Vincent's Hospital, Melbourne, presented in Greek at the forum.

The event was a success due to our strong partnership with the Australian Greek Welfare Society, extensive consultation with the broader Greek community and the financial support of BCNA's partner, Sussan.

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 through Cancer Australia.

Promoting healthy eating and exercise

Healthy eating and exercise reduce the side effects of treatment and can reduce the risk of recurrence of breast cancer.

Along with producing resources to educate all Australian women about the benefits of eating well and exercising regularly, BCNA worked on a pilot initiative funded by the Victorian Government and delivered in partnership with BreaCan and the Australian Cancer Survivorship Centre.

The Active and Well After Breast Cancer pilot program aims to increase physical activity and healthy eating among Victorian women diagnosed with breast cancer and includes:

- an information day in Flemington where women heard from experts about the importance of physical activity and healthy eating, and connected with local wellbeing services
- a series of workshops facilitated by BCNA and our project partners to support women to develop their own personalised health and wellbeing plans
- access to YMCA pilot 12-week gentle exercise program for women who have been diagnosed with breast cancer
- ongoing support from BCNA, including a monthly e-newsletter, weekly motivational SMS and connection with the 'Get Active and Keep Well' online network group.

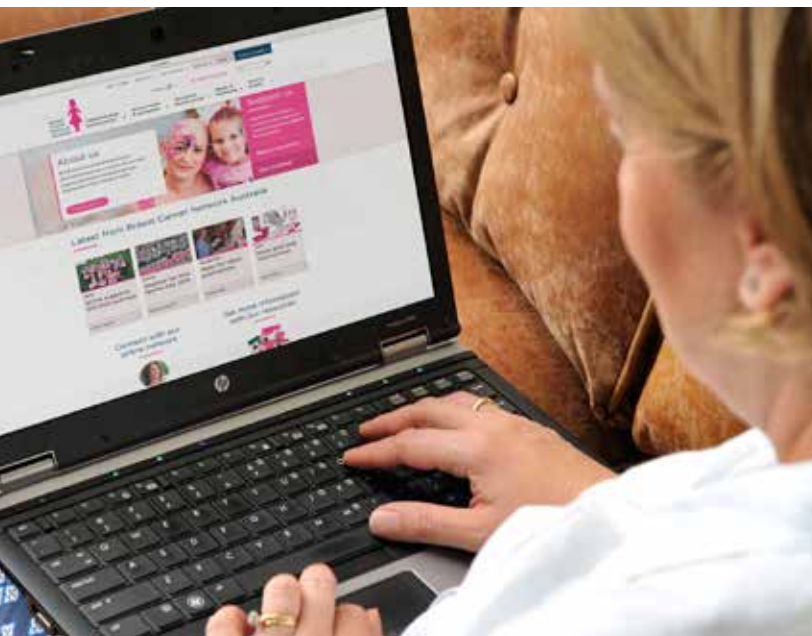
More than 6,000 copies of BCNA's healthy eating and exercise resource distributed.

The 'Get Active and Keep Well' online network group supports women across Australia.



A second regional Active and Well After Breast Cancer Information Day is planned for March 2015 in Bendigo.

BCNA was an excellent support for me, given that when I was diagnosed, I was so raw and traumatised that I didn't want to join up with a face-to-face group. Nor did I want to talk with anyone about it until I was ready. The online support was so good to go to and read what other people were also going through and feeling, which made me feel normal. Thank you for such a service. – BCNA member



Total visits to the website:
616,827

Visits to the BCNA website increased by 17% from 2013

Average visits per month:
51,402

Total visits using a mobile device:
301,141

Connecting online

A diagnosis of breast cancer can be quite isolating, with many women telling us they felt incredibly alone when they were diagnosed. We provide them with information, education and connection through our website, online network, Local Services Directory and social media sites.

Online network

- 12,755 online network members (40% from outside a major city of Australia)
- 86% of online network accounts active in some way
- seven blog posts and 48 comments per day
- seven new sign-ups each day
- More than 130 topic-based groups, including:
 - Breast reconstruction
 - Depression and anxiety
 - Diagnosed and pregnant
 - Inflammatory breast cancer
 - Hormonal therapy
 - Get active and keep well
 - Loss of libido
 - Living with secondary/advanced breast cancer
 - Male breast cancer
 - Partner support
 - Supporting a parent
 - Triple negative breast cancer
 - Young women



Social media followers 2014

Facebook 38,243
Twitter 3,654
Instagram 3,303

Supporting women with secondary breast cancer

Around 9,000 Australian women are estimated to be living with secondary breast cancer and each year 2,700 Australian women will die from the disease.

BCNA supports women with secondary breast cancer to live well, and raises awareness of secondary breast cancer throughout the community.

This year we:

- employed a senior policy officer to oversee BCNA's secondary breast cancer program
- surveyed 582 women living with secondary breast cancer to help inform our work
- recognised Secondary Breast Cancer Awareness Day for the first time in Australia to highlight the unique needs of this group of women.

I am also grateful to your organisation for campaigning for secondary breast cancer. Awareness is such a powerful tool. Thank you.
- Anne





Hope & Hurdles

Hope & Hurdles is BCNA's free pack specifically for women diagnosed with secondary breast cancer. It contains booklets, brochures, magazines and CDs that offer information, support and hope for women and their families.

In 2014, BCNA distributed 890 *Hope & Hurdles*.

Thank you so much BCNA for sending me the Hope & Hurdles resource pack full of information about secondary breast cancer. I am learning to live with the diagnosis and I do have HOPE despite the hurdles. – Margaret

The Inside Story

The Inside Story is a supplement to *The Beacon* and provides information and support specifically for women diagnosed with secondary breast cancer.

Congratulations on the recent issue of The Inside Story. So often stories of optimism and successful outcomes overshadow a different reality, that of many struggling with darker and more difficult experiences of breast cancer. While a 'positive attitude' may help improve the quality of our daily lives, we can't all sustain optimism in the face of illness and pain. It is not a failure to accept that, for some, no amount of positive thinking will beat cancer. – Judy



Improving outcomes for women

Advocacy

Advocacy is an important part of our work at BCNA. We influence the breast cancer agenda and 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 often 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.

During 2014, BCNA made 13 submissions to:

- Pharmaceutical Benefits Advisory Committee
- Medical Services Advisory Committee
- Cancer Australia
- The Senate
- National Breast Cancer Foundation
- National Health and Medical Research Council.

As a result of some of these submissions, several breast cancer drugs were listed on the Pharmaceutical Benefits Schedule (PBS) and targeted intraoperative radiotherapy was approved for a Medicare rebate, ensuring more women are able to access affordable treatments.

BCNA also participated in external working groups including:

- McGrath Foundation Advisory Committee
- Cancer and Chronic Illness Think Tank
- MOGA Annual Oncology Drugs Roundtable Meeting
- Lymphoedema Action Alliance
- Cancer Council Victoria Clinical Network
- Victorian Patient Transport Assistance Scheme Alliance
- Clinical Oncology Society of Australia Luminous Award judging panel.

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: Elisabeth Black, Professor Fran Boyle, Professor Phyllis Butow, Dr Mustafa Khasraw, Professor Bogda Koczwara, Dr Gillian Lamoury, Dr Helen Frazer, Dr Vivienne Milch, Dr Chris Pyke, Associate Professor Wendy Raymond, Associate Professor Andrew Spillane, Professor Christobel Saunders, Dr Julie Thompson and Associate Professor Jane Turner.

UICC World Cancer Congress

BCNA hosted two master courses for delegates to the Union for International Cancer Control World Cancer Congress in Melbourne in December. Eleven delegates attended from countries including Saudi Arabia, Nigeria, India, the Philippines, Taiwan and Malaysia. The master courses provided participants with skills to develop successful advocacy programs and peer support models in their own countries.

We supported and funded BCNA Community Liaison Thuong Sobey to attend the World Cancer Congress. Thuong founded Breast Cancer Network Vietnam in 2013. We worked with Thuong to deliver a joint presentation entitled 'Breast cancer support for Vietnamese women; in Vietnam and in Australia'.

Thuong's presentation was very powerful and emphasised the message - the power of one woman! - UICC Master Course participant



Research and projects

Our specialised knowledge of the experiences and issues facing women with a breast cancer diagnosis drives our research agenda. Collaboration with researchers strengthens BCNA's reputation in the research community and ensures 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.

This year, BCNA led the following research projects:

- The Support and Information Needs of Women with Secondary Breast Cancer
- *My Journey Kit* review
- Women's experience of being diagnosed following a screening mammogram

BCNA participated in 10 collaborative projects with external researchers, including:

- Women's Wellness after Cancer Program, Queensland University of Technology
- Gestational Breast Cancer Project, University of New South Wales
- Exploring the Impact of Cancer-related Lymphoedema, Macquarie University Cancer Institute
- Contralateral Prophylactic Mastectomy Decision Making Study, The University of Sydney

10

collaborative projects with external researchers



81

Consumer Representatives on 73 ongoing committees and research projects

Review & Survey Group

Our Review & Survey Group comprises approximately 2500 women with breast cancer, who represent a cross-section of our membership. We connect researchers with women from this group who have experiences relevant to the research. This group also keeps us in touch with what matters to women. Review & Survey Group members contribute to research through participating in online surveys, focus groups and research projects. In 2014, members contributed to research including:

- The use of survivorship care plans for people affected by cancer and their partners
- Understanding women's preferences for the management of the ongoing risk of breast cancer recurrence
- The unmet needs of women with and without a breast care nurse
- Women's experiences of dating after a breast or gynaecological cancer diagnosis.

Seat at the Table program

BCNA's internationally recognised Seat at the Table program ensures 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. We invite, train and support women who have had breast cancer to become BCNA Consumer Representatives. They participate on committees and research panels across the country, and internationally, and provide the consumer perspective on a wide range of research and program development. Consumer Representatives also contribute to the development of BCNA submissions and resources.

At the end of 2014, we had 81 Consumer Representatives on 73 ongoing committees and research projects, including:

- Cancer Australia's *Management of central nervous system (CNS) metastases in women with secondary breast cancer* Working Group
- Cancer Australia's *Hypofractionated radiotherapy for the treatment of early breast cancer: an updated systematic review* Working Group.
- BreastScreen Queensland Quality Management Committee
- Research exploring the information needs of women with ductal carcinoma in situ of the breast.



Working with others to achieve better results

Strong connections and relationships are fundamental to BCNA's success. Our partnerships ensure we can reach out and support our members and also achieve better results on their behalf.

We nurture close relationships with many organisations and individuals, including governments, health organisations, doctors, nurses and supportive care professionals.

We are very proud of our long-term and enduring connections with key corporate and government organisations that are committed to supporting our work.



Partners

Bakers Delight is our Major Partner and has been supporting BCNA since 2000. This partnership extends throughout Australia with more than 580 bakeries involved in our major fundraiser each year – the Pink Bun campaign.

Berlei's sponsorship of the *My Care Kit* provides a free Berlei bra for women to wear after breast cancer surgery. More than 13,000 kits were sent to women this year, including the 100,000th kit since the program started. Berlei retailers continued to support us during October through the sale of their specially designed pink bras.



Our partnership with Sussan began in 2005. Every year Sussan stores feature a beautiful range of products from which a portion of the proceeds is donated directly to BCNA. Sussan also provides special clothing for our Community Liaisons, promotes BCNA's work and sponsors Australia's largest female only fun run – the annual Sussan Women's Fun Run – to raise funds and awareness for BCNA.

Supporters

- Dunlop Flooring
- Estee Lauder Companies
- Focus on Furniture
- Godfrey Hirst
- Harvey Norman – Flooring
- KitchenAid Australia
- Manildra Group Foundation
- Ritchies
- Russell Corporation
- Showcase Jewellers

Pro bono supporters

- Australian Paper
- Australia Post
- Designgrant
- Herbert Smith Freehills
- HWL Ebsworth Lawyers
- Precision Forme Cutting
- Star Packaging Solutions

Workplace Giving Partners

We thank the organisations that have chosen BCNA to be part of their Workplace Giving programs. In 2014 the staff from the following organisations generously supported BCNA:

- Australian Paper
- Blackmores Australia
- BHP Billiton
- City of Boroondara
- Collins Foods Limited
- Charities Aid Foundation
- DTZ
- EY Foundation
- Konica Minolta Business Solutions Australia
- Macquarie Group Foundation
- Medibank Private
- Myer Knox
- National Australia Bank
- Peoplebank Australia Ltd
- Suncorp Bank
- UXC Limited
- Westpac Group
- Windsor Recruitment.

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*.



It was an amazing experience. One I will never forget. It certainly helps to get the message out that there are so many people affected by breast cancer. Well done!

Activating communities across Australia

Through national and local events, BCNA activates communities across Australia, links people together, increases our profile and raises funds. Our events also help to ensure our members feel supported in their own communities.

Field of Women

Field of Women mobilises communities, businesses and government in a powerful display that raises awareness of breast cancer but, importantly, reinforces the message that women and families affected by breast cancer are not alone.

On 9 May, thousands of women and men (representing 15,600 Australians to be diagnosed with breast cancer in 2014) united on the Melbourne Cricket Ground to bring to life our Pink Lady silhouette. Survivors and supporters stood together in pink ponchos (100 in blue) in a moving and inspiring event that follows on from similar events held at Sydney's then Telstra Dome in 2007 and the MCG in 2005 and 2010.

We thank the Field of Women major sponsors:

- Victorian Government
- Bakers Delight
- Sussan
- Australia Post
- Berlei

Field of Women event partners: AFL, MCG, Melbourne Football Club, Western Bulldogs, Ticketek, Channel 7.

Pink Lady events

Pink Lady events are fundraising events that also raise awareness of support within communities and the information and assistance BCNA can provide. In 2014, 519 Pink Lady events were held around Australia.

Mini-Fields of Women

Mini-Fields of Women give communities the opportunity to come together to pay tribute to those affected by breast cancer, to remember the people who have lost their lives to the disease, and to provide messages of hope for those at different stages of their journey. One hundred Pink Lady silhouettes, on which people can leave messages of support, are planted in formation. In 2014, 182 Mini-Fields of Women were held around Australia, bringing communities together in a powerful and touching way.

875
Pink Sports Days were organised by sporting clubs all over Australia

182
Mini-Fields of Women were planted around Australia

519
Pink Lady events were held around Australia

Where the money goes

BCNA's operations for the year resulted in a surplus of \$1.326 million.

Expenditure grew moderately against 2013, reflecting the increased investment into existing programs and supporting BCNA's strategic priorities. The highlight was the publication of a suite of resources in languages other than English.

Operating revenue increased by 2 per cent from 2013, with Field of Women contributing a net surplus of \$406,000. The annual Pink Bun campaign, run in conjunction with Bakers Delight, continues to generate significant income, with more than \$1.18 million raised in 2014. BCNA was also the beneficiary of bequests totalling \$362,000.

The Australian Government through Cancer Australia has continued its financial support of the following programs:

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

A new funding agreement was entered into during 2014, which will provide \$2.381 million over three years from July 2014 to June 2017. This new agreement combined all three programs under one master agreement, with the total financial support remaining the same as the previous three individual agreements.

The Victorian Government provided financial support for the Active & Well After Breast Cancer program.

The organisation continues to maintain an investment portfolio to support the long-term sustainability of the organisation. The income generated is used to support spending on BCNA's programs.

The Board, through the Finance, Audit, Risk and Investment (FARI) Committee, oversees the management of the investment portfolio.

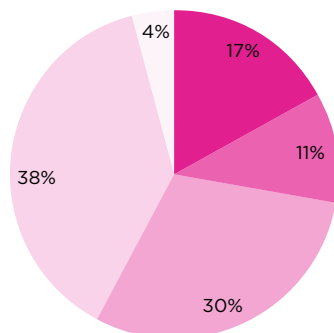
The Board, together with the FARI Committee, oversees BCNA's risk management strategy. Risks are identified by examination of operations and activities by senior management. A risk register is maintained and monitored continuously. This register is presented to the Board together with mitigation controls and any further actions required.

Breast Cancer Network Australia is an Australian public company, limited by guarantee. Our ABN is 16 087 937 531.

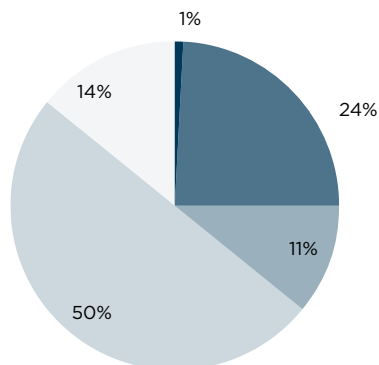
The Australian Taxation Office has endorsed BCNA as a deductible gift recipient. It is also endorsed as an income tax exempt charity and is entitled to GST concessions and an FBT exemption.

BCNA is a registered fundraiser in each state and territory of Australia and is a registered charity with the Australian Charities and Not-for-profits Commission (ACNC).

Income 2014



Expenditure 2014



**Income and expenditure summary
1 January to 31 December**

	2014	2013
	\$000	\$000
Income		
Government grants/contracts	1,152	615
Income from service provision/trading operations	784	455
Donations	2,082	2,288
Fundraising, sponsorship & licensing contributions	2,688	3,355
All other income (including investments)	289	158
	6,995	6,872
Expenditure		
Depreciation	50	39
Cost of service provision (excl. salaries & wages)	1,377	1,555
Administration cost (excl. salaries & wages)	618	591
Salaries & wages	2,840	2,495
Fundraising costs (excl. salaries & wages)	784	641
	5,669	5,321
Surplus/(Deficit)	1,326	1,550

Balance sheet as at 31 December

	2014	2013
	\$000	\$000
Cash	418	872
Short-term investments	2,254	2,055
Inventory	-	100
All other current assets	182	77
TOTAL CURRENT ASSETS	2,854	3,104
Long-term investments		
Shane Crawford Investment Fund	1538	-
Pink Bun Investment Fund	1626	-
Cultural Diversity Investment Fund	1231	-
Total long-term investments	4,395	2,880
Property, plant & equipment	351	138
TOTAL NON-CURRENT ASSETS	4,746	3,018
TOTAL ASSETS	7,600	6,122
All other current liabilities	636	456
All other non-current liabilities	49	85
TOTAL LIABILITIES	685	541
NET ASSETS	6,915	5,581
EQUITY		
Retained surplus/accumulated losses	6,581	5,255
All other equity reserves or funds	335	327
TOTAL EQUITY	6,915	5,581

Our staff and volunteers



We also thank our
Community Liaisons,
Member Groups,
Consumer Representatives
and the many others
who volunteered their
time in 2014.

Thank you

BCNA is supported by a dedicated team of staff and volunteers who are passionate about helping women affected by breast cancer and their families across Australia.

In 2014 we had 41 employees (in a mix of full and part-time roles) and enjoyed the generous support of 41 office volunteers. We are so grateful to our enthusiastic and committed group of volunteers who help us out on a daily basis. From packing and mailing *My Care Kits* every week to promoting BCNA at events, we couldn't achieve everything we do without the following volunteers:

Carolyn Allison	Maureen Jones
Glenda Audsley	Gerda Kirchmayr
Susan Chesterman	Julie Lansell
Susan Crawshaw	Suzanne LaRagy
Sally Crisp	Catherine Lim
Nola Daley	Louise Marett
Angela Di Donato	Olivia Martinello
Daniela Dimitrijovska	Dianne Morris
Carolynne Dobbin	Margaret Porter
Barbara Dwyer	Ethne Rogut
Cathy Emmerson	Sue Samarasena
Joan Esplan	Genie Scott
Anne Geddes	Sam Shepherd
Leslie Gilham	Robyn Stasiak
Jill Hicks	Maureen Swinburne
Isabel Hose	Penelope Townshend
Susan Hughes	Margaret Venning
Michele Hutchison	Carolyn Vile
Denise Jenkins	Edith Westcott
Judi Johnstone	Sue Whitehill
	Lynne Williams

BCNA's senior leadership team
as at 31 December 2014



Hon. Maxine Morand
CEO (to 4 Dec 2014)



Christine Nolan
CEO
(Appointed Dec 2014,
commenced 2 Feb 2015)



Rozalee Erceg
Head of
Development and
Communications



Fiona Patterson
Head of Programs



Natalie Rolfe-Stuart
HR Manager



Allison Southwell
Finance Manager



Kathy Wells
Policy Manager

BCNA staff



Donate

Make a one-off donation or set up a regular monthly donation.

Give back while you work

Workplace Giving is an easy and convenient way to donate to a BCNA via pre-tax payroll deductions.

Participate in research

Help with breast cancer research by joining BCNA's Review & Survey Group.

Hold a Pink Lady event

These fundraising events can be anything from a simple afternoon tea to a fancy cocktail party. Contact BCNA with your idea and we'll help you bring it to life!

Pink up!

Add a touch of pink to your life by shopping online and showing your support for BCNA.

www.bcnashop.org.au

Share your experience

Connect with others on BCNA's online network or apply to become a Community Liaison in your community.

Sponsor us

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

Challenge yourself!

Thinking about a fun run, or taking a trip of a lifetime? We have some great ways you can achieve a personal goal while supporting BCNA.

**Ways
to support
BCNA**

To find out more, visit

www.bcna.org.au

1800 500 258

email: beacon@bcna.org.au

