

# *Up there pink lady*

Breast Cancer Network Australia  
Annual Review 2007



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### Breast Cancer Network Australia

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*COVER: Natrasska Chiron sits among the silhouettes planted by the Calvary Health Centre, ACT. (Courtesy Canberra Times)*

Breast Cancer Network Australia (BCNA) completes a decade of achievement for women in 2008.

The *Field of Women LIVE* was BCNA's highest profile event of 2007. It spoke powerfully to the public about the impact of breast cancer on women and families. Its 13,100 participants demonstrated that this is an issue of such significance it can mobilise a large and diverse community to take action.

Underlying this activity and public demonstration, BCNA maintained its focus on the day-to-day grass roots work of providing practical assistance to women with breast cancer. Our advocacy work ensured that the real issues facing women – those recently diagnosed, through to women facing long-term issues many years after their diagnosis – were raised publicly and that important gains were made on their behalf.

Because BCNA is made up of thousands of women like us – now more than 20,000 survivors – we can speak from experience, we can listen and truly understand, and we can work together to make things better.

This year we have particularly turned our focus towards women with secondary breast cancer. Many of these women have, until recently, struggled for quality information, for support and even for acknowledgement. We believe that our efforts with the development of the *Hope & Hurdles* Pack, our travelling photographic exhibition and our information forums for women and their carers, will assist in a tangible way.

As our membership grows, so does our workload. More women learn about BCNA and what we can offer and there is always more work to do, but what a wonderful thing it is to know that we are helping.

Through our work, our Pink Lady stands strong, a beacon in many important ways. She is a symbol of the strength and courage of women; a symbol of tenacity and hope; a sign that there are too many women affected by this disease but no woman needs deal with this experience alone.

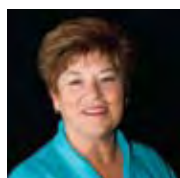
It is important to us to acknowledge the many who have contributed to our achievements in 2007: our sponsors and supporters; our Member Groups; our advocates and community champions; the doctors and nurses who have promoted BCNA's services to their patients; and the dedicated members of our staff and Board.

BCNA is a network: we connect our constituents. Our achievements and strengths rely on the connection of all our people who, by working together with a shared vision, can achieve much and together we expect to accomplish more.

As BCNA moves into its tenth year, we look forward to the next decade; to build on the sound base that has been established to make an even greater difference for those who are affected by breast cancer.



**Patricia Edgar, AM  
Chair**



**Lyn Swinburne, AM  
Chief Executive Officer**

## Vision

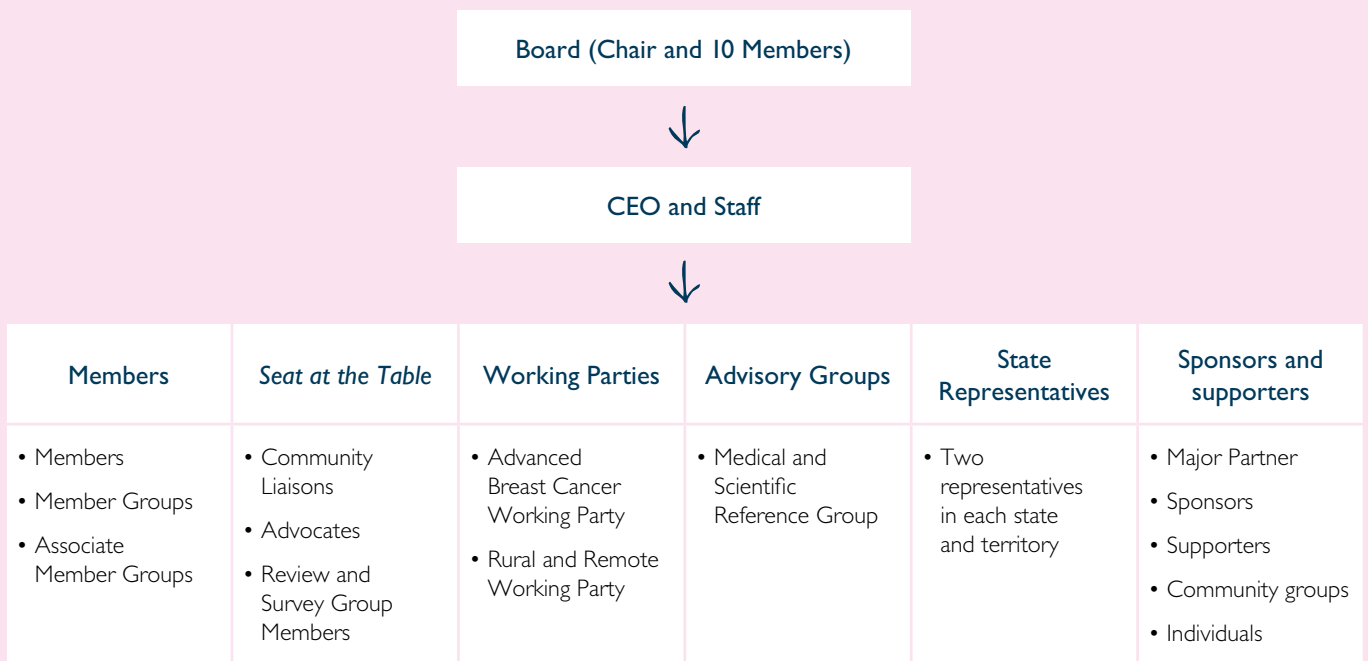
All Australians diagnosed with breast cancer and their families receive the very best information, treatment, care and support possible, no matter who they are or where they live.

## Mission

BCNA **informs, empowers, represents** and **links together** Australians personally affected by breast cancer. BCNA:

- **informs** women through a wide range of relevant services and resources
- **empowers** women to have a voice in their own health care and to play an active role in improving breast cancer treatment, care and services
- **represents** Australians affected by breast cancer in the health care system, scientific community, government, media and wider public
- is driven by women who have themselves experienced breast cancer and **links together** individuals and groups sharing similar issues and experiences.

## Organisation structure



# Board



**Patricia Edgar, AM (Chair)**

An author with eight books to her credit, Patricia is best known for her work in children's television. She was Chair of the Australian Broadcasting Tribunal Children's Program Committee and Founding Director of the Australian Children's Television Foundation for over 20 years. Patricia is Chair of the World Summit on Media for Children Foundation and was diagnosed with breast cancer in 1988.



**Andrew Barling**

Andrew is a surgeon working in both rural Victoria and metropolitan Melbourne. In 2000, he established the Otis Foundation, which provides free respite accommodation for women with breast cancer.



**Associate Professor Fran Boyle, AM**

Fran is the Associate Professor of Medical Oncology, University of Sydney and Director, Patricia Ritchie Centre for Cancer Care and Research at The Mater Hospital. She is Chair of the Scientific Advisory Committee of the ANZ Breast Cancer Trials Group. She is also on the Board of the National Breast Cancer Centre. She is well known for her contributions to breast cancer research, policy and education and for advocacy on behalf of women with breast cancer.



**Raelene Boyle, AM MBE**

As a track and field athlete, Raelene represented Australia at four Olympic Games. She has won three Olympic Silver Medals, seven Commonwealth Gold Medals and two Commonwealth Silver Medals. One of the National Trust's 100 Living Treasures, Raelene is Patron of Bloomhill Cancer Help on the Sunshine Coast and a member of the Sport Australia Hall of Fame and the Australian Track and Field Hall of Fame. She was diagnosed with breast cancer in 1996.



**Terry Bracks (Deputy Chair)**

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, Board Member of the Australian Children's Television Foundation and Founding Chair of Western Chances in Melbourne's western suburbs.



**Ron Dewhurst**

Ron has worked in investment management and investment banking for over 30 years. He was formerly Head of Americas for JPMorgan Asset Management and CEO of IOOF Holdings Limited. He is a Director of Australian United Investment Company Limited and a Trustee of the National Gallery of Victoria.



**Karen Hayes**

Karen Hayes has worked internationally in general management and strategic consulting, primarily in financial services and information technology. She was CEO of Planpower and is currently Director Corporate Engagement and Human Capital with UXC Limited. She is also a Melbourne Football Club Board Member. Karen was diagnosed with breast cancer 1996.



**Suzie Howie**

Beginning as a publicist with Michael Edgley International, Suzie has worked on more than 700 stage shows, films and cultural events. From 1985, her Public Relations company, Howie & Taylor Publicity, has presented productions including Cats, The Phantom of the Opera, Les Miserables, Mamma Mia, and Guys and Dolls. Suzie was diagnosed with breast cancer in 2004.



**Jocelyn Newman, AO**

Lawyer, businesswoman, farmer, community worker and politician, Jocelyn was elected to Federal Parliament as a Senator for Tasmania in 1986 and was a member of the Federal Cabinet from 1996–2001. She was a member of the National Breast Cancer Centre's Board from 2004–2007 and is currently an Advisory Council Member of Cancer Australia. Jocelyn was diagnosed with breast cancer in 1994.



**Marg O'Donnell**

With a background in social work, Marg has spent much of her career with the Queensland public service, including six years as Director-General of three state government departments. She was also the Inaugural Legal Ombudsman in Victoria. Marg currently works as a consultant and is Chair of Legal Aid Queensland, and the Australian Festival of Chamber Music. She was diagnosed with breast cancer in 2003.



**Gabrielle Trainor**

A lawyer and former journalist and public sector executive, Gabrielle is a founding partner of John Connolly & Partners, a specialist issues management firm. She is a Director of the Victorian Urban Development Authority (VicUrban), the Sydney Harbour Foreshore Authority and the Sydney Symphony Orchestra. She has chaired and served as a Director for a range of government, public, private and not for profit organisations.

## *Our Members*

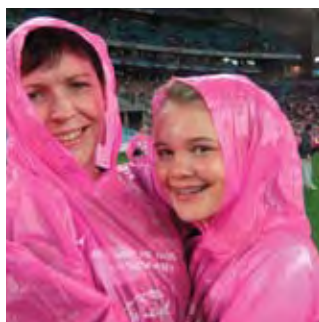
During 2007, the number of BCNA Members increased by almost 5,000. At the end of the year there were over 25,000 individual Members and 187 BCNA Member Groups throughout Australia. Ninety percent of our Members have had a diagnosis of breast cancer. The remaining Members have been affected by breast cancer through the personal experience of a family member or friend.



"The experience will stay with me forever. In memory of my grandmother and my mother and for myself and my friends who are now survivors. It was peaceful to be in a place where women all knew how you felt. The emotions and strength of everyone on the field at that time was exhilarating."  
Tracey



## Field of Women LIVE



On 11 August 2007, BCNA presented the *Field of Women LIVE* at Sydney's Telstra Stadium.

In a powerful and uplifting display, 13,000 people wearing pink ponchos and 100 in blue, stood in the shape of our Pink Lady to represent the number of Australians diagnosed with breast cancer in 2007.

For those involved on the night, it was an extraordinary evening which helped promote BCNA nationally and raised \$660,000 for our programs.

The event included Mike Brady's inspirational rendition of *Up There Pink Lady*, a moving speech from BCNA's CEO Lyn Swinburne and performances by singers Tamsin Carroll and Alexis Fishman.

Special thanks to our major sponsors – Bakers Delight, Australia Post, QBE and Sussan; our supporting sponsors – Multiplex, Pacific Brands, Ticketek and Westfield; and our event partners – AFL, Sydney Swans, Telstra Stadium and The Daily Telegraph who helped make the event possible.







*"After reading the Hope & Hurdles Pack, I didn't feel so alone anymore, [it] actually picked me up and I felt I could try again to battle this disease after fighting it for six years."*  
Judy

## Harnessing hope – overcoming hurdles

### BCNA launches the Hope & Hurdles Pack

Women living with secondary breast cancer tell us that hope is vital – without hope there is no point in aiming for tomorrow. We also know how important it is to have relevant and accessible information to help overcome the hurdles along the way.

With the input of hundreds of women with secondary breast cancer and those who treat and care for them, BCNA launched the Hope & Hurdles Pack – a resource for women living with secondary breast cancer.

The first of its kind, *Hope & Hurdles* is a comprehensive healthcare resource offering information, support and hope for women and their families.

*"I am spreading the word, and will be taking my Hope & Hurdles Pack along to my support groups so that other women can order it. I really hope they do, as I believe everyone can use it. I just feel sorry for the women with other forms of cancer who aren't able to access this wonderful pack."*

Lisa

The challenge in putting *Hope & Hurdles* together was to strike a reasonable balance between offering hope and being realistic. Every woman's breast cancer journey is different, and every woman responds differently to her situation. BCNA believes that information helps women have a sense of control and make informed decisions at important times – and there are many of these to be made when living with secondary breast cancer.



### Reaching out to women

To complement the launch of *Hope & Hurdles*, BCNA held forums in Melbourne, Adelaide and Brisbane. Over 250 women with secondary breast cancer, their husbands, partners and friends attended to hear about treatment, support options and strategies for enhancing emotional wellbeing.

*"I found the Hope & Hurdles Forum informative, moving, and most of all, uplifting. There was such a warm, good and energetic feel generated that it made one feel privileged to be a part of such a wonderful group of people."*  
Janis

The *Hope & Hurdles* photographic exhibition, a series of beautiful portraits and accompanying stories capturing moments in the lives of Australian women living with secondary breast cancer, featured at the forums.

*"I have had the privilege of communicating with, and having a glimpse into the hearts and minds of 13 brave, determined, funny, loving, gracious and individual women. None of them like what has happened, none of them pretend it is easy, but all, in their own indomitable way, are inspirational. They let their emotion hang out ... which is why these contributions are so powerful in their humanity and honesty."*  
Maria Prendergast – photographic exhibition coordinator.



"I want to let people know because if they are like me, breast cancer is the furthest thing from their mind. If it happens to them though, hopefully they'll remember the pink silhouette, what it's all about and how it can help them."  
Anne



## Influencing the breast cancer agenda

### BCNA's policy work

BCNA works on a range of issues to improve treatment and care for Australians with breast cancer. We gather relevant information, identify key priorities and develop strategies to help find solutions to the issues that matter to women. We also respond to emerging policy issues by approaching government, and the health industry, or calling our women for action.

Through our widespread network of BCNA Members, we receive advice, feedback and updates about the issues facing Australians with breast cancer. This may be from women and their families, our Working Parties, Member Groups, or our *Seat at the Table* Members. We also consult with specific groups of women at conferences and via surveys. This information gathering enables us to effectively and strategically represent the experiences and interests of all Australians with breast cancer.

We also consult with breast cancer clinicians and researchers who offer information or advice on relevant issues. By sourcing current evidence-based information, we can produce reliable materials including fact sheets, policy statements, website articles, e-bulletins and articles for our newsletters, *The Beacon* and *The Inside Story*. We also make submissions to government on issues of importance to our Members and present at national and international conferences.

Throughout 2007, BCNA worked on a number of policy and advocacy issues and produced a range of information for women and their families.

The following are some of the highlights from the year:

#### Access to treatment: BCNA's Tykerb advocacy strategy

BCNA played a key role in campaigning for free access to Tykerb, a treatment for women with HER2 positive secondary breast cancer, for which Herceptin is no longer viable. BCNA publicly supported the call for Tykerb to be listed on the Pharmaceutical Benefits Scheme (PBS), generating national media coverage. We worked behind the scenes, wrote letters and lobbied key stakeholders including the pharmaceutical company that produces Tykerb. As a direct result of our efforts, this company ultimately reinstated their subsidy program, enabling women free access pending the results of the PBS decision.

#### Influencing industry to improve women's quality of life: travel insurance

BCNA has been concerned that breast cancer survivors seeking travel insurance often face significant premiums or are denied coverage. During 2007, BCNA developed three fact sheets on travel insurance – for women with early breast cancer, for women with secondaries, and outlining complaint processes. All are available

on our website. We also held discussions with travel insurance industry representatives about the realistic levels of risk women with breast cancer pose. We are continuing to work with them to develop insurance products to better meet the needs of breast cancer survivors.

#### Improving outcomes for women in rural Australia

A diagnosis of breast cancer is never easy. However, for women living in rural and remote parts of Australia, the implications of such a diagnosis can be truly daunting. Not only do these women have to deal with sickness and difficult treatment but also hours of travelling and in some cases overnight stays to attend appointments. Working closely with our Rural and Remote Working Party, who have all personally experienced breast cancer in a remote location, BCNA developed a submission for the Senate Inquiry into the operation and effectiveness of Patient Assisted Travel Schemes. The BCNA submission included ten recommendations, nine of which were included in the Senate report 'Highway to Health', released in September 2007.

#### Supporting efforts for young women

Approximately 700 women under the age of 40 are diagnosed with breast cancer each year in Australia. BCNA supported the committee organising the 'Up Close and Personal' National Conference for Young Women with Breast Cancer. BCNA staff made presentations, convened a workshop and held an information display at the conference. We also produced a conference summary report which was posted on our website. Issues raised at the conference included the impact of treatment on fertility, pregnancy during and after breast cancer, sexuality, and the impact of breast cancer on young families and relationships. These were incorporated into our subsequent edition of *The Beacon* magazine, enabling us to highlight these issues to Members and breast cancer service providers.





## Bringing people together

BCNA presented forums to over 385 women with breast cancer, their partners, family and friends in Albury, the Gold Coast and Perth during 2007.

The forums included presentations from breast cancer clinicians, BCNA staff, and Board Member, Raelene Boyle. The events stimulated interesting discussions about relevant issues to women in their local areas. This further informed our policy work. We also held a young women's forum in Perth attended by 90 young women with breast cancer.

*"One of the hardest things with breast cancer when you're young is that you're so isolated, especially if you don't live in one of the major cities. It was really valuable to meet other women in my position. Through the forum I met other people who were in the same boat and heard some practical strategies to help me get through this."*

Petrina

## BCNA's staff involvement in national committees

Advocates for effective treatment and support for women with breast cancer, BCNA's staff are involved in a number of national committees and groups. These include:

- Cancer Australia's National Consumer Advisory Group
- Clinical Advisory Group to the Royal Australasian College of Surgeons' National Breast Cancer Audit
- National Breast Cancer Centre's Board of Directors
- National Breast Cancer Centre's Advisory Groups
- The 15th UICC Reach to Recovery International Breast Cancer Support Conference 2009 Organising Committee

## International work

While the major focus for BCNA's work is in Australia, we also foster and support international cooperation with breast cancer organisations around the world. Our *Seat at the Table*, *My Journey Kit* and *Hope & Hurdles Pack* are used as a model by other similar organisations.

BCNA has also developed close ongoing relationships with breast cancer organisations in New Zealand, Europe, Canada and Japan. Lyn Swinburne was invited as the keynote speaker at the Breast Cancer Network Japan's Conference in Tokyo in October and attended Europa Donna's 9th Annual Forum in Paris in June.



*"I feel privileged to have travelled a road that now enables me to be a Community Liaison representing an organisation whose work I am very grateful for.*

*Having been diagnosed with breast cancer in 2006 others know that we speak from experience and probably understand the journey that their loved one, friend or they themselves are on."*

Jillian



## Seat at the Table

BCNA's *Seat at the Table* program ensures the voices of those affected by breast cancer are heard when decisions about breast cancer treatment, support and policy are being made. This unique program offers a variety of opportunities for women to get involved and by sharing their experience, help make a difference for others with breast cancer. This includes Members sitting on breast cancer advisory boards and committees and promoting breast cancer services through the media.

During 2007, the program was restructured to offer more opportunities for Members and to accommodate the increasing demand for the service.

The program includes:

**Advocates** – appointed to advisory groups, working parties and committees to contribute to decisions related to breast cancer treatment and support.

**Community Liaisons** – share their stories and promote BCNA to community groups and through the media.

**Review and survey group** – take part in surveys for research studies and review breast cancer resources.

We have over 200 BCNA *Seat at the Table* members, and most were involved in activities generated through our *Seat at the Table* program during the year.

The new one day Community Liaison Training Program held in Melbourne enabled 18 Victorian women to become new BCNA Community Liaisons. The training will be delivered in other states across Australia.

*"The training was a day filled with much information, inspiration and a good dose of emotion. I came out the other side feeling confident about the future but not forgetting the impact that breast cancer has had on my life as well as the lives of so many others."*

Marie

Below are some examples of our *Seat at the Table* work.

### **Margaret Tassell (Tas)** **BCNA Advocate**

Margaret has been a *Seat at the Table* Member since 1999 and has served on several national committees that focussed on early diagnosis of breast cancer and breast imaging technologies.

*"Seat at the Table is so rewarding – it makes you feel that you can spin some of your own pain into gold by improving the experience and outcomes for other breast cancer patients. A highlight for me was working on a committee to get Medicare funding for the use of MRI for early diagnosis in certain women at a high risk of breast cancer. I believe that having consumer representatives involved in such committees is vital – it really increases the quality of treatment for the future. Where once it was unusual to have a non-medical person on a research committee, now it is a given."*

### **Suzanne Mullen (NSW)** **BCNA Community Liaison**

Since her diagnosis in 2002, Suzanne has been an active *Seat at the Table* Member. She has been heavily involved in promoting BCNA and raising awareness about the impact of breast cancer, especially through her local media.

*"After my own diagnosis and treatment, I wanted to make some sense of what had happened by making a difference to other women's experience of breast cancer. I didn't want them to feel as uninformed, isolated or disempowered as I had. Our stories resonate with so many people – breast cancer touches almost everyone in the community. Telling these stories gets the BCNA message out – it's amazing the number of local people who stop me in the street and let me know that they have heard me being interviewed. Now so many more people recognise the Pink Lady and how it can help them."*

### **Jill Hicks (Vic)** **BCNA Community Liaison**

Many women tell us that one of the hardest things to deal with is the way they receive the news of a breast cancer diagnosis. Aiming to influence tomorrow's doctors, Jill is one of BCNA's Community Liaisons who share their experience of breast cancer with third-year medical students at Melbourne University each year.

*"It's so important to speak to the medical students about what it feels like to be a patient and hear the words, 'the tumour is malignant'. They need to understand the emotional impact of what they are saying and how with just four words, a patient's whole life is changed. The students ask such insightful questions – I hope when they qualify, they remember these presentations and appreciate the enormous personal impact of receiving this diagnosis. There is much more to the patient than the disease for which they are seeking treatment. Good communication is so important."*





"I can't stress strongly enough how relieved I was to get your My Journey Kit. It just took away the overwhelming anxiety that I had initially."  
Sue



## My Journey Kit

BCNA's *My Journey Kit* provides a range of resources to inform and support women when they are diagnosed with breast cancer. It helps women and their families make important decisions during their breast cancer journeys.

The kit features the *My Journey Information Guide* developed through extensive consultations with women who had breast cancer. Women use the *Personal Record* to record details of their medical history, treatment, side effects experienced, test results and to note questions for their health care team.

During the year, 7,161 kits were distributed across the country at no cost to women. An ongoing challenge for BCNA is ensuring that *My Journey Kits* reach women around the time of diagnosis. Health professionals have been crucial in promoting our message – in 2007, 80% of women who received a *My Journey Kit* heard about it from a doctor or nurse.



## My Care Kit

Through our partnership with Berlei, BCNA is able to provide a free specially designed bra for women who undergo surgery for breast cancer. Through the *My Care Kit* program 7,184 kits were distributed in 2007, ordered by breast cancer health professionals for women in their care.

Berlei also generously supplied *My Care Kit* fitting kits, comprising samples of each bra size, which helps health care professionals estimate the correct sized bra for women. In 2007, 224 fitting kits were delivered to hospitals.

We are grateful to our wonderful volunteers, who pack approximately 140 *My Care Kits* for mailing every week.



## BCNA in the news

The media plays an important role in BCNA's advocacy work and also helps to promote our resources and activities to those with breast cancer and their families.

In 2007, there were 1,073 stories across print, radio and television about BCNA. This was an increase of 433 from the previous year including 157 on *Mini-Fields*, 86 promoting the *My Journey Kit* and 59 on the Bakers Delight 'Pink Bun' campaign. *Field of Women LIVE* also provided an excellent opportunity to promote women's stories through the media.



“The Beacon was of great comfort... it literally became my beacon of light. I cried as I read the stories from other women who were going or had gone through the same things I was at that time – I was so relieved that there were people out there who would understand, who knew what it was like.”  
Catherine

## Information when it's most needed

### Shining a light on breast cancer

Connecting BCNA with our Members and supporters, *The Beacon*, our free quarterly magazine, features current information important to our Members. The theme of each edition of *The Beacon* is reflected in the women's stories and articles. In 2007, *The Beacon's* themes were breast cancer and young women, clinical trials, family history and survivorship. Circulation increased from 25,000 in 2006 to more than 30,000 in 2007.

### The Inside Story

Women living with secondary breast cancer experience different issues to women with early breast cancer. *The Inside Story*, our four-page supplement in *The Beacon*, caters specifically to women with secondary breast cancer. *The Inside Story* includes personal stories, current resources, support options and information on services and issues, it is distributed to over 4,400 people quarterly.

*“My biggest issue is isolation. I need to hear from other women who are in the same situation. Everyone believes we are no longer productive and should be sick. Others avoid you because they don't know how to react. The Inside Story shows me I am not alone. It really is a shining light in the darkness.”*  
Helen

### www.bcna.org.au

Providing up-to-date information on breast cancer issues, events and services, BCNA's website continues to be a central platform for our communication with the community. In 2007, there were 450,808 visits to the website, an increase of 157,747 from 2006. Website usage peaked in October during breast cancer awareness month.

### e-bulletins

In March, BCNA launched the e-bulletins, a monthly email with the latest information on:

- family history and hereditary breast cancer
- issues for women in rural and remote locations
- secondary breast cancer, and
- young women with breast cancer.

The e-bulletins are emailed each month to over 1,100 members who have signed up for this service.

*“Living on a farm, four hours drive from the nearest town, I really appreciate your updates. I am undergoing a difficult time at the moment and feel very isolated. Your bulletins make me feel less alone. They give me hope.”*  
Laura





## BCNA in the community

### Mini-Field of Women events

Featuring 100 Pink Lady silhouettes, 130 Mini-Field of Women events were held across the country in October to highlight the impact of breast cancer on local communities.

Each Mini-Field is unique and reflects the diversity and creativity of the hosts.

From large-scale spectacles to small morning teas, 2007 saw communities come together to hold a Mini-Field. Emma Fulwood, Sue Humphrys and supporters turned Kangaroo Island pink for the week, Carole Heap mobilised a 300-strong crowd in Cohuna, Victoria, and Anne Cameron held displays in the main street and local libraries of Burnie and Wynyard in Tasmania.

A spectacular Field of Women of 2,800 Pink Lady silhouettes, representing the number of women in Queensland diagnosed with breast cancer each year was displayed at the Dragons Abreast Australia International Regatta in Caloundra, Queensland in September.



Mini-Fields locations included:

<b>ACT</b>	Gayndah	<b>TAS</b>	Portland
Canberra	Goondiwindi	Beaconsfield	Ringwood East
Canberra City	Ingham	Bicheno	Sebastopol
Canberra International Airport	Ipswich	Devonport	Shepparton
Jamieson Centre	Kilcoy	Hobart	Sorrento
Woden	Laidley	Launceston	Swan Hill
	Manly West	South Hobart	Traralgon
	Moranbah	Wynyard	Tuerong
<b>NSW</b>	Maroochydore		Tyabb
Berridale	Mt Isa	<b>VIC</b>	Wendouree
Byron Bay	North Bundaberg	Alphington	
Cessnock	Rockhampton	Bacchus Marsh	<b>WA</b>
Darlinghurst	St George	Ballarat North	Byford
Kogarah	Toowoomba	Bendigo	Dowerin
Mulwala	Underwood	Blackburn North	Duneraig
Nyngan	Weipa	Brighton	Esperance
Rose Bay		Brighton East	Geraldton
Tweed Heads	<b>SA</b>	Cockatoo	Hillarys
Wahroonga	Adelaide	Cohuna	Kalbarri
Woollahra	Ceduna	Colac	West Perth
	Fullarton	Doncaster East	
<b>NT</b>	Gawler East	Frankston	
Tiwi	Henley Beach	Glen Waverley	
The Gardens	Kangaroo Island	Heidelberg West	
	Meningie	Hoppers Crossing	
<b>QLD</b>	Millicent	Horsham	
Alexander Hills	Minlaton	Lancefield	
Aspley	Pinnaroo	Little River	
Bracken Ridge	Port Broughton	Malvern East	
Buderim	Port Pirie	Mount Helen	
Cairns	Port Wakefield	Mount Waverley	
Condon	Unley	Musk	
Eight Mile Plains			
Emerald			

(Courtesy Daily News)







(Courtesy Ballarat Courier)

*"Our Mini-Field was emotional and bonded the women who'd never been able to come out before. For those who are shy, it let them know there are lots of us out there and we're here to support you."*  
Carole





## Community fundraising

Friends, members and community groups have enthusiastically given their support to BCNA during 2007, holding 210 fundraising activities, raising over \$480,000. Others have generously donated their time and money to support our organisation. Thank you to everyone who contributed – your support continues to make our work possible.

We appreciate all your contributions. Special thanks to those who contributed more than \$5,000 to BCNA in 2007:

Anita and Peter Weinart  
 Anna Perigo  
 Arlene Clarke  
 Aviva  
 Barb's Girls sewing group  
 Coffs Harbour Racing Club and Function Centre  
 Crowley family  
 The Hayes Family  
 Heritage Finance  
 J Abbott Constructions  
 Jellis Craig  
 Jesse Jones  
 Jim McCarthy  
 Julie Hayes  
 Inpact McDonald Carter  
 Lauriston Girls' School  
 Lord Mayor's Charitable Fund Melbourne  
 Lyndsay Takacs  
 Manildra Group  
 Marilyn Salter  
 Michael and Lisa Sowards  
 Natio Pty Ltd  
 Panasonic  
 Peter McInnes Pty Ltd  
 Phuong Tran  
 Pink Ladies Golf Classic  
 Rosebud Country Club  
 Ritchies  
 Southern Cross Rodeo Circuit  
 Tabeel Trading Nominees Pty Ltd  
 Tontine  
 Woollahra Golf Club



### Cycling for support

Cycling over 200km on a sweltering hot day is no mean feat but Michael Sowards and his team of 15 riders were a determined bunch. Using the Pink Lady as motivation, for the third year running they completed the *Around the Bay in a Day* bike ride to raise money for BCNA.

They not only made it in one piece, but managed to mobilise 160 individual sponsors to raise over \$36,000.



### Quilting for BCNA

When breast cancer touched 'Barb's Girls', a patchworking group, they decided to do something to help other women, friends and families.

Inspiring other patchworking groups across Australia, Barb's Girls organised 'The Quilt Downunder' – an exhibition and charity auction of handmade quilts to raise awareness and funds for BCNA.

A total of 114 quilts were donated from all over Australia raising over \$30,000.

Dear Lyn and BCNA

After great success in recent years I have again run a footy tipping competition.

This year all of the competitors who won money have donated it to BCNA which gives us even higher amount of money to donate. This year it has equalled \$760.

I hope that this money can help people suffering from breast cancer and their families in any way.

Yours Sincerely

*Jack Lidgett*

Jack Lidgett

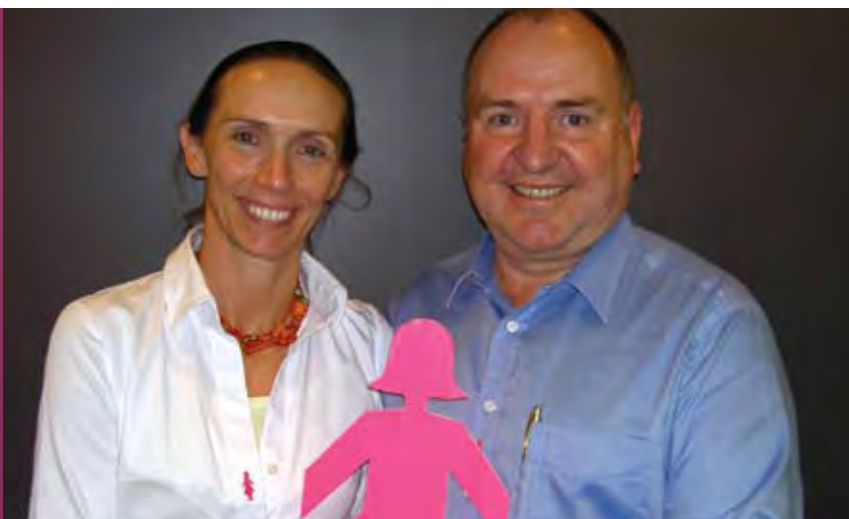
In 2004, 11-year-old Jack Lidgett's mother Kate was diagnosed with breast cancer and he has been raising money for BCNA ever since. Through a series of footy tipping competitions Jack has raised over \$1,200 for BCNA.



*"We thought the best way to honour Veronica's memory was to keep raising awareness by supporting and remembering friends and family with breast cancer."*  
Jazz



(Roger and Lesley Gillespie,  
Co-Founders of Bakers Delight)



## Sponsors

### Major partner – Bakers Delight

Bakers Delight is BCNA's major partner and has been supporting the organisation since 2000. Their incredible support includes providing a fully equipped and serviced national office, offering corporate advice, access to their networks and assisting with BCNA projects.

Since 2000, Bakers Delight has raised more than \$1.9 million for BCNA, primarily through their annual 'Pink Bun' promotion. The 2007 campaign raised \$365,000.

*"Bakers Delight is extremely proud of its long association and unique partnership with BCNA. Our bakeries continue to support BCNA's exceptional work providing support to women with breast cancer. The partnership is a great success – we feel an overwhelming sense of satisfaction from BCNA's results and our bakeries' contribution to achieve this. The Bakers Delight annual 'Pink Bun' fundraising campaign provides our bakeries and their staff with the sense of satisfaction knowing that every dollar raised goes towards BCNA's work. Our partnership is a leading corporate partnership; it is part of our culture, it is part of who we are."*

Roger Gillespie, Co-Founder and Managing Director of Bakers Delight.  
Lesley Gillespie, Co-Founder and Executive Director of Bakers Delight.

### Supporting sponsors – Australia Post, Pacific Brands and Sussan

#### Australian Post

Australia Post has been a sponsor of BCNA since 2001. Their support includes sponsoring the *Mini-Field of Women* events and distributing the *My Journey Kit* free of charge to women throughout Australia.

*"Australia Post is proud of our partnership with BCNA. By distributing My Journey Kits and sponsoring Mini-Field of Women events, we are able to connect women most in need with BCNA. This is how we help those with breast cancer."*

#### Pacific Brands

Pacific Brands and BCNA formed a partnership in late 2004 through the *My Care Kit* program. Pacific Brands provides Berlei post-surgery bras in the *My Care Kits* to women who have had breast cancer surgery.

In 2007, Berlei produced a 'Pink Lady' bra which sold through retailers nationally raising \$106,000 for BCNA. Other Pacific Brands companies to support BCNA in 2007 were Dunlop Flooring and Tontine.

*"Pacific Brands is enormously proud of its strong and growing partnership with BCNA and BCNA's grass-roots connection with women. We are working to actively raise awareness of breast cancer with our own employees with BCNA Community Liaisons presenting to our staff. We look forward to continuing to build this key relationship in years to come."*  
Julie Malandin, General Manager, The Berlei Group.  
Mary Keely, Group General Manager, People & Performance, Pacific Brands.

#### Sussan

Sussan provide a huge amount of support to BCNA. In 2007, this included raising funds through the sale of Pink Lady pins and Sussan gift boxes, promoting BCNA programs in their 273 Australian stores, and supporting us through their workplace giving program.

*"Sussan is a proud supporter of BCNA. Our network of Australian stores lets us communicate BCNA's work especially in rural and regional areas where access to support services is often limited. This partnership reflects Sussan's culture and values and ensures we make a meaningful difference within our community."*

Robyn Batson, People & Development Manager, Sussan Corporation.

### Sponsors – Ernst & Young, Freehills, Multiwall, Naughtons Transport and PaperlinX

Thanks also to our sponsors – Ernst & Young for providing pro bono auditing services and advice, Freehills for their pro bono legal advice, Multiwall for supplying storage free of charge, Naughtons Transport for storing and transporting our pink silhouettes and PaperlinX who provide paper for *The Beacon*.

### Australian Government

In 2007, BCNA received \$204,000 from the Australian Government towards the *My Journey Kit* project. There was also a further commitment of \$100,000 towards the development of the *Hope & Hurdles Pack*.



(Naomi Milgrom,  
Executive Chair and CEO Sussan Group)

## BCNA staff

BCNA continued to grow during 2007 and now employs 20 full-time staff.

### The Executive Team consists of:

Lyn Swinburne, AM  
*Chief Executive Officer*

Julie Hassard  
*National Policy and Programs Manager*

Sue Elliot  
*National Operations Manager*

Kirsten Pilatti  
*National Communications and Marketing Manager*

Terri Smith  
*National Policy and Advocacy Manager\**

*\*Until September*

### State Representatives

Two voluntary Representatives in each state and territory kept BCNA linked to local communities and were involved in local initiatives. All are breast cancer survivors.

### BCNA's State Representatives in 2007 were:

Keirie Griffin (ACT)  
Elspeth Humphries (ACT)  
Anna Wellings Booth (ACT)\*  
Pam Bell (NSW)  
Megan James (NSW)  
Pat Hancock (NT)  
Suellen Williams (NT)  
Jurina Demaine (QLD)  
Veronica Macaulay-Cross (QLD)\*  
Lyn Moore (QLD)  
Alexandrea Cannon (SA)  
Jan Davies (SA)  
Karen Forster (TAS)  
Shelley Sexton (TAS)\*  
Pauline Watson (TAS)  
Gerda Evans (VIC)  
Pamela Williams (VIC)  
Luisa Giuffre (WA)  
Sue Hassett (WA)  
Ann Revell (WA)\*

### Working parties

BCNA's Working Parties – the Advanced Breast Cancer Working Party and the Rural and Remote Working Party – provided important input into BCNA's policy and advocacy work in 2007. Meeting regularly by teleconference and email, they provide a wide range of views and experiences.

### Rural and Remote Working Party

Maxine Barker (SA)\*  
Anne Cameron (TAS)  
Jo Coughlan (WA)  
Margaret Gleeson (NT)  
Vivienne Gregg (NSW)  
Julia Leeds (QLD)  
Marlene Parsons (VIC)  
Lesley Reilly (NT)  
Yvonne Shaw (NSW)  
Susan Tulley (NT)\*  
Pauline Venn (VIC)  
Anna Wellings Booth (ACT)

### Advanced Breast Cancer Working Party

Denice Bassanelli (SA)  
Helen Collyer (QLD)\*  
Deborah Martin (SA)  
Jennifer Muller (VIC)  
Julie Pallot (VIC)  
Ann Town (NSW)  
Maria Waters (WA)  
Robyn Williams (NSW)  
*\*Retired during 2007*

*We acknowledge Veronica Macaulay-Cross, Di Bailey, Nancy Dow and Ilana Rischin, members of the Advanced Breast Cancer Working Party, who died during 2007.*

# Financials

	2006 \$	2007 \$
<b>Income</b>		
Events	442,103	1,088,581
Community Fundraising	429,622	481,118
General Donations	218,693	341,500
Sponsorship	612,058	667,055
Government Funding	200,000	204,000
Bank Interest	92,878	78,127
<b>Total income</b>	<b>1,995,354</b>	<b>2,860,381</b>
<b>Expenses</b>		
Programs and Services	1,272,563	1,644,167
General Operations	197,057	263,626
Events	163,105	465,259
Community Fundraising	175,468	157,702
<b>Total expenses</b>	<b>1,808,193</b>	<b>2,530,754</b>
<b>Surplus/(Deficit)</b>	<b>187,161</b>	<b>329,627</b>

The financial strength of BCNA is a testament to the level of support received from individuals and corporate Australia. Without our many supporters it would not have been possible to report such strong financial figures.

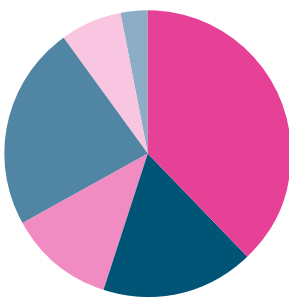
We have achieved significant growth over the past two years through successful fundraising activities. An essential component of these is the opportunity to promote our programs and services to the community. We ensure that our fundraising work provides us with many more opportunities above and beyond raising money.

The staging of the *Field of Women LIVE* event is a perfect example of our approach. Two years in the planning, it raised a massive \$640,000, after costs, which accounts for the substantial growth in 2007 Events income. The publicity from this event also enhanced BCNA's profile, provided a tool to raise issues of importance to the community and increased take-up of core programs such as the *My Journey Kit*.

During the year, a number of important new BCNA initiatives were also launched. The most significant of these was the *Hope & Hurdles Pack*. Provided free of charge to women with secondary breast cancer, *Hope & Hurdles'* initial production costs account for much of the increase to expenditure in Programs and Services.

As BCNA grows its programs and services, our operational costs have increased. Bakers Delight's outstanding tangible support in providing us with rent-free office space, computers and IT support, and the coverage of our utility costs, means that our overheads are extremely modest. This enables us to focus our income on core services rather than rent and infrastructure costs.

Our continued financial growth has enabled us to take a fiscally responsible approach by investing \$987,118 in surplus funds which are placed in a socially responsible managed investment fund. It is important to note that the further accumulation of funds is not an organisational objective. Indeed, following a successful fundraising year, the commitment is to ensure we expend funds where they are most needed – in support of our mission on behalf of women and their families affected by breast cancer. Our strong financial position ensures that we continue to support the development of core programs such as *My Journey Kit* and *Hope & Hurdles Pack*, undertake policy and advocacy work and develop our capacity to undertake research with our members about the issues that affect them.



BCNA's income 2007	%
Events	38
Community Fundraising	17
General Donations	12
Sponsorship	23
Government Funding	7
Bank Interest	3



## up there pink lady

(To the tune of 'Up There Cazaly')

well we're all here for a reason  
and it's not hard to understand  
it's why we're here together  
it's why this day is planned  
it's not complicated  
it's just that we care  
have a look around you  
that thought is everywhere

up there pink lady  
in there and fight  
out there and at 'em  
show 'em your might

up there pink lady  
don't let 'em in  
fly like an angel  
you're out there to win

there's a lot more things to sharing  
than really meets the eye  
there's the loving and the giving  
and a shoulder for a cry  
it's why we stand together  
so take a look around  
we're strong and we're united  
the pink lady's in town

up there pink lady  
in there and fight  
out there and at 'em  
show 'em your might

up there pink lady  
don't let 'em in  
fly like an angel  
you're out there to win

up there pink lady  
you're out there to win  
in there and at 'em  
don't let 'em in

up there pink lady  
show 'em your hide  
fight like the devil  
the crowd's on your side

up there pink lady  
in there and fight  
out there and at 'em  
show 'em your might

up there pink lady  
show 'em your hide  
fight like the devil  
the crowd's on your side

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*"Thanks to Mike Brady for his rendition of 'Up There Pink Lady'. I'm currently undergoing treatment for breast cancer and the words of Mike's song really hit home."*

Karen

