



2013

ANNUAL REVIEW 2013

1998

Supporting
Australians
for 15 years

Breast
Cancer
Network
Australia



Breast cancer

ONE IN EIGHT AUSTRALIAN WOMEN WILL BE DIAGNOSED WITH BREAST CANCER BY THE TIME THEY TURN 85

is the most

IN 2014, 15,270 WOMEN AND 125 MEN ARE EXPECTED TO BE DIAGNOSED WITH BREAST CANCER

common cancer

IN 2020, APPROXIMATELY 17,210 WOMEN WILL BE DIAGNOSED WITH BREAST CANCER

diagnosed in

APPROXIMATELY 42 WOMEN WILL BE DIAGNOSED EACH DAY IN 2014

Australian

2,700 WOMEN WILL LOSE THEIR LIVES TO BREAST CANCER IN 2014

women

Since its inception in 1998, BCNA has supported more than one million women diagnosed with breast cancer. BCNA has over 90,000 members, and 310 support groups around Australia.

VISION

Breast Cancer Network Australia 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.



This is an interactive pdf file. Whenever you see this symbol, you can click on it, and if you have internet access, it will take you to a BCNA online resource about the particular topic.

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Cover:

Raelene Boyle, Christie Vanderloo, Shane Crawford, Maxine Morand, Celeste Macleod, Sam DiCicco and Leanne Isaacson during Tour de Crawford: Ride to the Other Side.

FROM THE CHAIR

2013 marked BCNA's 15-year anniversary. A special milestone like this is a time for celebration and reflection.

In 1998, when breast cancer survivor Lyn Swinburne founded BCNA, 10,000 women were diagnosed with breast cancer, and 2,500 women died. Back then, a diagnosis of breast cancer in Australia was a very isolating experience. Having been through the system herself, Lyn envisaged an organisation that would positively influence the way breast cancer was understood and discussed in the community and to improve the way the medical system treated women. Her goal was for people to talk openly about the disease and acknowledge its enormous personal impact.

Fifteen years later, BCNA is now the peak national organisation for Australians affected by breast cancer, with more than 90,000 members and 300 support groups.

In 2013, BCNA sent out more than 12,000 *My Journey Kits* and 13,000 *My Care Kits* to women diagnosed with breast cancer. Our online network connected more than 10,000 members, providing them with a platform to share their experience and offer advice to others on a similar journey.

We ensure women's voices are heard by policy makers, health providers and planners through our program, policy and advocacy work, and that our women are at the table wherever a decision is made about breast cancer.

In the 15 years since BCNA was founded, an estimated 200,000 Australian women have been diagnosed with breast cancer. Each diagnosis affects not only them as individuals, but also their family, friends and community.

In October 2013, BCNA held a Tribute Field of Women on the edge of Sydney Harbour. This time, 15,000 pink silhouettes were planted – representing a 50 per cent increase in breast cancer diagnoses over the last 15 years. The number of men expected to be diagnosed with breast cancer was represented by 125 blue silhouettes. White silhouettes were also planted in recognition of the 2,700 people who died from the disease in 2013. Looking around at the 15,000 silhouettes in Sydney, it was hard not to be struck by the significant impact breast cancer continues to have on our community.

The number of Australian women diagnosed with breast cancer continues to grow. The good news is that the number of women surviving breast cancer is also increasing. However, improved survivorship can create long-term emotional and physical challenges that mean a greater demand for our support and services. Our organisation exists to respond to these challenges and meet these needs. We want our women to thrive after breast cancer and we are determined to contribute to this.

Fifteen years young, BCNA continues to achieve our vision to ensure every Australian affected by breast cancer receives the very best information, treatment, care and support appropriate to their individual needs.

Marg O'Donnell, AO
Chair



Celebrating
15 years
of BCNA

FROM THE CEO

Supporting Australians affected by breast cancer over the past 15 years has seen BCNA grow to reflect and meet the needs of the increasing number of women diagnosed. The next three years of our strategic plan focuses on expanding our work to better support women from diverse backgrounds, and women diagnosed with secondary breast cancer.

The provision of high quality information has always been a core activity for BCNA. We need to ensure our services reflect the diversity of the Australian community affected by breast cancer. With one in five Australians born overseas, there is an obvious need for information in languages other than English. We will focus our activity on developing resources for the five language groups with the greatest number of women affected and who have a low English proficiency. These language groups are Italian, Greek, Chinese, Vietnamese and Arabic. By working with breast care nurses and organisations already established and effective in these communities, we aim to improve the availability of relevant and accessible information.

Early detection and improved treatments have seen significant improvements in survival from breast cancer measured at five years since diagnosis. The latest figures from Cancer Australia indicate an 89 per cent five-year survival rate for breast cancer. This is currently the highest survival rate in the world and a great achievement.

However, that statistic does not indicate how many women are living with secondary breast cancer (also known as advanced or metastatic breast cancer). Thousands of women are living with secondary disease and many are living for years with the enormous challenges that come with this diagnosis and associated treatments. BCNA has listened to our members and know we need to do more to recognise the impact a diagnosis of advanced disease has on women and their families, and to ensure our advocacy efforts and programs are informed by their needs. In 2014, we will be recognising secondary breast cancer on 13 October during Breast Cancer Awareness Month to raise awareness of these important issues.

Our online network has grown to 10,000 and our website continues to be a source of information and connection. Visits to our website increased by 73 per cent during 2013 and our Local Services Directory features more than 500 local support services.

A great highlight of 2013 was the support BCNA received throughout Shane Crawford's incredible ride across Australia to raise funds for BCNA, show support for people affected and raise awareness of breast cancer.

We cannot achieve all that we do without the support of ambassadors such as Shane, our partners, sponsors, volunteers, fundraisers and the broader community. Cancer Australia also continued its support and funding to BCNA programs during the year.

We look forward to the ongoing support of those who are equally passionate about realising our vision.

Hon. Maxine Morand
Chief Executive Officer



Looking to
the future

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, when she was diagnosed with a new primary breast cancer.

Terry Bracks, AM (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, 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.

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. In 2007, she was made a Member of the Order of Australia in recognition of her work with cancer organisations, particularly Breast Cancer Network Australia. 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 Fagg is a member of the Reserve Bank Board and is 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 the Council of Chief Executive Women, the Business Advisory Council for World Vision, and the Victorian Development Board for The Hunger Project. She is a former chairman of Parks Victoria. Kathryn was diagnosed with inflammatory breast cancer in 2012.

Michael Happell

Michael has been a Partner with PricewaterhouseCoopers for over 20 years and is currently the 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.

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 (BA Dip Ed) and the University of Melbourne [MBA]. Andrea was diagnosed with breast cancer in 2006.

Megan James

Megan James is Commercial Director 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 lives in Sydney, with her work largely focused in Canberra. Megan was diagnosed with breast cancer in 1996. She had a second diagnosis in 2012.

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 she has been Professor of Surgical Oncology at the School of Surgery, University of Western Australia. Christobel is a member of numerous committees, including the Cancer Australia Advisory Council. 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.

Gabrielle Trainor

A lawyer and former journalist and public sector executive, Gabrielle is a non-executive director and founding partner of John Connolly & Partners, a special issues management firm. She is a director of the Victorian Urban Development Authority (VicUrban), the Sydney Harbour Foreshore Authority and the Sydney Symphony Orchestra.

In 2013 we farewelled Andrew Barling, Fran Boyle and Karen Hayes from the Board after many years of service. We thank them for their significant contribution to BCNA.

more than
90,000
members

new members joined the online network, bringing the membership to

2,688

21 new support groups registered to become BCNA Member Groups, bringing the total to

310

10,000

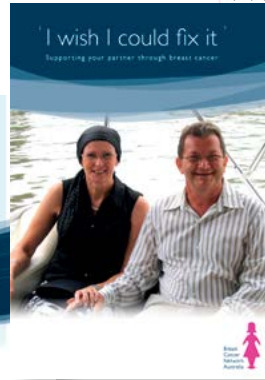
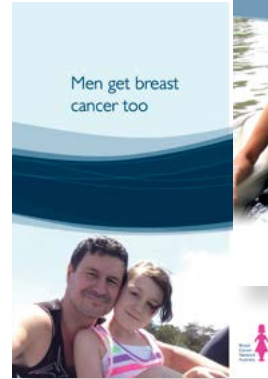
Visits to BCNA's website increased by 73% to
526,381
visits

73%

34 new Community Liaisons were trained, bringing the total to
248

583 local support services were added to the Local Services Directory

3 new resources were produced



12,412 My Journey Kits were sent to women newly diagnosed with breast cancer

13,053 My Care Kits distributed to women who had recently had breast cancer surgery

SUPPORT AND INFORM

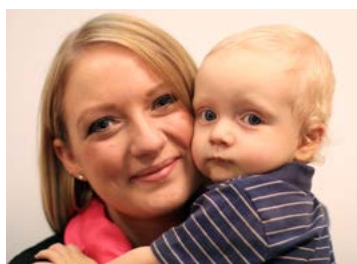
854 Hope & Hurdles packs were sent to women diagnosed with secondary breast cancer

13 forums were held with 2,277 people affected by breast cancer attending them across the nation

Submissions were made to the Pharmaceutical Benefits Advisory Committee, the Medical Services Advisory Committee and for the Federal Election to improve treatment and care for women

Tour de Crawford raised
\$1.32 million and raised BCNA's profile within communities across Vic, SA and WA

Bakers Delight's Pink Bun campaign raised
\$1.25 million



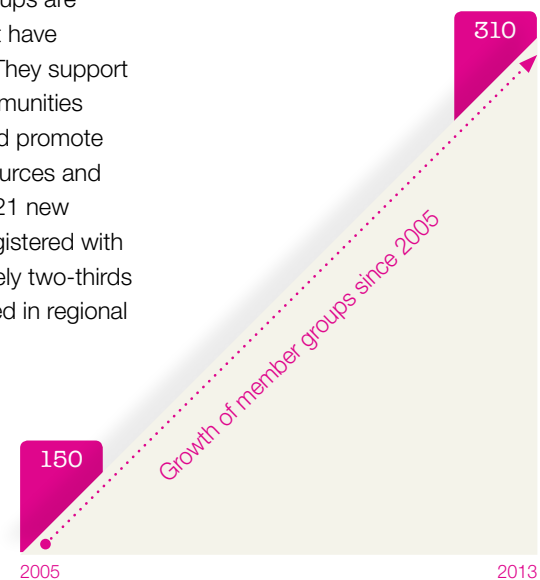
MEMBERS

By the end of 2013, we had more than 90,000 members across Australia. They are connected through BCNA and through their shared experience of being affected by breast cancer.



MEMBER GROUPS

BCNA Member Groups are support groups that have registered with us. They support people in local communities around Australia and promote BCNA and our resources and services. This year 21 new Member Groups registered with BCNA. Approximately two-thirds of groups are located in regional and rural areas.



COMMUNITY LIAISONS

Community Liaisons are women who have been diagnosed with breast cancer and who want to support others in their community. They connect BCNA to communities throughout Australia, represent the views of people in their area, and help us provide the support women want and need.

We train Community Liaisons to understand more about breast cancer, its diagnosis, treatment and impact, and to improve their confidence in sharing their story and connecting with others in their communities. In 2013 we trained 34 women and now have 248 Community Liaisons.

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.

Congratulations on a wonderful Summit! It was an amazing few days – the program was excellent and the calibre of speakers was outstanding. I came away feeling inspired, feeling grounded, and feeling fortunate to be part of such an amazing group of women.
– Isabelle Shapiro, Community Liaison

NATIONAL SUMMIT

In August 2013 we presented a two-day National Summit in Sydney for Community Liaisons and Member Group representatives to:

- connect, network and learn from each other
- support them in their leadership role in their communities
- better understand how they need to be supported
- acknowledge their contribution
- inspire them to return to their communities re-energised.

Of the 266 women who attended, 172 were rural and regional delegates selected through our Cancer Australia Supporting Women in Rural Areas Diagnosed with Breast Cancer funding scheme.



The program featured presentations by leading breast cancer experts and a series of breakout sessions and workshops on topics of interest. These included:

- the latest information about treatment, care and peer support
- building women's skills in running sustainable and effective support groups
- challenges of running groups
- building community profile and membership
- supporting women with secondary breast cancer
- loss and grief in cancer support groups.

Speakers included Olympian and BCNA Ambassador Raelene Boyle, Professor Kerryn Phelps, Professor Fran Boyle, Dr Craig Hassed and Professor Jane Turner.



Before this event I felt I had more to give but didn't quite know how. Now I feel excited, empowered, confident, full of ideas and ready to use my experience to help other people in my community and group. Thank you BCNA and all involved. This experience will benefit myself, my group and my community.
– 2013 Summit participant



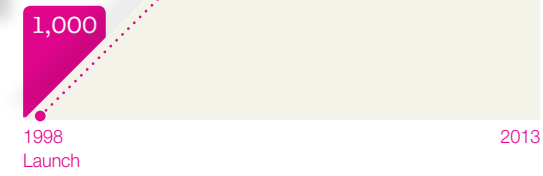


DELIVERED DIRECTLY TO WOMEN

The Beacon and The Inside Story

The Beacon is BCNA's free national magazine for women with breast cancer, their families and friends, and health professionals. It provides a forum for women to share their personal stories and experiences and includes quality, up-to-date information about breast cancer, events, programs and issues of importance to our members.

The Inside Story is a supplement to The Beacon, and offers tailored information and support to women living with secondary breast cancer. More than 90,000 copies of The Beacon and 7,000 copies of The Inside Story were distributed in 2013 each quarter.



I love The Beacon as it keeps me in touch with people all over Australia and you know you're not alone with your feelings all to do with the dreaded bc. I love to stay positive, but can especially relate to the stories of the hard times as well. Thanks for keeping it real. – Debbie

My Journey Kit

A diagnosis of breast cancer often comes as a shock. Since 2004, BCNA has produced the My Journey Kit for women newly diagnosed with breast cancer. This free, comprehensive resource aims to help them navigate a very challenging time in their lives.

The My Journey Kit provides information in a way that is easy to understand. It helps women make decisions about treatment, understand their emotions and consider life after treatment. It provides a personal record book for women to keep track of appointments and links to other resources that may help them.

BCNA distributed 12,412 kits during 2013. Since its launch in 2004, more than 89,000 My Journey Kits have been provided free to women diagnosed with early breast cancer. An estimated 83 per cent of women diagnosed with early breast cancer received their kit within four weeks of diagnosis, with 41 per cent receiving it within the first week.



In 2013, BCNA ran a distribution pilot with BreastScreen Victoria at two BreastScreen Assessment Centres (Monash and Gippsland). The pilot allowed 236 women to receive a My Journey Kit on their day of diagnosis with breast cancer, ensuring the women had important information about their diagnosis and treatment options as soon as they were diagnosed.



I found My Journey Kit to be a great resource which I returned to again and again to help me understand treatments, and particularly the new medical terminology which was like a foreign language at first. I wholeheartedly feel that it should continue to be given out to women when they are first diagnosed to help them make sense of what is happening to them. Thank you sincerely. – Woman who received the My Journey Kit via the BreastScreen trial

Thank you for sending the My Journey Kit. It made me feel more confident about the procedures and the journey ahead. 'Knowledge is power!' – Kathryn



My Care Kit

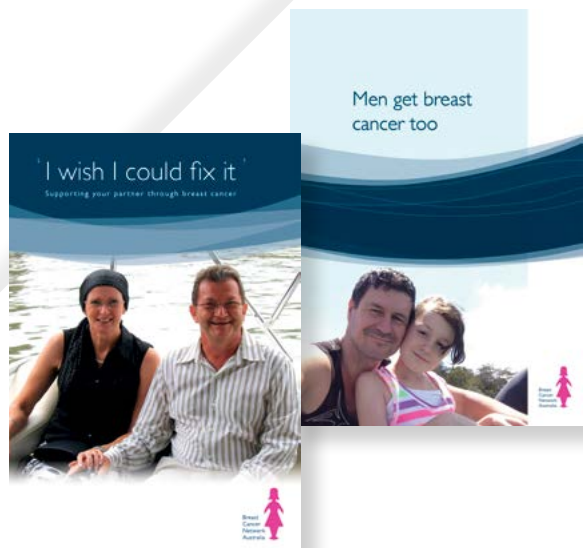
The *My Care Kit* was first launched in 2005 and is made for women who have recently had breast cancer surgery. Most kits are distributed by breast care nurses and other health professionals. The *My Care Kit* contains a specially designed Berlei bra and soft forms, as well as the 'Strengthen Your Recovery' Pilates exercise DVD program that helps women regain strength following their surgery. Thanks to the support of Berlei the *My Care Kit* is provided to women for free.



During 2013, BCNA distributed 13,053 *My Care Kits*, an 8 per cent increase from 2012. Every week volunteers arrive at the BCNA office to pack the *My Care Kits* and prepare them for posting to women. By the end of the year, 258 breast care nurses across Australia were enrolled in the *My Care Kit* program.



I just wanted to say a big thank you for the Berlei post surgery bra I received recently, along with some resource material, following a mastectomy. It was wonderful to be able to wear a bra again, giving me support for my remaining breast and a 'filler' for the absent breast. The material is soft, making it reasonably comfortable to wear while things are still healing. It gives me more confidence to go out and to wear clothes which give me some shape back. Again, thank you so much. – Carol



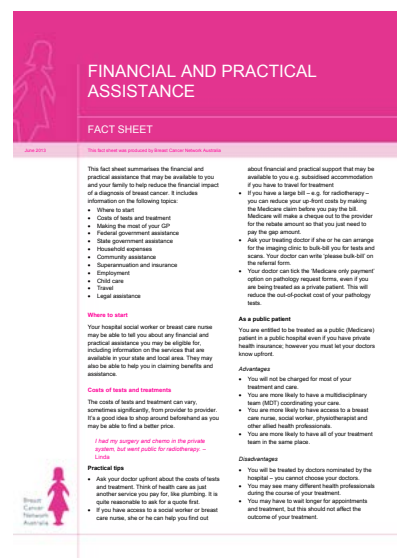
Fact sheets and booklets

BCNA develops booklets and information sheets on topics identified as most relevant to the needs of our members. In 2013, we developed booklets to support men whose partner had been diagnosed with breast cancer or who had been diagnosed themselves.

- *'I wish I could fix it': Supporting your partner through breast cancer*
- *Men get breast cancer too*

We also produced a new fact sheet on financial and practical assistance.

The Financial and practical assistance fact sheet is such a good idea, and would have been such a great help to me last year. This is the type of assistance breast care nurses could give to you. Really, this is SO important, especially all the practical information, and what you could claim from Centrelink etc. – Sarah



The full range of fact sheets is available to download or order from BCNA's website.



Click here to order a *Hope & Hurdles* Pack

Hope & Hurdles

Hope & Hurdles was first developed by BCNA in 2007 to address the information and support needs of women living with secondary breast cancer (when breast cancer has spread to other parts of the body). It addresses the very different issues and challenges these women face.

Hope & Hurdles is a result of extensive consultation with women living with secondary breast cancer and the clinicians who treat and care for them. It consists of a core pack of information and additional optional items that women can order depending on their individual needs and diagnosis.

In 2013 BCNA distributed 854 *Hope & Hurdles* packs to women diagnosed with secondary breast cancer. Since its launch in June 2007, more than 6,100 packs have been distributed.

A distribution pilot of *Hope & Hurdles* was trialled with 11 medical oncologists, cancer care coordinators and specialist breast care nurses to enable them to provide a *Hope & Hurdles* pack to a woman at the time of consultation.

I just wanted to say thank you. My Mum was recently diagnosed with secondary breast cancer in the brain and I ordered your beautiful Hope & Hurdles kit, which was informative and practical while being sensitive and gentle. The online forums have connected me with beautiful women and it lifts my spirits. I appreciate your services so much. I feel quite alone in my 'real life', so it is an oasis to come here and find such connection. You do wonderful work. Thank you, thank you, thank you. – Joanna



We also review government decisions and initiatives that may affect women, and respond to them where appropriate.

During 2013 BCNA made submissions to the:

- Pharmaceutical Benefits Advisory Committee, supporting applications to list breast cancer drugs on the Pharmaceutical Benefits Scheme
- Medical Services Advisory Committee, supporting applications for new or extended Medicare rebates for breast cancer-related tests.

We also advocated for:

- the removal of the patient script fee, or copayment, on chemotherapy scripts for women being treated as public patients in NSW hospitals
- the establishment of compression garment subsidy schemes in Queensland and South Australia for women living with breast cancer related lymphoedema.

We also work with policy makers, health professionals, researchers, breast cancer and other cancer organisations, and government to achieve the best outcomes for women diagnosed with breast cancer.

BCNA often makes submissions to governments about issues that affect women living with breast cancer and their families.

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.

BCNA thanks the members of the Strategic Advisory Group for their ongoing support: Elisabeth Black, Professor Fran Boyle, Professor Phyllis Butow, Dr Mustafa Khasraw, Professor Bogda Koczwarra, 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.



MEMBER SURVEY

More than 1,300 BCNA members completed a survey about our programs and services. The results provide us with greater insights into the issues and challenges faced by women following a breast cancer diagnosis. The findings will help us identify and prioritise issues for our members, and inform our programs, resources, services and future advocacy efforts. The member survey results will also be presented at the European Breast Cancer Congress in Scotland in 2014.

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 2013, we had 65 Consumer Representatives involved in 49 research and advisory committees. They reviewed 11 scientific grant applications and attended 13 conferences, workshops and forums during the year.

My interaction with the BCNA Consumer Representative was very valuable and gave me a lot of insight into the consumer perspective, especially the impact of current 'successful' treatments on quality of life. – Researcher, The University of New South Wales

I have found the support and opportunities given to me during my time as a Consumer Representative rewarding and encouraging. It keeps me inspired to continue to apply my passion to breast cancer advocacy and to continue to advocate for regional, rural and remote communities. – BCNA Consumer Representative living in rural Australia



RESEARCH PARTNERSHIPS

Participation in research is a key advocacy strategy for BCNA. 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.

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

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.

Projects in 2013 included:

- Women with lymphoedema participated in a 12-week exercise program to help researchers determine whether the program helps women manage their lymphoedema symptoms.
- Research into the issues that women face when considering chemotherapy before surgery. The researchers will use the findings to help women make a decision whether or not to have chemotherapy before surgery.
- Women diagnosed with breast cancer during or shortly after pregnancy took part in a study investigating the treatment they received, and the outcomes for them and their babies. The researchers will use the findings to develop guidelines for health professionals to help them best treat and care for women diagnosed during or shortly after pregnancy.

This year, BCNA partnered on six collaborative research projects with researchers from the ANZ Breast Cancer Trials Group, Macquarie University, Queensland University of Technology, University of Sydney, and University of New South Wales.

Highlights of our contribution to a range of collaborative projects included:

- A comprehensive review of the evidence outlining the benefits of physical activity and healthy eating for women following a breast cancer diagnosis. This information has informed our advocacy focus for 2014, been shared with our members, and helped with the development of our Active and Well project
- Completion of a three-year collaborative research project with the University of Newcastle to design a sports bra for women who have undergone a mastectomy as a result of breast cancer.



Our members provide powerful insights into both the physical and emotional effects of a breast cancer diagnosis, treatments and their lives in general.

REACHING WOMEN FROM DIVERSE BACKGROUNDS

As part of BCNA's diversity strategy, we engaged with women from diverse cultural backgrounds and the organisations that support them.

We also recruited women from culturally diverse backgrounds to participate in our Community Liaison training. These women will provide ongoing links between BCNA and their cultural communities and advise BCNA of important cultural and language requirements for respectful and meaningful community engagement.

Throughout 2013 we established strong links with various organisations in the cancer and multicultural sectors, including Cancer Council Victoria, BreastScreen Victoria, BreaCan, Cancer Institute NSW, Arab Council Australia, Australian Greek Welfare Society, Chinese Cancer Society Victoria, Australian Vietnamese Women's Association, CoAsIt, Multicultural Women's Health, and

Spectrum Migrant Resource Centre. We have also connected with a number of breast care nurses who work in highly diverse geographical areas. We will develop a suite of information resources for women from culturally diverse backgrounds in 2014.

BCNA also received free access to the national Telephone Interpreter Service number, 13 14 50, which means people can now communicate with us via an interpreter.

These women will provide ongoing links between BCNA and their cultural communities and advise BCNA of important cultural and language requirements for respectful and meaningful community engagement.





In 2013, we presented 13 forums with 2,277 people attending.

COMMUNITY INFORMATION FORUMS

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.

In 2013, we presented 13 forums with 2,277 people attending. The forums were held in Sale, Launceston, Ballarat, Port Lincoln, Brisbane, Cairns, Sydney, Albury/Wodonga, Tamworth and Melbourne.

Our focus on reaching women living in rural and remote areas was funded by the Australian Government as part of the Supporting Women in Rural Areas Diagnosed with Breast Cancer Program.

This is my first time attending one of BCNA's forums. It was great to learn of current trends and medical strategies. And to learn that I'm not alone. Thank you. – Lisa



WEBSITE

BCNA's website provides a significant and credible resource for people affected by breast cancer. It helps people find information about breast cancer, and learn about activities, support groups, programs and services we offer. It also provides access to online peer support and user generated content.

In 2013 the number of visits to our website increased by 73 per cent to 526,381 visits. Increased social media efforts, Tour de Crawford, the promotion of new resources and electronic direct mails contributed to this significant achievement.

ONLINE NETWORK

BCNA's online network provides a secure, positive and supportive environment for people diagnosed with breast cancer and their supporters, 24 hours a day. It aims to reduce feelings of isolation and connects women with others who can share and support them through diagnosis and treatment.

Online network membership and activity grew significantly through 2013. During 2013, 2,688 new members joined the online network resulting in 10,000 members by the end of the year. The number of blog posts increased by 36 per cent and the number of comments made by members increased by 27 per cent.

I found the forum and read every post ... I couldn't believe I found such an amazing place where women like me were chatting about all the relevant things to do with breast cancer. I was hooked, I joined, wrote up my profile story and went from there. – Louise.



Connecting with BCNA and finding the online network earlier this year would have to be the best thing I have done! I've gained relief, peace, gratitude, love, confidence, empathy, understanding and, above all, knowledge. To be able to communicate with other women experiencing breast cancer not only showed me that I wasn't alone but it gave me strength of mind to overcome the obstacles set before me. – Janey

2,500

10,000

Online network membership growth

2010 Launch

2013

SOCIAL MEDIA

By the end of 2013 BCNA had more than 23,000 Facebook followers, 2,900 Twitter followers and 1,300 Instagram followers.



23,000



2,900



1,300

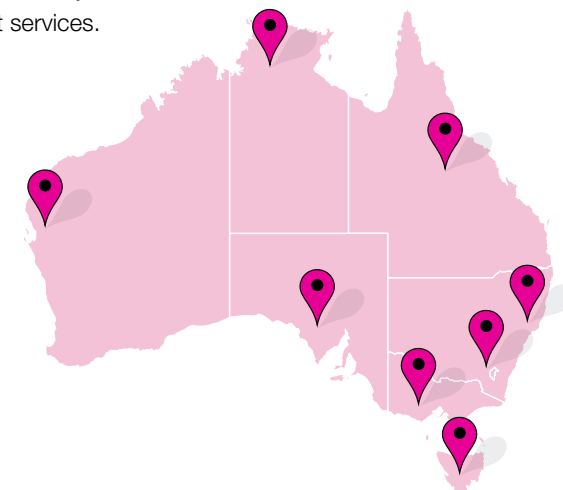
Click each icon to connect

LOCAL SERVICES DIRECTORY

BCNA's Local Services Directory is designed to help those affected by breast cancer find the support and services that exist within their communities, which they might otherwise only hear about through word of mouth.

Since the launch of the directory in 2011, it continues to build with 583 listings. There were 8,857 visits to the directory in 2013; a 69 per cent increase on the previous year.

The listings in the directory focus on local health support and services, physical activity, and practical support services.





COMMUNITY EVENTS

One of BCNA's key strengths as an organisation is the way we work with communities. Through national and local events we reach out to existing communities around Australia to build our profile and raise essential funds to maintain and expand our programs and services.

Fundraising highlights included our Pink Sports Day, and various fun runs, including the annual Sussan Women's Fun Run.

We would like to thank all of the participants, fundraisers, organisers and supporters of these events.

This incredible event raised more than \$1.32 million for BCNA.



TOUR DE CRAWF - RIDE TO THE OTHER SIDE

AFL legend and Channel 9 Footy Show personality Shane Crawford has supported BCNA since 2010 as an Ambassador. In 2013, to raise awareness of breast cancer and BCNA, he rode from Melbourne to Perth in a gruelling 22-day marathon of 3,600 kilometres.

Rural and regional communities united to cheer Shane on, wave welcome banners and donate to BCNA. School children lined the streets holding homemade Pink Lady signs, communities rallied and people embraced Shane, sharing their stories and spurring him on to the finish line. This incredible event raised more than \$1.32 million for BCNA from community and corporate support.

This was a life-changing experience, the most rewarding of my life. The money raised and the awareness created has exceeded all expectations. We have connected with so many rural communities and offered hope to the women with breast cancer and their families. – Shane Crawford



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 journeys. One hundred Pink Lady silhouettes are planted in formation, on which people can leave messages of support.

In 2013, 210 Mini-Fields of Women were held around Australia, bringing communities together in a powerful and touching way.



166
2009
Launch

438

2013

Growth in number of Pink Lady events

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 2013, 438 Pink Lady events were held around Australia.



To celebrate 15 years of supporting, informing and representing Australians affected by breast cancer, we held a Tribute Field of Women in Sydney. Against a spectacular backdrop, thousands of silhouettes honoured all those who we have cared for, those we have lost, and those we will support in the future.



FINANCIAL REPORT

BCNA's operations for the year resulted in a surplus of \$1,550,448. This is a significant improvement on 2012 where we recorded a deficit of \$124,185.

BCNA was able to maintain total expenditure at similar levels to 2012, to ensure the high quality of our programs was sustained. Development of a suite of new resources in languages other than English commenced, and will remain a strategic priority for the organisation.

The year achieved a significant increase in revenues, with operating income (before major events) increasing by 18 per cent from 2012. The fundraising highlight of 2013 was the Tour de Crawf, where Shane Crawford, supported by the Channel 9 Footy Show, rode from Melbourne to Perth in June/July. This generated more than \$1.3 million in gross income. The annual Pink Bun campaign, run in conjunction with Bakers Delight, set another record, and raised in excess of \$1.2 million for BCNA.

Our fundraising income has increased in 2013 due to both the Pink Bun campaign and Tour de Crawf, as mentioned above, as well as from the wonderful efforts of our community fundraisers through Pink Sports Day and during the Breast Cancer Awareness month of October.

The Australian Government has continued its financial support at previous levels of the following programs:

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

Australian Government funding represents approximately 9 per cent of total income.

BCNA implemented a new investment strategy in the latter half of 2013, where capital was allocated into different types of listed and non-listed investments, including term deposits, managed funds, listed investment companies and hybrid securities. In addition, more specific long-term investment funds were included on the balance sheet. The objective of these funds is to support the long-term sustainability of the organisation, using the income generated by the funds to support spending on the programs offered by BCNA.

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.

BCNA 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-profit Commission (ACNC).



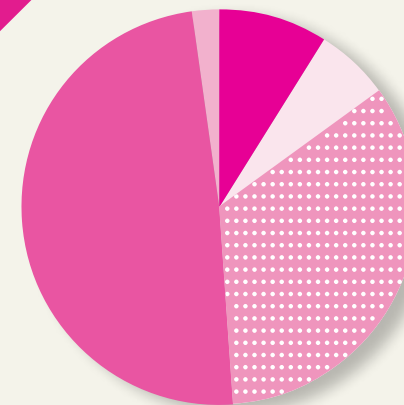
31 Dec 2013

18%

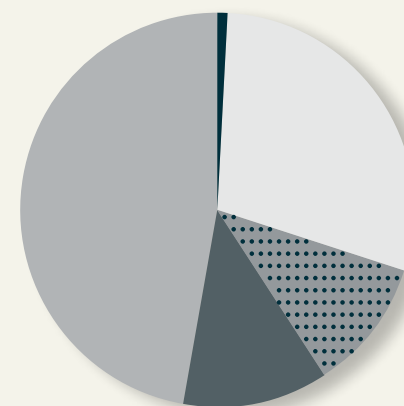
1 Jan 2013

The year achieved a significant increase in revenues, with operating income (before major events) increasing by 18% from 2012.

Income 2013



Expenditure 2013



Income and expenditure summary January 1 – 31 December 2013

	2013	2012
	\$000	\$000
Income		
Government grants/contracts	615	866
Income from service provision/trading operations	455	347
Donations	2,288	991
Fundraising, sponsorship & licensing contributions	3,355	2,457
All other income (including investments)	158	187
Total	6,872	4,848

	2013	2012
Expenditure		
Depreciation	39	35
Cost of service provision (excl. salaries & wages)	1,555	1,772
Administration cost (excl. salaries & wages)	591	617
Fundraising costs (excl. salaries & wages)	641	253
Salaries & wages	2,495	2,295
Total	5,321	4,972

Surplus/(deficit)	1,550	(124)
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Balance sheet as at 31 December 2013

	2013	2012
	\$000	\$000
Cash	872	573
Short term investments	2,055	2548
Inventory	100	148
All other current assets	77	122
Total current assets	3,104	3,391
Long-term Investments	2,880	888
Computers & office equipment	138	108
Total non-current assets	3,018	996
Total assets	6,122	4,387
All other current liabilities	456	552
All other non-current liabilities	85	61
Total liabilities	541	613
Net assets	5,581	3,774

Equity

Retained surplus/accumulated losses	5,255	3,704
All other equity reserves or funds	327	70
Total equity	5,581	3,774

KEY RELATIONSHIPS

Strong connections and relationships are fundamental to BCNA's success. We rely on these to ensure we can reach out and support our members and to help us achieve better results on their behalf.

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

PARTNERS AND SUPPORTERS

Bakers Delight is our Major Partner and has been supporting BCNA since 2000. This partnership extends throughout Australia with more than 600 franchisees involved in our major fundraiser each year – the Pink Bun campaign.

Since 2001 **Australia Post** has played a critical role in ensuring the delivery of our information kits to women diagnosed with early and secondary breast cancer.

Berlei's sponsorship of the *My Care Kit* provides a free Berlei bra for women to wear after breast cancer surgery. This successful program reached more than 13,000 women this year. Berlei retailers continue to support us during October through the sale of their specially designed pink bras.

Our partnership with **Sussan** began in 2005. The Sussan team supports BCNA in many ways and we are particularly proud of the growth of products and information in 2013.

Generous pro bono support for BCNA from the following suppliers helps us to work more efficiently and cost-effectively:

- Australian Multiwall Bag Company Pty Ltd
- Australian Paper
- Channel 9
- Designgrant
- Herbert Smith Freehills
- HWL Ebsworth Lawyers
- Precision Forme Cutting
- Star Packaging Solutions.

We would also like to thank our corporate supporters for their generous donations:

- Dunlop Flooring
- Estee Lauder
- Godfrey Hirst
- Harvey Norman – Flooring
- Manildra Group Foundation
- Peter McInnes Pty Ltd
- Ritchies Supermarkets
- Russell Corporation
- Showcase Jewellers
- Yates.

We thank the organisations that have chosen BCNA to be part of their Workplace Giving programs. In 2013 staff from the following organisations generously supported BCNA:

- BHP Billiton
- Blackmores Australia
- Body Care Injury Management
- City of Boroondara
- Collins Foods Limited
- Department of Education and Training – Central QLD Region
- Ernst & Young Foundation
- Konica Minolta Business Solutions Australia
- Macquarie Group Foundation Limited
- MLC
- National Australia Bank
- UXC Australia
- Westpac Group.

COLLABORATING WITH OTHER ORGANISATIONS

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

Sister organisations

We also work closely with the other major breast cancer organisations in Australia – Cancer Australia, National Breast Cancer Foundation, and the McGrath Foundation. Each organisation has a distinct focus, and we complement each other's work in our aim to achieve the best outcomes for women with breast cancer.

Australian Government – Cancer Australia

The Australian Government supports BCNA in three of our key programs. As part of the Supporting Women in Rural Areas Diagnosed with Breast Cancer Program, BCNA receives funding to undertake a program of work to improve supportive care for women in rural areas diagnosed with breast cancer. This helps us to host regional and rural forums, conduct Community Liaison training and continue to develop our online network. The government also contributes towards producing the *My Journey Kit* and *Hope & Hurdles*.



\$8.8m

2013

\$m

2000

Total money donated over 13 years of the Pink Bun campaign

PINK BUN CAMPAIGN

Every year, Bakers Delight raises a significant amount of money for BCNA through their Pink Bun campaign. Over 13 years, they have raised more than \$8.8M.

Click on each logo to find out more about these organisations.



Ways to get involved with BCNA

GIVE IN HONOUR OF A LOVED ONE

Honour the memory of someone you loved or pay tribute to a loved one living with breast cancer.

CONNECT WITH OTHERS

If you have been affected by breast cancer, consider joining our online network.

HELP WITH RESEARCH

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

HOST A PINK LADY FUNDRAISING EVENT

Fundraising provides a source of income that supports our activities including the development, printing and distribution of our resources.

BECOME A CORPORATE SUPPORTER

Our corporate supporters help us achieve our goals and raise our profile. Supporters help in a variety of ways: some volunteer, others donate through Workplace Giving, or give product or services 'in kind' to assist with our activities.

Subscribe to *The Beacon* • Like us on Facebook • Follow us on Twitter • Watch us on YouTube

MAKE A DONATION

Your gift will make a contribution to funding the delivery of our services. Our vision and mission provide the strategic direction for planning our activities.

Contact us:

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Phone 1800 500 258

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Breast
Cancer
Network
Australia

