

2006

{ THE FACTS
THE FIGURES }

400,000

Bakers Delight's
annual 'Pink Bun'
promotion
raised
\$400,000.

180,000

\$180,000 was
raised at the 2006
Australian Grand
Prix; BCNA being
the official
charity
for 2006.

142

142 *Mini-Fields
of Women* were
held across
Australia
in 2006.

In the past 20 years,
the incidence of breast cancer
has doubled.

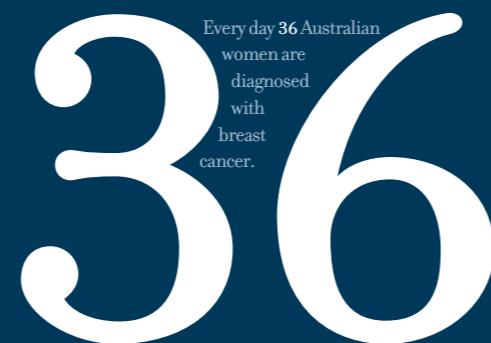
20

Breast cancer is
the most common
cancer experienced
by women in
Australia.

2 Mission
2 Advocacy
3 BCNA members
4 Herceptin campaign
5 National Summit
6 Secondary breast cancer
7 *Seat at the Table*
8 *My Journey Kit*
8 *My Care Kit*
11 *The Beacon*
11 BCNA's website
12 Keeping breast cancer on the agenda
14 BCNA's media profile
14 Presentations at conferences
15 International contribution
16 Sponsors
17 Community efforts
18 Board
18 BCNA staff
18 State Representatives
20 Medical and Scientific Reference Group
20 Working Parties



Every day 7 Australian women die from breast cancer.



Every day 36 Australian women are diagnosed with breast cancer.

2006 was a year of significant activity, marked by substantial growth and achievement for Breast Cancer Network Australia (BCNA). Reaching a milestone of 20,000 individual members and 176 Member Groups has meant that we have firmly established BCNA as the national organisation with the ability to advocate on behalf of Australians personally affected by breast cancer. We have strengthened mechanisms to ensure we consult directly and openly with women and families across the country – our voice is their voice, our issues are their issues.

Such growth means there is substantial work to be undertaken servicing the needs of so many Australians. While we celebrate our achievements, we acknowledge that the number of Australian women being diagnosed continues to increase at an alarming rate. There is much more to be done, especially for people living with this disease, and for their families, whether they live in large cities, regional Australia or the remote parts of our country.

As a consumer advocacy organisation, we lead in influencing the national breast cancer agenda. This occurs in diverse ways; from successfully fighting to have the drug Herceptin added to the Pharmaceutical Benefits Scheme (PBS) in November 2006 to supporting individual women to make a difference within their own communities. Our *Seat at the Table* program, regarded as international best practice, recruits, trains and supports our advocates to represent women and positively influence research, services and medical practice.

BCNA's work providing direct services to Australians with breast cancer has also grown, both in scope and reach in the past year. Our *My Journey Kits* and *My Care Kits* are reaching more newly diagnosed women. We are focusing on the needs of women with secondary breast cancer by developing projects specifically for them. Activity on BCNA's website has more than doubled during 2006, and the feedback we receive on a daily basis from women across the country demonstrates how valued BCNA is as a source of up-to-date, relevant and trusted information.

Our Pink Lady symbol has a growing recognition within the community. Public events featuring the symbol help strengthen the understanding of who we are and what we do. In 2006, these events ranged from being the nominated charity for the Formula One Grand Prix in Melbourne, to presenting 142 pink-silhouetted *Mini-Fields of Women* right across all states and territories of Australia.

BCNA has made a remarkable contribution over the past eight years. Our challenge is to continue to make a difference in the lives of those affected by this insidious disease in the coming years.

Patricia Edgar AM
Chair

Lyn Swinburne AM
CEO

Mission

Breast Cancer Network Australia (BCNA) informs, empowers, represents and links together Australians personally affected by breast cancer.

BCNA:

- **informs** women through a wide range of well-researched resources, directly or by referral to other appropriate agencies
- **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, media and wider public
- is driven by women who have themselves experienced breast cancer and it **links together** individuals and groups sharing similar issues and experiences.

Well-informed advocacy

Every day BCNA receives telephone calls and emails from individual women requesting information or raising issues. Through our widespread network of members, BCNA receives advice, feedback and updates about the real issues facing women across Australia. BCNA's Working Parties also provide information and BCNA calls for responses on specific issues through *The Beacon* magazine and its website. All of this activity enables BCNA to canvass, summarise and represent the experiences of women with breast cancer.

- More than 12,500 members responded to BCNA's 2006 member survey, providing a detailed profile of our members and their issues
- Queries and requests made to BCNA by members indicated gaps in the provision of information, guiding BCNA on issues of concern to members and allowing BCNA to take necessary action and make representations on behalf of our members
- Submissions to public enquiries and formal policy statements by BCNA ensured that the needs of Australian women with breast cancer were raised in relevant forums.

More than 12,500 members responded to BCNA's 2006 member survey.

12,500

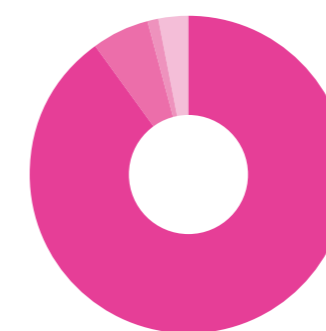


BCNA members

At the end of 2006, BCNA had more than 20,000 individual members and 176 Member Groups. Our members reside in all parts of the country — from remote cattle stations and Aboriginal communities to mining towns, large regional areas, major cities and suburbs.

BCNA's 2006 member survey provided the following information about our members:

- 90% of members have had a diagnosis of breast cancer; while a further 6% have a friend or family member with breast cancer
- 1% of members have a strong family history of breast cancer; but have not themselves had a diagnosis of breast cancer
- of those who have had breast cancer; 90.3% have had a diagnosis of early breast cancer and 9.7% have secondary breast cancer
- 65% of members with breast cancer are aged 50 or over; and 20% are under 50 (the remaining 15% did not provide their year of birth)
- 52% of members with breast cancer were initially diagnosed aged 50 or over; and 29% were aged less than 50 at the time of their diagnosis (the other 19% did not provide their age). The median age of members at initial diagnosis was 50–54. That is lower than the national median age and may be explained by the large number of members who did not provide their age
- Victoria and NSW have the majority of members (57%), however; members live in all states and territories:
 - Victoria – 29%
 - Queensland – 18%
 - Western Australia – 8%
 - Australian Capital Territory – 3%
 - New South Wales – 28%
 - South Australia – 9%
 - Tasmania – 4%
 - Northern Territory – 1%.



- BCNA members with breast cancer – 90%
- BCNA members with a friend/family member with breast cancer – 6%
- BCNA member with a strong family history but have not themselves been diagnosed – 1%
- Not stated – 3%

BCNA Members in 2006

BCNA had more than 20,000 individual members at the end of 2006.

20,000

Leading the successful Herceptin campaign

BCNA's leadership as an effective advocacy force was no more evident than in this national campaign. Our persistence resulted in the expensive drug Herceptin being added to the Pharmaceutical Benefits Scheme (PBS) for women with HER2-positive early breast cancer. BCNA's concerted, balanced and strategic efforts over more than a year kept Herceptin in the public and political arena, and ensured that those affected by breast cancer led this campaign.

Strategies included:

- Long-standing relationships, based on mutual respect, with key organisations and individuals
- Building on the success of our 2001 Herceptin campaign that achieved funding for women with advanced breast cancer
- Regular email updates to a targeted list of women and health professionals in Australia and overseas
- Quarterly updates and progress reports in *The Beacon* magazine
- Maintaining the latest information on the website for women and key stakeholders
- Drawing on our vast network of members and their first-hand experiences to generate media stories across the country. Women's stories were compelling and kept the issue in the public eye, reminding the government that this was an issue requiring speedy resolution.
- Encouraging Roche – the manufacturer of Herceptin – to quickly translate research data into formal applications to both the Therapeutics Goods Administration (TGA) and Pharmaceutical Benefits Advisory Committee (PBAC). BCNA also encouraged the implementation of subsidy schemes to help patients while the PBAC approval process was underway.
- Calling a productive roundtable meeting in Melbourne that brought together the key players, including government, Roche and key clinicians groups to exchange views and work towards resolving the outstanding issues. The Minister announced Herceptin's inclusion on the PBS five days after that roundtable meeting.

Before being added to the Pharmaceutical Benefits Scheme, the drug Herceptin cost \$60,000 a year for women with breast cancer.

60,000

National Summit – Many Voices, One Tune

In September 2006 BCNA brought together 140 key breast cancer survivors from around the country for a three-day National Summit in Sydney. Delegates came from every state and territory in Australia representing BCNA's Member Groups, State Representatives and Working Parties. Post-event feedback demonstrated that the Summit armed delegates with the latest information and inspired their continued work within their communities.

Highlights included:

- A Consumer Representatives session in which several BCNA Consumer Representatives demonstrated how they are influencing decision making and ensuring consumer voices are heard
- A Living with Secondary Breast Cancer session, with personal accounts from women living with advanced disease
- An Expert Panel session that included Associate Professor Fran Boyle, Professor Kate White, Associate Professor Judy Kirk and Dr Katrina Moore, who covered a range of topics from multidisciplinary care to psychosocial support.

'Thank you for your vision and generosity of spirit, for linking us all together and for lessening the sense of isolation and fear ...it was wonderful to be in a 'safe' place, to feel free to laugh and to cry, to renew old friendships and make new ones, and to know that we can make a difference ...it sometimes feels a little lonely out in the provinces!'

(From one delegate)



BCNA National Summit

140

BCNA brought together 140 key breast cancer survivors from around the country for a three-day National Summit.

Assisting women with secondary breast cancer

Women with secondary breast cancer have long experienced a silence and lack of support and information about the issues important to them. In 2006 BCNA committed significant resources towards addressing the needs of women with secondary (also known as advanced or metastatic) breast cancer.

Initiatives in 2006 included:

- The appointment of a dedicated secondary breast cancer program manager
- The development of a new information package for women diagnosed with secondary breast cancer; to be aptly named *Hope and Hurdles*. Based on the successful *My Journey Kit* model, and intended for distribution in 2007, *Hope and Hurdles* will provide women with a comprehensive information and support resource.
- An extensive national consultation process that helped identify key information for women with advanced disease and input to the *Hope and Hurdles* pack. The process included a national survey of women with secondary breast cancer; focus groups, individual interviews and direction from BCNA's Advanced Breast Cancer Working Party.
- The introduction of *The Inside Story*. This four-page supplement to *The Beacon* features women's stories, website and book reviews, and issues relevant to women living with secondary breast cancer. *The Inside Story* is an important resource, not only for that group of women and their families, but also for the health professionals who treat them and others keen to understand the issues specific to advanced breast cancer.

1,940

The BCNA member survey revealed that 1,940 of the respondents women living with secondary breast cancer.

'I have just read your four-page advanced breast cancer supplement and I just wanted to say how fantastic it is. I am 43 years old and was first diagnosed in 1996 and then again in 2002 with advanced cancer in the liver. Well done and thank you — a great inspiration in a dark time.'

'The scientific speakers you invited were so knowledgeable, but did not overwhelm me. Rather they included our group in their latest research findings and I personally gained a much greater insight into just how much research is going on in the field of breast cancer.'

Seat at the Table

Whenever decisions are made about breast cancer treatment and services, we want to be sure that women affected by breast cancer are involved. BCNA's *Seat at the Table* program appoints and supports Consumer Representatives to voice the needs of those affected by breast cancer.

Consumer Representatives undertake a variety of activities right across Australia. They address forums and seminars, and inform health professionals about the value of involving consumers in all levels of breast cancer treatment and planning. They provide information about BCNA's resources and services for women, and also generate local advocacy initiatives through connections with their communities and local media.

- Twenty-four breast cancer survivors completed BCNA's annual three-day residential Advocacy and Science Training program in November 2006. Expert clinicians shared their knowledge, presenting sessions on the basic science behind breast cancer; relevant genetic issues, breast cancer from an epidemiological perspective, the range of treatments for the disease, psychological and support issues, and the future of breast cancer management. Delegates also explored methods for getting messages into the political system and the media.
- By the end of 2006, BCNA had 192 trained Consumer Representatives nation-wide
- BCNA's Consumer Representatives participated in 205 activities across Australia during the year, including the following committees:
 - National Breast Cancer Foundation — Research Advisory Committee
 - National Breast Cancer Centre (NBCC) — MRI screening for high risk women
 - NBCC — Multidisciplinary Care for Advanced Breast and Ovarian Cancer
 - NBCC — Development of the Aromatase Inhibitors Clinical Guidelines
 - The Royal Australian and New Zealand College of Radiologists — Quality Use of Diagnostic Imaging Advisory Group
 - Review of doctor checklists for the Pam McLean Cancer Communications Centre
 - The Toowoomba Breast Cancer Services Enhancement Project Advisory Committee
 - BreastScreen Queensland State Accreditation Committee.
- Other activities included:
 - Attendance at the Annual Scientific Congress of the Royal Australasian College of Surgeons
 - Influencing the doctors of tomorrow by presenting to undergraduate medical students
- BCNA's Consumer Representatives also raised awareness of breast cancer at public presentations in their local communities and via television, print and radio
- Consumer Representatives reviewed books and websites to help other women with breast cancer find useful resources.

192

By the end of 2006, BCNA had 192 trained Consumer Representatives nation-wide.

My Journey Kit – an essential resource for women newly diagnosed

BCNA draws on the experiences and energy of women who have had breast cancer to assist other women on their journey. Launched in 2004, BCNA's *My Journey Kit* provides information, support and resources to women at a crucial and vulnerable time in their lives, the time around diagnosis. This much-needed and much-appreciated kit can be ordered 24 hours a day, and is provided and despatched free of charge. BCNA's aim is for all Australian women to receive a *My Journey Kit* within two weeks of their diagnosis.

In 2006:

- More than half of all Australian women diagnosed with breast cancer received a *My Journey Kit*, with 7,063 kits distributed to women right across the country at their request
- Information collected from women who ordered a *My Journey Kit* indicated that:
 - 78% of women learnt of the *My Journey Kit* through a health professional, usually a breast care nurse, oncology nurse, surgeon or medical oncologist
 - of the 74% of women who supplied their age when requesting a *My Journey Kit*, 35% were aged 50 or younger; and 65% were more than 50 years
 - 82% of kits were ordered by women within one month of their diagnosis; another 11% were ordered up to two months after diagnosis; 5% within 3–6 months; and 2% at 7–12 months
- BCNA developed improvements in processing and delivery systems to women
- An on-line order service through BCNA's website was introduced
- BCNA continued to receive positive feedback and valuable suggestions from women about the *My Journey Kit*, and work has begun on an updated third edition of the kit, to be released in 2007.

My Care Kit

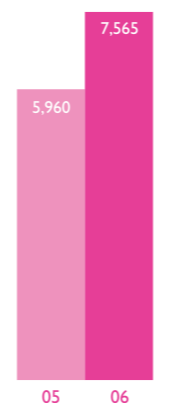
Since 2005, through a partnership with Berlei, BCNA has distributed the *My Care Kit*, which includes a specially designed bra accompanied by soft forms for women who have had breast cancer surgery.

- During 2006, *My Care Kits* were ordered by breast cancer nurses for 7,565 women across Australia. This was a significant increase on the 5,960 Kits distributed in 2005 and was undoubtedly due to breast cancer nurses' increasing support of the *My Care Kit* program
- From 2007, Fitting Kits will be provided free of charge to nurses participating in the *My Care Kit* program. The Fitting Kits will include samples of all bra sizes, with detailed fitting and measuring guidelines to assist nurses to order correct sizes and thereby reduce returns and exchanges
- BCNA has appreciated the assistance of our dependable volunteers, who packed about 150 *My Care Kits* every week for despatch to women across Australia.



'Thank you very much to BCNA and all those involved for such a helpful and informative guide. I have the daunting decision of chemo/radio/hormonal therapy to make within the next few days and found the information guide a tremendous help.'

'A great idea to have myriad personal and medical information in one handy book – it saves time and is less stressful than having to sort through heaps of pieces of paper.'



My Care Kits ordered

7,063

In 2006
My Journey Kits
were distributed
to 7,063 women right
across the country.

7,565

In 2006 *My Care Kits*
were ordered by breast
cancer nurses for 7,565
women across Australia –
an increase from 5,960
in 2005.

25,000

Circulation of the
December issue of
The Beacon was
more than 25,000.



Lauren Hewitt launches the planting of 142 *Mini Fields* around Australia in October 2006. Courtesy of MX, 2 Oct '06, front page.

The Beacon

BCNA's free quarterly magazine, *The Beacon*, is our key communication tool with members. *The Beacon* provides a range of stories and articles to satisfy its broad readership. Policy articles, research updates, news on new treatments, book reviews and inspiring personal stories are regular features, mixed with photos of real women surviving breast cancer across the country.

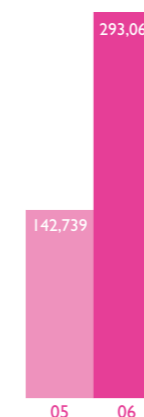
During 2006:

- *The Beacon* was distributed free of charge across Australia. First published in 1997, BCNA is proud of this important resource for women diagnosed with breast cancer and their families
- Circulation of the December issue was more than 25,000
- Distribution was extended to include treatment centres and medical specialists across the country. This assisted BCNA to further raise awareness of the issues faced by women with breast cancer and to reach more women
- Members of BCNA's Medical and Scientific Reference Committee verified technical information included in *The Beacon*
- Multiple copies were provided on request.

www.bcna.org.au

BCNA's website has become a central platform for our work, providing an up-to-date commentary on key issues and events as they arise.

- The BCNA website contains information ranging from policy updates, statistics and national events to personal stories, local activities and wide-ranging information about breast cancer services in an easy-to-navigate format. Importantly, there is a section for women newly diagnosed with breast cancer, as well as a section for women diagnosed with secondary breast cancer
- The website was restructured during 2006 to lay the foundation for further growth
- Annual visits to the website increased by 105% from 2005 (142,739) to 2006 (293,061).



BCNA website visits

293,061

Annual visits to the website increased 105% from 14,739 to 293,061.

Keeping breast cancer on the agenda

One of the biggest challenges is to keep breast cancer on the national agenda. In spite of the growing competition for public profile, BCNA has been able to capture the community's attention through its women, events and media activity throughout the year.

Formula One Grand Prix

BCNA was chosen as the official charity for the 2006 Australian Grand Prix, held in Melbourne in March/April. The event provided excellent outcomes for BCNA, including:

- Promotion of the My Journey Kit through a community service announcement shown on Network 10 television in the lead up to the event
- Highlighting the real impact of breast cancer; with 20 breast cancer survivors carrying our Pink Lady flag down pit straight during the opening ceremony
- Gaining significant media coverage in the lead up to and during the event
- Promotion of the work of BCNA to a new audience at the event
- Raising more than \$180,000.

Field of Women

The Field of Women, with its thousands of pink, white and blue silhouettes, is a powerful way of visually bringing breast cancer statistics to life. Since 1998 Fields of Women have been planted annually in every capital city in Australia except Darwin. The Field of Women is now touring regional Australia.

- Following the success of the inaugural regional Field of Women in Port Lincoln in 2005, a second regional Field of Women was presented in 2006. This Field was hosted by the Illawarra Breast Cancer Support Group in the NSW coastal town of Wollongong on Sunday 22 October
- A total of 14,800 silhouettes were displayed in Wollongong: 12,000 pink silhouettes represented the number of women diagnosed; 100 blue silhouettes represented the number of men diagnosed; and 2,700 white silhouettes stood for the number of deaths from breast cancer in 2006
- The 2006 Field of Women raised awareness of the impact of breast cancer in regional Australia; it enabled the local community to remember and pay tribute to the many women, family members and friends who have been affected by breast cancer; and it highlighted BCNA's profile and work.

More than \$180,000 was raised at the Australian Grand Prix.

At the second regional Field of Women, 14,800 silhouettes were displayed.

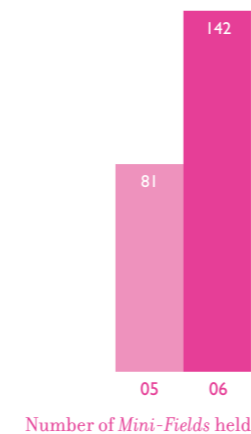
14,800



Mini-Field Courtesy Daily News (Tweed Heads) 6 Oct '06 pg 5.



Field of Women '06 Wollongong



Mini-Fields of Women

Mini-Fields of Women featuring 100 Pink Lady silhouettes were held in communities across Australia in October 2006. Mini-Fields reflect the diversity and creativity of their local hosts. Mini-Fields bring communities together, involving women with breast cancer, community leaders, health professionals and local businesses. They also promote local services and resources for those affected by breast cancer.

There were 142 Mini-Fields of Women held across Australia in 2006, an increase of 61 on the 81 held in 2005. Mini-Fields' locations included:

Australian Capital Territory	Northern Territory	South Australia	Tasmania	Melbourne
Calvary	Darwin	Adelaide	Beaconsfield	Melton
Belconnen	Queensland	Bordertown	Bicheno	Mildura
Lake Burley Griffin, Canberra	Barcaldine	Burnside	Deloraine	Myrtleford
Tuggeranong	Brisbane	Ceduna	Devonport	Newhaven
New South Wales	Burpengary	Elizabeth	Flinders Island	North Ballarat
Armidale	Cairns	Elliston	Hobart	Parkville
Bargo	Clayfield	Jamestown	Kings Meadow	Pascoe Vale
Bateman's Bay	Cunnamulla	Kingston	Launceston	Richmond
Byron Bay	Forest Lake	Lameroo	Wynyard	Ringwood
Campbelltown	Gayndah	Meningie	Victoria	Sebastopol
Conargo	Goondiwindi	Minlaton	Anglesea	Shepparton
Dubbo	Gladstone	Oodnadatta	Bacchus Marsh	Sorrento
Gosford	Hervey Bay	Peterborough	Bayswater	Traralgon
Hurstville	Ipswich	Port Broughton	Brighton	Wendouree
Lismore	Kilcoy	Port Pirie	Camberwell	Western Australia
Murringo/Young	Laidley	Robe	Caulfield	Corrigin
Port Macquarie	Lake Orr	Smithton	Daylesford	Geraldton
Strathfield	Manly West	Streaky Bay	Diamond Creek	Hillarys Harbour
Sydney	Mooloolaba	West Lakes	East Brighton	Kalbarri
Tamworth	Mt Isa	Whyalla	East Doncaster	Karratha
Tweed Heads	Raby Bay	Wudinna	Geelong	Northam
Wagga Wagga	Rockhampton	Yorketown	Hamilton	
Macquarie Park	Springfield Lakes		Hawkesdale	
Warners Bay	St George		Horsham	
West Wyalong	Texas		Kew	
Woollahra	Theodore Park		Kyabram	
	Toowoomba		Lancefield	
	Townsville		Lilydale	
	Weipa		Mandurang	
			Maroondah	

142

142 Mini-Fields of Women were held across Australia in 2006.

Raising BCNA's profile in the media

Gaining national media coverage was high on BCNA's agenda in 2006. The media plays an important role in BCNA's advocacy and assists in promoting the resources provided by BCNA to women and their families all over Australia, particularly the *My Journey Kit*.

Initiatives in 2006 included:

- The appointment of a dedicated Media Coordinator to manage BCNA's relationship with the media. This resulted in dramatically increased media coverage during the year
- Highlights from the media coverage included:
 - 640 media stories relating to BCNA
 - 91 print, radio and television stories featuring BCNA speaking out on the Herceptin issue
 - 178 stories in local papers promoting the *Mini-Field of Women* events
 - 51 stories providing listeners, viewers and readers with information on the *My Journey Kit*.

Presentations at conferences

To highlight the real experience of breast cancer and to advocate for the effective inclusion of consumer voices in the health system, BCNA made presentations at conferences within the wider health sector.

Presentations at key conferences by BCNA staff in 2006 included:

- 'Out of the Maze – the Patient Journey', Australian HealthCare Association Conference, Brisbane
- 'Using Evidence Using Guidelines', National Institute of Clinical Studies, Melbourne
- 'Consumer Participation at the Starting Line – More Wins for Health Care', Health Outcomes 2006 Conference, Canberra
- 'The Journey Ahead: A Consumer Approach to Developing Information for Women with Secondary Breast Cancer', Inaugural Palliative Care Nurses Australia Conference, Melbourne
- 'Information and Outcomes – What Consumers Need to Know', Australasian Society for Breast Diseases Conference, Port Douglas
- 'Consumers Driving the Agenda', Clinical Oncology Society of Australia's Conference – Consumer Forum, Melbourne
- 'Consumer Representation – A Multilayered Approach', Clinical Oncology Society of Australia Conference, Melbourne.

Increased media coverage during 2006 included 640 media stories relating to BCNA.

640

International contribution

BCNA fosters and supports international co-operation and exchange with breast cancer organisations around the world. In a global sense, BCNA is acknowledged as a clear leader in breast cancer consumer advocacy and programs. Our *Seat at the Table* program and the *My Journey Kit*, in particular, are seen as international best practice.

- BCNA's CEO Lyn Swinburne chaired the Third Global Breast Cancer Patient Summit in Stresa, Italy, in May 2006, on the topic of 'Advocacy – Resources and Skill Building for Strength and Survivorship'
- Lyn was the keynote speaker at the June 2006 NZ Breast Cancer Advocacy Coalition forum and revisited the group in Auckland in October
- BCNA's National Policy and Advocacy Manager, Terri Smith, presented two posters – 'Unlikely Allies: BCNA and Football' and 'Everyone Can Be an Advocate: Empowering Women to Find Their Own Voices' – at the Fifth European Breast Cancer Conference in Nice, France, in May 2006
- Terri also visited Breast Cancer Care UK to build further the relationship between the two organisations and to learn more about their programs
- The Pink Lady is recognised by international advocates, for example the Europa Donna group in Cyprus used the Pink Lady silhouettes at its second *Field of Women* event in Nicosia in October 2006.

3

BCNA's Lyn Swinburne chaired the Third Global Breast Cancer Patient Summit in Stresa, Italy.

Sponsors

Breast cancer touches the lives of many in the community and BCNA benefits from the support of many organisations and individuals. This in-kind and pro bono assistance allows BCNA to maintain a keen and lean operation. BCNA's achievements to date would not have been possible without this generous support.

Major partner — Bakers Delight

- Bakers Delight is BCNA's major corporate partner, providing a fully equipped and serviced national office, offering corporate advice, providing access to its networks and customers and supporting BCNA projects
- Additionally, Bakers Delight has raised more than \$1.5 million for BCNA since 1999, primarily through its annual in-store 'Pink Bun' promotion. The 2006 Pink Bun promotion alone raised more than \$400,000.

Supporting partners — Australia Post, KAZ, Pacific Brands, Sussan

- Australia Post has been a major supporter since 2001 and was the major sponsor of the *Field of Women LIVE* in 2005. Australia Post continues to sponsor the national *Mini-Field of Women* initiative and also supports the *My Journey Kit* program through the provision of free mailbags
- The relationship between KAZ, the largest Australian-owned information, communications and technology and business process management company in Australia, and BCNA began in 2004 with the launch of the *My Journey Kit*. In 2006, KAZ processed and despatched the *My Journey Kits*, collected and processed the data from the member survey update, and provided BCNA's teleconferencing facilities
- Pacific Brands and BCNA formed a partnership in late 2004. Pacific Brands supports the *My Care Kit* program, both financially and through the provision of Berlei post-surgery bras and soft forms
- Sussan became a major sponsor in mid-2006. This collaboration focuses on promoting the *My Journey Kit* and raising funds for BCNA.

Sponsors — Ernst & Young, Freehills, Multiwall, Naughtons Transport, PaperlinX, Star Packaging, Rio Tinto, Vega Press

- Ernst & Young provided *pro bono* auditing services and advice
- Freehills provided *pro bono* legal advice
- Multiwall provided storage free of charge
- Naughtons Transport provided storage for our pink silhouettes
- PaperlinX provided paper free for *The Beacon*
- Rio Tinto donated a magnificent 3.35 carat pink Argyle diamond to be auctioned at the Grand Prix Ball, raising \$145,000 for BCNA
- Star Packaging delivered all *Mini-Field* event boxes to locations right around Australia
- Vega Press assisted with the printing of *The Beacon*.

Government

- In 2006, BCNA received \$200,000 from the Federal Government towards the *My Journey Kit*
- BCNA received no other government funding.



Australian Government

BCNA appreciates the support of many other organisations that provide us with significant discounts to help reduce overhead costs. This enables BCNA to reduce business costs and to focus on delivering excellent programs to women.

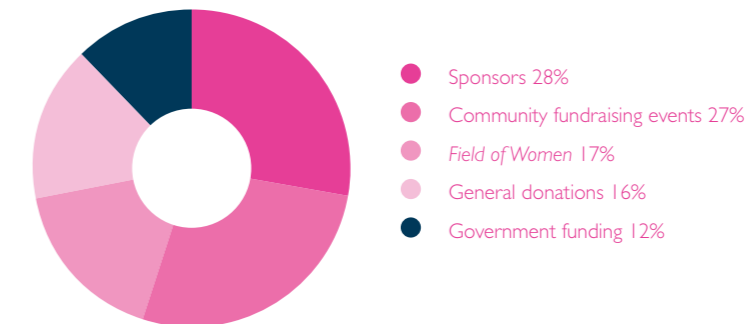
Community efforts

Many community groups and individuals raise money and awareness for BCNA through fundraising events. These events have been an important part of promoting the *My Journey Kit* and generating media coverage. BCNA also receives financial support from our members, who value our work and wish to help BCNA to assist other women diagnosed.

In 2006, BCNA raised funds from events and activities including:

- *Field of Women* (Wollongong) and *Mini-Fields of Women*
- BCNA member donations and general public donations
- Sponsors – corporate events and donations
- Community fundraising events.

Additionally, BCNA has relied heavily on *pro bono* support from many of our sponsors, suppliers and supporters.



BCNA fundraising, 2006

1.5M

Bakers Delight has raised more than \$1.5 million for BCNA since 1999.

Board

BCNA is governed by a highly skilled and experienced Board. Individual board members, acting in their honorary roles, bring a wide range of experience to leading BCNA.

Three Board meetings were held in 2006. The Board Members are:

- Dr Patricia Edgar, AM (Chair)
- Ms Raelene Boyle, MBE
- The Hon. Jocelyn Newman, AO
- Mrs Terry Bracks
(Dep. Chair from July 2006)
- Mr Ron Dewhurst
- Ms Marg O'Donnell*
- Dr Andrew Barling
- Mrs Karen Hayes
(Dep. Chair until July 2006)
- Ms Gabrielle Trainor
- Assoc. Prof. Fran Boyle
- Ms Suzie Howie

*appointed 17th November 2006

BCNA staff

Consistent with BCNA's increased program activity and reach, the staff team increased in 2006 to a total of 20 individuals — each playing a vital role in the organisation.

BCNA is fortunate to have a dedicated and talented Executive Team consisting of:

- Lyn Swinburne, AM *Chief Executive Officer*
- Terri Smith *National Policy and Advocacy Manager*
- Julie Hassard *National Programs Manager*
- Kirsten Pilatti *National Communications and Marketing Manager*

Board member and staff profiles are outlined on the BCNA website — www.bcna.org.au

State Representatives

BCNA has two voluntary representatives in each state and territory. State Representatives, all breast cancer survivors who give freely of their time and energy, are pivotal to BCNA's national profile and are active in endeavours at a state level.

State Representatives attended the annual two-day Think Tank in Melbourne in February where they were briefed on BCNA's plans for 2006 and on topical issues such as Herceptin.

BCNA's State Representatives in 2006 were:

- Elspeth Humphries (ACT)
- Veronica Macaulay-Cross,
OAM (Qld)
- Shelley Sexton* (Tas)
- Anna Wellings Booth* (ACT)
- Gerda Evans (Vic)
- Dr Pam Bell (NSW)
- Lyn Moore (Qld)
- Pamela Williams (Vic)
- Megan James (NSW)
- Alexandria Cannon (SA)
- Luisa Giuffre (WA)
- Pat Hancock (NT)
- Jan Davies (SA)
- Ann Revell* (WA)
- Suellen Williams (NT)
- Karen Forster (Tas)

*retired at the end of 2006



BCNA forum for women, ACT
Courtesy Canberra Times
22 Aug '06 pg 3.



Field of Women, Wollongong

BCNA has two
voluntary representatives
in each state and territory.
All are breast cancer
survivors.

Medical and Scientific Reference Group

BCNA's Medical and Scientific Reference Group, which includes leading Australian breast cancer experts, advises BCNA on relevant issues, brings to our attention issues affecting Australians with breast cancer, and acts as a conduit between BCNA and the relevant medical and scientific organisations, colleges and disciplines. We thank members for their commitment and assistance.

- Assoc. Prof. Richard Bell
- Assoc. Prof. Michael Bilous
- Assoc. Prof. Fran Boyle
- Prof. Phyllis Butow
- Prof. Stewart Dunn
- Prof. John Hopper
- Dr Liz Kenny
- Assoc. Prof. Judy Kirk
- Ms Susan Murray
- Mr David Oliver
- Prof. Neil Piller
- Dr David Roder
- Prof. Christobel Saunders
- Ms Onella Stagoll
- Dr Jane Turner
- Prof. Kate White
- Dr Helen Zorbas

Working Parties

BCNA's Working Parties — the Advanced Breast Cancer Working Party and the Rural and Remote Working Party — provided advice for policy and advocacy work in 2006. They met regularly by teleconference and email, and represented a wide range of views and experiences.

Advanced Breast Cancer Working Party:

- Dianne Bailey (WA)
- Denice Bassanelli (SA)
- Helen Collyer (Qld)
- Nancy Dow (NSW)
- Veronica Macaulay-Cross, OAM (Qld)
- Deborah Martin (SA)
- Jennifer Muller (Vic)
- Julie Pallot (Vic)
- Ilana Rischin (Vic)
- Judy Shepherdson (Vic)
- Ann Town (NSW)
- Maria Waters (WA)
- Robyn Williams (NSW)

Rural and Remote Working Party:

- Maxine Barker (SA)
- Peg Bartley (WA)
- Anne Cameron (Tas)
- Vivienne Gregg (NSW)
- Marlene Parsons (Vic)
- Jane Redmond (NSW)
- Lesley Reilly (NT)
- Yvonne Shaw (NSW)
- Susan Tulley (NT)
- Pauline Venn (Vic)
- Anna Wellings-Booth (ACT)

Breast Cancer Network Australia is passionate about working to make sure those affected by breast cancer get the best information, care and support possible, no matter who they are and no matter where they live.

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BCNA Annual Report 2006

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