Five-year achievement summary

In research:
- Our total research expenditure over the last five years reached almost $63 million.
- We committed to a greater emphasis on researching higher-mortality and rarer, previously neglected cancers.
- Cancer Council–funded researchers have unlocked secrets of cancer cell immortality, reduced the death rate from leukaemia, and developed a drug that is now saving lives of women with ovarian cancer.
- We committed to a five-year support program on research that we expect will unlock the genetic code of pancreatic cancer.
- We have played a vital role in the 45 and Up Study, the largest study of its kind in Australia, now following up the health of 266,000 participants.
- We commenced recruitment for the Cancer, Lifestyle and Evaluation of Risk (CLEAR) Study, which will provide the most comprehensive information to date on the lifestyle and genetic causes that influence cancer in the NSW community.
- Other research was undertaken to support our cancer prevention and support programs. We now have insights into the impact of tobacco retailing on impulse purchasing and smoking relapse, and have extended our research into the advertising of junk foods.

In cancer awareness and prevention:
- We expanded participation in the SunSmart Early Childhood Program, achieving 65 percent coverage of the sector. We launched a complementary program in primary schools and by June 2010, 15 percent of primary schools in NSW were accredited as SunSmart.
- We launched the Tackling Tobacco Program, a five-year commitment to address the unacceptably high rates of smoking in disadvantaged populations. Over the last four years, 20 community grants of up to $30,000 have been distributed to support community groups in initiatives to tackle tobacco use.
- We launched Eat It To Beat It in the Hunter Region, which is a community-based program to increase consumption of fruit and vegetables in parents and their families. Strategies include training community members to hold sessions that focus on practical ways to increase fruit and vegetable in family meals and on a budget.

In health care in the community:
- We extended formal partnerships with local governments, and 120 of these are now in place. The number of local councils enacting policies on smoke-free outdoor areas increased to 76.
- We expanded face-to-face information and support services for cancer patients and carers with the opening of eight Cancer Council Information Centres in treatment centres. Information Centres are staffed by trained volunteers and supported through the Helpline.

Cancer Council NSW
In advocacy for the cancer cause:

- Cancer Council's advocacy has contributed to some world-leading tobacco control decisions at a state and federal government level, including the introduction of plain packaging by 1 July 2012, banning smoking in cars with children, and taking tobacco products out of sight in retail outlets. We also led the campaign that made it possible for people to be able to enjoy smoke-free environments in NSW pubs and clubs.

- We contributed to significant changes on the issue of financial assistance for patients travelling to treatment: the distance criteria was reduced from 200 km to 100 km and an additional 11,000 patients each year can now access financial assistance when travelling for specialist medical treatment. We continue to campaign for more adequate transport and accommodation assistance, as there is more to be done.

- In partnership with community groups and organisations, we continued our advocacy campaign to raise awareness of the suboptimal access and utilisation of radiotherapy by NSW cancer patients. In April 2010, the Commonwealth Government committed to funding seven new radiotherapy machines in NSW. We continue to campaign for better access to radiotherapy in NSW, as improvements are still required.

- We collaborated with other Cancer Councils in the campaign to fully fund and roll out a national screening program for bowel cancer, which has the potential to save 30 lives per week.

- We continued to train community members in advocacy skills and supported their activities. At 30 June 2010, there were 493 trained advocates registered with Cancer Council NSW.

- We have led the push to place junk food advertising and healthy food choices on the public agenda.

In fundraising:

- Our fundraising has grown from $41.5 million per year to $53.8 million per year in the last five years.

- We have increased income from our Breakthrough regular giving program from $6 million per year to over $14 million per year.

- Our events for women's cancers (Pink Ribbon Day, Pink Ribbon Events, Girls Night In) have grown from $0.8 million per year to over $4 million per year.

- We served 2 million retail customers, had exposure to 10 million people in 8 stores and achieved a net profit of $7 million.

- Relay For Life grew from $1.3 million to $6 million gross annual income and is now the biggest public event in many of the 70 communities where Relays are held.

- Over five years, the dollars raised per full-time fundraising staff member have increased by 17 percent.

In operations:

- We transitioned from a NSW statutory body to a public company limited by guarantee, ensuring greater independence.

- Our investment portfolio grew from $25 million to $49 million, ensuring the future financial viability of the organisation and providing an opportunity to consider new visionary initiatives in cancer control.

- Thousands of volunteers were attracted to our organisation, and played a valuable part in supporting staff and delivering our mission. By 2010, 32,933 volunteers contributed to our cause through regular volunteering or one-off participation in fundraising events.

- We established a robust risk-management framework.

- We are establishing a Constituent Relationship Management (CRM) platform, creating a Data Warehouse upgrade of IT and telecommunications networks, servers and desktops to provide a modern, secure and reliable platform.

- We refurbished our head office to an open-plan environment, resulting in a 40 percent increase in capacity, and we enhanced IT capabilities to enable the growth and productivity of our workforce.

- More than 50 independent reviews were conducted across our operations as part of our internal audit plans, to ensure internal controls were in place and working satisfactorily, and that efficiencies had been identified and actioned.