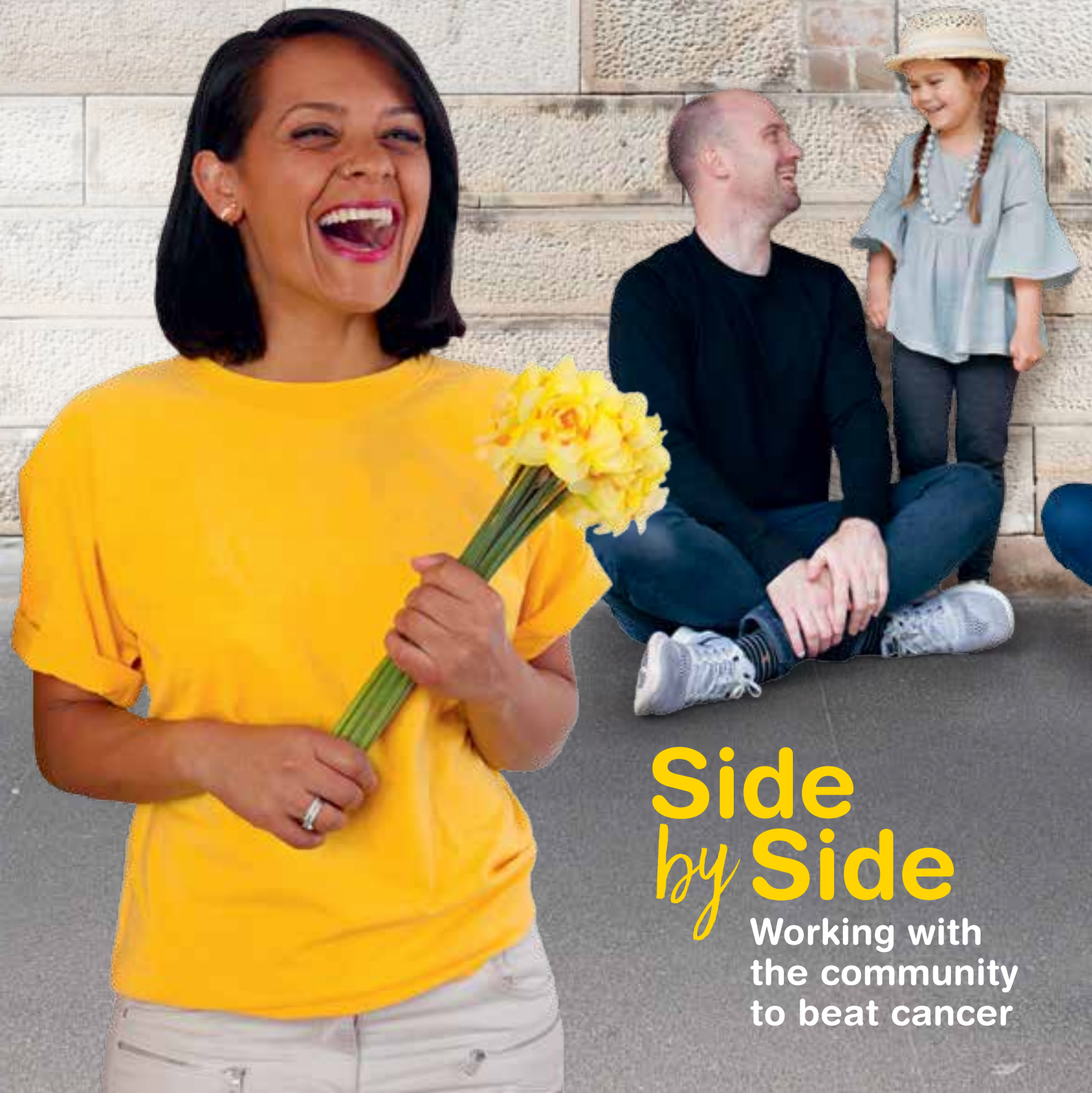
Cancer Council NSW

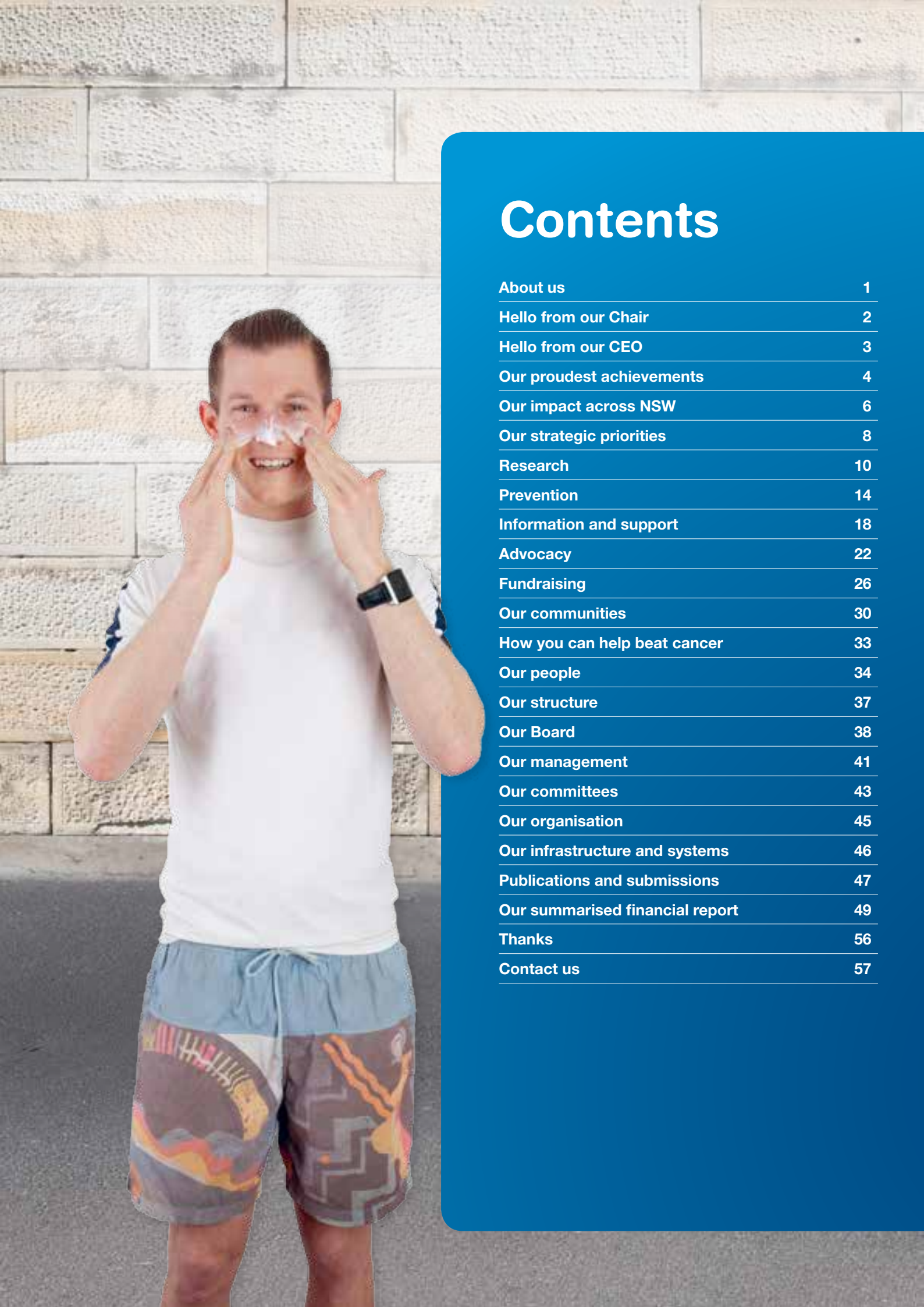
Annual Report
2015/2016



Side by Side

Working with the community to beat cancer

Cancer Council NSW believes that we can and will beat cancer. There are things that we can all do every day to help make this happen.



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our vision

Together we will beat cancer

our mission

To lead, empower and mobilise the community to beat cancer

our values

Our values influence the work that we do, and the way we work with our colleagues and with our community

Innovation
Seek and embrace the best

Responsibility
Be accountable for our results and resources

Courage
Speak out and step up

Collaboration
Work together to achieve our goals

about us

Every year in NSW alone, more than 46,000 new cases of cancer are expected to be diagnosed, and the impact on families, carers and communities is significant.

Together with our volunteers, supporters, stakeholders and staff, we are committed to reducing the impact of cancer on individuals and the community, and to lessening the burden for people affected by cancer.

We are the only organisation that works across every area of every cancer:

- conducting and funding world-class research that underpins our work across the cancer journey
- preventing cancer
- supporting people as they navigate the cancer journey
- advocating to ensure that governments take action on cancer.

We are there not only for those touched by cancer today, but to prevent and manage cancer for future generations.

We are a member of Cancer Council Australia, together with Cancer Councils from every state and territory across Australia. Cancer Council NSW is an independent charity and is 96% community funded. Our unique combination of local program delivery, community engagement and national influence enables everyone who cares about cancer to make the biggest possible difference.

This report is just a snapshot of our achievements, sharing some of our successes from the past year. These are not just Cancer Council NSW's stories, they reflect the stories of communities who share our vision.

hello from our Chair

In 2015/16, Cancer Council NSW has continued to strengthen our commitment to beating cancer.

It is my privilege to be Chair of Cancer Council NSW, a position that I am very proud of. Cancer Council NSW is almost entirely funded by the community, with 96% of our income coming directly from the community and investments. Fundraising remains our primary source of income to preserve our independence, and a strong investment strategy provides financial stability for our future.

At Cancer Council NSW we are proud to work across every area of every cancer. With support from the community, we conduct and fund the world-class research that underpins all of our prevention programs, our information and support services and our advocacy work. An important focus for Cancer Council NSW is to ensure we remain dedicated to our key purpose and that we spend vital funds from the community in the most effective way.

This year has been a year of transformation for the Board of Cancer Council NSW. We farewelled some influential people and welcomed five new Board Directors. Though it is always sad to say goodbye, it is also refreshing to see new faces. I would particularly like to thank Bruce Hodgkinson SC, who finished up as Chair of the Board in December 2015 after nine years.

The new Board is a skills-based team, ensuring we are ready for the future, sustainable and remain a relevant and leading charity. I would also like to thank Cancer Council NSW staff and volunteers who work together in partnership. This partnership is incredibly important – it really makes a difference and allows us to deliver our programs and initiatives effectively.

In October 2016, we will say goodbye to Jim L'Estrange, who has been the Chief Executive Officer of Cancer Council NSW for more than three years. On behalf of the Board I take this opportunity to thank Jim for his contribution, commitment and passion. Cancer Council NSW has been made stronger under his leadership and expertise. We wish Jim all the best for the future.

I look forward to continuing to work with staff, volunteers, stakeholders and our communities to beat cancer.

Mark Phillips
Chair, Cancer Council NSW

Mark Phillips, Chair (left) with Jim L'Estrange, CEO.

hello from our CEO

This year has been another effective year for Cancer Council NSW. Together our staff and volunteers have worked towards achieving our vision – together we will beat cancer.

We have continued our emphasis as a not-for-profit with purpose, focusing on four key pillars:

Our impact in the community – Everything we do is with and for the community and we are proud of the role they entrust us with. This year, we have increased our focus on our mission: to lead, empower and mobilise the community to beat cancer.

We have impact and reach across all aspects of cancer, and we have continued to support those affected by cancer. An example of this is the work we have done in the past year to ensure cancer patients, their families and carers have access to affordable accommodation close to treatment centres.

Investing for our future – Making sure we remain relevant and impactful leaders in NSW is centred on placing our people, community and vision at the centre of what we do.

Our investment in technology improvement is helping us achieve our vision, enabling us to increase our capacity and effectiveness, so we can build stronger relationships with our communities.

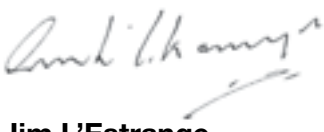
Strengthening our partnerships – We look for opportunities to collaborate with like-minded organisations, businesses, government bodies, health professionals, researchers and educational institutions to maximise our potential, share knowledge and increase our impact for communities.

We have strengthened our collaborations with Cancer Council Australia and other Cancer Councils in states and territories across the country to leverage opportunities and economies of scale.

Building accountability – Throughout the year, we focused on accountability and measuring the impact of our programs. We have evaluated the impact and effectiveness of a number of our prevention and supportive care programs this year to ensure continual improvement.

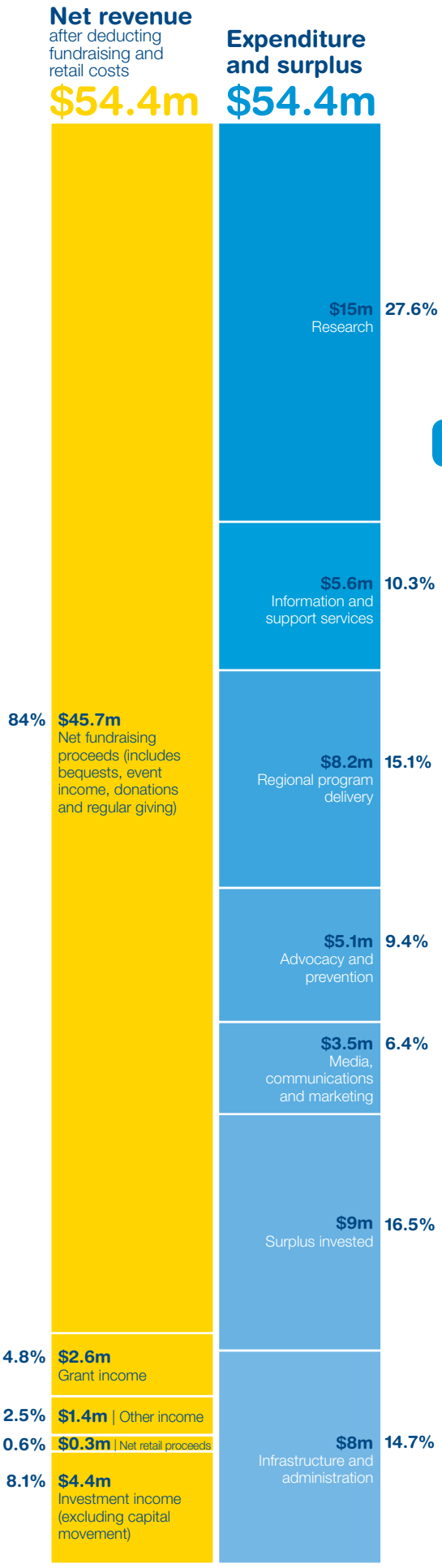
We are accountable for the funds we allocate to programs and services, and how we prioritise our resources in order to have the greatest impact.

Thank you – I am very proud of the work Cancer Council NSW does. It is a leading not-for-profit with purpose, made up of passionate staff and volunteers who work tirelessly to achieve amazing things. Thanks to everyone in the community who has supported Cancer Council NSW.



Jim L'Estrange
CEO, Cancer Council NSW

Where our funds came from and where they were spent



Our *proudest* achievements

community

33,318
community supporters get behind our cause and connect with our mission to beat cancer.

2,938
registered volunteers generously donate their time and work alongside our staff.

Our network of 15 offices, seven retail outlets and 19 Information Services enables us to work within communities and ensure that our programs and services are tailored to their needs.

research

$15m
invested in 2015/16

$143m
invested over the past 10 years

Our research:

- has informed major changes to Australia's National Cervical Screening Program, which will make Australia one of the first countries to have a truly integrated approach to cervical screening and HPV vaccination
- found menopausal hormone therapy doubles a woman's risk of getting breast cancer, highlighting the importance of women consulting with their doctors about the risks and benefits
- is determining whether vitamin D supplementation in men with prostate cancer can prevent disease progression.

prevention

700,000+ children across NSW are protected from the harmful effects of the sun while at school and childcare services because of our SunSmart Program.

12,300 more parents are helping protect their children from cancer by getting them to eat more fruit and vegetables, thanks to our Eat It To Beat It program.

157 community service organisations participated in Tackling Tobacco to help their clients to quit smoking.

information and support

228,000+ *Understanding Cancer* resources were distributed, ensuring people affected by cancer have access to reliable and easy-to-understand cancer information.

11,900+ people called Cancer Council 13 11 20 for Information and Support from our specialist cancer professionals.

2,200+ people received a total of $508,000 through our Financial Assistance Program to help with household expenses and the cost of getting to treatment.

advocacy

18,800+ CanAct Community supporters have helped us achieve some amazing wins over the years.

The recent abolishment of co-payments for certain chemotherapy drugs is helping to reduce the burden for people as they are being treated for cancer.

10 Cancer Advocacy Networks are working in local communities to address local cancer-related issues such as free car parking at hospitals for cancer patients.

Our *impact* across NSW

We work in local communities across the state, which means we can deliver programs and services that best meet their needs and have the greatest impact. Here is a snapshot of some of our local stories.

Our Transport to Treatment drivers made

7,613 trips,

covering more than 700,000 km.

Jan and Charlie Leaney from **Albury-Wodonga** drive local cancer patients and their carers to treatment. They enjoy participating in the program because they feel that they are making a difference in the lives of others. Families and carers are grateful for volunteers – not only do they provide a transport service, they are also someone to chat to.

Thanks to community support, we have contributed

$15m

to conduct and fund world-class research, which underpins everything we do.

Bermagui local, Rob Grimstone, started Cancer Research Advocate Bikers (CRAB) in 2004 to fundraise for cancer research. The South Coast Kingies CRABs have raised over $300,000 for Cancer Council NSW in the past five years, enabling us to fund important research projects.

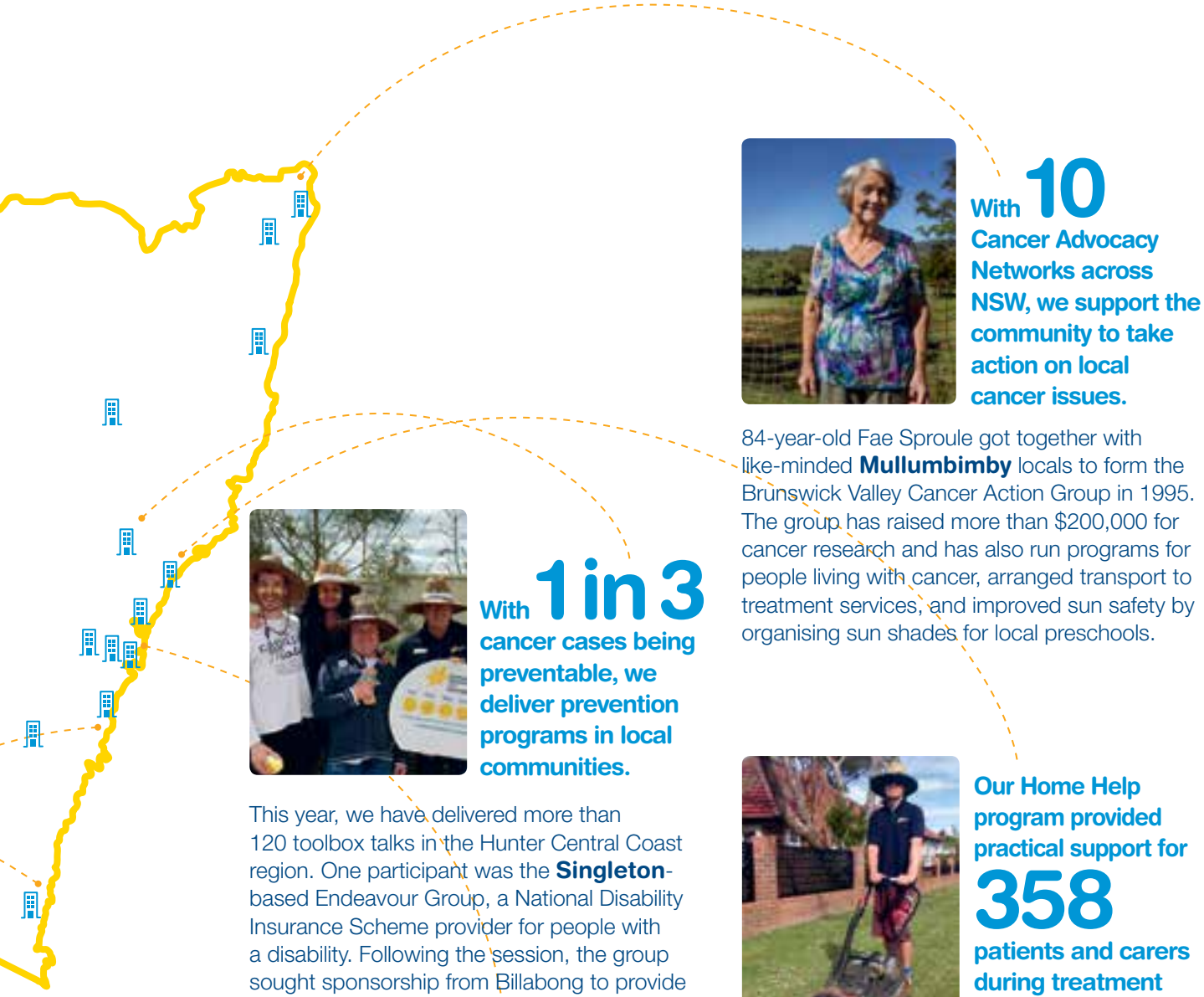
We provided

19,878

nights of affordable accommodation so that cancer patients, carers and their families could stay close to treatment centres.

The Wilson-Mitchell family from Moruya accessed accommodation at the **Shoalhaven** Cancer Care Centre when their three-year-old daughter Addison was admitted to Shoalhaven Hospital. Addison was diagnosed with cancer in January 2016 and was taking a break from treatment for neuroblastoma, when she became ill. The accommodation assistance meant the family could concentrate solely on Addison's recovery.

– Cancer Council NSW offices



With 1 in 3 cancer cases being preventable, we deliver prevention programs in local communities.

This year, we have delivered more than 120 toolbox talks in the Hunter Central Coast region. One participant was the **Singleton**-based Endeavour Group, a National Disability Insurance Scheme provider for people with a disability. Following the session, the group sought sponsorship from Billabong to provide broad brimmed hats to all clients and Cancer Council sunscreen for their activities.

Our 19 Cancer Council Information Services (CCIS) are located in hospitals and treatment centres, providing free information and support services.

Denise Bockett has volunteered for Cancer Council NSW for 16 years, most recently at the CCIS at St George Hospital in **Sydney** since it opened five years ago. She won the NSW Volunteer of the Year Award for Sydney South in 2011 – an award she's very proud of. She finds volunteering, and providing cancer patients and their carers with access to information and support, both fulfilling and enjoyable.

With 10 Cancer Advocacy Networks across NSW, we support the community to take action on local cancer issues.

84-year-old Fae Sproule got together with like-minded **Mullumbimby** locals to form the Brunswick Valley Cancer Action Group in 1995. The group has raised more than $200,000 for cancer research and has also run programs for people living with cancer, arranged transport to treatment services, and improved sun safety by organising sun shades for local preschools.

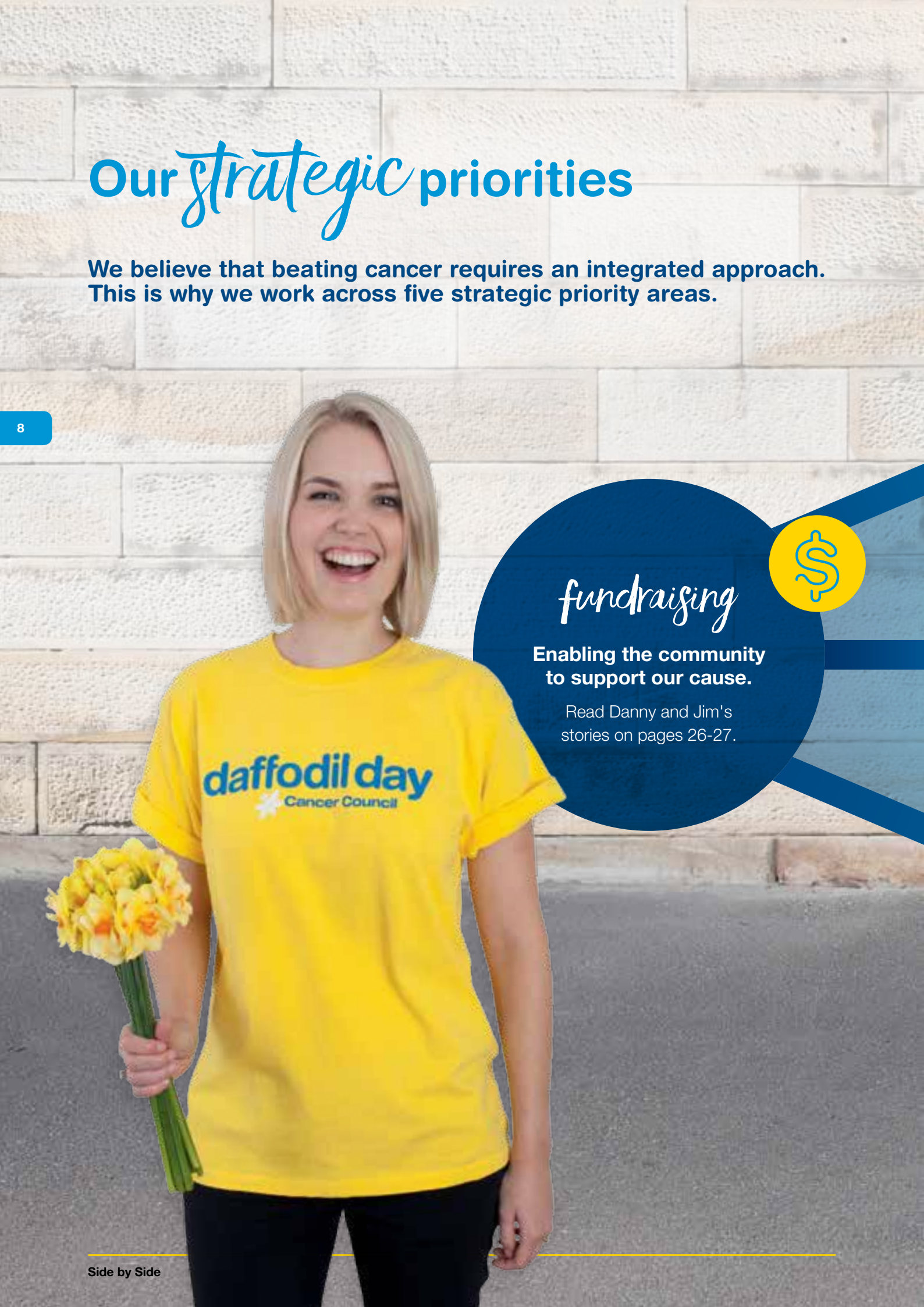
Our Home Help program provided practical support for 358 patients and carers during treatment and recovery.

The Royal Motor Yacht Club of Toronto holds a yearly 24-hour yacht race on **Lake Macquarie**, raising over $45,000 for local Home Help services, including lawn mowing, cleaning and other domestic services. Pete Rich of Rich Green Lawns is a service provider with the program. He finds it satisfying to be able to put his business to good use for those who need it most.

For more information about our work in local communities, visit cancercouncil.com.au/local-services

Our *strategic* priorities

We believe that beating cancer requires an integrated approach. This is why we work across five strategic priority areas.



fundraising

Enabling the community to support our cause.

Read Danny and Jim's stories on pages 26-27.

Find out more about our *Strategic Intent 2014-2018* and strategic priorities online at cancercouncil.com.au/about-us

research

To conduct and fund world-class research that reduces the impact of cancer.

Research is fundamental to unlocking the answers that will help us beat cancer. Cancer Council NSW is committed to conducting and funding research that enhances outcomes across the entire cancer journey and is of value to the cancer community.

As an evidence-based organisation, our research improves the collective knowledge about cancer, and helps us prioritise the areas where we can have the greatest impact. It also underpins our prevention, information and support, and advocacy programs.

Cancer Council NSW is proud of its contribution in the cancer research space and continues to be one of the largest non-government funders of cancer research in Australia. In 2015/16, we contributed **$15 million to conduct and fund research studies** across all stages of the cancer journey including investigating the causes of cancer; preventing, detecting and treating cancer; and supporting people as they adjust to life after a cancer diagnosis.

Funding world-class research

In 2015/16, Cancer Council NSW committed $13.4 million in funding to support **16 new external research projects** being conducted by some of Australia's best researchers. These projects include finding ways to overcome treatment resistance in breast cancer, developing new drugs for childhood leukaemia, exploring early detection tests for lung cancer, creating

Side by Side

Professor Billie Bonevski
Researcher

I started collaborating with Cancer Council NSW as part of a research group at the University of Newcastle. A big focus of my research has been on smoking and looking at high priority groups. The smoking rates among these groups is greater, and includes people who are socio-economically disadvantaged, or who have mental health issues or chronic illnesses.

An ongoing highlight has been working with the Tackling Tobacco program, which is made up of a series of projects that I work on closely with the Tobacco Control team. The aim is to collaborate with social and community service organisations and to build their capacity to address smoking in disadvantaged communities.

Cancer Council NSW recognises the need to improve the health of high risk groups and to change health behaviours. Tackling Tobacco has become a landmark piece of work based on the best possible evidence and is now influencing the activities of other states. Cancer Council NSW is a leader in partnering with researchers and delivering evidence-based policy and programs.

targeted pancreatic cancer drugs, and helping the immune system to kill melanoma cells.

Traditional cancer treatments can be invasive and highly toxic, which can cause some serious side effects. The experience of having cancer can also affect a person and their family for many years after their treatment ends, both physically and psychologically. This is why Cancer Council NSW is supporting researchers who are focusing on improving quality of life both during and after treatment.

One such researcher is Associate Professor Claire Wakefield from UNSW, who is implementing programs that provide much needed support to childhood cancer survivors and their families. These programs are designed to reduce the risk of chronic physical and mental illnesses, and improve quality of life.

Implementing the new cervical screening program

Research from Cancer Council NSW has **informed major changes to Australia's National Cervical Screening Program**. This includes moving from a two-yearly Pap test to a human papillomavirus (HPV) test every five years from May 2017, which will make Australia one of the first countries in the world to have a truly integrated approach to HPV vaccination and cervical screening.

Researchers at Cancer Council NSW have been working closely with the Federal Government on various aspects of implementing the new screening program. In 2015/16, our work included supporting the development of the draft *Clinical Management Guidelines for the Prevention of Cervical Cancer*. These new recommendations offer guidance to women and doctors about the best practice management of women with positive HPV test results and abnormalities detected in the new screening program.

The new cervical screening program will include self-collected HPV tests, which will be offered to a select group of women who have never been screened or who are long overdue for screening. A recent modelling study by Cancer Council NSW found that just one round of self-collection reduced cervical cancer risk by 41% over a woman's life when tested at age 30 or 40, compared to remaining unscreened. While self-collection is not as effective as regular screening by a clinician, it is still much better than not being screened at all. Going forward, this study has highlighted the need to find new ways of encouraging all women to participate in the new screening program.

Menopausal hormone therapy doubles breast cancer risk

Menopausal hormone therapy (MHT) is a treatment used to ease the symptoms of menopause. Researchers at Cancer Council NSW found that **Australian women who are currently using MHT are twice as likely to**

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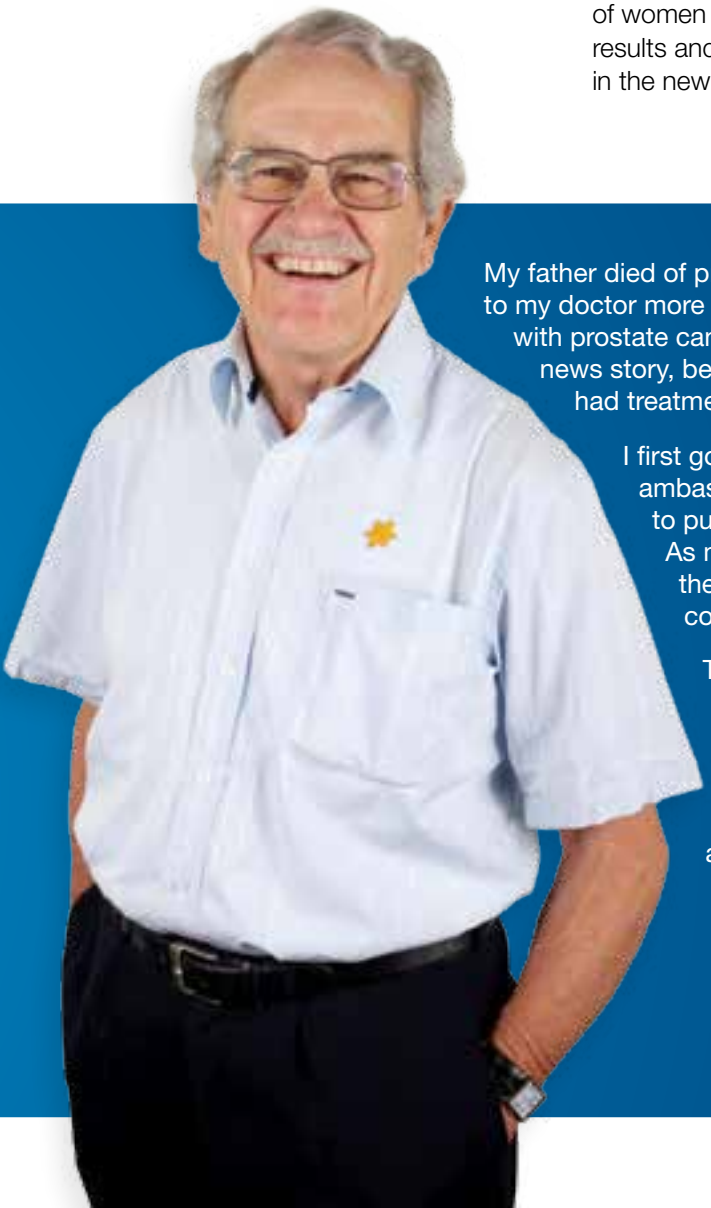


My father died of prostate cancer when I was 50 and that's when I started to go to my doctor more regularly for check-ups. Ten years later, I was also diagnosed with prostate cancer. I like to think of my experience with cancer as a good news story, because when I was diagnosed the tumour was localised and I had treatment options.

I first got involved with Cancer Council NSW when I became an ambassador and community speaker, and I then had the chance to put my name down for the Consumer Research Review Panel. As members of the panel, we think about the potential for the research to be applied in practice, and how quickly the community would benefit from the research.

The highlight of being on the Consumer Research Review Panel is seeing the variety of different research proposals Cancer Council NSW receives on many different types of cancer.

I think there is some understanding about cancer in the community, but I still think more needs to be done to raise awareness.

Phil Burge

Survivor and Consumer Research Review Panel member

develop breast cancer compared to women who have never used the medication.

The researchers analysed data on postmenopausal women with breast cancer and cancer-free women recruited from 2006-2014, as part of the Cancer Lifestyle and Evaluation of Risk (CLEAR) study. Importantly, they found that once women stopped taking MHT, their risk diminished and was the same as women who had never taken it.

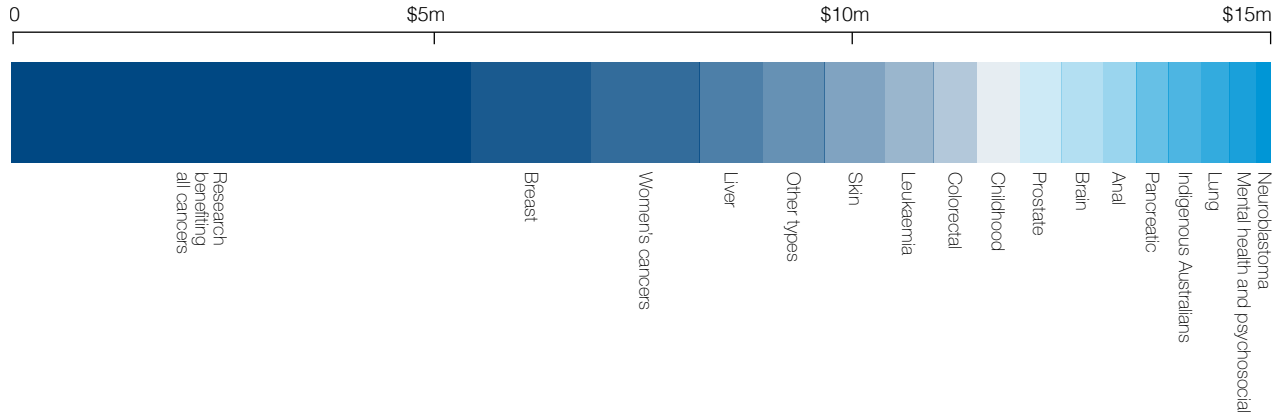
This study is consistent with the majority of independent, international evidence, and underpins global regulatory recommendations to limit the use of MHT to the shortest possible time and for the treatment of moderate to severe menopausal symptoms only. Cancer Council NSW recognises that for some women, the use of MHT may be necessary. However, given the risks, it is very important that women using or considering the use of MHT consult their doctor to weigh up the risks and benefits.

Cancer survival worse for people in lower socio-economic areas

New Cancer Council NSW research has revealed **people living in lower socio-economic areas in NSW have significantly poorer cancer survival rates** than those living in higher socio-economic areas. The study analysed population data for 380,000 people diagnosed with one of 10 major cancer types and looked at their survival during 1996-2000 and 2004-2008. The researchers found that out of the 52,000 people who died as a result of their cancer up to five years after diagnosis, 7,000 deaths could have been prevented if these health disparities did not exist.

This research has highlighted that a lot more work needs to be done to improve cancer outcomes, particularly for people living in lower socio-economic areas. A comprehensive approach is needed, and should include improving access to cancer treatment services, as well as encouraging greater awareness and participation in government screening programs. Efforts to encourage healthy lifestyle choices to reduce cancer risk are also essential.

Our research spend by cancer type



Performance

HOW	MEASURES	2012	2013	2014	2015	2016
We forge new discoveries in cancer causes, biology, trends and consequences, through funding world-class research.	New research grants awarded	20	21	16	16	**16**
	Total research grants funded	79	71	72	77	**80**
In partnership with government and collaborators, we seek competitive grant funding.	Number of research grants received	2	9	5	8	**14**
	Total research grants received ($m)	2.3	2.2	1.0	1.7	**2.6**
We trial and deploy novel funding strategies and partnerships to unite the best ideas and researchers for the benefit of cancer control.	Total research expenditure ($m)	15.0	14.8	14.2	14.9	**15.0**

HIGHLIGHT: **Our investment in research makes Cancer Council NSW one of the largest non-government funders of cancer research in Australia.**

HIGHLIGHT: **This year, we awarded four new program grants worth nearly $9 million to visionary research teams across NSW.**

Prostate cancer risk factors

Prostate cancer is the most common cancer in Australia, with over 18,000 men expected to be diagnosed in 2016. Although the causes of prostate cancer are unclear, there is growing evidence that prostate cancer risk is increased by certain factors, and Cancer Council NSW researchers have explored some of these links. Using data from the CLEAR Study, the research found that the risk for prostate cancer was higher for men with a family history of prostate cancer, or who had a history of an enlarged prostate or prostatitis (inflammation of the prostate gland). The risk was also higher for men who had higher levels of sexual activity, or were obese or overweight.

With survival rates improving for prostate cancer, it is essential to ensure that the needs of this growing population are being met. To achieve this, Cancer Council NSW has started several new prostate cancer studies, including a new phase of the Prostate Cancer Care and Outcomes Study, which is looking at the long-term impact of prostate cancer treatments on men and their partners in the 15 years since diagnosis. Cancer Council NSW researchers have also started a national trial of vitamin D supplementation in men with prostate cancer to see if this can prevent disease progression.

Prostate cancer is the most common cancer in Australia, with over 18,000 men expected to be diagnosed in 2016. Although the causes are unclear, there is growing evidence that prostate cancer risk is increased by certain factors, and Cancer Council NSW researchers have explored some of these links.

18,000
men are expected to be diagnosed with prostate cancer in 2016

$13.4 million
in funding to support 16 new external research projects

Left to right: Professor Michelle Haber AM, Professor Glenn Marshall AM and Professor Murray Norris AM have been awarded a new grant from Cancer Council NSW to develop new treatments for childhood leukaemia at the Children's Cancer Institute.

What's next

Cancer Council NSW is collaborating with the Victorian Cytology Service on Compass, Australia's largest ever clinical trial, which aims to include over 120,000 women. It is the first trial in the world to look at cervical screening in an HPV-vaccinated population. The results will provide crucial early insight into the performance of the new National Cervical Screening Program.

Researchers at Cancer Council NSW have also developed Policy1, a flexible mathematical model that factors in the natural history of different cancers, individual risk factors and screening behaviours, prevention, vaccination and lifestyle interventions. The information generated through Policy1 will provide policymakers with an evidence base to guide cancer prevention and screening strategies, and ultimately reduce the national and international impact of cancer.

Read more about our research activities in our *Research Highlights Report 2015/2016* at cancercouncil.com.au/research-highlights-2015-2016

prevention

To reduce cancer in the NSW community by encouraging people to lead healthy, cancer-smart lifestyles.

Preventing cancer is one of the most effective ways of beating cancer. Research shows one third of all cancers are related to smoking, overexposure to the sun, obesity, poor nutrition, alcohol consumption and lack of physical activity. By creating environments that promote cancer-smart behaviours and encouraging people to make healthier, cancer-smart lifestyle choices, we can reduce cancer risks and the rate of cancer.

Cancer Council NSW's prevention programs concentrate on three main areas: tobacco control, skin protection and nutrition/ healthy weight.

Understanding community attitudes and behaviours

Our research into cancer prevention confirmed that there is still low awareness within the community about different cancer risk factors. We surveyed over 3,000 people in NSW again this year to measure and track community knowledge, attitudes and behaviours regarding risk factors for cancer.

Only 25% of respondents rated cancer as a potential consequence of insufficient physical activity. Another alarming discovery was that sun protection behaviours are still not universally adopted, with 15% of respondents indicating they never use sun protection. We also found people were not meeting dietary recommendations and 15% of respondents permit smoking in their homes.

Given that one third of cancers are preventable, there is a need to increase awareness of the connection between unhealthy lifestyles and cancer, most notably the links between cancer and being inactive,

Side by Side

John Buchanan

Pennant Hills Golf Club

I've had three direct connections to skin cancer, so I'm very passionate about promoting the prevention message and better sun protection behaviours.

My dad was recently diagnosed with a melanoma, which he's now had removed. My older brother had a melanoma about 10 years ago and a close friend of mine spent the last three months of his life living with me and my family before passing away.

As Captain of the Pennant Hills Golf Club, I'm a big advocate for the *Improve your long game* program. Golfers are exposed to the sun for long periods of time and unless you're vigilant, you run the risk of having a melanoma or another form of skin cancer. I find wearing a broad brimmed hat doesn't impact my game … if the greats like Greg Norman can do it, I can do it.

We have a duty of care, not just as golf clubs, but also to each other to look after ourselves. I think it's a wonderful message and I really commend Cancer Council NSW for creating the program.

being overweight, eating processed meats and alcohol consumption.

Tackling tobacco

Smoking rates in NSW are now at an all-time low of 13.5%. However, tobacco use continues to be an issue for certain disadvantaged communities, including Aboriginal communities and for people with a mental illness or drug and alcohol dependencies.

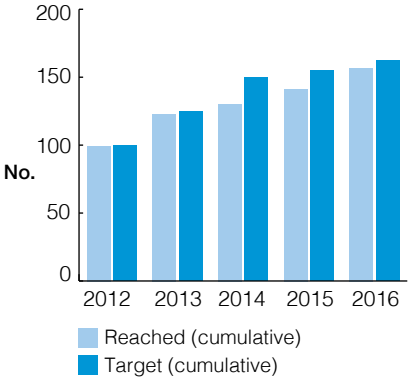
As part of our commitment to address higher smoking rates in disadvantaged groups, our **Tackling Tobacco program** partners with community service organisations to help reduce smoking-related harm. In 2015/16, we worked with 157 organisations and completed 12 ongoing Tackling Tobacco projects, with 100% of these achieving at least four organisational changes. During this period 15 new projects also began.

This year, we received a **Cancer Institute NSW Evidence to Practice Grant** worth $130,000 to develop an e-learning program in smoking cessation for health and community sector professionals. It was piloted with 25 users and is being randomly allocated to new Tackling Tobacco projects until March 2017 to compare learning outcomes and evaluate the reach and efficiency of face-to-face training and e-learning.

We also gained a **grant from the NSW Ministry of Health**, worth $496,000 over two years, to expand the Tackling Tobacco program to community-managed mental health organisations. This project will measure the effectiveness of the program in achieving organisational changes and changing smoking behaviours for people with mental health issues.

After four years of advocacy from Cancer Council NSW and others, NSW Fair Trading released the draft **Strata Management Regulation** in April 2016, which introduced by-laws regarding smoke penetration within apartment buildings.

Number of social and community service organisations reached through Tackling Tobacco



Evidence confirms a complete ban is the most effective way to prevent second-hand smoke exposure and while this draft represents significant progress, the by-laws do not include an option for strata schemes to completely ban smoking. To raise awareness and support residents in apartments to achieve smoke-free living, we will commence a campaign to coincide with the implementation of the new regulations.

Continued...

I'm proud of the partnership between Western Sydney Local Health District and Cancer Council NSW. We have worked together for many years, so when we heard about the Eat It To Beat It program we knew it was something we wanted to be a part of.

Reaching parents is critical to reinforcing the work we're doing to address the rising rates of childhood obesity through our Live Life Well @ School initiative. What we teach at school must be reinforced at home in order to influence behaviour.

We found the Eat It To Beat It program extremely successful in engaging parents and it complements our existing program to ultimately change behaviours at home.

The addition of the Arabic Healthy Lunch Box Sessions has also been successful. As Arabic speakers are one of the largest non-English speaking groups in our area, Cancer Council NSW's program has helped us reach these families with the healthy eating message.

An independent evaluation has confirmed the partnership is a success and we hope to see more schools jump on board.

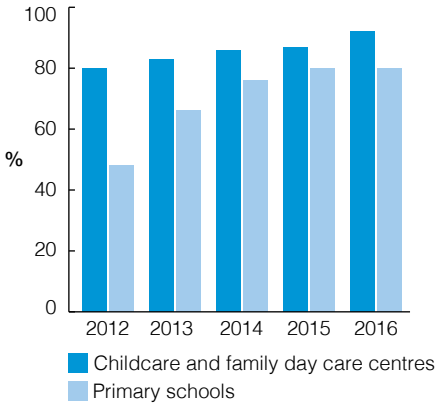
Christine Newman
Western Sydney Local Health District

As e-cigarettes have become increasingly popular over the past few years, there was little evidence that they were safer than traditional tobacco products. Cancer Council NSW was instrumental in bringing about the introduction of new e-cigarette laws in 2015, which are curbing the unregulated marketing and sale of these products, particularly to children.

Preventing skin cancer

Australia has the highest rate of skin cancer in the world, with two out of three Australians predicted to develop some form in their lifetime. We continue to deliver prevention programs and campaigns that reduce the incidence and mortality of skin cancer in key populations such as children, young people and men aged over 40.

Growth in SunSmart centres



Our **SunSmart Program** supports childcare services and primary schools to develop, implement and review best practice sun protection policies to minimise children's overexposure to ultraviolet (UV) radiation and reduce the risk of skin cancer. Instilling cancer-smart behaviours in young children can significantly reduce their risk of skin cancer later in life.

In NSW, 92% of childcare services and 81% of primary schools are now members of the SunSmart Program. This year, we focused on improving the online delivery of the program by creating a new website. In 2015/16, 73% of SunSmart membership applications were received online, enabling greater program efficiency and generating positive feedback from schools and childcare services.

Teenagers are another high priority group who spend more time in the sun and use less sun protection compared to other age groups. We expanded our **Sun Sound campaign** in 2015/16, partnering with local councils to implement the campaign at 110 pools and beaches across NSW, a 29% increase on last year. Sun Sound uses a catchy five second jingle played every hour to remind young people to protect their skin. This year, we continued our multi-channel approach to reach both parents and teens by integrating social media and in-store advertising on sun safety. We also provided sun-safe tips to parents, so they can help better prepare teenagers visiting beaches and pools. Next year, we will conduct research to measure the impact of the campaign.

With exposure to sun, alcohol and tobacco and junk food sponsorship surrounding many sports, Cancer Council NSW launched its **Healthy Sports Initiative** this year. The three-year program is being piloted in 27 junior cricket clubs across NSW to encourage healthier, cancer-smart environments for young cricketers and their families. It provides a range of resources and is our first program to focus on behavioural change for more than one risk factor for cancer. It will build capacity for cricket clubs to create healthier environments by addressing five health standards over the three years: sun protection, smoke-free environments, alcohol management, healthy eating, and healthy sponsorship and fundraising. Next year we plan to extend the program to 35 cricket clubs.

Research shows by the time men are 50 and over they are twice as likely to develop melanoma. By reducing exposure to UV radiation, the risk of developing melanoma and other skin cancers can be lowered. Our skin cancer prevention campaign for men

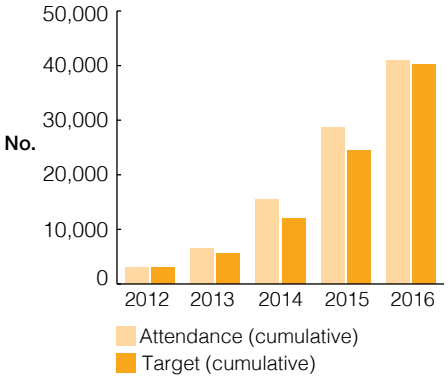
Performance

HOW	MEASURES	2012	2013	2014	2015	2016
We facilitate cancer-smart policies and practices in organisations and settings.	Percentage of NSW primary schools and childcare services participating in our SunSmart Program	65%	67%	75%	78%	**80%**
We support individuals to adopt cancer preventative behaviours, including increased fruit and vegetable consumption.	Number of new parents participating in the Eat It To Beat It program	1,573	3,443	8,912	13,227	**12,300**
We help at-risk populations change their behaviour, including partnering with social and community service organisations to address tobacco issues and support clients to quit.	Number of new projects with social and community service organisations reached through Tackling Tobacco	20	22	10	11	**15**

HIGHLIGHT: **Our SunSmart Program has grown to reach over 700,000 children in primary schools and childcare centres.**

HIGHLIGHT: **Our Tackling Tobacco program has embraced new technology to reach out to more community service organisations and offer online training.**

Parents who have attended Eat It To Beat It sessions



aged 40 and above, **Improve your long game**, expanded to 43 NSW golf clubs this year. The program encourages golfers to use sun protection every time they play by offering free sunscreen along the golf course and information on skin cancer risk.

Preventing cancer through a healthy lifestyle

Eating the right amount of fruit and vegetables is important to reduce cancer risk, yet our studies show the majority of Australians are not consuming the recommended serves and worryingly, only 4% of children eat enough vegetables.

Our **Eat It To Beat It program** educates parents on why fruit and vegetables are so important and equips them with practical ways to support healthy eating for the whole family.

In 2015/16, we delivered 524 Eat It To Beat It sessions, reaching 12,300 parents across NSW. As part the program, our **Healthy Lunch Box** kits give parents tips on packing a healthy lunch their child will enjoy. This year, we started to develop a new digital resource as a simple, portable and accessible way for parents to get quick tips on kids lunches.

We also used $107,250 in funding from the NSW Ministry of Health to evaluate the effectiveness of our Healthy Lunch Box sessions, including within Arabic speaking communities, and our partnerships with the Western Sydney and Nepean Blue Mountains Local Health Districts. The evaluation deemed these areas effective in helping raise awareness of the importance of fruit and vegetable consumption. It also highlighted some areas of improvements, which will inform the future delivery and expansion of the program.

Curbing obesity by improving food environments

Cancer Council NSW continues to investigate the use of health claims in marketing and sponsorship to ensure they are not used by manufacturers to promote unhealthy foods. In 2015/16, our research on nutrition claims of café snacks found that many Australians were unknowingly consuming their daily sugar and fat limits on their coffee run. We now know that snack choices may be a significant factor in the rising obesity rates in adults, increasing their risk of cancer.

Our research also found that children involved in sports programs across Australia are being exposed to 'unhealthy' messages from sport sponsorships. With a quarter of Australian children already overweight or obese, our work in this area is increasingly important. We found 90% of food companies involved in junior sport sponsorships sold unhealthy food or drink. We have focused on raising awareness among parents and asked them to voice their concerns on our JunkBusters website. Cancer Council NSW wants the sponsorship of sport programs for children included in food marketing regulation to reduce the impact that junk food marketing has on children.

Denistone East Public School proudly displaying their commitment to sun protection through our SunSmart Program.

What's next

Next year, we are launching a mass awareness campaign, *1 in 3 Cancers*. This three-year campaign aims to raise community awareness of cancer risk factors to potentially reduce a third of cancer cases. The campaign is centred on the concept that 'you hold the cards to reducing your cancer risk'.

To find out more about cancer prevention, visit cancercouncil.com.au/cancer-prevention, sunsmartnsw.com.au and junkbusters.com.au

information and support

To empower and support people affected by cancer, so that no one need face cancer alone.

Cancer can affect every area of a person's life. Cancer Council NSW provides current, evidence-based information, and emotional and practical support for people affected by cancer.

We offer a range of services that assist with issues such as financial concerns, legal needs or attending treatment. We also provide opportunities for people to talk to cancer health professionals or connect with people who have had similar experiences.

As cancer treatments improve, more people are living longer after a diagnosis and adjusting to life after cancer, making the need for ongoing support even more crucial.

Practical support for people affected by cancer

Our practical support programs help people affected by cancer deal with issues and difficulties arising from a cancer diagnosis. One such program is our **Pro Bono Program**, which helps relieve the financial burden by providing access to free legal, financial planning and workplace advice. In 2015/16, we connected 760 people in NSW with professionals who provided $1.96 million worth of free support on a range of issues, such as legal disputes, wills, superannuation, budgeting, or human resource negotiation.

Cancer Council NSW manages the Pro Bono Program across Australia through partnerships with Cancer Councils in every state and territory.

Side by Side

Meena Kumar

Cancer Connect volunteer

In 2010, I was diagnosed with breast cancer and underwent six months of treatment. When I finished treatment I wanted to do something to help other people affected by cancer.

I started volunteering at the South Asian Women's Wellbeing Centre helping with Pink Ribbon fundraising and other community events, but I wanted to be involved in something bigger.

When I found out about Cancer Council NSW's Cancer Connect program, I jumped at the chance to be a part of it. The program involves a series of one-on-one phone calls between a volunteer and a patient.

As Cancer Connect volunteers we're supported by health professionals and trained to provide peer support. It's about sharing your cancer experience and being there for someone. I just finished some calls with a woman who was undergoing treatment and there were so many things I could relate to.

This program benefits a lot of people during what is already an emotional time. Even if I help one person in the slightest way, it's worth it.

Nationally, the program provided $5.66 million worth of free assistance to 2,856 people affected by cancer in 2015/16.

The Program has successfully supported people affected by cancer, with 78% of people reporting feeling less stressed and 66% feeling less financially burdened after seeking professional help.

Cancer Council NSW also provides emergency financial assistance to people affected by cancer and experiencing financial difficulties. In 2015/16, our **Financial Assistance Program** delivered $508,000 in assistance to 2,228 people in NSW, providing them with money to cover bills for a range of household expenses that do not stop during treatment, as well as emergency food and petrol vouchers.

Of the financial assistance provided by Cancer Council NSW, 20% of the money came from community grants and corporate sponsorship from organisations such as Telstra and Sydney Water. In 2015/16, Cancer Councils nationally were successful in obtaining $207,000 from Telstra to assist people with cancer to pay their phone bills.

Helping people access reliable cancer information

To enable people affected by cancer to access easy-to-understand and reliable cancer information, we provide resources in a variety of formats. Our ***Understanding Cancer*** series provides information about cancer, its treatment, and the issues faced by people with cancer, their families and friends. The series includes booklets and fact sheets, online information, CDs and DVDs.

We currently provide over 70 clinically reviewed information resources, including 52 printed booklets in the *Understanding Cancer* series. The resources are available through multiple channels to broaden our reach to people of all ages, socio-economic backgrounds, locations and stages of illness.

Nationally, our Pro Bono Program provided $5.66 million worth of assistance to 2,856 people in 2015/16.

This year, Cancer Council NSW conducted a national review of Financial Assistance Programs provided by Cancer Councils across the country. Nationally, these programs provide $1.65 million in financial assistance to more than 6,000 people each year. As part of the review, we are developing a national approach to secure corporate funding to expand our programs.

Continued...

My family was going through a really tough time when I found out about my cancer. I lost my son in July 2014, two weeks later my father passed away and two months after that I was diagnosed with prostate cancer.

After my surgery I had eight weeks of radiation. I live 180kms west of Tamworth and was concerned about how much time and money it would cost to travel for treatment. The daily doses meant I had to find local accommodation – that's when we found out about Cancer Council NSW's accommodation services.

My wife and I stayed at Inala House in Tamworth for eight weeks during my treatment, travelling home on weekends. There was one week Inala House was completely booked out. The team there organised for us to stay in a reduced rate room at the local Ibis Hotel, courtesy of Cancer Council NSW's new partnership with Accor Hotels.

If it wasn't for this, it would've been a very expensive two months. The team at Inala House went above and beyond to help us. Their knowledge and experience was absolutely fantastic – they made us feel right at home.

Russell Pullen

Accommodation services recipient

Nineteen booklets are now available as ebooks, and this year 28,774 resources were downloaded from our website. In 2015/16, we added three new titles to our information resources: *Understanding Anal Cancer, Understanding Taste and Smell Changes* and *On the Road to Recovery*.

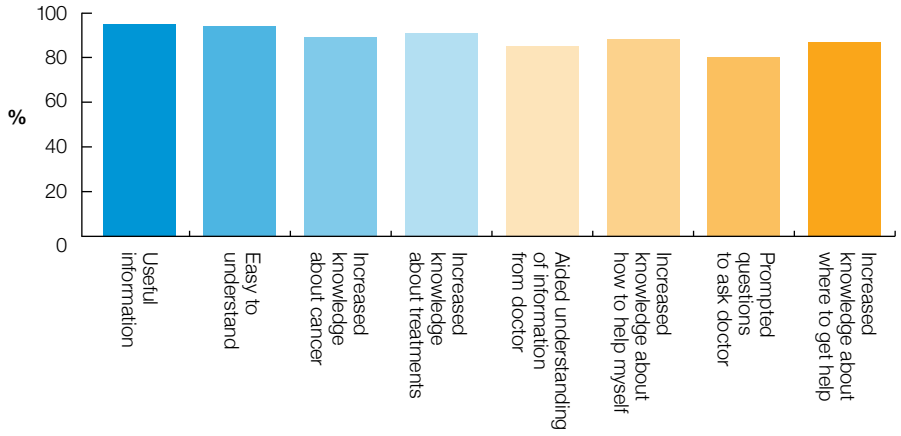
An evaluation of these resources showed that Cancer Council's *Understanding Cancer* series was one of the most accessed sources of information, second only to information received from their doctor. Results also showed that 90% of participants felt that the books were easy-to-understand, provided useful information, and were shared with their family and carers. In 2015/16, 228,264 printed resources were distributed in NSW and 460,000 were distributed nationally. With an average of four readers each, we reached 3.68 million people.

Cancer Council Information Services

We have **19 Cancer Council Information Services** located in hospitals and treatment centres across NSW. They offer an opportunity for cancer patients, carers, and their families to access information on cancer and a range of support services.

During 2015/16, an evaluation of our Cancer Council Information Services was conducted to measure their efficiency, understand data collection methods and assess their effectiveness in achieving positive outcomes for visitors. While the Information Services offer a valuable opportunity to reach people affected by cancer, the evaluation identified some system challenges that could be addressed to make the program more efficient and have greater impact. It also found a need for increased volunteer engagement. The recommendations and subsequent actions from these findings will address these areas and lead to important improvements.

Results of the national evaluation of our *Understanding Cancer* booklets



Contacting Cancer Council NSW for information and support

Cancer Council's 13 11 20 Information and Support service offers people the ability to speak to a cancer health professional about any aspect of cancer. In 2015/16, we received 11,948 calls and emails to 13 11 20, of which 2,425 were

Performance

HOW	MEASURES	2012	2013	2014	2015	2016
We increase the number and reach of information and support services for people with cancer and their families.	Calls and emails to 13 11 20 Information and Support	16,846	18,339	15,763	12,335	**11,948**
	Cancer Council resources distributed	276,947	239,961	241,825	238,014	**228,264**
	Understanding Cancer booklets and ebooks downloaded			11,731	14,942	**28,774**
We provide increasing help with the high cost of cancer.	Financial assistance grants to cancer patients and carers	1,904	1,937	1,794	1,831	**2,228**
	Financial assistance grants ($)	418,463	444,551	441,853	486,083	**508,000**
We broker and elicit pro bono contributions from organisations and businesses with expertise and capacity to lend support to cancer patients and carers.	Number of patients/carers assisted by our Pro Bono Program across Australia	1,568	2,542	2,488	2,627	**2,856**
We improve access to treatment via the provision or support of patient transport services.	Number of trips by our Transport to Treatment program		5,487	4,985	7,093	**7,613**
We improve access to treatment via the provision or support of patient accommodation services.	Patient accommodation nights supported by Cancer Council NSW	12,401	16,633	18,700	19,246	**19,878**

HIGHLIGHT: **2,228 people received a total of $508,000 in emergency financial assistance this year, with 20% of this funding coming from community grants and sponsorships.**

HIGHLIGHT: **To measure the impact and improve the effectiveness of our information and support services, we completed evaluations of our *Understanding Cancer* series, Pro Bono Program and Information Services this year.**

referred to additional Cancer Council NSW support services. Of the total calls received, 72% were from patients, carers, family or friends of people affected by cancer.

A key focus for broadening the program delivery of the 13 11 20 Information and Support service is the integration of research into the operational component of the service. Studies are underway to measure the reach and impact of digital service delivery through online chat and its effectiveness in supporting personal wellbeing.

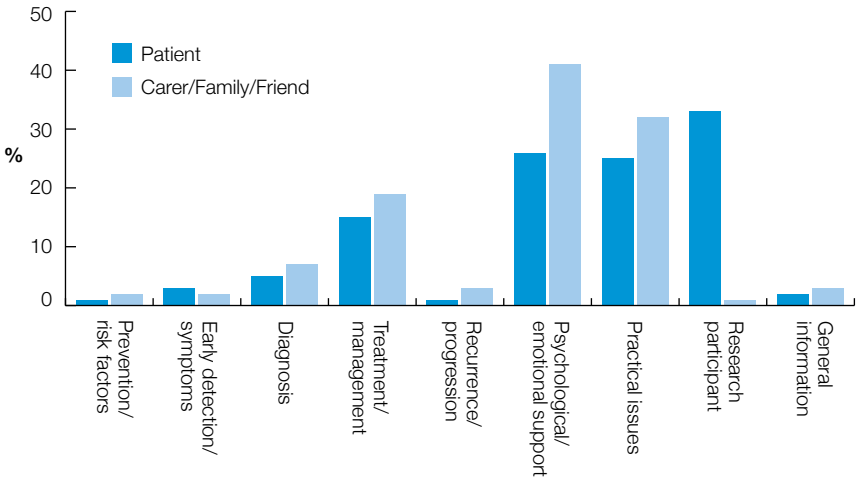
In 2015/16, we formed a new partnership with Myeloma Australia. As a result, a myeloma support nurse links in with our 13 11 20 service to provide better support for people affected by myeloma. The support nurse is also co-facilitating a telephone support group, answering any calls related to myeloma, providing input and advice about any myeloma information requests and assisting with updates to our resources in this area.

Peer support

Our research shows that thousands of newly diagnosed people in Australia will search for cancer information online each year. Our **online community website** is a support community where users can share their cancer experience through support groups, discussion forums and blogs. It helps meet the needs of people seeking information by providing online support across every type of cancer, stage, relationship, age or their location.

Our online community increases the accessibility of practical and emotional support with 18,519 people visiting in 2015/16. For those who live in rural or remote areas or are too unwell to leave home, this platform provides a vital connection to people who have similar experiences.

Why patients and carers call Cancer Council 13 11 20 Information and Support



Life after cancer – support for survivors

As cancer treatments improve and cancer survival rates increase, more people are adjusting to life after cancer. Cancer Council NSW offers a range of programs and services to address the unmet needs of cancer survivors.

Evidence shows programs addressing healthy lifestyle behaviours for cancer survivors are effective and we are seeing the results in Cancer Council NSW's **ENRICH Program**. ENRICH is an interactive and informative exercise and nutrition program that promotes healthy lifestyles to increase overall survivorship. These sessions are open to cancer survivors and their carers, and are co-facilitated by an exercise specialist and a dietitian. In 2015/16, 208 people participated.

The delivery of 'real-time' information is vital and our online **webinar series** is a convenient and cost effective way to engage with cancer survivors, including those in regional and remote communities. The webinars empower cancer survivors, carers, family and friends, by providing real-time and online access to information and support. We also aim to improve quality of life by providing strategies that can be implemented in everyday life.

Cancer Council NSW's webinars continue to be well received, with seven held in 2015/16. There were over 2,500 registrations and nearly 1,000 live views, an increase of 44% in registrations and 27% in live views compared to 2014/15. This year our webinar program has expanded to cancer survivors of all age groups. Our diverse topics cover all aspects of life after cancer, with a focus on cognitive function, prevention in survivorship and specific men's issues. We will continue to deliver this program and look at new ways to promote the webinars to address important issues in living after a cancer diagnosis.

What's next

In 2016/17, we will focus on increasing our communication with health professionals about our support services and information, to build their awareness and increase patient referrals. Our upgraded online community will be another key focus, offering a digital forum of blogs, discussion groups and information sharing for people with cancer, their carers, family and friends.

For cancer information and support, call Cancer Council 13 11 20 Information and Support or visit cancercouncil.com.au/get-support and cancercouncil.com.au/onlinecommunity

advocacy

To ensure that governments take action to reduce cancer risk and improve access to care and treatment.

We know that, at times, government policies do not reflect what available evidence tells us about cancer prevention and access to care and treatment. Cancer Council NSW works with the community to change laws and policies to reduce cancer risk and improve cancer care.

We mobilise the power of the community to influence governments to take action on cancer.

Mobilising the community

Combining evidence with community action is an effective way of influencing change.

Cancer Council NSW's **CanAct Community is made up of almost 19,000 dedicated supporters** who believe that together, we can beat cancer by campaigning for improvements in the treatment and care of people with cancer and for public health initiatives that improve cancer outcomes.

Our Members of Parliament (MP) Liaison Program supports our advocacy agenda by linking trained volunteers with local MPs to strengthen their relationships and ensure MPs are kept up-to-date with ongoing Cancer Council NSW campaigns, events and community concerns for cancer-related issues. We have MP Liaisons paired with 51% of MPs across the state.

Setting campaign priorities

To ensure our work in advocacy remains effective, we conducted an in-depth review of cancer-related issues and consulted with the CanAct Community.

Side by Side

Kerry Moss
Carer and advocate

I lost my daughter to an aggressive brain cancer when she was 22, so I know firsthand how important palliative care is. At the time of Steph's diagnosis, little hope was offered as people with her type of cancer rarely survived past two years.

We had expert palliative care support at home in Steph's last three months, but when she became an inpatient just prior to her passing, we were told the palliative care stay could be no longer than two weeks and that she might be discharged. Anxiety about continuity of care was scary and sometimes distracted me from being completely present with Steph.

Despite the hard work and dedication of researchers, cancer continues to steal too many lives. Until we have conquered cancer, we need to ensure we have plenty of specialist doctors and nurses to give quality palliative care. I'm proud to support Cancer Council NSW and their call for the NSW Government to take action to increase the number of palliative care specialists. The current numbers do not meet vital community needs.

This saw our CanAct Community help us select our advocacy priorities, with the focus being on four issues that the NSW Government can take action on to help beat cancer:

- more specialist palliative care services
- increased Aboriginal workforce in cancer services
- tobacco retail reform
- more funding for public lymphoedema services.

Access to palliative care

While 70% of Australians say they want to die at home, in reality only 16% do. When our loved ones are in the final stages of cancer, they deserve the best possible care and support. **Specialist palliative care improves the quality of life for people with advanced cancer and eases the anxiety for their families.**

The lack of access to palliative care is a growing problem in NSW. We have fewer than the recommended number of palliative physicians and a lower ratio of palliative nurses than most other states. There is also a need for specialist palliative care services for Aboriginal people that are in line with their cultural beliefs.

To provide adequate levels of care to those in need, Cancer Council NSW recommended the NSW Government fund an extra 10 specialist palliative physicians, 129 palliative care nurses and provide culturally appropriate palliative care services for Aboriginal people.

We must ensure that anyone needing this type of care has access to it, when they need it, wherever they live in NSW.

Increased Aboriginal workforce in cancer services

Cancer Council NSW is continuing to call for the NSW Government to increase the Aboriginal workforce in cancer services. **Our research shows Aboriginal people are more likely to have their cancer diagnosed later, receive less active treatment, and have poorer long-term cancer outcomes** than non-Aboriginal people. Many Aboriginal people are reluctant to access cancer treatments or services because of a lack of cultural safety or inadequate support. By strengthening the Aboriginal health workforce in cancer care, we can improve services and treatment for Aboriginal people and close the gap in health outcomes.

The lack of access to palliative care is a growing problem in NSW due to a lower ratio of palliative nurses and physicians relative to most other states. There is also a need for specialist palliative care services for Aboriginal people that are in line with their cultural beliefs.

In April 2014, I was diagnosed with a type of penile cancer and I had penectomy surgery. As I went in and out of hospital after my surgery, I saw so many different people affected by cancer. There were children and teenagers, with their whole lives ahead of them, going through months of gruelling treatment. I realised there are a lot of people who are living with aggressive cancers.

I joined the South West Sydney Cancer Advocacy Network to help those affected by cancer in my area. Sadly, we all endure the price of hospital parking – in seven months I spent $1,400. There are people in less fortunate financial positions and I don't want to see them not go to treatment because they can't afford to pay for parking.

Over the past year, we've been advocating for 60 free designated car spots at Liverpool Hospital for cancer patients. We're grateful to be supported by Cancer Council NSW and hope we can continue advocating for other important community issues.

Wayne Earl
Survivor and advocate

Reducing harm from smoking

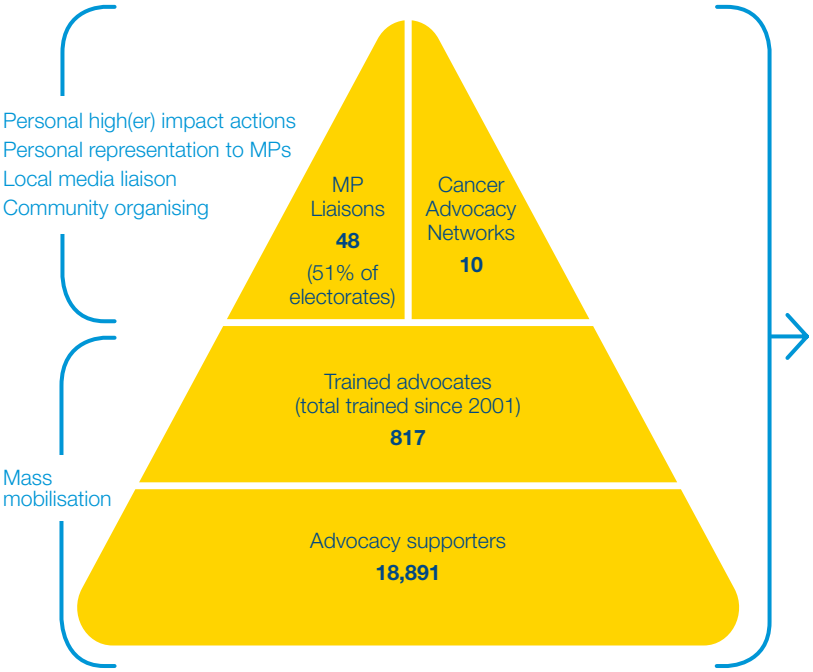
Cancer Council NSW continues to call on the NSW Government to limit the availability of cigarettes across NSW. **If we can restrict the availability of tobacco, we can reduce smoking rates** and the number of tobacco-related cancer deaths in our communities.

We have advocated for legislative changes to reduce the retail availability of tobacco products for many years. We know that people are more likely to smoke if cigarettes are readily available and currently there are no limits to who can sell cigarettes and when and where they can be sold. In NSW alone there are almost 10,000 outlets supplying cigarettes to our community, amounting to five times more tobacco retailers than pharmacies and more retailers selling tobacco than bread and milk.

Cancer Council NSW has also developed a grassroots campaign to advocate for a change to the definition of an 'enclosed' public space in pubs and clubs to ensure more areas are smoke-free. For too long, NSW pubs and clubs have been avoiding this by building

In NSW alone there are almost 10,000 outlets supplying cigarettes to our community, amounting to five times more tobacco retailers than pharmacies.

CanAct – our advocacy supporter structure – leading to change



Achievements over the past five years

2015: Abolished co-payments for certain chemotherapy drugs

2014: Banned commercial solariums

2013: Updated and improved policy for sun protection in public schools and secured legislation for a large number of smoke-free outdoor areas

2012: Increased funding for bowel cancer screening

2012 and 2015: Improvements to the Isolated Patients Travel and Accommodation Scheme, a financial assistance program for rural patients who need to travel for specialist care

Performance

HOW	MEASURES	2012	2013	2014	2015	2016
We develop and deploy ways to engage, equip and mobilise people in achieving social change aligned to our mission.	New Cancer Council advocates trained in NSW	50	85	106	51	**65**
	Cancer Council advocacy supporters in NSW	8,000	10,600	13,745	18,634	**18,891**
We enhance understanding and support among policy makers for changes required to reduce the incidence and impact of cancer.	Number of trained volunteers joining our MP Liaison Program	15	33	48	15	**10**

HIGHLIGHT: **In October 2015, the abolishment of co-payments for chemotherapy and other highly specialised drugs came into effect. The changes to co-payments will help reduce the burden for people as they are being treated for cancer.**

HIGHLIGHT: **We have 817 trained advocates, and 18,891 members in our CanAct Community who work with us to campaign for improvements in the treatment and care of people with cancer and public health initiatives that improve cancer outcomes.**

areas that fall just under the 75% threshold of an enclosed space. With the definition up for review, we continue to call on the NSW Minister for Health to take action in line with the intention of the legislation – to protect health.

Access to more lymphoedema therapists

Cancer Council NSW wants to ensure all people affected by lymphoedema have access to public lymphoedema therapists. **Lymphoedema is incurable swelling that impacts up to 20% of people affected by cancer.** If untreated, lymphoedema can lead to disfigurement, limited mobility, infections, anxiety, depression and social isolation. Unfortunately, approximately one third of those living with lymphoedema in NSW cannot access treatment because there are not enough therapists available.

International evidence recommends that one therapist is needed for every 150 lymphoedema patients. Approximately 10,250 people in NSW will be living with this disease in 2016, and it is estimated that there are currently less than a quarter of the required amount of these specialists available. Cancer Council NSW is working with the Lymphoedema Action Alliance to ensure there is at least the required 62.5 full-time lymphoedema therapists across NSW to provide care to those in need.

Saving Life 2015: Wrap-up

In the lead up to last year's State Election, Cancer Council NSW launched the **Saving Life 2015: Change Starts Here** campaign. With supporters and CanAct members, Cancer Council NSW achieved positive progress on three issues.

A key achievement was the commitment the Liberal, Labor and Greens political parties made to abolish co-payments for specialised drugs, including those used in chemotherapy. This came into effect in October 2015 and is lessening the financial burden of people affected by cancer and will improve the lives of current and future cancer patients. The decision highlights the difference we can make by working with the community to get these issues on the government's agenda.

Our CanAct Community is made up of almost

19,000

dedicated supporters who believe that together, we can beat cancer

Advocacy at a local level

We have adopted approaches that support community members to take action on cancer-related issues. At a local level, campaigns by Cancer Advocacy Networks have led to free car parking for cancer patients at some hospitals and local councils adopting smoke-free outdoor areas.

CanAct members encouraging people to show their support for palliative care at Relay For Life.

What's next

In the year ahead, a key focus will be on getting more people rolling out our palliative care campaign locally. Together we'll ensure that anyone who needs specialist palliative care can access it wherever and whenever they need it.

To find out more about the CanAct Community and our ongoing advocacy campaigns, visit CanAct.com.au

fundraising

To enable the community to raise money to help beat cancer.

With the help of our generous community supporters, each year we are getting closer and closer to beating cancer. Cancer Council NSW is 96% community funded and relies on the community to drive our fundraising efforts.

We are grateful to the 248,698 people who donated to Cancer Council NSW in 2015/16, and the 33,318 community supporters who gave their time and organised fundraising events for us. Their generous contribution helps us fund vital cancer research, prevent cancer in the NSW community by encouraging people to lead healthy, cancer-smart lifestyles, and support people affected by cancer. With the support of our community behind us, we work hard to ensure government action is taken on issues such as reducing cancer risk and accessing treatment and care.

We are proud of the results achieved this year through our diverse portfolio of fundraising streams and events. We raised a total of $67.4 million in 2015/16, with the majority of these funds coming from bequests and regular giving. We thank the community for its generous support, we would not be able to achieve these impressive results without it.

Our fundraising program has several income streams, the cost of which was 32% this year, and remains steady on 2014/15. This is reflective of the collaborative approach used to efficiently run these activities.

Special thanks to our individual supporters

Our multichannel fundraising programs provide individuals with a variety of ways to support Cancer Council NSW. People can contribute by joining our regular giving program, making a one-off gift donation, participating in workplace giving programs, leaving a gift in memory of a loved one, or leaving a gift in a will.

Danny Brombal

Survivor and Relay For Life supporter

Over 20 years ago, I was diagnosed with testicular cancer. Before the diagnosis I was healthy, married with two children and living the dream. When you're in your twenties, you think you're immortal. It really impacted my psyche.

After a few years I decided I wanted to do something to help other survivors, so I got involved in Relay For Life.

Everyone has been impacted by cancer in some way, however, I struggled with being a survivor. I felt a lot of guilt but Relay For Life gave me a safe place to celebrate that I was a survivor. Relay For Life brings survivors and carers together to share their stories and passion for wanting to make it a better world and eventually have an ideal world without cancer.

About 61,000 Australian lives have been saved by improvements in cancer prevention, screening and treatment over the past 20 years. Cancer Council NSW has made incredible ground in the fight against cancer, and that is largely due to the impact and funds raised through Relay For Life.

Individual supporters contributed $43.3 million to Cancer Council NSW in 2015/16 through our various giving programs. Our regular giving program, **Breakthrough**, continues to be one of our biggest fundraising streams. Breakthrough supporters sign up to make a monthly gift and the program welcomed 12,188 new regular donors this year, resulting in a total of 48,637 donors who generated $15.6 million, or 34% of our fundraising income in 2015/16 (excluding bequests).

Our bequest program celebrates the extraordinary acts of generosity by our supporters and encourages others to pledge a gift in their will. This year was the biggest year in Cancer Council NSW history for income raised through bequests, with over $21.6 million raised from 152 estates.

Working with our supporters through community events

We are proud to have the **largest event fundraising portfolio in the Southern Hemisphere**. Each year we engage thousands of people, including more than 30,000 event hosts, volunteers and supporters, who share our vision that together we will beat cancer and who, in 2015/16, raised an incredible $24.1 million for Cancer Council NSW.

Now in its 23rd year, **Australia's Biggest Morning Tea** (biggestmorningtea.com.au) continues to be one of our largest and longest running events, with 7,426 people hosting a tea in their homes, offices, businesses and communities in 2015/16. The event raised an outstanding $5.1 million this year, the highest amount ever raised for this campaign and an increase of 7% on 2014/15. These results were supported by a creative brand refresh this year to ensure the campaign was aligned to current trends and our supporter interests. We are extremely grateful to have such passionate hosts each year and our 2016 theme of 'Gather, Share, Give' was a celebration of this wonderful community.

This year marked the 30th year of **Daffodil Day** (daffodilday.com.au), Cancer Council NSW's longest running fundraising event. With over 5,000 people volunteering across 600 sites in NSW, 2015/16 saw more community involvement than ever before. In total, the campaign raised $2.9 million, a decrease of 8% from 2014/15.

Relay For Life (relayforlife.org.au) is the largest fundraising event for cancer in the world. Relay For Life resonates deeply with the community, especially those who have faced cancer. This year we focused on improving engagement and continued to improve our online platform to better support our Relay community. A total of 32,955 people participated in 50 Relay For Life events across NSW, raising $4.9 million. Relay For Life is much more than a fundraising event. It provides a powerful and meaningful connection to local communities and has proved to be an effective channel for Cancer Council NSW to communicate

Continued...

Hunter Water has a long history of supporting the local community. Earlier this year we asked our employees which not-for-profit organisations they would like to support through our new Charity Partnership Program. Cancer Council NSW was the top charity nominated.

During this partnership we have shared Cancer Council NSW messages on more than 250,000 customer bills and sent over 310,000 emails promoting its work locally. Our employees have also volunteered and fundraised for multiple Cancer Council NSW initiatives, including Australia's Biggest Morning Tea, the Stars of Newcastle, charity tours and numerous raffles. In 2016, our employees' efforts contributed to more than $17,000 in funding and goods being donated to Cancer Council NSW.

The partnership also led to a new initiative that helps people affected by cancer who are having difficulty paying their water bill. We are proud to have Cancer Council NSW as our first charity partner and fully support its mission to beat cancer once and for all.

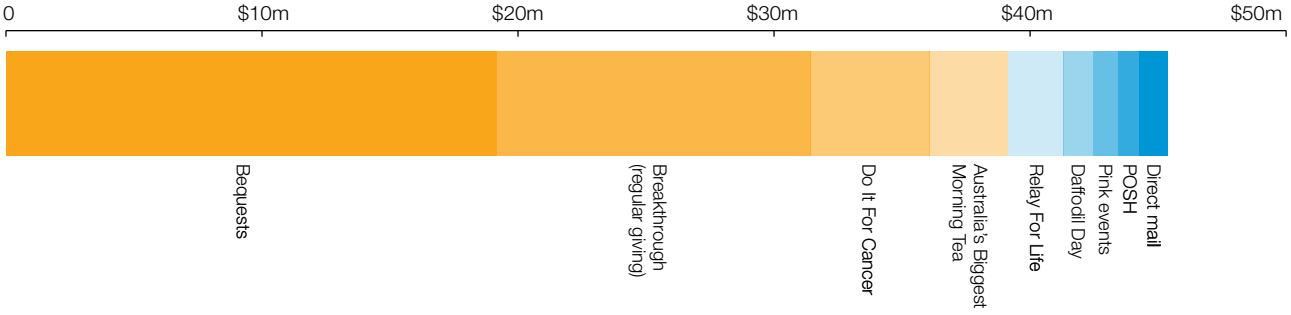
Jim Bentley
Managing Director of Hunter Water

advocacy opportunities, research developments, and prevention and support programs.

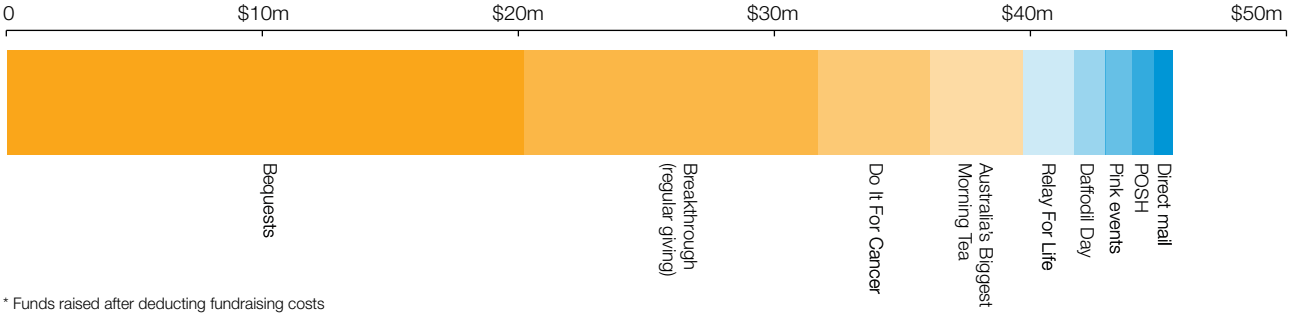
Cancer Council NSW's **Pink Ribbon** (pinkribbon.com.au) events increase understanding and raise funds for Breast Cancer Awareness Month in October. We are proud to be the only charity organisation in NSW which funds the entire breast and gynaecological cancer journey. Our current Pink Ribbon portfolio includes Pink Ribbon Day, Girls' Night In and Pink Ribbon events where supporters can participate by volunteering, hosting an event or selling merchandise within their community or workplace. This year our Pink Ribbon portfolio raised $2.4 million, a 10% decrease on 2014/15.

The **Do It For Cancer** (doitforcancer.com.au) community fundraising portfolio includes a number of events that encourage individuals and communities to raise funds in their own way. Fundraisers can take part in a race, host a dinner party, shave their head, run a workplace event or simply do their own thing. Some of the biggest success stories within this portfolio are the **Stars of Cancer Council** events, which feature high profile community members competing in a dance competition. These events have continued to grow this year with

Net fundraising proceeds 2015*



Net fundraising proceeds 2016*



* Funds raised after deducting fundraising costs

Performance

HOW	MEASURES	2012	2013	2014	2015	2016
For efficiency, we monitor our fundraising portfolio to ensure profitability and continuous improvements in an ever-increasing competitive market.	Cost:income ratio	31%	37%	37%	33%	**32%**
	Fundraising income/ fundraising staff FTE*	$809,000	$774,000	$818,548	$820,492	**$812,230**
	Average $ per Relay For Life event	$132,845	$140,776	$146,357	$107,862	**$98,447**
We facilitate mass participation events across NSW that engage the community in our mission to beat cancer.	Number of event hosts and community organisers	28,300	28,000	24,500	20,500	**23,000**
We build a robust, diverse fundraising portfolio to ensure the ongoing funding of our programs and to underpin the independence of our operations.	Total fundraising income ($m)	$58.5	$59.6	$59.8	$67.4	**$67.4**
	Number of people who left us a bequest	155	129	158	121	**152**
	Percentage of funds received from the community	96%	96%	97%	97%	**96%**

*FTE: Full-time equivalent

HIGHLIGHT: **A focus on reducing our fundraising cost:income ratio paid off with many events and appeals reducing costs in 2015/16.**

HIGHLIGHT: **This year, our bequest program raised $21.6 million, our highest amount ever raised through bequests.**

19 held across the state, raising $1.3 million, an 8% increase from 2014/15.

Sh*tbox Rally (shitboxrally.com.au) is our largest beneficiary fundraiser, an event where participants drive their clapped-out cars across the country. This year, 440 people drove from Mackay to Hobart, raising $1.9 million for cancer research. Under the umbrella of 'Box Rallies', a total of four events were held this year including a new rally in New Zealand. Together, Box Rally teams raised a total of $2.6 million in 2015/16, a 42% increase on the previous year.

Once again we worked in partnership with the Pedestrian Council of Australia to deliver the **Seven Bridges Walk** (7bridgeswalk.com.au). This high-profile Sydney-based beneficiary event raised a record $727,000 this year, a 16% increase on 2014/15. During the event, 11,240 people walked across seven bridges, including the Sydney Harbour Bridge, ANZAC Bridge and Gladesville Bridge. That is up to 26.2 kilometres in one day.

This year's **POSH Gala Ball** (poshauction.com.au) raised $1.1 million. The event was attended by 750 generous guests and for the first time, Cancer Council NSW included 'Fund a PhD Researcher' as an auction item, which raised $40,000 for prostate cancer research.

Now in its second year, **The March Charge** (themarchcharge.com.au) expanded across Australia in 2015/16 and included running, swimming and cycling as new ways to get involved. The event raised $719,000 from its 4,000 participants across Australia and is gearing up for an even bigger 2017.

Partnering to beat cancer

Cancer Council NSW's partnership with **Can Too Foundation** (cantoo.org.au) has had a very successful year, with the two like-minded organisations working together to achieve our shared goal of beating cancer. Can Too funded two major research projects through Cancer Council NSW led by Professor Neil Watkins and Dr Phoebe Phillips.

Can Too's preventative health programs mentored 102 people in Penrith, Wollongong, Newcastle, the Central Coast and Wagga Wagga to help participants get fit and healthy, while raising money for cancer research. We look forward to further collaboration with Can Too to help reduce the impact of cancer through increasing physical activity.

Volunteers showing they care about beating cancer on Daffodil Day 2015.

What's next

We know we will only beat cancer by working with the community and fundraising is essential to delivering our research, prevention, information and support, and advocacy programs. We offer a diverse range of ways to support our cause and our fundraising events are a great way to bring the community together. Over the past year we have identified ways to expand our fundraising streams and develop new and innovative ways to engage with our community. Innovations in the digital space, such as online giving programs, were a big focus this year and will continue to be a strategic priority. In the year ahead, we will be looking to strengthen our fundraising base and increase our fundraising opportunities with major donors, mid-level donors, trusts and foundations, and corporate partnerships.

To find out more about our fundraising events and how you can get involved, visit cancercouncil.com.au/get-involved

Our communities

As a community-focused organisation, which is 96% community funded, Cancer Council NSW works in, and with, communities across the state. We bring people together to beat cancer and know that our vision can only be realised by harnessing the support and power of our community to achieve better outcomes and drive positive and lasting change at a grassroots level.

Our strong connection to the community means that together we can make things happen. With a network of 15 offices, seven retail outlets and 19 Cancer Council Information Services across metropolitan, regional, rural and remote NSW, we ensure that our services and programs are tailored to the needs of each community.

Continued improvements through community consultation

Community consultation helps us determine which community-based programs and services we will deliver and where. We gather important local data such as priority needs, what requirements are currently being met and whether our communities and stakeholders are referring people or talking to others about what we do. Our most recent survey told us **the highest perceived needs relate to the provision of practical support services** (including transport, home help and accommodation), and we are using this information to develop local cancer plans for regional and rural areas to address specific community needs.

Aboriginal funding initiatives

Cancer is the second most common cause of death for Aboriginal people. Cancer Council NSW research shows they are 60% more likely to die from cancer than non-Aboriginal people. We are working to reduce these higher rates of cancer by raising awareness and increasing cancer support services for Aboriginal communities.

Thanks to Cancer Council NSW's Aboriginal Patterns of Cancer Care (APOCC) research project findings, **we have improved our understanding of cancer treatment and survival rates for Aboriginal people**. We are committed to making a real difference to these communities through our programs and initiatives, which aim to address cancer risks and help build the workforce of Aboriginal people in cancer services.

In 2015/16, we consulted with Aboriginal communities to gain a better understanding of what initiatives were priorities. As a result, several new initiatives will commence soon to help improve cancer outcomes.

We will develop the Aboriginal health workforce of the future by providing scholarships and cadetships, and will connect with Aboriginal health workers to improve access for Aboriginal patients and families to Cancer Council NSW's programs and services.

Another initiative focuses on addressing smoking in Aboriginal communities. We know smoking is a significant cancer risk factor and we are looking at opportunities to work with the Aboriginal community and health organisations to build on the work we already do to reduce tobacco availability and smoking rates.

Working with CALD communities

In 2015/16, we continued our work with culturally and linguistically diverse (CALD) communities to deliver programs that engage with priority groups. The next financial year will see us conducting further consultation to identify community needs as we shape our new three-year plan.

With more than **30% of people living in NSW speaking a language other than English at home**, language remains a barrier to accessing information and services. To combat this, our Community Speakers Program in Greater Western Sydney focused on recruiting volunteers from Vietnamese backgrounds. These speakers delivered 16 presentations to the Vietnamese community about our services and programs.

Providing patients with affordable accommodation options

Cancer Council NSW aims to help ease the financial burden of cancer by providing patients, carers and their families with access to affordable accommodation when they need to travel for treatment.

This year, **we began partnering with Accor Hotels to increase access to accommodation** for cancer patients, carers and their immediate family who need to travel to Sydney for treatment. The partnership provides affordable accommodation and complements the NSW Government's Isolated Patients Travel and Accommodation Scheme, which provides eligible cancer patients with reimbursements for their accommodation costs.

This new partnership will help to address the lack of affordable accommodation facilities close to treatment centres for cancer patients from outside Sydney and it further enhances our existing range of accommodation partnerships across NSW. Since the program launched in October 2015, we have eased the financial burden of 45 patients by connecting them with affordable accommodation at an Accor Hotel near their treatment centre.

Cancer Council NSW is currently involved in the provision of **patient accommodation at 10 facilities across NSW** through a range of funding and partnership models. In 2015/16, these services provided 19,878 nights of accommodation to people affected by cancer. These partnership arrangements have continued to grow, with new funding provided for a Cancer Council NSW accommodation and support services coordinator in the Shoalhaven. We have extended our partnership with Inala House in Tamworth, and continued our joint venture with CanAssist in the ownership and operation of Lilier Lodge in Wagga Wagga. We have also expanded our partnership with Shearwater Lodge in Coffs Harbour and will be increasing our support for this facility in 2016/17.

Cancer Council NSW helps ease the burden of cancer by providing access to affordable accommodation when patients, carers and their families need to travel for treatment.

Financial counselling service pilot at Concord Hospital

The financial impact of a cancer diagnosis can create anxiety and stress for patients and carers at a time when they are also managing the physical and emotional impact of cancer treatment. Out-of-pocket medical expenses, lost income, transport costs, accommodation fees, parking fees and other unforeseen expenses can see the cost total thousands of dollars.

To help patients manage the financial impact of a cancer diagnosis, Cancer Council NSW is working with treatment centres to make our financial counselling services available to patients and carers. Our pilot program with Concord Hospital in Sydney will run until the end of 2016 and is currently providing people with guidance about debt management, utility bills, early access to superannuation, Centrelink, mortgage stress, budgeting, bankruptcy, credit cards and loans. The service is able to advocate on behalf of clients with creditors and assist them in making informed choices regarding their financial situation.

Reaching rural and remote communities

We know that for people affected by cancer and living in remote or rural communities, it can be difficult to access cancer services and resources. Cancer Council NSW is dedicated to extending the reach of our programs to those in remote communities. This year, **we developed a partnership with the Royal Flying Doctor Service** (which is one of the largest aeromedical organisations in the world), to deliver cancer-focused educational sessions through a Fly Around Clinic to a number of remote communities in far western NSW.

Our retail stores

Our seven retail stores, which are located in major shopping centres across NSW, sell sun protection products such as sunglasses, hats and sunscreen, and provide an access point to Cancer Council NSW services and programs. Cancer Council NSW also took on the management of Cancer Council SA's retail business and this has been integrated as part of our wider retail footprint. All of our retail store profits go towards funding melanoma research and skin cancer prevention programs. This year, our retail revenue in New South Wales and South Australia was $7.8 million.

In 2015/16, Cancer Council NSW began reinvigorating our stores with a modern look and also **improved access to our cancer information, services and resources**. Our new store environment provides a greater opportunity for Cancer Council NSW to engage with our retail customers about our cancer programs and services, as well as providing Cancer Council approved sun protection products.

Our communications

As our communities change, so too does the way that we communicate with them. This year, we took the opportunity to review a number of our key communication channels, ensuring that our volunteers, stakeholders, partners, researchers, donors, advocates and community supporters are **kept up-to-date with the latest cancer information and about our progress**.

We introduced a new *Cancer Council Conversations* blog on our website, which provides the latest information from experts in the fields of cancer research, prevention, support and advocacy. Filled with useful information, readers can find out how to help reduce cancer risk, information about managing cancer and survivorship, our research discoveries and stories from our volunteers and supporters.

The introduction of the new blog also complemented a refresh of our volunteer communications. We retired our traditional volunteer newsletter, *Volunteer Voice*, and commenced a new digital version delivered straight to the inboxes of our volunteers. This features blog articles, information particularly relevant to our volunteers and community supporters, new Cancer Council NSW opportunities, initiatives such as the *Volunteer Benefits Package* (see page 34), and important changes to policies and processes.

We also engage with our community through online communications that assist people to get informed, get support, or get involved. Our website (cancercouncil.com.au) is one of the community's central points of contact with Cancer Council NSW, with 1,878,991 visits to the site this year, which is a 23% increase on last year.

Social media, such as Twitter and Facebook also provide up-to-date information and an opportunity to engage with us. In 2015/16, our Facebook page grew 39%, increasing to 44,091 fans, while our Twitter presence increased by 3% to 18,592 followers.

Our website had

1,878,991

hits this year, a 23% increase on last year

The mainstream media is also key to our communications with the community, with coverage of our research, our cancer programs and our fundraising events being vital in spreading the word about our work and getting people involved in our fundraising activities.

We are committed to **transparency in our annual reporting** and were pleased this year to receive a Gold Award for Excellence in Reporting at the prestigious Australasian Reporting Awards for the *Cancer Council NSW Annual Report 2014/2015*. This was a significant achievement and is the highest level of recognition that we have achieved at these Awards to date.

Our retail store, located at Westfield Bondi Junction.

What's next

In 2016/17, we will be reaching out to our communities to gather important information. This will inform our next phase of planning to ensure that we continue delivering programs and services that have meaningful impact for communities across NSW.

How *you* can help beat cancer

Visit us online

For all cancer related information, to get informed, get support, or get involved, visit cancercouncil.com.au

Volunteer with us

Our volunteers are everyday people who generously give their time, skills and hope. There are so many ways to volunteer your time and energy. For example, you may have specialist skills, be able to provide support for patients and carers at one of our Information Services, or perhaps you would like to help out at a fundraising event.

Find out more about opportunities for you or your organisation to volunteer with us by emailing volunteervacancies@nswcc.org.au or calling 13 11 20.

Join a Relay For Life

Relay For Life is a global movement where communities come together in an overnight journey to take on the fight against cancer. Survivors are honoured, carers are applauded and supporters raise funds to help those affected by the disease. By standing in solidarity with others in the community we can all make a difference. Find your nearest Relay For Life and join the fight at relayforlife.org.au

Campaign with us

Simple actions by individuals can lead to big wins in our communities. Learn more about our current advocacy campaigns and opportunities to get involved. You CanAct and make a difference by visiting CanAct.com.au

Give regularly

Through our Breakthrough regular giving program, you can give an amount each month or each quarter, which can be deducted from your bank account or credit card. Your regular gift will help to fund support services, prevention and advocacy programs, and current research studies into beating cancer, as well as future projects. To sign up as a regular giver, visit cancercouncil.com.au/donate

Join a fundraising event

Hosting or joining a fundraising event is a fantastic way to raise funds to help beat cancer and have a great time with your friends, family or work colleagues. More than 23,000 people hosted or organised a fundraising event or activity for us this year. Our events are some of the most popular and well recognised in Australia – Daffodil Day, Australia's Biggest Morning Tea and Pink Ribbon events to name just a few.

To find out when and how you can get involved, visit cancercouncil.com.au/get-involved

Call Cancer Council 13 11 20 Information and Support

For information about any aspect of cancer, call our Cancer Council 13 11 20 Information and Support service. For the cost of a local call, you can talk confidentially with one of our experienced cancer professionals, who can provide evidence-based information about cancer or access to a range of emotional and practical support services. Call us now on 13 11 20.

Online communities

Join us on social media – Facebook, Twitter, Instagram and more. Share your story, join the conversation, see what we are up to and the difference we are making thanks to your help. See the impact your donation makes, find out how you can take part in our events or become a volunteer, locate screening programs or support services and groups in your community and learn about our prevention programs – our online communities cover it all. Visit cancercouncil.com.au/social

Remember us in your will

You can help us beat cancer by including a gift in your will to Cancer Council NSW. It is a simple process, which will make a real difference to the lives of people affected by cancer and to the health of future generations. If you decide to include a gift in your will, please use the following wording:

'I (insert name here) bequeath to The Cancer Council NSW ABN 51 116 463 846 for its general purposes (or name a specific purpose, such as research, patient and support care services, cancer prevention programs)

[Choose and insert the appropriate statement from the list below]

1. *the whole of my estate*
2. *(insert number) percentage of my estate*
3. *the residue of my estate*
4. *the amount of $ (insert the value of your gift in cash)*
5. *my (insert name of asset)*

free of all duties, and the receipt of the Secretary or other authorised officer for the time being shall be a complete and sufficient discharge for the Executor(s).'

For more information, contact us by emailing **bequests@nswcc.org.au** or calling **(02) 9334 1479.**

Our *people*

Our staff and volunteers are our greatest assets and we value their commitment, their passion and their contribution to the cancer cause. At Cancer Council NSW we attract and retain the best workforce by investing in our people. Our positive workplace culture recognises performance, offers professional development opportunities and encourages innovation, so that together we will beat cancer.

Cancer Council NSW has a strong, highly committed and diverse team working together to beat cancer. In 2015/16, our workforce comprised 324 permanent and contract staff and 33,318 community supporters (including 2,938 registered volunteers), who provided us with the equivalent of 285 full-time employees.

Rewarding our people

In 2015/16, we expanded our ***Employee Benefits Package*** and launched our inaugural ***Volunteer Benefits Package***.

The *Volunteer Benefits Package* includes a range of benefits to reduce cancer risk (including discounted gym memberships, private health insurance and the availability of fresh fruit and sunscreen in all of our offices), along with learning and development opportunities and access to our Employee Assistance Program.

We also extended our *Employee Benefits Package* to include discounted Event Cinema tickets, reduced price accommodation at Accor Hotels, discounts on a range of activities and attractions, and the introduction of a Wellness Room at our Woolloomooloo office. These new benefits are also available to volunteers.

Academic progression

As an academic institution employing researchers at all stages of their careers, we recognise the need to be on par with the best universities in terms of attracting and retaining researchers of the highest calibre. Following a review of current practice, **we strengthened our academic links and processes to raise the standard of our internal research program**. In response, we have developed a model for the introduction of academic progression based on The University of Sydney's criteria for promotion of 'research-only' academics.

This academic progression structure will be embedded into Cancer Council NSW's existing performance planning and development processes. The introduction of this progression structure strengthens our ability to provide true career pathways and is critical to our ability to attract and retain top researchers.

Workforce engagement

In May 2015, we undertook **employee and volunteer engagement surveys**. Engagement results were strong and opportunities for improvement were identified. These have remained the focus across the organisation in 2015/16. These priorities relate to change and innovation, career opportunities and cross-divisional cooperation. To support improvements in these areas, we have developed engagement action plans at Executive and team levels to ensure that we continue driving improvement in these priority areas.

Side *by* Side

Zoe Simmons (left)
Volunteer,
with Emma White,
Volunteer Unit Manager

This year, we also conducted focus groups with our volunteers to develop an action plan designed to address the improvement areas identified in our 2015 volunteer engagement survey. We made significant progress against this action plan, including improved communication to volunteers, revision of our volunteer management training program and expanded learning and development opportunities. We have also developed clear job descriptions, enhanced the role clarity for all volunteer positions and increased volunteer input into decision-making through the Volunteer Leadership Group.

Career development

We value our teams and recognise that **development is important for maintaining a highly engaged workforce** and retaining skills and knowledge.

Career development became an increased focus in creating organisational, divisional and individual planning. All employees now have development objectives in place based on the 70:20:10 philosophy (70% of development needs addressed through on-the-job training, 20% through coaching and mentoring and 10% through formal training).

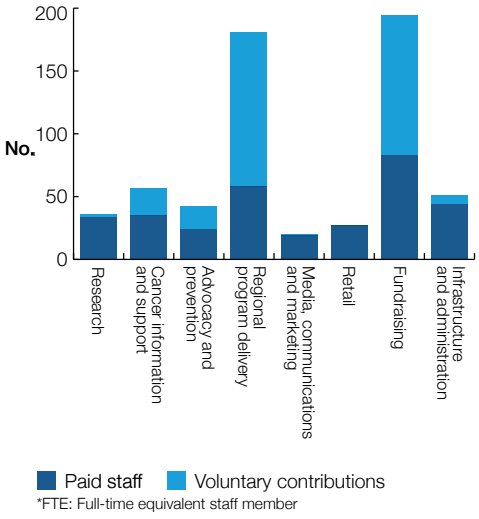
To assist employees to set development objectives, we introduced a number of new initiatives, including Develop Yourself and Your Career workshops and the rollout of a Cancer Council NSW *Career Development Guide*.

We secured government-funded accredited training in customer engagement and leadership skills during the year, which ensures we are further equipping our workforce with the necessary skills.

Workforce planning

We have continued building on our **workforce planning activities** to provide sustainability, risk management and a link between our strategy and the people initiatives needed to achieve our objectives. This includes improving our processes to identify critical roles and understand the unique skills, knowledge and organisational dependencies relating to these roles. As a result, we have developed an action plan for capturing role information and organisational impact, so that should a role become vacant, there are risk mitigation strategies, such as retention and knowledge acquisition, in place.

Paid staff and voluntary contributions (FTEs*)



*FTE: Full-time equivalent staff member

Gender equality

In May 2016, we submitted our annual Workplace Gender and Equality Report as required under the *Workplace Gender Equality Act 2012* (Cth).

Continued...

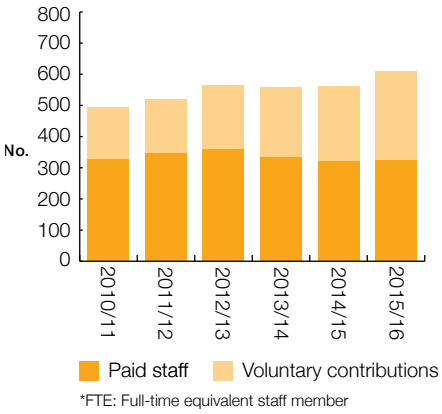
It was Valentine's Day in 2014 when my pop, Paul Simmons, passed away from an advanced bowel cancer. As a healthy man, his diagnosis shocked our family. While he was originally told he had four months to live, he amazed doctors when he survived four more years.

I was devastated by his passing and vowed to do anything I could to help people affected by cancer. As a University of Wollongong journalism student, I volunteered as a Relay For Life media coordinator for Cancer Council NSW – Far South Coast Region.

I'm 21 years old and I have now helped organise two Relay For Life events, and recently started volunteering on a weekly basis as a marketing coordinator for the 2016 Dance for Cancer fundraiser in Tomakin NSW.

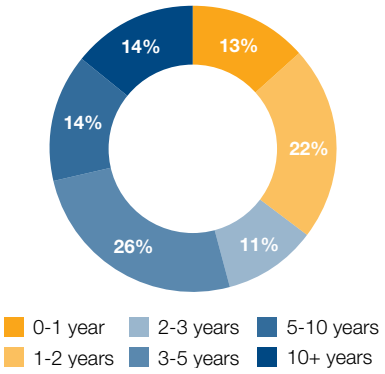
The one moment which hit home and reassured me everything I was doing was for a reason was during my first Relay For Life. I won the major raffle prize and as I was presented with it, one of my pop's favourite songs, 'What a Wonderful World', came on. That's when I knew I was doing the right thing and he would be proud of me, and of the work I'm doing with Cancer Council NSW.

Trends over five years (FTEs*)



*FTE: Full-time equivalent staff member

Staff by tenure



Some key highlights for 2015/16 were:

- Overall gender composition of our workforce is 83% female and 17% male, which is significantly higher than the 2014/15 national workforce average of 51% female.
- For all external and internal appointments through recruitment activities, 83% of positions were offered to females.
- In line with Australian Institute of Company Directors (AICD) best practice, our target of 30% female representation among our Board Directors was achieved.

Volunteer Strategic Plan

In 2015/16, we implemented the first year of our three-year **Volunteer Strategic Plan**. Key initiatives included launching the *Volunteer Benefits Package*, developing and implementing e-learning modules for volunteers, streamlining volunteer recruitment, refreshing our volunteer management training program, executing a volunteer engagement action plan, and improving our reporting and business intelligence capabilities.

Volunteer e-learning

In response to feedback from the 2015 volunteer engagement survey, which showed volunteers wanted a better understanding of Cancer Council NSW's work and their roles, we introduced three new modules, Orientation to Cancer Council NSW, Volunteer Expectations and Understanding and Talking About Cancer. These modules provide volunteers with an introduction to who we are and what we do, together with a foundation level understanding of cancer, its treatments and causes, and how to appropriately communicate with people affected by cancer. E-learning also provides compliance-based information relating to Workplace Health and Safety, fraud awareness, privacy, bullying and harassment, and equal employment opportunity.

Volunteer management training program

Our volunteers play an enormous role in supporting our work within the community, so it is vital we support them to do their role and have a great experience working with us. Managers of volunteers are now also equipped with the leadership skills to support this unique workforce.

What's next

To ensure Cancer Council NSW is an inspirational place to work, we have identified a number of key areas to continue focusing on in the coming year. These include developing a highly skilled and capable workforce, implementing improved talent attraction and retention strategies, and engaging with corporate partners for skilled volunteering.

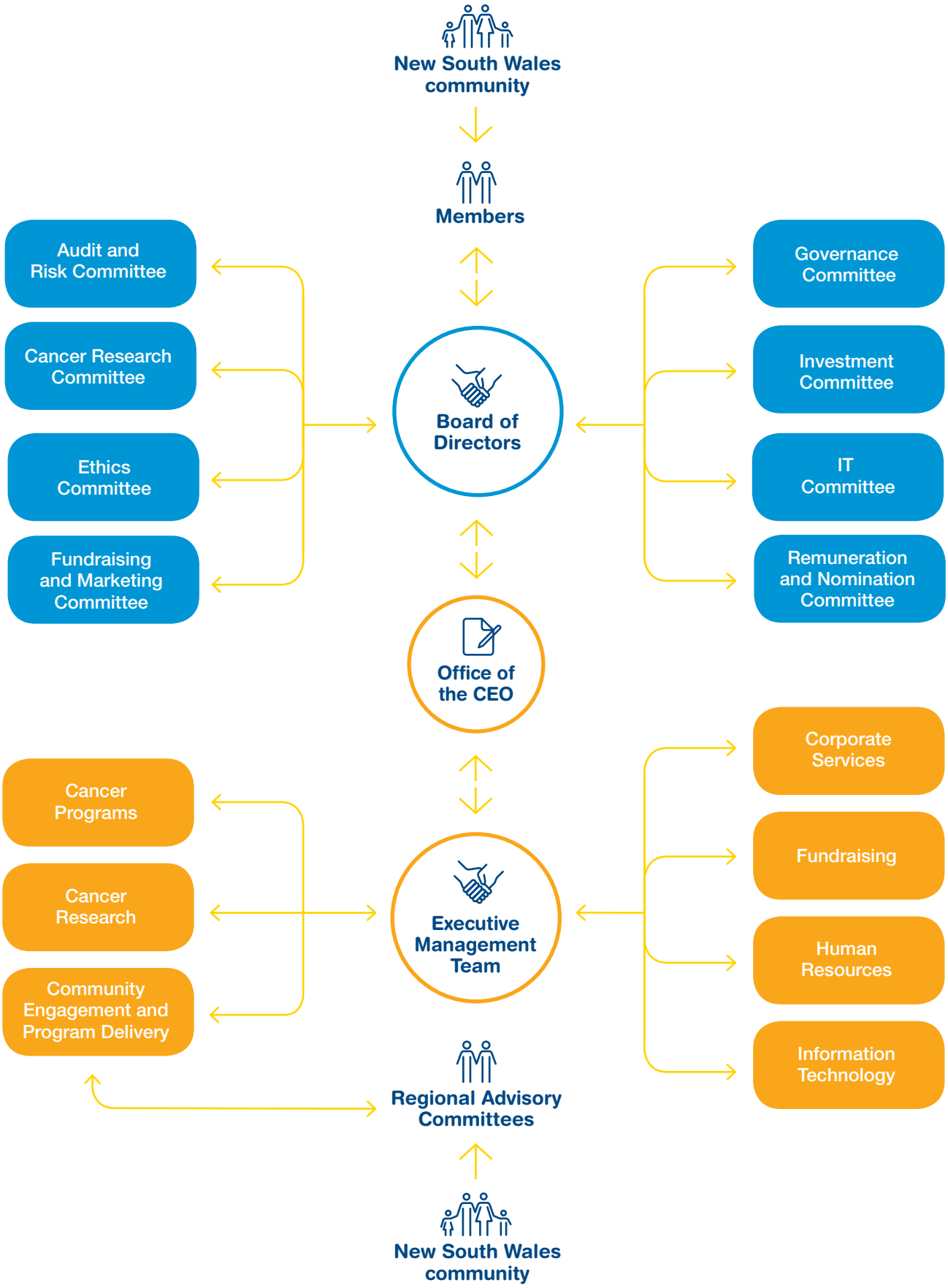
Performance

HOW	MEASURES	2012	2013	2014	2015	2016
We engage volunteers in a wide variety of roles, extending our mission and reach in the community.	Volunteer contributions (hours captured)	294,109	348,298	374,975	407,507	**498,507**
We ensure volunteers have opportunities to use their diverse skills and capabilities.	Number of volunteers and community supporters contributing during the year	36,312	38,156	32,681	27,154	**33,318**
We have an engaged and highly skilled paid workforce.	Number of staff, headcount (excluding casuals)	374	358	355	345	**324**
We provide learning opportunities to increase and extend the capabilities of our people, so that they are equipped to deliver our mission.	Learning and development spend as a percentage of staff costs	1%	0.8%	0.8%	0.8%	**0.7%**

HIGHLIGHT: **Increasing numbers of volunteer hours contribute to our organisation, including in areas where their particular skills have a significant impact on the community and people with cancer.**

HIGHLIGHT: **We focused on initiatives and action plans to address feedback from our engagement surveys.**

Our structure



Our board

Mr Mark Phillips BCom (Hons), MCom, FAICD

Chair of the Board, Member of the Fundraising and Marketing Committee, Cancer Council NSW representative on the Cancer Council Australia Board

Appointed to the Board in April 2013 and re-appointed April 2016

Mr Phillips has more than 30 years' experience in business. In a 20-year career with the Commonwealth Bank of Australia, he was instrumental in the development of a range of new business divisions. Subsequently, Mr Phillips spent more than 10 years as the Chief Executive Officer of various companies listed on the Australian Securities Exchange and is currently a Non-Executive Director and adviser to businesses and not-for-profit organisations.

Mr Nicholas Adams BCom (Marketing)

Chair of the Fundraising and Marketing Committee

Elected to the Board in December 2015

Mr Adams is the Executive Director – Customer Value Creation at Telstra and has 23 years' experience in financial services and telecommunications marketing with companies such as Westpac, American Express and BUPA. He has expertise in CRM, loyalty and digital marketing, and building data-driven marketing programs to drive both revenue and customer engagement with brands. At a community level, Mr Adams is involved with supporting the homeless through St Vincent De Paul and Weave, a not-for-profit group focused on disadvantaged and vulnerable young people, women, children and families in the City of Sydney and South Sydney.

Mr Adams was recognised as a Rising Star of Australian Marketing in 2004 and was named the Australian Direct Marketer of the Year in 2010. He was also identified as a Global Marketing Leader in 2011, 2012, 2013 and 2014 by the New York-based *Internationalist Magazine*.

Mr James Butler

Member of the Remuneration and Nomination Committee, Chair of the Consumer Research Review Panel, Chair of the Relay For Life Steering Committee

Elected to the Board in December 2014

Mr Butler has been an active volunteer for Cancer Council NSW for more than 18 years and has held roles including Chair of the Hills Relay For Life Committee, trained Cancer Council NSW advocate and Chair of the Western Sydney Cancer Advocacy Network. As a two-time cancer survivor, he understands the need to influence decision-makers around key issues that have an impact on people affected by cancer.

Mr Butler is currently Chair of Cancer Council NSW's Consumer Research Review Panel and the Hills Community Cancer Network. Outside Cancer Council NSW, Mr Butler has been a business owner for 25 years and is an active consumer representative on cancer services committees in the Western Sydney Local Health District.

Dr Toby Heap BAppSc, MCom, PhD, GAICD

Member of the Audit and Risk Committee, Member of the Investment Committee, Member of the Fundraising and Marketing Committee

Elected to the Board in December 2015

Dr Heap is a Founding Partner of H2 Ventures, a venture capital investment firm. He is a Non-Executive

From left to right: Dr John Laker, Melanie Trethowan, Associate Professor Joe McGirr, Dr Toby Heap, James Butler, Jeff Mitchell, Professor Lisa Horvath, Nicholas Adams, Mark Phillips and Professor Jane Young.

Director of not-for-profit fintech hub Stone & Chalk, equity crowdfunding platform Equitise, and dance theatre company Shaun Parker & Company. He is a Member of the Australian Securities and Investment Commission's (ASIC) Digital Finance Advisory Committee and holds a PhD in Health Sciences from The University of Sydney.

Dr Heap was previously a founder of several digital start-ups, a Research Fellow at The University of Sydney and a Non-Executive Director of SPELD NSW – a not-for-profit association supporting children and adults with specific learning difficulties.

Professor Lisa Horvath MBBS, FRACP, PhD

Board Director Representative on the Cancer Research Committee

Appointed to the Board in April 2015

Professor Horvath is the Director of Medical Oncology and Acting Director of Research at the Chris O'Brien Lifehouse. She completed medical school at The University of Sydney and trained in medical oncology at Royal Prince Alfred Hospital, where she was appointed to the senior staff in 2003. She completed her PhD in translational research at the Garvan Institute of Medical Research in 2004.

Professor Horvath's research interest is predominantly in the field of prostate cancer biomarkers and therapeutics and she is involved in a large number of clinical trials in prostate and colorectal cancers, as well as Phase I trials. She holds academic appointments at both The University of Sydney and UNSW and is the Head of Prostate Cancer Therapeutics at The Kinghorn Cancer Centre/Garvan Institute of Medical Research. Professor Horvath has also published more than 70 research papers in peer-reviewed journals in the past 16 years.

Dr John Laker AO BEc (Hons 1) (Syd), MSc (Econ) PhD (London), HonDSc (Syd)

Chair of the Governance Committee, Chair of the Remuneration and Nomination Committee, Member of the Audit and Risk Committee

Elected to the Board in December 2014

Dr Laker was Chairman of the Australian Prudential Regulation Authority (APRA), the regulator of the Australian financial services industry, from 2003 to 2014. An economist by training, Dr Laker had an extensive career in the Reserve Bank of Australia prior to his appointment to APRA, holding senior positions in the economic, international and financial stability areas, both in Australia and London. He has also worked in the Commonwealth Treasury and the International Monetary Fund.

Currently, Dr Laker is Chairman of Banking and Finance Oath Ltd and a member of the Council of the University of Technology Sydney and ASIC's External Advisory Panel. He also lectures at The University of Sydney. Dr Laker was made an Officer of the Order of Australia in 2008 and has won other professional awards for his services to the regulation of the Australian financial system.

Associate Professor Joe McGirr MBBS, MHSM, FRACMA

Member of the Remuneration and Nomination Committee, Member of the Accommodation Sub-Committee

Elected to the Board in December 2014

Associate Professor McGirr is Associate Dean Rural of The University of Notre Dame Australia School of Medicine, Sydney. Having worked in clinical medicine and senior health administration in south west rural and regional NSW for more than 25 years, he originally practised clinically as a specialist in emergency medicine before making a career in health administration, becoming Chief Executive Officer of the Greater Murray Area Health Service and then Director of Clinical Operations for the Greater Southern Area Health Service. Associate Professor McGirr is a fellow of the Australasian College for Emergency Medicine and the Royal Australasian College of Medical Administrators and has been a member of the Western Regional Advisory Committee of Cancer Council NSW since 2011. He is currently a Director of the National Rural Health Alliance.

Mr Jeff Mitchell MBA, GAICD

Chair of the Audit and Risk Committee, Chair of the Investment Committee, Chair of the IT Committee

Appointed to the Board in April 2015

Mr Mitchell has over 35 years' experience in the financial services industry and was most recently a member of the Group Executive team at Westpac with responsibility for strategy implementation. He was Managing Director of Corporate and Institutional Banking at Westpac and has held senior executive roles across the breadth of institutional banking at National Australia Bank including as General Manager Global Markets, General Manager Asia and General Manager UK and Europe.

Mr Mitchell is currently involved in business advisory, leadership coaching, mentoring and non-executive directorships.

Ms Melanie Trethowan MB (Mktg), GAICD

Member of the Fundraising and Marketing Committee, Member of the Governance Committee, Member of the Accommodation Sub-Committee

Elected to the Board in December 2008, re-elected December 2011 and December 2014

Ms Trethowan has been actively involved in cancer issues since 2004. To date, her roles with Cancer Council NSW include Regional Advocacy Network Facilitator, member of the Mudgee Relay For Life Committee, Acting Chair of the Western Regional Advisory Committee, and Daffodil Day Town Manager. Her previous board experience includes the Central West Community College, Kanandah Retirement Ltd and the Foundation for Australian Agricultural Women.

She is a graduate of the Australian Rural Leadership Program, Australian Institute of Company Directors and is a Vincent Fairfax Fellow. Since 1996, Ms Trethowan has operated a marketing and project consultancy business based in Mudgee.

Professor Jane Young MBBS, MPH, PhD, FAFPHM

Member of the Cancer Research Committee

Appointed to the Board in June 2016

Professor Young trained in medicine in the UK in 1983, undertook a Master of Public Health in 1998 and completed a PhD in applied epidemiology at The University of Sydney in 2000. She holds joint appointments with The University of Sydney, where she is Professor in Cancer Epidemiology, and Sydney Local Health District, where she is Executive Director of the Surgical Outcomes Research Centre and Executive Director, Research for the Institute of Academic Surgery at Royal Prince Alfred Hospital.

Professor Young is a health services researcher with a focus on the application of epidemiological methods to improve cancer services and patient outcomes. She has undertaken research spanning the cancer journey, and has an interest in surgical trials and the development and evaluation of new models of care, the promotion of evidence-based practice and the use of data to improve cancer service delivery. She has co-authored over 180 peer-reviewed journal articles.

Company Secretary

Ms Catherine Maxwell FGIA

Directors' benefit

No Director of Cancer Council NSW has received, or has become entitled to receive, a benefit in respect of their role as a Director.

Meetings of Directors/Committees

	Full meetings of Directors		Audit and Risk Committee[1]		Cancer Research Committee		Fundraising and Marketing Committee[2]		Governance Committee		Investment Committee		IT Committee[3]		Remuneration and Nomination Committee	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
N Adams[4]	3	3	*	*	*	*	3	3	*	*	*	*	*	*	*	*
J Butler	7	7	*	*	*	*	*	*	*	*	*	*	*	*	5	5
M Chiew[5]	5	6	*	*	*	*	*	*	*	*	*	*	*	*	4	4
T Heap[4]	3	3	1	2	*	*	2	3	*	*	2	2	*	*	*	*
B Hodgkinson[6]	4	4	*	*	*	*	*	*	2	2	*	*	*	*	2	2
L Horvath	6	7	*	*	4	5	*	*	*	*	*	*	*	*	*	*
J Laker	6	7	1	2	*	*	*	*	3	3	*	*	*	*	5	5
J McGirr	7	7	*	*	*	*	*	*	*	*	*	*	*	*	2	2
J Mitchell	7	7	6	7	*	*	*	*	*	*	2	2	6	6	*	*
M Phillips	7	7	5	5	*	*	2	3	1	1	3	3	*	*	3	3
S Roberts[6]	4	4	4	4	*	*	*	*	*	*	*	*	6	6	*	*
M Trethowan	7	7	4	5	*	*	3	3	1	1	*	*	*	*	*	*
J Young[7]	0	0	*	*	5	5	*	*	*	*	*	*	*	*	*	*

[1] Formerly Audit and Finance Committee
[2] Committee formed 23 February 2016
[3] Committee formed 25 August 2015
[4] Elected 17 December 2015
[5] Retired 26 April 2016
[6] Retired 17 December 2014
[7] Appointed 28 June 2016

A = Number of meetings attended
B = Number of meetings held during the time the Director held office or was a member of the Committee during the year
* = Not a member of the relevant Committee

Our management

Mr Jim L'Estrange BA (Syd), DipEd, MA (Syd)
Chief Executive Officer

Jim L'Estrange holds a Bachelor of Arts, Diploma of Education and a Master of Arts (History). Over the past 25 years, Jim has held a number of executive leadership roles across a diverse range of industries, including finance, entertainment and sport.

After spending more than 15 years in senior management roles in banking, including five years in London with Citibank and as General Manager of Private Banking at Westpac, Jim moved to Star City as Managing Director. Prior to Cancer Council NSW, he was Chief Executive Officer at NSW Rugby Union and the NSW Waratahs.

Jim previously held a number of board positions for financial businesses and NSW Rugby Union. He has also held membership positions on a number of charity committees.

Professor Karen Canfell D.Phil (Oxford)
Director, Cancer Research

Karen Canfell leads the Cancer Research Division, which includes a program of externally awarded grants and an active internal epidemiology group. The Division's work recently underpinned a major review of the Australian National Cervical Screening Program. Karen is also Co-Principal Investigator of the first ever large-scale trial of cervical screening in a population offered HPV vaccination, Compass.

Karen has a D.Phil. (PhD equivalent) from the University of Oxford and is an Adjunct Professor, Sydney Medical School at The University of Sydney. She holds a number of current research grants from the National Health and Medical Research Council (NHMRC) and the US National Cancer Institute. In 2015, Karen received a '100 Women of Influence' nomination in the AFR/Westpac awards and also received a national Research Excellence Award from NHMRC.

Mr Branko Ceran DipProg
Chief Information Officer

Branko Ceran leads our Information Technology team and brings a strategic approach to his role. He is responsible for ensuring we maximise our technology investments.

With over 25 years' experience optimising and transforming organisations, Branko joined Cancer Council NSW in July 2014 from the not-for-profit MTC Australia, where he led an ambitious technology transformation. Nominated in 2014 as one of the Top 100 CIOs globally, Branko previously worked as an independent consultant for several of Australia's largest financial service organisations including NAB, Westpac and Commonwealth Bank of Australia.

From left to right: Peter Taylor, Fiona Fahey, Professor Karen Canfell, Kathy Chapman, Branko Ceran, Merewyn Partland, Jim L'Estrange and Lyndsey Rice.

Ms Kathy Chapman BSc, MNutr&Diet

Director, Cancer Programs

Kathy Chapman has a Bachelor of Science and Master of Nutrition and Dietetics from The University of Sydney, and is currently a PhD candidate at The University of Sydney. Kathy is an Accredited Practising Dietitian and has more than 20 years' experience working in public health and clinical settings. She has more than 80 peer-reviewed journal publications and has significant expertise in public health and cancer control programs.

As Director of the Cancer Programs Division, Kathy is responsible for developing and evaluating strategies and programs to meet Cancer Council NSW's mission to beat cancer across our strategic priorities of prevention, supportive care and advocacy. Kathy is the Chair of Cancer Council Australia's Nutrition and Physical Activity Committee. She also sits on a range of government health committees.

Mrs Fiona Fahey BSocSc

Director, Human Resources

Fiona Fahey holds a Bachelor of Social Science (Human Resources) and a Master of Commerce (Human Resources) from UNSW. She has more than 15 years' experience in human resources, working across a diverse range of industries including community services, financial services, engineering and education. Fiona has held a number of senior human resources positions in the corporate, not-for-profit and public sectors, including Mission Australia and NSW Trade & Investment.

Fiona is responsible for our strategic direction and leading the delivery of human resources and volunteering programs, services and technologies in order to build a talented, diverse, engaged and productive workforce in support of the organisation.

Mrs Merewyn Partland BComm, MHSM

Director, Community Engagement and Program Delivery

Merewyn Partland holds a Bachelor of Arts (Communication) from the University of Technology Sydney and postgraduate qualifications in the areas of public health, health service management and business. She has 16 years' experience working across a range of healthcare organisations, including the National Health and Medical Research Council, the Australian Indigenous Doctors' Association and the World Health Organization.

As Director of the Community Engagement and Program Delivery Division, Merewyn oversees the engagement of all communities across NSW, including delivery of cancer programs, community services and local fundraising initiatives. Merewyn is currently a member of the National Rural Health Alliance and a member of the Australian Health Promotion Association.

Ms Lyndsey Rice BA

Director, Fundraising

As Director of Fundraising, Lyndsey Rice is responsible for fundraising income and developing opportunities for people to connect with and support the work of Cancer Council NSW. She provides leadership and strategic direction to teams responsible for individual giving, event fundraising, community fundraising, partnerships, direct marketing, and major gifts.

Lyndsey holds a Bachelor of Arts (Literature) and is a mentor at the Fundraising Institute Australia. She has 13 years' experience in fundraising, working across a diverse range of not-for-profit organisations in the social welfare, disability, international development and healthcare sectors. Prior to joining Cancer Council NSW, Lyndsey led fundraising teams at the Sydney Children's Hospital Foundation and Children's Medical Research Institute.

Mr Peter Taylor BFinAdmin, DipFinMangt, CA, GAICD

Chief Financial Officer

Peter Taylor holds a Bachelor of Financial Administration, a Diploma in Financial Management, is a Chartered Accountant in Australia and New Zealand and is a Graduate of the Australian Institute of Company Directors. He has more than 25 years' experience in senior executive roles across the professional accounting, IT, resources and not-for-profit sectors. Prior to joining Cancer Council NSW, Peter was interim CEO for a smaller cancer charity, where he developed a passion for the not-for-profit sector and cancer research.

Peter is responsible for the strategic direction and leadership of the Corporate Services Division, which includes prudent financial management and reporting of our financial resources and assets, donor administration and servicing, shared services functions, and ensuring that Cancer Council NSW has appropriate risk and control measures in place.

Our committees

Board of Directors

The Constitution provides that the Board directs the affairs of Cancer Council NSW (CCNSW). In carrying out its responsibilities and exercising its powers, the Board recognises its overriding responsibility to act honestly, fairly and diligently, and in accordance with the law in serving the interests of CCNSW, including its employees, customers and the community.

Mr Mark Phillips
(Deputy Chair until December 2015, Chair from December 2015)
Adviser to Business, Social and Charitable Organisations

Mr Bruce Hodgkinson SC (Chair)
(until December 2015)
Barrister, Denman Chambers

Mr Nicholas Adams
(from December 2015)
Executive Director - Customer Value Creation, Telstra

Mr James Butler
Businessman

Ms Mary Chiew
(until April 2016)
Consultant

Dr Toby Heap
(from December 2015)
Founding Partner, H2 Ventures

Prof Lisa Horvath
Director of Medical Oncology and Acting Director of Research, Chris O'Brien Lifehouse

Dr John Laker AO
Former Chairman, Australian Prudential Regulation Authority

Assoc Prof Joe McGirr
Associate Dean Rural, The University of Notre Dame Australia, School of Medicine

Mr Jeff Mitchell
Adviser to Business

Mr Stephen Roberts
(until December 2015)
Non-Executive Director

Ms Melanie Trethowan
Consultant

Prof Jane Young
(from June 2016)
Professor in Cancer Epidemiology, School of Public Health, The University of Sydney

In attendance:

Mr Jim L'Estrange
CEO, CCNSW

Ms Louisa Fitz-Gerald
(until July 2015)
General Counsel, Company Secretary, CCNSW

Ms Catherine Maxwell
(from July 2015)
Company Secretary, CCNSW

Advisory Committee for Internal Research

(Disbanded April 2016)

The Advisory Committee for Internal Research was a governance committee that reported to the Cancer Research Committee and was responsible for providing guidance to that Committee on the performance and outcomes of cancer research programs at CCNSW. The Board resolved to disband this Committee in April 2016 on the basis that it had fulfilled its main purpose. The Cancer Research Committee has assumed any remaining responsibilities.

Assoc Prof Claire Vajdic (Chair)
Head, Cancer Epidemiology Research Unit, Centre for Big Data Research in Health, UNSW

Prof Alexandra Barratt
Professor in Cancer Epidemiology, School of Public Health, The University of Sydney; Co-Director, Centre for Medical Psychology and Evidence Based Decision Making, The University of Sydney

Mrs Jane Bennett
Consumer Representative

Mr Phillip Burge
(from September 2015)
Consumer Representative

Prof Suzanne Chambers
Professor, School of Applied Psychology, Griffith University, Queensland

Prof Louisa Jorm
(until December 2015)
Foundation Director of the Centre for Big Data Research in Health, UNSW; Director Centre for Health Research and Professor of Population Health, University of Western Sydney

Assoc Prof Rosemary Knight
Principal Advisor, Population Health Division, Australian Government Department of Health

Mr Jim L'Estrange
CEO, CCNSW (Ex officio)

Prof Bernard Stewart
Professor, School of Women's and Children's Health, UNSW; Professor of Medicine, Faculty of Medicine, UNSW

Prof Alison Venn
Director, Menzies Institute for Medical Research, University of Tasmania; Director of the Tasmanian Cancer Registry

Prof David Whiteman
Head, Cancer Control Group, NHMRC; Principal Research Fellow QIMR Berghofer Medical Research Centre Institute, Queensland

Prof John Wiggers
Professor, School of Medicine and Public Health, University of Newcastle

Prof Jane Young
Professor in Cancer Epidemiology, School of Public Health, The University of Sydney

In attendance:

Adjunct Prof Karen Canfell
Director, Cancer Research, CCNSW

Ms Kathy Chapman
Director, Cancer Programs, CCNSW

Dr Jane Hobson
(from February 2016)
Manager, Research Grants Management Team, CCNSW

Dr John Williams
Research Governance Officer and Committee Secretary, CCNSW

Audit and Risk Committee

The Audit and Risk Committee, formerly the Audit and Finance Committee, is responsible for the adequacy and effectiveness of accounting and financial controls including: CCNSW policies and procedures to assess, monitor and manage business risk, annual and periodic reporting, legal and ethical compliance programs and internal and external audit functions.

Mr Jeff Mitchell (Chair)
(from October 2015)
CCNSW Board Member

Mr Stephen Roberts (Chair)
(until October 2015)
Former CCNSW Board Member

Dr Toby Heap
(from February 2016)
CCNSW Board Member

Dr John Laker AO
(from February 2016)
CCNSW Board Member

Mr Steve McLeod
Former Director of Financial Audit, Audit Office NSW

Mr Mark Phillips
(until February 2016)
CCNSW Board Chair

Ms Melanie Trethowan
(until February 2016)
CCNSW Board Member

In attendance:

Mr Paul Marsh
Oakton

Mr Ben Owens
Oakton

Mr Paul Bull
BDO

Mr Adrian Thompson
BDO

Mr Jim L'Estrange
CEO, CCNSW

Ms Sandra Simm
(until January 2016)
CFO, CCNSW

Mr Douglas Carvalho
(from January until April 2016)
Acting CFO, CCNSW

Mr Peter Taylor
(from April 2016)
CFO, CCNSW

Ms Katie Fairbrass
(until January 2016)
Minute Secretary, CCNSW

Ms Catherine Maxwell
(from January 2016)
Company Secretary, CCNSW

Cancer Research Committee

The Cancer Research Committee reports to the Board. Its responsibilities include: providing guidance to the Board on cancer research policy and programs, the commissioning of procedures in accordance with policy for funding research by CCNSW and ensuring the integrity of those procedures; and formulating recommendations for research grant funding for consideration by the Board.

Prof Anna DeFazio (Chair)
Head, Gynaecological Oncology Research Group, Westmead Millennium Institute of Cancer Research, Westmead Hospital

Prof Stephen Ackland
Senior Staff Specialist, Department of Medical Oncology, Calvary Mater Newcastle Hospital; Professor, Faculty of Health, University of Newcastle

Prof Minoti Apte OAM
Director, Pancreatic Research Group, Ingham Institute for Applied Medical Research, UNSW

Ms Robyn Bransby
Consumer Representative

Prof Jacob George
Professor of Hepatic Medicine, Storr Liver Unit, Westmead Millennium Institute, The University of Sydney; Head of Department of Gastroenterology and Hepatology, Westmead Hospital; Director of Gastroenterology and Sydney West Local Area Health District

Prof Lisa Horvath
CCNSW Board Member

Mr Jim L'Estrange
CEO, CCNSW (Ex officio)

Mr Dez Maule
Consumer Representative

Assoc Prof Natalka Suchowerska
Lead Medical Physics Researcher at Chris O'Brien Lifehouse and The University of Sydney; Head, Research and Education, Department of Radiation Oncology, Royal Prince Alfred Hospital

Dr Alexander Swarbrick
(from September 2015)
Laboratory Head, Garvan Institute of Medical Research; Co-Lead, Translational Breast Oncology Program, The Kinghorn Cancer Centre

Assoc Prof Claire Vajdic
(until April 2016)
Head, Cancer Epidemiology Research Unit, Centre for Big Data Research in Health, UNSW

Assoc Prof Claire Wakefield
Paediatrics Discipline, School of Women's and Children's Health, Faculty of Medicine, UNSW; Leader, Behavioural Sciences Unit, Kids Cancer Centre, Sydney Children's Hospital

Prof Jane Young
CCNSW Board Member

In attendance:

Adjunct Prof Karen Canfell
Director, Cancer Research, CCNSW

Ms Kathy Chapman
Director, Cancer Programs, CCNSW

Dr John Williams
Research Governance Officer and Committee Secretary, CCNSW

Dr Jane Hobson
(from February 2016)
Manager, Research Grants Management Team, CCNSW

Ethics Committee

The Ethics Committee reviews the ethical acceptability of research proposals relating to cancer and public health. In addition to providing ethical review of research proposals, the Committee provides advice to researchers and research staff on navigating the challenges of preparing applications for ethics review of research protocols. The Committee operates within the parameters provided by the National Health and Medical Research Council's *National Statement on Ethical Conduct in Human Research* Guidelines and CCNSW's *Privacy Policy*.

Ms Alanna Linn (Chair)
Laywoman

Ms Lani Attwood
(until December 2015)
Counsellor, Radiation Therapist, Royal Prince Alfred Hospital

Mr Stuart Davey
Pastoral Carer, Minister, Glebe Uniting Church

Mr James Emmerig
(until September 2015)
Lawyer Representative, King Wood & Mallesons

Ms Annie Fraser
Counsellor, Nurse Educator, NSW Justice Health

Ms Nicole Fleming
(from August 2015)
Pastoral Carer, Minister of Uniting Church, Balmain

Mr Chris Gardiner
Layman

Dr Alison McLean
(from April 2016)
Resident Medical Officer, St Vincent's Hospital

Mr Alan Melrose
(from September 2015)
Legal Counsel (Research), UNSW; Lawyer Representative

Ms Sheila Pham
(from April 2016)
Laywoman

Mr Tim Read
Layman

Assoc Prof Monica Robotin
Medical Director, CCNSW

Assoc Prof David Smith
Experienced Researcher Representative, Research Fellow, Cancer Research Division, CCNSW

Ms Frances Taylor
Laywoman

In attendance:

Dr John Williams
Research Governance Officer and Committee Secretary, CCNSW

Fundraising and Marketing Committee

The Board established the Fundraising and Marketing Committee in February 2016 to provide guidance to the Board in its consideration of fundraising, marketing and communications initiatives to be introduced or to be investigated by CCNSW. Where appropriate, the Committee will also make recommendations to the Board about assisting CCNSW in working towards shared national communications, fundraising and marketing initiatives.

Mr Nicholas Adams (Chair)
CCNSW Board Member

Dr Toby Heap
CCNSW Board Member

Mr Mark Phillips
CCNSW Board Chair

Ms Melanie Trethowan
CCNSW Board Member

In attendance:

Mr Jim L'Estrange
CEO, CCNSW

Ms Sarah Jauncey
Head of Brand, Marketing and Communications, CCNSW

Ms Lyndsey Rice
Director, Fundraising, CCNSW

Ms Catherine Maxwell
Company Secretary, CCNSW

Governance Committee

The Governance Committee is responsible for advising the Board on: the composition of the Board and its Committees; reviewing the performance of the Board, its Committees and individual Directors; and overseeing the management of legal and compliance risks and the systems established to manage those risks. This Committee is also responsible for advising the Board on appropriate corporate governance standards and policies.

Dr John Laker AO (Chair)
(from February 2016)
CCNSW Board Member

Mr Mark Phillips (Chair)
(from October 2015 until February 2016)
CCNSW Board Chair

Mr Bruce Hodgkinson SC (Chair)
(until October 2015)
CCNSW Board Chair

Ms Michelle Seagert
Partner, Squire Paton Boggs; Independent Expert

Ms Melanie Trethowan
CCNSW Board Member

In attendance:

Mr Jim L'Estrange
CEO, CCNSW

Ms Catherine Maxwell
Company Secretary, CCNSW

Investment Committee

The Investment Committee provides guidance to the CCNSW Board on the investment of CCNSW funds which are surplus to immediate operating requirements, incorporating CCNSW's real estate and accommodation investments, to maintain the long-term viability of CCNSW.

Mr Jeff Mitchell (Chair)
(from February 2016)
CCNSW Board Member

Mr Mark Phillips (Chair)
(until February 2016)
CCNSW Board Chair

Dr Toby Heap
(from February 2016)
CCNSW Board Member

Mr Paul Lahiff
(until August 2015)
Non-Executive Director and former CCNSW Board Member

Mr Craig Parker
Executive Director, Debt Capital Markets, Westpac Banking Corporation

Mr Bruce Tomlinson
Sunsuper Pty Ltd

In attendance:

Mr Jim L'Estrange
CEO, CCNSW

Mr Doyle Mallett
Mercer Investments

Mr Peter Taylor
(from April 2016)
Chief Financial Officer, CCNSW

Mr Ryan Alexander
(until January 2016)
Senior Manager; Financial Accounting and Risk, CCNSW

Ms Katie Fairbrass
(until January 2016)
Minute Secretary, CCNSW

Ms Catherine Maxwell
(from January 2016)
Company Secretary, CCNSW

IT Committee

The Board established the IT Committee in August 2015 to provide guidance to the Board in its consideration of IT and digital initiatives to be introduced or to be investigated by CCNSW. Where appropriate, the Committee will also make recommendations to the Board about assisting CCNSW in working towards national shared technology services.

Mr Jeff Mitchell (Chair)
CCNSW Board Member

Mr Jim L'Estrange
CEO, CCNSW (Ex officio)

Mr Bob McKinnon
Non-Executive Director, Independent Expert

Mr Stephen Roberts
Former CCNSW Board Member

In attendance:

Mr Branko Ceran
Chief Information Officer, CCNSW

Mr Peter Taylor
(from April 2016)
CFO, CCNSW

Remuneration and Nomination Committee

The Remuneration and Nomination Committee provides guidance to the Board in its consideration of remuneration policies for the organisation, and the composition and performance of the Board.

Dr John Laker AO (Chair)
(from October 2015)
CCNSW Board Member

Mr Bruce Hodgkinson SC
(Acting Chair)
(until October 2015)
CCNSW Board Chair

Mr Mark Phillips
(from August 2015 until February 2016)
CCNSW Board Chair

Mr James Butler
(from August 2015)
CCNSW Board Member

Ms Mary Chiew
(until April 2016)
CCNSW Board Member

Mr Peter McAuley
Consultant

Assoc Prof Joe McGirr
(from February 2016)
CCNSW Board Member

In attendance:

Mr Jim L'Estrange
CEO, CCNSW

Ms Fiona Fahey
Director, Human Resources, CCNSW

Ms Catherine Maxwell
(from September 2015)
Company Secretary, CCNSW

Our organisation

Governance principles

Principle 1:
Lay solid foundations for management and oversight

Principle 2:
Structure the Board to add value

Principle 3:
Act ethically and responsibly

Principle 4:
Safeguard integrity in corporate reporting

Principle 5:
Make timely and balanced disclosure

Principle 6:
Respect the rights of 'stakeholders'

Principle 7:
Recognise and manage risk

Principle 8:
Remunerate fairly and responsibly

To find out more about our governance, or to view our Constitution, visit cancercouncil.com.au/about-us

Registrations and legislation

On 30 September 2005, Cancer Council NSW began operating as a company limited by guarantee under the provisions of the *Corporations Act 2001* (Cth). The Cancer Council NSW is registered with the Australian Taxation Office as a Health Promotion Charity.

Cancer Council NSW is also registered as a Not-for-profit Charity with the Australian Charities and Not-for-profits Commission.

- The Australian Business Number (ABN) is 51 116 463 846.
- The Australian Company Number (ACN) is 116 463 846.
- The Cancer Council NSW is a company limited by guarantee trading under the name of Cancer Council NSW.
- Cancer Council NSW's charitable fundraising number is CFN 18521. This certifies that Cancer Council NSW holds a charitable fundraising authority under Section 16 of the *Charitable Fundraising Act 1991* (NSW), which authority is subject to compliance with the Act, and the Charitable Fundraising Regulation 2003 and the conditions of the authority.
- Cancer Council NSW is endorsed as a deductible gift recipient under Subdivision 30-BA of the *Income Tax Assessment Act 1997* (Cth).

Government funding

Cancer Council NSW received government funding in the form of competitive, peer-reviewed grants. Grant expenditure is reported annually to the funding bodies.

In 2015/16, our Cancer Research Division received:

- Funding totalling $620,555 from the National Health and Medical Research Council (NHMRC).
- Funding totalling $142,500 from the Cancer Institute NSW.
- Funding totalling $50,000 from the Australian Government, Department of Health.
- Funding totalling $315,000 from New Zealand Department of Health.

In 2015/16, our Prevention Unit within the Cancer Programs Division received:

- Funding totalling $297,540 from the NSW Ministry of Health.
- Funding totalling $235,000 from the Cancer Institute NSW.

In 2015/16, our Cancer Information and Support Services Unit within the Cancer Programs Division received:

- Funding totalling $61,852 from NSW Department of Ageing, Disability and Home Care for our Carers project.

Performance

HOW	MEASURES	2012	2013	2014	2015	2016
We strive to work more effectively: better harnessing people, funds, technology and other resources to minimise our infrastructure and investment costs.	Infrastructure and administration costs as a percentage of total expenditure	8%	8%	9%	11%	**11%**
We maintain our investments at levels equivalent to between nine and 12 months of operational expenditure, in order to secure us against revenue fluctuations, to underwrite our forward commitments, and to provide capital funding flexibility.	Investment return per annum	0%	17%	15%	8%	**6%**
	Months of operational expenditure covered by investments	10.9	10.0	11.9	12.8	**12.4**

HIGHLIGHT: **The return for our investment portfolio was 6% this year, another very strong result. Our 10-year return of 7% continues to outperfrom the ASX200's 3% over the same period.**

Our infrastructure and systems

Enhancing community engagement through technology

Cancer Council NSW works in communities across the state, so we are constantly looking for innovative digital approaches to maximise our reach, while at the same time ensuring that our employees and volunteers are on the ground, working with communities to meet their needs.

Recognising technological enablement is vital for this to happen, we are now in the second year of a technology transformation project that ensures we are putting community at the centre of everything we do.

The three key objectives of this project are to:

- improve how the community engages with us and accesses our services
- simplify the working environment for our workforce, and
- be more effective in all of the work we do.

This project will continue over the coming years, leading to greater community engagement and improved efficiencies.

Improving our operations

Each year, our internal auditors provide independent, objective assurance and consulting services designed to add value and improve Cancer Council NSW's operations.

This year, we conducted a number of audits into our IT and financial processes and systems, asset management and communication. Out of the 66 recommendations made, only two were identified as high risk. We have developed an action plan for both of these high risk areas, whilst also working on the remaining recommendations that require ongoing attention.

Governance

One review looked to ensure Cancer Council NSW has strong governance. As a 96% community-funded organisation, it is vital that Cancer Council NSW is effective and transparent in the way we manage the money raised to help beat cancer.

We are committed to improving governance and management processes, and we regularly review processes around financial decision-making and purchasing. One of the key areas we focused on this year was improving controls around delegation levels and purchasing policies. This has resulted in increased accountability and transparency.

In addition, our financial systems have been updated to ensure that workflow within the system requires the appropriate level of sign-off in accordance with these delegations and purchasing policies.

These important policies ensure we have better governance, transparency and controls. This enables us to maximise the time and resources spent on cancer research, prevention, information and support, and advocacy, which is necessary to increase our community reach and ensure our long-term sustainability.

Contract management

Following a review of our contract administration and management processes, new policies and procedures have been put in place to ensure all contracts have the appropriate management on an ongoing basis. This guarantees the integrity and transparency of contracts and safeguards Cancer Council NSW's assets.

We have continued our organisational focus to improve efficiencies, remove duplication and reduce costs. Throughout the year, we have looked at how we select, review and appoint suppliers to ensure that we get the best value out of long-term, high value contracts such as our insurances, waste management services and motor vehicles. We are continuing this process in the coming year, with a focus on reviewing our printing requirements and the payroll function and processes.

Internal audits conducted in 2015/16:

REVIEW	QUARTER FINALISED	NUMBER OF RECOMMENDATIONS	PERCENTAGE OF RECOMMENDATIONS IMPLEMENTED TO DATE
Information systems business as usual support	Q1	8	**95%**
Operation of financial delegations	Q2	7	**100%**
Digital strategy review	Q2	14	**70%**
Constituent communications processes	Q2	8	**72%**
Retail strategy implementation	Q3	14	**66%**
Integration of volunteer resources	Q3	9	**83%**
Regional offices core controls	Q4	6	**60%**

publications and submissions

The following pages document the extensive research undertaken by Cancer Council NSW staff and published in peer-reviewed publications in 2015/16. This reflects the breadth of our research into cancer causes, health services, prevention and supportive care, and the influence of our work locally and internationally. Also included are a number of reports and submissions made by Cancer Council NSW to decision-makers regarding public health policy and recommendations.

Publications

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Submissions

Submission to NSW Government Department of Health for the Review of the Smoke-Free Environment Regulation 2007 – 1 July 2016.

Submission to the Health Star Rating Advisory Committee on our recommendations for improving consistency with the Australian Guide to Healthy Eating – June 2016.

Submission to the review of the NSW Liquor Licence legislation – April 2016.

Submission to the NSW Ministry of Health on nutrition criteria for school canteens – April 2016.

Submission to the Health Star Rating Advisory Committee on the rating of fruit and vegetable products – March 2016.

Submission to the Review of the National Aboriginal Community Controlled Health Organisation and the State and Territory Peak Bodies (Affiliates) – March 2016.

Submission to the Draft NSW Cancer Plan 2016-2020 – October 2015.

Submission to NSW Government Department of Health on proposed strata law reforms – August 2015.

Submission to the Standing Committee on Health on the prevention and management of Lymphoedema in Primary Health Care – July 2015.

Submission to the NSW Upper House General Purpose Standing Committee 3 (GPSC 3) on the Inquiry into registered nurses in nursing homes in NSW – July 2015.

Our summarised financial report

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Independent Auditor's Report

To the members of The Cancer Council NSW

Report on the Summary Financial Report

We have audited the accompanying summary financial report of The Cancer Council NSW, which comprises the summary statement of financial position as at 30 June 2016, the summary statement of profit or loss and other comprehensive income, the summary statement of changes in equity, the summary statement of cash flows for the year then ended, and related notes, derived from the audited financial report of The Cancer Council NSW for the year ended 30 June 2016. We expressed a qualified audit opinion on that financial report dated 26 October 2016.

The summary financial report does not contain all the disclosures required by the Australian Accounting Standards and accordingly, reading the summary financial report is not a substitute for reading the audited financial report.

Directors' Responsibility for the Summary Financial Report

The directors are responsible for the preparation of the summary financial report in accordance with Accounting Standard AASB 1039 *Concise Financial Reports*, and the *Australian Charities and Not-for-profits Commission Act 2012 (ACNC Act)*, and for such internal control as the directors determine are necessary to enable the preparation of the summary financial report.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial report based on our procedures which were conducted in accordance with Auditing Standard ASA 810 *Engagements to Report on Summary Financial Statements*. We have conducted an independent audit, in accordance with Australian Auditing Standards, of the financial report of The Cancer Council NSW for the year ended 30 June 2016. We expressed a qualified audit opinion on that financial report in our report dated 26 October 2016. The Australian Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report for the year is free from material misstatement.

An audit involves performing procedures to obtain evidence about the amounts and disclosures in the summary financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the summary financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the summary financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Our procedures included testing that the information in the summary financial report is derived from, and is consistent with, the financial report for the year, and examination on a test basis, of audit evidence supporting the amounts and other disclosures which were not directly derived from the financial report for the year. These procedures have been undertaken to form an opinion whether, in all material respects, the summary financial report complies with AASB 1039 *Concise Financial Reports* and whether the discussion and analysis complies with the requirements laid down in AASB 1039 *Concise Financial Reports*.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements in relation to the audit of financial reports.

Basis for Qualified Opinion

Cash from donations and other fundraising activities are a significant source of revenue of the company. The company has determined that it is impractical to establish control over the collection of cash receipts from fundraising prior to entry into the financial records. Accordingly, as the evidence available to us regarding fundraising revenue from this source was limited, our audit procedures with respect to fundraising cash receipts had to be restricted to the amounts recorded in the financial records. We therefore are unable to express an opinion whether the cash receipt revenue of The Cancer Council NSW is complete.

Opinion

In our opinion, except for the possible effects of the matter described in the basis for Qualified Opinion paragraph, the summary financial report is consistent in all material respects, with the financial report from which it was derived for the year ended 30 June 2016 and complies with Accounting Standard AASB 1039 *Concise Financial Reports*.

BDO East Coast Partnership

Paul Bull
Partner
Sydney, 26 October 2016

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Statement of profit and loss and other comprehensive income

For the year ended 30 June 2016

The financial statements and charts in this summarised financial report have been derived from Cancer Council NSW's *Full Financial Report 2015/2016*.

	2016 $'000	2015 $'000
Revenue		
Fundraising income	67,415	67,378
Retail income	7,753	7,338
Interest and investment income	4,445	3,508
Grant income	2,570	1,709
Other revenue	1,387	1,066
Total revenue	**83,570**	**80,999**
Increase in fair value of investment property	-	80
Total income	**83,570**	**81,079**
Expenses		
Fundraising expenditure	21,727	22,025
Retail expenditure	7,431	6,881
Research expenditure	15,048	14,926
Regional program delivery	8,205	7,254
Information and support services	5,592	5,260
Advocacy and prevention	5,081	4,620
Media, communication and marketing expenditure	3,483	3,065
Infrastructure and administration	8,052	7,686
Total expenses	**74,619**	**71,717**
Surplus before income tax expense	**8,951**	**9,362**
Income tax expense	-	-
Surplus for the year	**8,951**	**9,362**
Other comprehensive income		
Items that will not be reclassified subsequently to surplus or deficit		
Increase/(decrease) in investments at fair value through other comprehensive income	(622)	2,676
Total comprehensive income for the year	**8,329**	**12,038**

For a full understanding of the financial performance, financial position, and the financing and investing activities of Cancer Council NSW, please see the full financial report and auditor's report on our website: cancercouncil.com.au/annualreport2016

Statement of financial position

As at 30 June 2016

	2016 $'000	2015 $'000
Assets		
Current assets		
Cash and cash equivalents	10,318	9,998
Trade and other receivables	6,584	2,100
Inventories	1,361	1,133
Financial assets	131	129
Total current assets	**18,394**	**13,360**
Non-current assets		
Investment properties	520	580
Financial assets	85,289	80,737
Intangible assets	1,476	744
Property, plant and equipment	24,059	23,709
Total non-current assets	**111,344**	**105,770**
TOTAL ASSETS	**129,738**	**119,130**
Liabilities		
Current liabilities		
Trade and other payables	6,958	4,746
Provisions - employee benefits	2,231	2,269
Total current liabilities	**9,189**	**7,015**
Non-current liabilities		
Provisions - employee benefits	632	527
Total non-current liabilities	**632**	**527**
TOTAL LIABILITIES	**9,821**	**7,542**
NET ASSETS	**119,917**	**111,588**
Funds		
General funds	96,937	90,015
Restricted funds reserve	11,159	9,884
Investments at fair value reserve	(1,002)	(380)
Grant income reserve	2,181	1,427
Asset revaluation reserve	10,642	10,642
TOTAL FUNDS	**119,917**	**111,588**

Statement of changes in funds

For the year ended 30 June 2016

	General funds	Restricted funds reserve	Investments at fair value reserve	Grant income reserve	Asset revaluation reserve	Total funds
	$'000	$'000	$'000	$'000	$'000	$'000
Opening balance as at 1 July 2014	**73,721**	**7,361**	**6,962**	**860**	**3,575**	**92,479**
Transfer to/(from) reserves	**6,932**	**2,523**	**(10,018)**	**567**	**7,067**	**7,071**
Surplus for the year	9,362	-	-	-	-	9,362
Other comprehensive income for the year	-	-	2,676	-	-	2,676
Total comprehensive income for the year	**9,362**	**-**	**2,676**	**-**	**-**	**12,038**
Closing balance as at 30 June 2015	**90,015**	**9,884**	**(380)**	**1,427**	**10,642**	**111,588**
Opening balance as at 1 July 2015	**90,015**	**9,884**	**(380)**	**1,427**	**10,642**	**111,588**
Transfer to/(from) reserves	**(2,029)**	**1,275**	**-**	**754**	**-**	**-**
Surplus for the year	8,951	-	-	-	-	8,951
Other comprehensive income for the year	-	-	(622)	-	-	(622)
Total comprehensive income for the year	**8,951**	**-**	**(622)**	**-**	**-**	**8,329**
Closing balance as at 30 June 2016	**96,937**	**11,159**	**(1,002)**	**2,181**	**10,642**	**119,917**

Nature and purpose of reserves

Restricted funds reserve

The restricted funds reserve relates to bequests and donations received by Cancer Council NSW with a purpose specified in the bequest or by the donors. These funds are held in the restricted funds reserve until spent appropriately.

Investments at fair value reserve

The investments at fair value reserve is used to record changes in the fair value of financial assets classified as investments at fair value through other comprehensive income.

Grant income reserve

The grant income reserve relates to grant monies received but not yet spent. These funds are held in reserve until spent appropriately in line with the conditions of the funding agreement.

Asset revaluation reserve

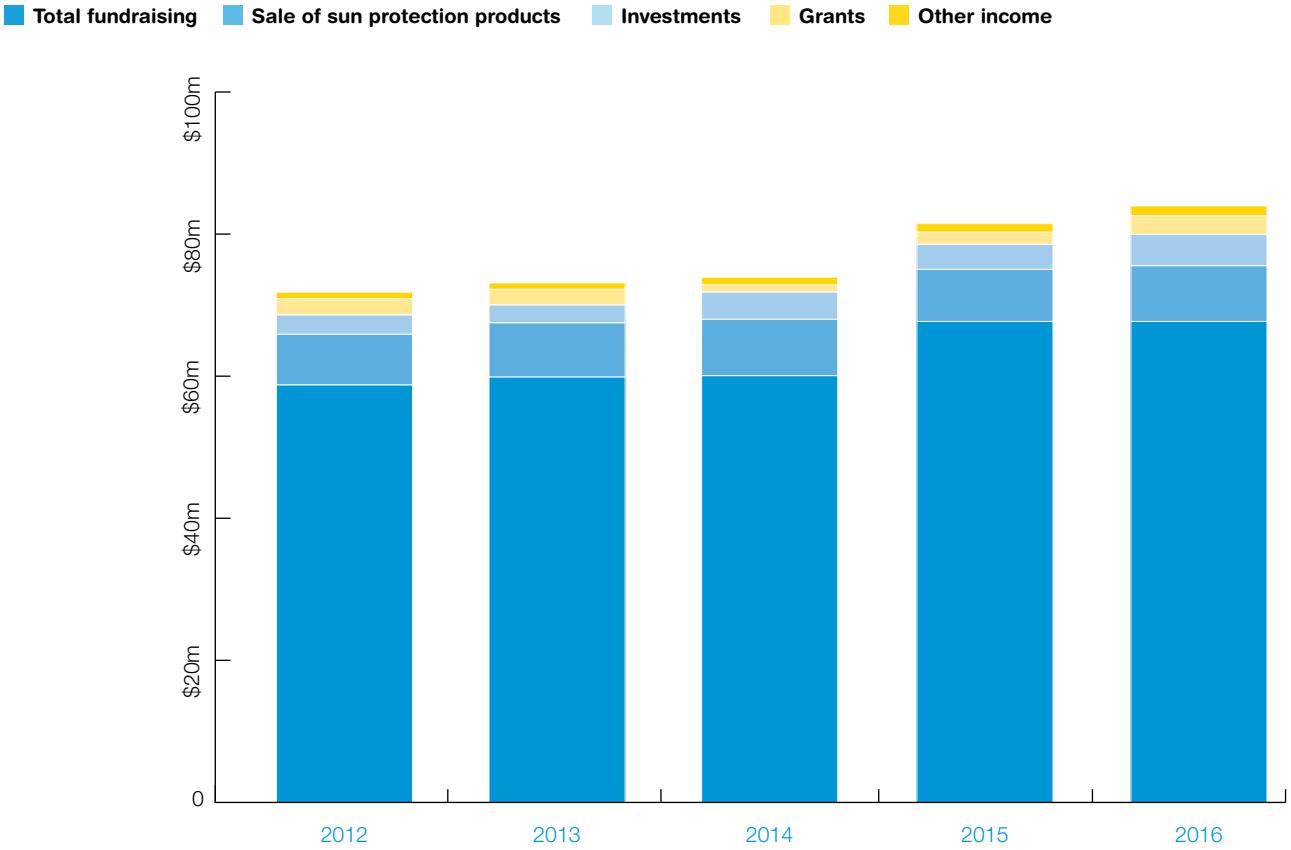
The asset revaluation reserve is used to record increments and decrements on the revaluation of Cancer Council NSW land and buildings.

Statement of cash flows

For the year ended 30 June 2016

	2016 $'000	2015 $'000
Cash flows from operating activities		
Receipts		
Receipts from supporters and funding sources (inclusive of GST)	69,591	75,524
Receipts from grant funding	2,570	1,709
Dividends, franking credits and interest received	653	497
	72,814	**77,730**
Payments		
Payments to suppliers and employees (inclusive of GST)	(70,871)	(67,922)
	(70,871)	**(67,922)**
Net cash inflow from operating activities	**1,943**	**9,808**
Cash flows from investing activities		
Proceeds from sale of property, plant and equipment	193	184
Proceeds from sale of financial assets	-	39,443
Payments for purchase of held-to-maturity investments	-	(129)
Proceeds from sale of other financial assets	1,302	-
Disposal of bequested property	60	-
Payments for purchase of investments at fair value through other comprehensive income	-	(44,343)
Payments for purchase of intangible assets	(998)	(230)
Payments for purchase of property, plant and equipment	(2,180)	(1,052)
Net cash inflow from investing activities	**(1,623)**	**(6,127)**
Net increase in cash and cash equivalents	320	3,682
Cash and cash equivalents at beginning of year	9,998	6,316
Cash and cash equivalents at end of year	**10,318**	**9,998**

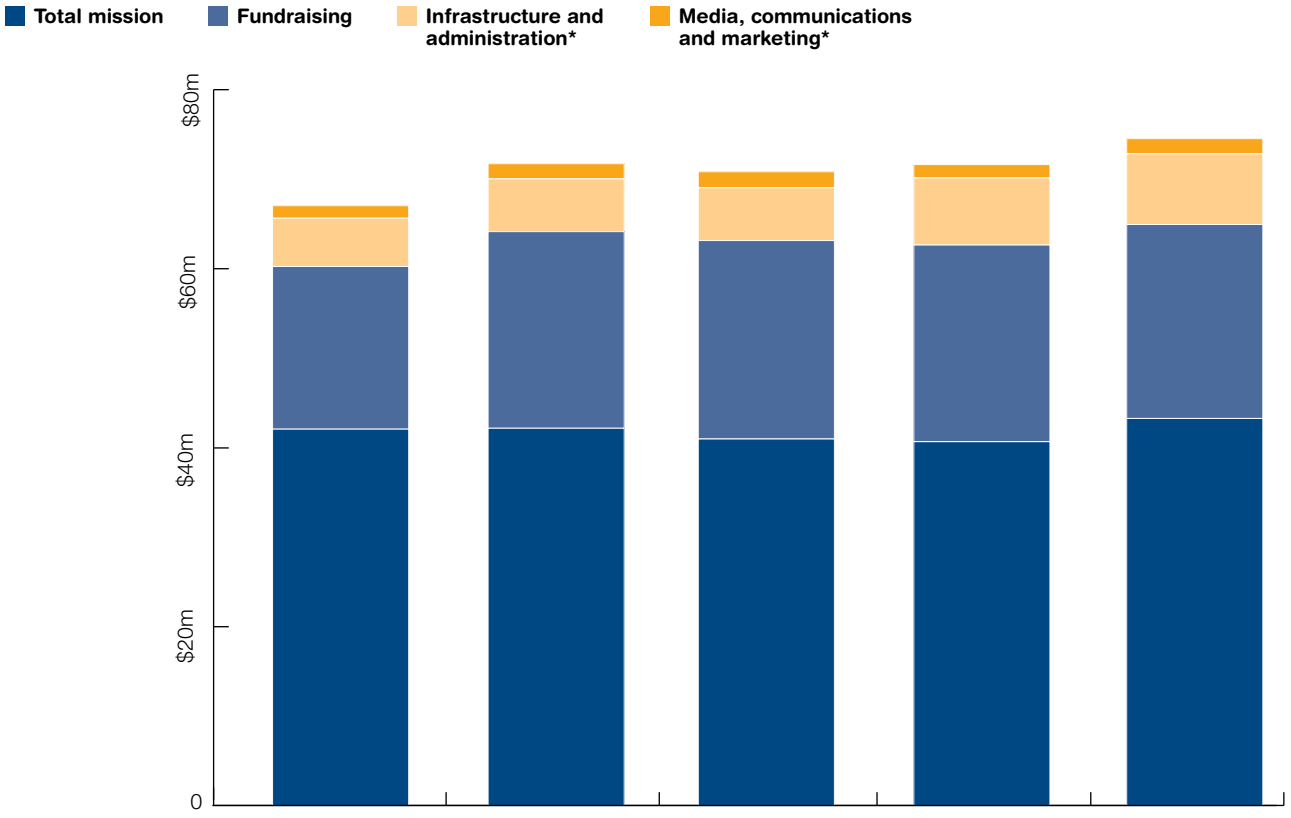
where the money comes from



	2012 $m	2012 %	2013 $m	2013 %	2014 $m	2014 %	2015 $m	2015 %	2016 $m	2016 %
Events	18.3		18.0		19.8		18.2		17.2	
Appeals	26.2		27.9		28.5		28.5		28.6	
Bequests	14.0		13.7		11.5		20.7		21.6	
Total fundraising	**58.5**	**82%**	**59.6**	**82%**	**59.8**	**81%**	**67.4**	**83%**	**67.4**	**81%**
Sale of sun protection products (retail)	7.1	10%	7.6	11%	7.9	11%	7.3	9%	7.8	9%
Investments	2.7	4%	2.5	3%	3.8	5%	3.5	4%	4.4	5%
Grants	2.3	3%	2.2	3%	1.0	1%	1.7	2%	2.6	3%
Other income	0.9	1%	0.9	1%	1.1	2%	1.2	2%	1.4	2%
Total income*	**71.5**		**72.8**		**73.6**		**81.1**		**83.6**	

*Excludes capital gains on investments

where the money goes



	2012 $m	2012 %	2013 $m	2013 %	2014 $m	2014 %	2015 $m	2015 %	2016 $m	2016 %
Mission expenditure										
Research	15.0		14.8		14.2		14.9		15.0	
Regional program delivery	6.4		7.2		7.3		7.3		8.2	
Advocacy and prevention	4.7		4.5		4.2		4.6		5.1	
Information and support services	8.1		7.0		6.2		5.3		5.6	
Sale of sun protection products (retail)	6.3		6.9		7.2		6.9		7.4	
Direct mission support	1.6		1.8		1.9		1.7		1.9	
Total mission	**42.1**	**63%**	**42.2**	**59%**	**41.0**	**58%**	**40.7**	**57%**	**43.2**	**58%**
Mission enabling expenditure										
Fundraising	18.2	27%	22.0	31%	22.2	31%	22.0	31%	21.7	29%
Infrastructure and administration*	5.4	8%	5.8	8%	5.9	8%	7.5	10%	8.0	11%
Media, communications and marketing*	1.4	2%	1.7	2%	1.8	3%	1.5	2%	1.7	2%
Total expenditure**	**67.1**		**71.7**		**70.9**		**71.7**		**74.6**	

*Items from these categories which are directly related to our mission have been reallocated to direct mission support

**Excludes capital losses on investments

thanks

We thank the following individuals and organisations who have generously supported us in 2015/16. They have had a significant impact on our mission through the financial or in-kind support they have provided to Cancer Council NSW.

There are others who elected not to have their names published, and to whom we also say thank you.

Simon and Anna Ainsworth
Active Air Rentals
Albury Commercial Club
AMP Foundation
AusGrid
Scott Bennetts (Easts Group)
Bingo Industries
Boehringer Ingelheim Pty Ltd
Cancer Research Advocate Bikers
C.ex Group
Michelle Chan
Angela Cho
Count Charitable Foundation
Donna Craig & the Hills Ball Committee
Denton Family Trust
Endeavour Energy
Entertainment Publications
James Freeman, Sh*tbox Rally
Fussell Family Foundation
Julie Giovenco
Catherine Giunta and Nancy Sherry
Goulburn Stags Football Club
Abdul Haq
Henry Pollack Foundation
Kim Hicks and the Helping Hands Penrith RFL Team
Holland America Line
Jessica Hore
Zac Hulm
Illawarra Honeybees
Michael & Kim Iori
Kambala
Laura Lane
Live Long & Prosper
Wendy Locke
Macquarie Group Foundation
Andrew Mathews
McConnell Bourn
NAB
Neuroblastoma Australia
Nine2Three Employment Solutions Pty Ltd
Northern Beaches Girls Night In
Lisa O'Connell Legacy
Outrun Cancer
Craig Parker
Paspaley
George and Christine Penklis
John Pow
Theresa Quattromani
Keith and Alison Ross
Maxwell Schroder and Julie Hannaford
Skipper-Jacobs Charitable Trust
SOS Print + Media Group
Southern Cross Austereo
Sydney Markets Ltd
Sydney Restaurant Group
Sydney Survivors
Telstra
The Dreverman Family
The Profield Foundation
Tomakin Sports and Social Club
Tradies
Lee Trakosas
Fay Vitalone
Westpac Group
Jean Willmington
Winning Appliances

Thank you for bequests

We acknowledge the extraordinary generosity of the following people who left a bequest to Cancer Council NSW in their will.

Their kindness enables us to fund life-saving research and provide cancer support services now and in the future. There can be no greater legacy than a gift that keeps on giving. There are some significant benefactors who wish to remain anonymous, and to whom we also say thank you.

Gwendoline Margaret Adams
Betty Muriel Armitage
Maureen Elizabeth Jessie Atkinson
Sarah Auld
Patricia Sarah Barringer
Charles Frederick Batt
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Roger Mark Bell
Amy Doreen Bennett
Trevor Donald Bone
Frederick Charles Booth
Maurice John Boreham
Christina Borowich
Peter Anthony Cecil Boulken
Alison Mclean Bowen
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Maria Anna Czerneta
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Joan Audrey Hodgson
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Robert George Kelly
Peggy Kendall
Gloria Margaret Kitchin
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Raymond George Lowger
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Wanda Janette Macinski
Letitia Agnes Mack
Ronald Stuart MacKenzie
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Alexander Sydney McDougall
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Patricia Therese Millar
Mary Kathleen Mills
Barbara Amy Mullaly
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Noeline Jean O'Toole
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Walter Ragg
Beverley Ann Reid
Dorothy May Rosenfeld
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Dorothy Ruby Russell
Clive Walter Salkeld
Veronica Ann Scott-Manson
Adrian Moreton Shearer
Allen Andrew Shepherd
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Emily Rose Smith
Graeme Michael Stone
Marie Adeline Swinton
John Joseph Talbot
Ronald Stanley John Thirlwell
Hyfryd Rae Thomas
Derrick Martyn Todd
Ida Torchia
Wilma Gwenne Towner
Norma Winifred Treloar
Veronica Tyson
Edward Sydney Vince
Margaret Mary Olive Walker
Lavelle Adrienne Merle Wallace
Peggy Lillian Webster
Barbara West
Sydney Thomas Wickham
Eva Wiki
Albert Henry Willis
Edward Wood
Rene Wright
Alma Newton Wylie
Ian Victor Zammit
Waclaw George Zaremba
Simon Zinader

Professional services

Cancer Council NSW acknowledges the professional services of the following organisations:

Bankers
NAB

External auditors
BDO

Internal auditors
Oakton

Investment advisors
Mercer

We thank the following firms for providing pro bono legal advice to Cancer Council NSW this year:

Baker & McKenzie
Clayton Utz
Monahan Estate Planning
Sparke Helmore
Squire Patton Boggs
Workplace Law

We also thank the professionals in the community who provide free legal, financial planning, small business accounting and workplace advice for people affected by cancer via our Pro Bono Program.

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Bondi Junction NSW 2022

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345 Victoria Avenue
Chatswood NSW 2067

Ph (02) 9308 0280

Hornsby

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Pacific Highway
Hornsby NSW 2077

Ph (02) 9457 4200

Kotara

Shop 106, Westfield Kotara
Cnr Park Avenue and Northcott Drive
Kotara NSW 2289

Ph (02) 4923 0770

Miranda

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The Kingsway
Miranda NSW 2228

Ph (02) 8522 8400

Warringah Mall

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Cnr Condamine Street and Old Pittwater Road
Brookvale NSW 2100

Ph (02) 8245 8000

Rouse Hill

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Windsor Road
Rouse Hill NSW 2155

Ph (02) 8664 7200

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