



**We're  
here.**



# ABOUT US

At Cancer Council NSW, we're here every minute, every hour, every day for Australians affected by cancer. This is only possible thanks to the incredible generosity of our volunteers, supporters and employees – our community. Together we work across every area of every cancer:

- conducting and funding world-class research to reduce the impact of cancer
- preventing cancer by empowering our communities to reduce their cancer risk
- offering a range of cancer information and support services to those affected by cancer
- working with the community to change laws and policies to reduce cancer risks and improve cancer care.

**Our Annual Report 2017/18 is a snapshot of our achievements. In the following pages, we share some of the stories and successes from the past year. These are not just Cancer Council NSW's stories, they are the stories of a community that shares our vision of a cancer free future.**

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## **OUR VISION**

**A cancer free future**

## **OUR PURPOSE**

We are Australia's leading cancer charity, uniting the community, providing support, investing in research and saving lives

## **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

# HELLO, FROM OUR CHAIR AND CEO



As a community-funded organisation we are dedicated to reducing the impact of cancer, and ensuring our programs and services reach communities throughout NSW.

In 2017/18 we saw a significant increase in demand for our support services. With 48,000 new cases of cancer expected to be diagnosed each year in NSW, and improvements in treatments helping more people live longer with or after cancer, the need for our support will continue to grow.

Before now, Cancer Council NSW had never spent as much as we raised from the community and this has helped us to build up reserves. But we know our supporters donate money for us to create a cancer free future, and this year we took a conscious decision to spend more on our mission.

During the same period, we also experienced a decline in fundraising income, which has been challenging for the entire charity sector. This required us to make some changes across our organisation to ensure our sustainability and to meet the evolving needs of our community long into the future. These were tough decisions that were made after careful consideration.

This year we began to set out our strategic priorities for the next five years and outline what we need to do to remain a trusted, effective and sustainable organisation. Our energy is focused on identifying where to increase our investment, who to partner with and how to make sure we are having the most impact. Work on our new strategy will be completed during 2018/19 when we launch Cancer Council NSW's Strategic Intent 2019–2023.

The 2017/18 Annual Report highlights some great examples of our achievements. All of which are only possible because of support from local communities across NSW.

We would like to thank all our volunteers, supporters and employees for their passion and commitment to our cause. We are privileged to have such a hardworking group of people committed to a cancer free future.

**Mark Phillips**

Chair, Cancer Council NSW

**Jeff Mitchell**

CEO, Cancer Council NSW

Jeff Mitchell, CEO [left] and Mark Phillips, Chair



# OUR HIGHLIGHTS OF 2017/18

This is a snapshot of what we have achieved this year, with our community's help, in reducing the impact of cancer.



**2,845 registered volunteers** generously donated over **270,000 hours** of their time, making up **83% of our workforce** at a value of almost **\$10 million**.



We contributed **\$18.7 million** towards cancer research this year, across **292 researchers, 72 projects and 18 institutions**.



Guided by our research, a new cervical screening program was rolled out nationally. We predict this will lead to a **51% decrease in cervical cancer** incidence by 2035.



**467 professional organisations** volunteered their expertise, providing over **\$1.5 million** worth of legal, workplace, financial planning and small business accounting advice to people affected by cancer.



Our **Transport to Treatment** drivers volunteered over 26,000 hours, driving almost **1 million kilometres across NSW** to make sure cancer patients could get to treatment.



Working in collaboration with other prominent health organisations, we ensured that **e-cigarettes** are treated the same way as regular cigarettes and included in the **Smoke-free Environment Act 2000**.



We supported **2,994 people** affected by cancer in acute financial hardship with over **\$940,000** worth of financial assistance payments, and our financial counsellors helped waive over **\$163,000** of their debt.



The **SunSmart** program had its biggest year yet, reaching over **90%** of early childhood centres, over **80%** of primary schools and **more than half** of out of school hours care services.



**30,991 CanAct Community members** continued to influence what politicians do about cancer.

The **I Care for Palliative Care** campaign won the Union for International Cancer Control (UICC) **Advocacy with Impact Award**.

## WE PROVIDED CANCER SUPPORT AND INFORMATION WHEN AND WHERE PEOPLE NEED IT



**16,451** episodes of **The Thing About Cancer** podcasts were downloaded or streamed.

**53,120** people visited the **Cancer Council Online Community** to participate in cancer-related discussions, connect with others and share their stories.

Over **210,000 Understanding Cancer resources** were distributed.

**10,440** calls and emails were received by Cancer Council **13 11 20 Information and Support**.

# We're RESEARCHING

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

We are committed to conducting and funding research that improves outcomes across the entire cancer journey. Cancer Council funds more cancer research than any other non-government organisation in Australia. Here in NSW, thanks to our supporters, we invested \$18.7 million in 2017/18.



## Pathways to a cancer free future

Our team of researchers is working on a long-term program called **Pathways to a cancer free future (Pathways)** to identify where the greatest impact can be made in reducing the burden of cancer, and ultimately save more lives.

This research brings together experts and policymakers who use innovative predictive modelling research across six areas: cervix, prostate, lung, bowel and breast cancer, and cancers related to Lynch syndrome.

Data from **Pathways** will help us to focus on areas with the greatest potential to improve cancer outcomes, and will underpin our prevention, information and support, and advocacy programs.

## Eliminating cervical cancer

During 2017/18, we investigated the impact of Australia's renewed cervical screening program, which came into place on 1 December 2017, on incidence and mortality in Australian women. The study showed that between now and 2035, switching to HPV screening is expected to prevent over 2,000 cases of invasive cervical cancer, saving the lives of 587 women.

This was the first study to evaluate the long- and short-term impact of the new program and estimated health outcomes for the 20 years after the transition. Our model predicts a 51% decrease in cervical cancer incidence in Australia by 2035.

Cervical cancer mortality rates are also expected to fall in the long-term: the study predicts they will remain stable until about 2020, but then decline by 45% by 2035.

## Funding world-class research

Through our PhD program, this year we supervised 15 PhD students, including five who received Cancer Council

NSW scholarships to complete their research. We saw five students complete their thesis during 2017/18.

As well as supporting our own researchers, every year we award grants to leading research teams. In 2018, we awarded funding to 17 new projects worth \$10.6 million over the next five years.

## Reversing chemo resistance in lung cancer

With our funding support, the Garvan Institute of Medical Research has investigated how to make chemotherapy more effective in treating lung cancer.

Lung adenocarcinoma is the most common type of lung cancer, and most patients will be treated with chemotherapy that includes cisplatin. However, lung adenocarcinoma is often resistant to cisplatin, and the team discovered this is caused by a molecule called activin.

By blocking activin with a naturally occurring hormone called follistatin, resistance to cisplatin chemotherapy can be reversed in the lab. The team is now developing follistatin for clinical trials.

Improving the effectiveness of cisplatin chemotherapy has the potential to improve quality of life for people with lung cancer.





RESEARCH



### Determining the cost of cancer

This year our researchers investigated the cost of cancer to Australia's health services, the first comprehensive study conducted in Australia from diagnosis to end of life.

The estimated cost of cancer in 2013 was approximately \$6.3 billion. The highest costs were associated with:

- bowel cancer: \$1.1 billion
- breast cancer: \$800 million
- lung cancer: \$600 million
- prostate cancer: \$500 million

This information will help policymakers and health experts prioritise future healthcare funding, assess the cost-effectiveness of strategies to reduce the impact of cancer, and plan for future costs.

### What's next?

During 2018/19, work will begin on another stream of **Pathways**, focused on ovarian cancer. This is two years earlier than planned, thanks to the Fussell Family Foundation, which is committed to fully funding this stream for the next three years.



You can find out more about our work in cancer research, including our **Research Highlights 2017/18** at [cancerCouncil.com.au/research](http://cancerCouncil.com.au/research)

This is

## ASSOCIATE PROFESSOR ILONA JURASKOVA

**She is a psycho-oncologist and supportive care researcher.**

I am passionate about helping cancer patients and their families on their path to survivorship, and my expertise is in developing and evaluating psychosocial interventions to help make positive and meaningful changes to people's quality of life.

Recognising that family carers play a key role in cancer care, our latest research program aims to empower and better support the patient's family.

We know that when family carers are supported, patients have better psychological and physical outcomes. This is why it's important to provide carers with skills and strategies, so they feel more confident when communicating with health professionals, advocating for their loved ones, as well as taking care of themselves.

Together with Dr Rebekah Lidsaar-Powell and Professor Phyllis Butow, we've developed the world-first evidence-based practical guidelines, with accompanying training videos, to help cancer doctors and nurses more effectively engage with family carers.

The funding from Cancer Council NSW and Cancer Australia means that we are now able to transform these guidelines into online education programs, and test their effectiveness in enhancing clinician-family communication in consultations and in cancer care in general.

Facing a life-threatening illness can be incredibly stressful and disorienting for everyone involved. By empowering clinicians, patients and their family to work together in partnership, we can make cancer diagnosis and its aftermath easier to navigate and cope with.



# We're PREVENTING

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

**Preventing cancer is one of the most effective ways of creating a cancer free future. We encourage people to lead healthier lifestyles to help reduce their cancer risk. Our programs and policy work focus on the three areas where we can make the biggest difference: tobacco control, sun protection and nutrition.**

## **Reducing harm from tobacco**

Tobacco smoking is the biggest preventable risk factor for many cancers, causing one in five of all cancer deaths in Australia. In 2017/18, our **Tackling Tobacco** program worked with 38 community organisations to help groups where smoking rates remain high to quit. This includes people experiencing severe mental illness or homelessness and people on very low incomes or who are unemployed.

As part of our commitment to improving cancer outcomes for Aboriginal and Torres Strait Islander people, this year Cancer Council NSW held the second **Dadirri Yarning Circle**. Dadirri is an Aboriginal term that means 'deep listening', and this event brought together our regional employees and 30 partners from local Aboriginal Health Services in a culturally welcoming space to discuss ways they can address smoking in their communities.

This year, we also continued to support a precautionary approach to e-cigarettes. Working in collaboration with the Heart Foundation and other prominent health organisations, we successfully called on the NSW Government to ban e-cigarette use in smoke-free public places.

## **Improving sun protection**

Australia has one of the highest rates of skin cancer in the world, affecting two in three people who grow up in Australia.

Developing cancer-smart behaviours in young children can significantly reduce their risk of skin cancer later in life. Our **SunSmart** program uniquely supports early childhood centres and primary schools across NSW to help protect students and staff from overexposure to UV radiation. This year, the program reached over 90% of all early childhood centres, over 80% of primary schools and more than half of all out of school hours care services in NSW.



Men over the age of 40 are one and a half times more likely to be diagnosed with melanoma and two and a half times more likely to die from it than women of a similar age. With funding of \$450,000 over three years from the Cancer Institute NSW, we connected with this target group through **Improve Your Long Game**, a program supporting golf clubs to encourage good sun protection behaviours among players.

This year, we partnered with 111 golf clubs in NSW and 97% of these clubs successfully implemented the program, using our fact sheets, posters and sunscreen dispenser stands.

## **Preventing cancer through healthy eating**

Eating a diet with plenty of fruit and vegetables can reduce the risk of a number of cancers. However, only one in two Australians eat the recommended two serves of fruit each day, and less than one in 10 eat five serves of vegetables.

To help parents prepare healthy meals for their families, this year we launched the **Healthy Lunch Box** website. The website offers recipe ideas for nutritious and easy lunches, plus an interactive Lunch Box Builder tool to encourage children to choose what they eat. In 2017/18, more than 660,000 people visited the **Healthy Lunch Box** website and we reached more than 1 million people through social media.







PREVENTION




During the year we made the difficult decision to stop delivering the **Eat It To Beat It** program. Since it began in 2008, the program has taught more than 69,500 parents how to pack a healthy lunch box and include more fruit and vegetables in the family diet. Despite significant volunteer support, the workforce required to maintain the program was not sustainable. We thank everyone involved with the **Eat It To Beat It** program and we acknowledge their contribution in helping families make healthier food choices.

To ensure our work is financially sustainable while continuing to have maximum impact, the past year also saw some other areas of our prevention work winding down, including **Healthy Sports Initiative**, **Sun Sound** and **1 in 3 Cancers** campaign activity.

### What's next?

We remain committed to cancer prevention and in 2018/19 we will continue to identify ways to encourage the people of NSW to lead healthy, cancer-smart lifestyles such as through our NSW Cancer Prevention Community Survey.

 You can find out more about our work in cancer prevention at [cancercouncil.com.au/cancer-prevention](http://cancercouncil.com.au/cancer-prevention)

## This is PAUL GOW

He is a professional golfer and ambassador for Cancer Council's **Improve Your Long Game** program.

When you're playing golf, you can be out in the sun for hours during peak UV times. I was surprised to learn that in NSW, UV radiation can damage unprotected skin for at least 10 months of the year. The good news is that nearly all skin cancers are preventable, and that's why practising good sun protection is so important.

So, I make sun protection a part of my game prep, checking I have all the right gear, complete with a hat, sunglasses, sunscreen and long sleeves.

Cancer Council NSW has developed a great approach through the **Improve Your Long Game** program, which helps create a supportive sun protection environment for golf clubs and helps golfers protect their skin while they are out on the course.

I'm passionate about my role as an ambassador for this program, because it's never too late to reduce your risk of skin cancer. For us blokes over 40, it's really important that we protect our skin, to make sure we can keep having good times for many years to come.

I have loved golf since I was a child, and it has given me some of the greatest experiences of my life. Now it makes me proud to use my profile to raise awareness about skin cancer and encourage other golfers to change their sun protection habits for the better.

# We're SUPPORTING

To empower and support people affected by cancer, so that no one needs to face cancer alone

We provide practical and emotional support as well as evidence-based information about cancer to help people cope better with cancer. More people are living longer after a cancer diagnosis, making ongoing support crucial. We make multiple referrals between our support services and programs to meet the range of challenges a cancer diagnosis can bring.

### Partnering with service providers to grow our practical support programs

A cancer diagnosis can cause a range of legal and financial concerns or difficulty getting to treatment.

This year we helped more people with emergency financial assistance and financial counselling than ever before. During 2017/18 our **Financial Navigation** program received 1,804 calls, including case discussions with social workers and health professionals, and referrals from Cancer Council 13 11 20 Information and Support. We continued to partner with professional organisations, who volunteered over \$1.5 million worth of their expertise. We also expanded our financial support services to include financial counselling on personal budgets and finances.

The **Home Help** service, offering financial help with home cleaning and gardening services to people undergoing cancer treatment, expanded from the Hunter region to a NSW-wide trial. We enrolled 397 people for outsourced domestic duties to the value of \$124,550.

With generous funding of \$97,050 from the Greater Charitable Foundation, our face-to-face financial counselling expanded from Metro Sydney and Greater Western Sydney areas to include our Hunter Central Coast region.

### Supporting emotional needs

Research shows that people affected by cancer can benefit from talking to others who have been through a similar cancer experience. Through our peer support program people can connect over the phone, online, face-to-face, one-to-one or in groups.

A survey of people who accessed our **Cancer Connect** telephone peer support service found that 90% felt reassured by the experience and nearly as many felt better informed, less isolated and more able to cope.



We continued to collaborate with Myeloma Australia, Pancare Foundation and Melanoma Patients Australia to increase the number of targeted **Telephone Support Groups** and find new ways to grow participation in our peer support programs.

The **Cancer Council Online Community** hosted 53,120 visits, and received the 2017 Lithium Not for Profit Award in recognition of our use of the Lithium digital platform to provide high quality cancer resources and support.

### Reaching more people through our reliable information

We know how important it is for people to access accurate and up-to-date information about cancer, in a format that suits them. In 2017/18 we released season two of our podcast series **The Thing About Cancer**, with an additional six episodes.

Presented by renowned Australian broadcaster Julie McCrossin, the podcasts feature expert health professionals, who volunteered their time, and insights from people affected by cancer.

**The Thing About Cancer** was a finalist in the Australian Podcast Awards (Branded category). As a finalist, we were invited to submit an episode to the National Film and Sound Archive of Australia.








### Preparing people affected by cancer for life after treatment

Many survivors face challenges returning to their regular routines after cancer treatment. We redeveloped our survivorship services to deliver a more sustainable program called **ENRICHing Survivorship**, which brings together exercise, nutrition, mindfulness and peer support.

In 2017/18 participation in **ENRICHing Survivorship** significantly increased by 117%. The 40 statewide programs were attended by 658 cancer survivors, carers, partners and family members. Partnering with treatment centres helped us offer more programs at a minimal cost to Cancer Council.

### What's next?

To make sure we can be there for people with cancer when they need it most, we're focusing on our **Connected Care** project. Over the next three years we will look at how to connect more people with our programs and services, by increasing referrals between cancer treatment centres and us.

 You can find out more about our information and support services at [cancercouncil.com.au](https://cancercouncil.com.au) or by calling Cancer Council 13 11 20 Information and Support

## This is ALKA BISEN

She is a Financial Counsellor at Cancer Council NSW.

I've worked in cancer care for over 30 years and I continue to look for new opportunities to reduce the financial distress for my clients.

This year we provided financial counselling to 144 people affected by cancer, including Sarah\*.

Sarah was referred to us by the social worker at her treatment centre with unpaid utility bills and multiple credit card debts, and an end-of-life illness to manage. She was only 36 years old with two young children when she was diagnosed with terminal cancer. Before her diagnosis, both Sarah and her husband worked full time, but afterwards Sarah could no longer work, and her husband had to reduce his work hours to care for the family.

After speaking with Sarah, I referred her to our *Emergency Financial Assistance* program and our *Home Help* service. Through financial assistance the total value of \$1,750 was arranged to help cover unpaid electricity, water and telephone bills. Over four months, I negotiated with creditors on Sarah's behalf to waive \$25,000 of credit card debt. She was also able to receive cleaning services to help her family while she was unwell.

Sarah and her family also needed to think about end-of-life issues like insurance, superannuation and preparing a will. I put her in touch with our *Pro Bono Legal and Financial* program for guidance with these concerns.

My motivation to keep supporting those affected by cancer comes from hearing my clients' relief after getting assistance and support from Cancer Council.

\*Name has been changed to protect identity.

# We're ADVOCATING

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

**We know that sometimes government policies do not reflect available evidence about cancer prevention and access to care and treatment. We bring evidence and people together to help influence changes in policy, funding and legislation. We work closely with our 31,000 strong CanAct Community to influence what politicians do about cancer.**



## Ensuring better palliative care services in NSW

In 2017, the **I Care for Palliative Care** campaign called on the NSW Government to fund additional specialist palliative care nurses and doctors and provide culturally appropriate palliative care for Aboriginal communities. In response to this campaign and related efforts by the **Push for Palliative** campaign, the NSW Government committed an additional \$100 million to improving palliative care services over a four-year period.

Following this campaign win, we were invited to consult with the NSW Ministry of Health on best ways to use this funding to improve palliative care services. During 2017/18 our employees and CanAct members were involved in the development of the state government's **NSW End of Life and Palliative Care Framework**, including contributing to consultation workshops and online community surveys.

The **I Care for Palliative Care** campaign won the **Advocacy with Impact** category for the Union for International Cancer Control (UICC) Awards. This award recognises outstanding work by UICC members in developing and implementing impactful advocacy campaigns.



UICC Awards  
Winner 2018

The Advocacy  
with Impact Award

## Preparing for the next NSW Government election

The lead-up to the NSW state election in March 2019 is an ideal opportunity to progress our vision of a cancer free future. We know that for our election campaign priorities to succeed, they need to be evidence-based, within the power of the next NSW Government to change, and have the support of the CanAct advocacy community.

To determine our election priorities, we assessed evidence and the current policy environment, and involved CanAct members and Cancer Council employees. We have also consulted with external stakeholders, including academics, clinical experts and NSW Government representatives. As a result our election priorities are:

- reducing harm from smoking through changes to smoke-free legislation and tobacco retailing
- reducing junk food advertising to children
- improving services for people with lymphoedema.

These focus areas are outlined in our **Saving Life 2019: NSW Election Priorities** document, which will be shared with MPs and candidates across NSW. This features messages that have been developed and tested with the community. The delivery of the campaign is supported with a statewide campaign plan.

As the experiences of people affected by the issues have a strong impact on decision-makers, we have collected stories and developed short videos to use throughout the campaign.







ADVOCACY




### Building our advocacy capacity

Cancer Council's Cancer Advocacy Networks – made up of passionate local volunteers who are supported by regional employees – are critical to the success of our advocacy campaigns. We held a two-day leadership forum in February to build the knowledge, skills and confidence of 30 network leaders and employees and prepare them for the **Saving Life 2019** campaign. We also continued to build our CanAct Community involvement by providing Community Advocacy Training and MP Liaison Training.

### What's next?

Our work on **Saving Life 2019** means we now have evidence, a campaign plan, community stories and videos, and skilled, engaged Cancer Advocacy Networks and employees necessary for the campaign. This puts us in a strong position to drive the campaign and support local CanAct advocates to gain commitment for our priorities from all MPs and political parties before the next NSW state election.

 You can find out more about our work in advocacy at [cancerCouncil.com.au/get-involved/campaign-with-us](https://cancerCouncil.com.au/get-involved/campaign-with-us)

### This is

## ANGELA LONERGAN

**She is a CanAct Community member and advocate for better public lymphoedema services.**

Lymphoedema never goes away. It's a condition I have to manage every day – through bandaging, compression garments and lymphatic massage treatment – for the rest of my life.

When diagnosed with breast cancer in 2015, I had a bilateral mastectomy and axillary lymph node clearance surgery as part of my treatment. Afterwards I developed lymphoedema, a condition that causes swelling in parts of the body, often as a result of cancer treatment.

Back then, I wasn't able to get the treatment for lymphoedema I needed at my local public hospital, so I decided to see a private therapist. But it was expensive – each visit cost \$120, and I've spent more than \$4,000 on private lymphoedema treatment over the past three years.

I have been diagnosed with breast cancer again and had to stop lymphoedema treatment while having chemotherapy. I haven't resumed private treatment because it's too expensive or not located near me.

I really wish I'd had access earlier to lymphoedema support services through my local public clinic. That's why I'm campaigning for better public services, so people like me can get help when and where they need it.

I am actively involved in the CanAct Community and we will be working hard in the lead-up to the state election to secure more funding for public lymphoedema services. I have had to be my own advocate to get treatment for this chronic condition and I want to make it easier for others with lymphoedema now and in the future.

# We're FUNDRAISING

To help us get closer to a cancer free future with the help of our generous community supporters

Fundraising is essential for delivering our research, prevention, information and support, and advocacy programs. We receive over 94% of our funds from the community. We simply wouldn't exist without the thousands of people across NSW who donate and raise funds for us every year.

### Working in a challenging fundraising environment

The number of people making donations across Australia is falling – and so are the financial returns from investment in fundraising.<sup>1</sup> In particular, cash giving and fundraising campaigns experienced a decline for the second consecutive year and are weakening across the charity sector.<sup>2</sup>

While we have a strong fundraising portfolio and thousands of dedicated supporters, charity sector trends still affect us. Our fundraising income overall declined by 16% in 2017/18. This was most significantly affected by the revenue from those leaving us a gift in their will, which declined by 42%.

### Adapting our revenue streams

To ensure the sustainability of our organisation, we continue to develop additional ways for the community to support our work.

Since 2016, we have been investing in new fundraising campaigns to ensure we have a strong portfolio well into the future, and during 2017/18 there was an increase in revenue across many of these new campaigns. **The March Charge** increased 74% and **STARS** along with other community-led fundraisers through **Do It For Cancer** increased 32%, compared to 2016/17.

This year, we continued to grow our relationships with our corporate partners, trusts and foundations, and major donors to create sustainable, long-term partnerships. In 2017/18, their contributions raised \$3.2 million, an increase of 40% since 2016/17. For a full list of our major donors, see page 50.

During 2017/18 we also invested in new technologies to improve our digital capabilities. In the long-term, this will reduce our overall cost of fundraising, and will help personalise our communications. Each supporter will hear about what interests them the most, at the right time and in the right way. You can read more about our improved systems on page 19.

### Thank you to our supporters

The support of our donors and fundraisers is vital for us to continue reducing the impact of cancer across NSW. We thank you for your ongoing support and commitment to a cancer free future.

While fundraising has been more challenging, the generosity of our individual supporters still accounted for almost two-thirds of the overall funds raised through fundraising this year. These donations, including one-off donations, leaving a gift in memory of a loved one, or leaving a gift in their will, contributed \$34.8 million in 2017/18.

Our iconic fundraising campaigns including **Daffodil Day** and **Australia's Biggest Morning Tea** continue to be some of the most recognised in Australia. These rely on the tireless commitment of our event hosts, volunteers and supporters, and this year they helped raise \$20.3 million.

You can read more about our fundraising performance and revenue in 2017/18 on pages 22, 29 and 48.

### What's next?

The fundraising environment is changing, and we must continue to adapt. To do this, in 2018/19 we will fast-track the development of innovative campaigns to give people different ways to support us. Through our new technology and renewed focus on our digital strategy, we will improve our supporter experience, making it easier for them to engage with us, donate, and access all our programs and services.

1. McLeod J, *Evolution of Philanthropy*, JB Were, 2018 [cited 26 October 2018]. Available from: [www.jbwere.com.au/content/dam/jbwere/documents/JBWere-Support-Report-2018.pdf](http://www.jbwere.com.au/content/dam/jbwere/documents/JBWere-Support-Report-2018.pdf)

2. Pareto Fundraising, *Benchmarking report 2017, 2017* [cited 26 October 2018]. Available from: [www.paretofundraising.com/pareto-benchmarking-2017](http://www.paretofundraising.com/pareto-benchmarking-2017)







FUNDRAISING

## OVER 95,000 PEOPLE DONATED TO CANCER COUNCIL IN 2017/18, RAISING \$56.5 MILLION.

**Sh\*tbox Rally** had a record-breaking year with **550 participants** raising over **\$1.9 million** for cancer research by driving from Brisbane to Darwin.

**7 Bridges Walk** had over **12,000 participants** walking 28 kilometres across the 7 bridges around Sydney Harbour, raising over **\$1.3 million**.

Through **Do It For Cancer** our fundraisers raised more than **\$1.7 million** doing incredible things such as quitting sugar, shaving their heads and hosting an event.

During **The March Charge** in NSW, almost **4,600 people** walked or ran over **560,000 kilometres** and raised over **\$750,000**.

**Qantas Wellbeing** partnered with us, offering 3,000 Qantas Points for people participating in **The March Charge**.

At our annual **POSH Gala Ball** over 670 generous community supporters and corporate partners raised almost **\$1.1 million**.



**\$12.3 million** was gifted as bequests from over **100 estates**.

Almost **61,000 people** gave regular monthly gifts worth **\$15.7 million**.



More than **3,000 survivors and carers** attend our **42 Relay For Life** events across NSW.



**Cancer Council**  
Daffodil Day

Over 4,000 volunteers helped us raise **\$1.7 million** on Daffodil Day 2017.



**Cancer Council**  
Australia's Biggest Morning Tea

**\$4.3 million** was raised by over 6,500 morning teas held across NSW.



**25 STARS** local celebrity dance competitions across NSW raised over **\$1.9 million**.

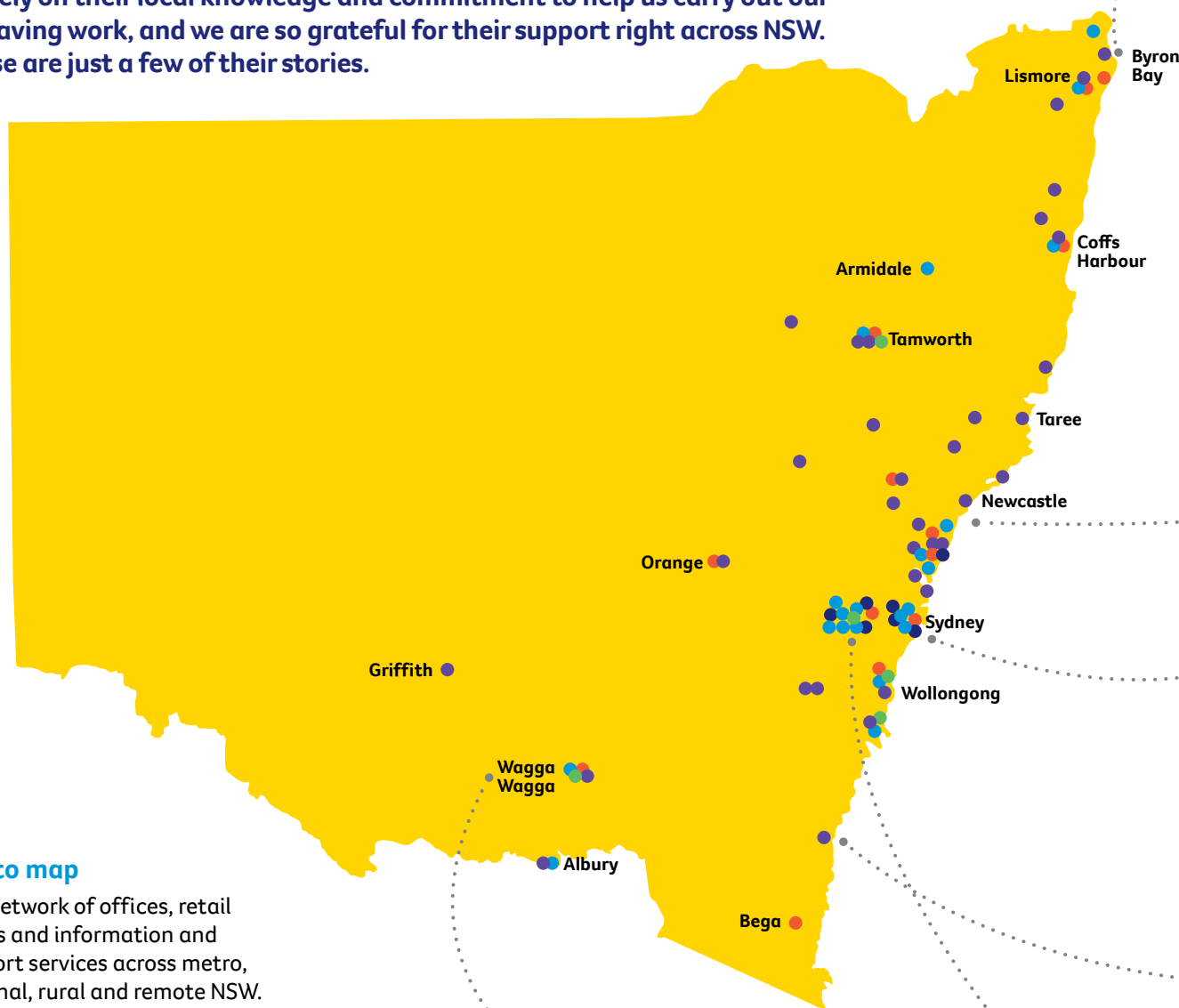


You can find out more about our fundraising activities and how to get involved at [cancercouncil.com.au/get-involved/fundraising](http://cancercouncil.com.au/get-involved/fundraising)

# Working with the NSW community


Our vision of a cancer free future can only be achieved with the power and support of our local communities. We work with them to make sure that our programs and services meet their needs and to help them continue to raise vital funds.

We rely on their local knowledge and commitment to help us carry out our lifesaving work, and we are so grateful for their support right across NSW. These are just a few of their stories.



## Key to map

Our network of offices, retail stores and information and support services across metro, regional, rural and remote NSW.

-  13 Cancer Council NSW offices
-  23 Cancer Council Information Services
-  34 Transport to Treatment services
-  5 Patient Accommodation services
-  7 retail stores



## Relating to people with cancer in western NSW

Al Pottie from Wagga Wagga was diagnosed with tonsil cancer in 2010, and since then has become dedicated to supporting others with cancer.

He volunteers with Cancer Council as a **Living Well After Cancer** facilitator, **Cancer Connect** partner and Community Speaker. Al is passionate about explaining the breadth of our programs and services, and connecting people with the help they need. He is also a dedicated committee member of the Wagga Wagga **Relay For Life** where he works hard to ensure local survivors and carers are celebrated.





### Engaging the Byron Bay community in our cause

Nerida Dean from Byron Bay volunteers for many Cancer Council programs and events to raise funds and awareness in her community, and believes in speaking up for people affected by cancer.

Nerida is a tireless advocate and MP Liaison, currently working on our **Saving Life 2019** campaign. This year she also celebrated her 15th **Australia's Biggest Morning Tea** with a large gathering in Kingscliff on the Far North Coast.



### Researching personalised chemotherapy at The University of Newcastle

Professor Jennifer Martin from The University of Newcastle received a grant from Cancer Council this year, to conduct research into personalised chemotherapy dosing.

Professor Martin's project will test how new technologies can be used to monitor the level of chemotherapy in a patient's blood in real time. This will allow doctors to adjust doses and achieve the ideal concentration level, leading to significant benefits for patients including better quality of life, fewer side effects and increased chance of survival.



### Providing support on Sydney's Northern Beaches

Sydney local Merryn McLachlan is a breast cancer survivor who found great comfort in yoga and meditation throughout her cancer treatment.

She runs Soul Safaris, offering meditation walks and retreats for women. After participating in our Support Group Leader Training, she expanded the business to provide free guided meditation walks for women affected by cancer. This year, Merryn also danced up a storm on stage at **Stars of the Northern Beaches**, raising \$5,000 for Cancer Council. She is a valued supporter and was one of the faces of our 2018 **Daffodil Day** campaign.



### Tackling Tobacco in southern NSW

The Katungul Aboriginal Community Controlled Health Service in Narooma are focusing on tobacco use in their community, to reduce the impact smoking can have among Aboriginal Torres Strait Islander people.

Katungul employees partnered with Cancer Council's **Tackling Tobacco** program this year. To kick things off, a wide range of employees participated in training to learn how to navigate discussions about quitting smoking. Katungul are also working on new organisational policies to support clients and employees alike, in working towards a smoke-free future.




### Celebrating 15 years of Blacktown Relay For Life

In a show of dedication and support for the 15th Blacktown Relay For Life, local Cancer Council Information Service volunteers and the Relay's organising committee took part in a number of promotional days at Blacktown Hospital, proudly wearing their Relay jerseys and holding a purple-themed morning tea.

Dougal Bear visited the hospital, a giant HOPE sign was erected in the cafeteria, and administration employees at the Cancer Centre also donned purple jerseys and helped spread the word. The Blacktown **Relay For Life** was very successful, raising almost \$115,000.

### What's next?

Throughout 2018/19 we will continue to work with our communities to gather information that will help us plan and further improve our work across NSW, which will inform our Strategic Intent 2019–2023.

 You can find out more about our work across NSW at [cancercouncil.com.au/local-stories](http://cancercouncil.com.au/local-stories)

# Our people

At the heart of what we do are our volunteers and employees, who work together every day towards a cancer free future. Our people are our greatest asset, and we value their commitment, passion and contribution to our lifesaving work. We're here to support them, by providing a safe and inspirational work environment that celebrates achievements and recognises talent.

## Workforce profile

As at June 2018

■ **2,845 registered volunteers** (83%)

■ **404 employees\*** (17%)

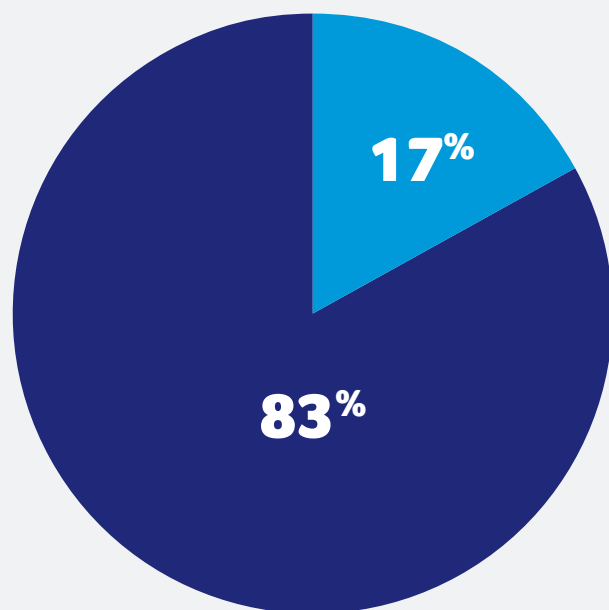
\*Permanent and contract employees (excluding casuals)

### Employees

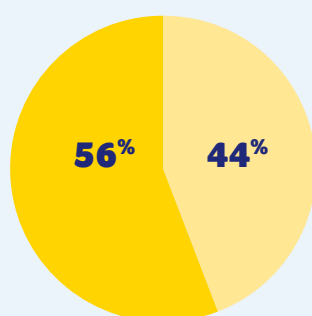
- 4 years, 6 months average tenure
- 83% female, 17% male

### Volunteers

- 2 years, 10 months average tenure
- 74% female, 26% male

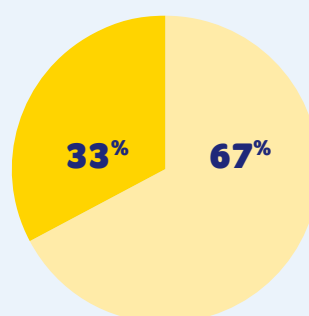


## Leadership profile



### Executive level

■ Female ■ Male



### Board level

■ Female ■ Male

Our Board members volunteer their time to provide governance across all our work.



## Bringing our people together

We have a highly committed and diverse workforce of employees working across every area of every cancer, and volunteers who generously give their time and expertise to make things happen.

In 2017/18 we focused on recognising the valuable contribution of our volunteers by holding our first **Volunteer Connect** event series. These events aimed to connect volunteers with the employees they work alongside to share knowledge, and celebrate the work they do.

There were five **Volunteer Connect** events held across our six regions in NSW, attended by a total of 330 regular volunteers and many employees. We received positive feedback, with 96% of respondents feeling more connected to Cancer Council after attending a **Volunteer Connect** event.

## Streamlining our recognition program

In 2017/18 we launched our new recognition program, **Make Your Mark**. This provides a number of ways for employees and volunteers to recognise each other's achievements and celebrate those who have demonstrated our organisational values of innovation, responsibility, courage and collaboration.

**Make Your Mark** culminates in the CEO Awards, to celebrate volunteers and employees (individuals and teams)

who have gone above and beyond throughout the year. This year, the awards were announced when 34 finalists attended a special luncheon hosted by our CEO Jeff Mitchell.

## Creating a safety culture

We are committed to protecting the health and safety of our people and those we work alongside in the community by providing a safe work environment, with a strong focus on health and wellbeing.

We foster and promote a risk management culture and have reviewed and revised our Work, Health and Safety (WHS) policies and procedures. Building on this foundation, this year we delivered both face-to-face and online WHS training, which a majority of our employees have completed. This work is reflected in our 2017/18 WHS outcomes, with no workers compensation claims lodged and 90% of incidents and injuries reported within 24 hours. We have also implemented positive performance indicators to measure our safety culture.

Safe behaviour and safety leadership is encouraged and valued. This year, our leaders participated in a mock court experience that simulated a WHS prosecution, demonstrating the importance of proactively striving for a safe and healthy workplace. This experience challenged attitudes and behaviours to WHS at a management level and reinforced the importance

of WHS management systems and personal accountability.

## Promoting wellness

In April 2018 we conducted a Wellness Survey to measure awareness of and engagement with the variety of wellness benefits offered. We found that over 70% of respondents were aware of the current wellness offerings, with healthy eating options and flexible work arrangements most frequently used. Respondents rated their current wellness level at 60% but said they would like to reach 80%.

These results showed high awareness of the benefits on offer as well as opportunities to increase uptake and build on our wellness program with new activities such as mindfulness and meditation.

## What's next?

Next year we will be launching our new wellness program, based on the outcomes of the 2018 Wellness Survey. In addition, we will make sure that diversity and inclusion are an integral part of our workplace by developing a diversity and inclusion strategy.

 You can find out more about working or volunteering with us at [cancercouncil.com.au](http://cancercouncil.com.au)



Volunteers came together in Coffs Harbour for the first **Volunteer Connect** in Northern NSW.



Our Philanthropy Unit received the Employee Team of the Year Award as part of our **Make Your Mark** recognition program.

# Working with Aboriginal and Torres Strait Islander people

Reducing the impact of cancer for Aboriginal and Torres Strait Islander people is a priority for Cancer Council NSW. Aboriginal people are 60% more likely to die from cancer than non-Aboriginal Australians according to our *Aboriginal Patterns of Cancer Care* study, with cancer being the second leading cause of death. This year we continued to work with Aboriginal communities and organisations to improve cancer outcomes.

## Engaging with communities

In 2017/18 we engaged with local Aboriginal communities through our network of regional offices to provide cancer information, prevention programs and support services and training for Aboriginal cancer support group leaders.

We worked with Aboriginal Medical Services to deliver our **Tackling Tobacco** program in a culturally appropriate way. You can read more about this on page 6.

## Aboriginal Scholarships

Studies show that Aboriginal people often avoid cancer screening and treatment – a major factor in the high mortality rate – because of a lack of culturally appropriate healthcare. This year we continued to fund our Indigenous Health Scholarships to help build the future Aboriginal health workforce.

- The Norm Allan Cancer Council NSW Indigenous Health Scholarship, in partnership with UNSW and the University's Nura Gili Indigenous Programs Unit, provides financial assistance for three years.
- The MaryAnn Bin-Sallik Cancer Council NSW Indigenous Health Scholarship at the University of Wollongong assisted two students with their final year of study.

## Reconciliation Action Plan (RAP) and Strategy Leadership Group

In late 2017 our RAP and Strategy Leadership Group was formed to develop Cancer Council NSW's second Reconciliation Action Plan. Half of this group is made up of Aboriginal community representatives, with the other half consisting of Cancer Council employees including our CEO and senior leadership team.

## Aboriginal Cultural Awareness Training

As part of our commitment to making Cancer Council a more welcoming and culturally safe place for Aboriginal and Torres Strait Islander people, all Cancer Council NSW employees must attend an Aboriginal Cultural Awareness Workshop. The workshop helps employees develop their understanding of Aboriginal culture and learn culturally appropriate ways to communicate and connect with Aboriginal people. By June 2018 over 90% of employees had completed the training.



Designed by Marcus Lee, a descendant of the Karajarri people. The visual concept is an interpretation of an Indigenous styled daffodil. The symbol of the daffodil is our trusted icon and is the international symbol for hope.

## What's next?

During 2018/19 our new RAP will be finalised in consultation with our regional networks, including local Aboriginal health workers and community members. Cultural awareness training will continue to be offered to all new employees as part of the induction process, with online training made available for registered volunteers.



# Improving our ways of working

We know we need to invest in the best people, tools and processes to enable us to continue to build stronger relationships with our community. This year we made great progress towards improving our ways of working through our *Business Transformation project*.

## Improving our supporters' experience

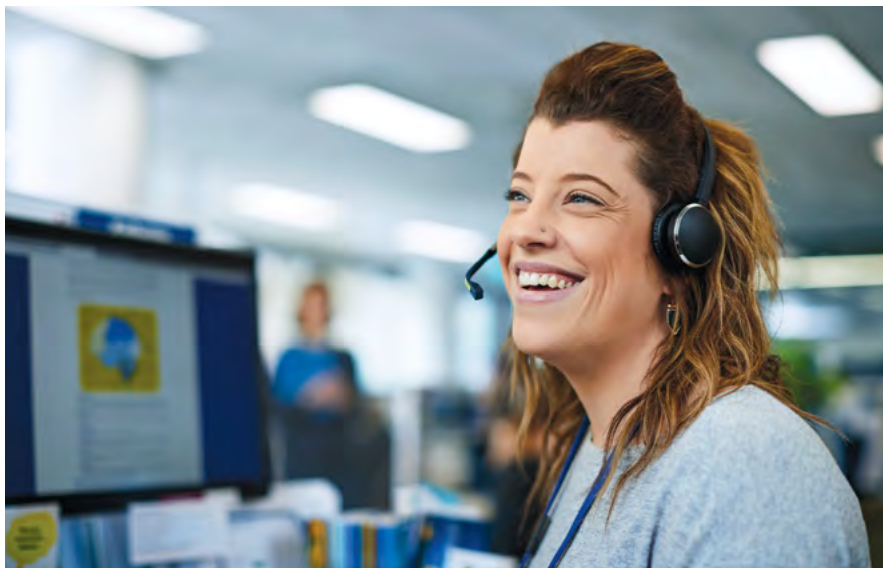
In 2017/18 we launched our new customer relationship management (CRM) system to streamline our engagement with volunteers and supporters, simplify our working environment and help us work more efficiently. A key focus this year was transitioning all supporter records from 60 separate databases into one CRM system.

In addition to our CRM system, we introduced new content management and payment systems, giving us an effective platform for our online activities. These three new systems will allow us to improve the user experience of our websites, such as the refreshed *Relay For Life* website.

## Giving our volunteers and employees access to the right information

A review of our internal communication channels identified a need for volunteers and employees to access information from a single source. As a result, in May 2018, we introduced our new intranet for employees and office-based volunteers.

The revitalised intranet has helped to connect our workforce, and enable people to easily access news, documents and other important information from different locations and devices.



Our new national brand campaign launched this year, showcasing the work we do every minute, every hour, every day.

## National brand strategy

On World Cancer Day, we launched our new brand campaign – Every minute, every hour, every day. This new way of working was our first-ever national brand campaign and a collaborative and cost-effective way to address a shared need across Cancer Councils in all states and territories.

The campaign shares stories of people impacted by cancer, volunteers and employees to demonstrate how our work is making a difference to reduce the impact of cancer.

We know from our research that many Australians aren't aware of the wide range of support services Cancer Council offers across the country. The national brand campaign has helped let more people know what we do, how we can help them and how they can get involved with us.

## What's next?

The CRM project has laid the foundation to improve how our supporters interact with us, and, in the future, will enable us to develop strategies based on their behaviours and motivations. Over time this information will help us improve volunteer and supporter engagement, facilitate easier access to our services and increase donations, all at a reduced cost.

During 2018/19 we will also deliver a new online system to recruit and welcome volunteers, with the aim to improve the volunteer experience from the time of seeking volunteer opportunities through to their first day with Cancer Council.

# Our performance

The principal activities of Cancer Council NSW during 2017/18 were to achieve our short- and long-term objectives in the following focus areas:

## 1. Conducting and funding world-class research to reduce the impact of cancer

HOW	MEASURES	2014	2015	2016	2017	2018
We forge new discoveries in cancer causes, biology, trends and consequences, through funding world-class research.	Total research grants funded	72	77	80	70	<b>72</b>
	Total research expenditure (\$m)	14.2	14.9	15.0	16.0	<b>18.7</b>
In partnership with government and collaborators, we seek competitive grant funding.	Number of research grants received	9	14	12	11	<b>13</b>
	Total research grants received (\$m)	0.4	0.9	1.5	1.2	<b>1.9<sup>1</sup></b>

<sup>1</sup> The number of research grants awarded has increased as a result of our internal research program *Pathways to a cancer free future* and additional related-government contracts offered.

## 2. Preventing cancer by empowering our communities to reduce their cancer risk

HOW	MEASURES	2014	2015	2016	2017	2018
We facilitate cancer-smart policies and practices in organisations and settings.	Percentage of NSW primary schools participating in our <i>SunSmart</i> program	75%	78%	80%	81%	<b>81%</b>
We support individuals to adopt cancer preventative behaviours, including increased fruit and vegetable consumption.	Page views on our <i>Healthy Lunch Box</i> website	-	-	-	-	<b>663,986<sup>1</sup></b>
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 <i>Tackling Tobacco</i>	10	11	15	28	<b>30</b>

<sup>1</sup> 2017 was the first year of the *Healthy Lunch Box* website.



### 3. Offering a range of cancer information and support services to those affected by cancer

HOW	MEASURES	2014	2015	2016	2017	2018
We increase the number and reach of information and support services for people with cancer and their families.	<i>Understanding Cancer</i> information books and fact sheets distributed in print and digital formats <sup>1</sup>	253,556	252,956	257,038	218,219	<b>212,147</b>
	Individual listens to episodes of <i>The Thing About Cancer</i> podcast series	-	-	-	-	<b>16,451<sup>2</sup></b>
	Visits to the <i>Cancer Council Online Community</i>	-	-	-	27,998	<b>53,120<sup>3</sup></b>
	Financial assistance payments provided to people in acute financial hardship (\$)	441,483	486,083	508,000	587,052	<b>943,000<sup>4</sup></b>
We receive pro bono contributions from organisations and businesses with expertise and capacity to lend support to cancer patients and carers.	Number of matters referred to the <i>Pro Bono</i> program across Australia	3,165	3,457	3,882	3,518	<b>3,609</b>
We improve access to treatment via the provision or support of patient transport and accommodation services.	Number of trips by the <i>Transport to Treatment</i> program	-	-	-	20,296 <sup>5</sup>	<b>22,138</b>
	Patient accommodation nights supported by Cancer Council NSW	18,700	19,246	19,878	19,897	<b>21,074</b>

<sup>1</sup> The decline in printed resources is largely due to a decline in sales of these to other state and territory Cancer Councils, as they all now have access to national resources. We are also seeing a natural decline in print distribution as people seek and use information in digital formats – including as content on our website. In 2017, we changed the way our digital downloads of booklets and fact sheets are reported to make it more accurate, excluding those that are not strictly part of our post-diagnosis patient information suite.

<sup>2</sup> 2017/18 was the first year of *The Thing About Cancer* podcast series.

<sup>3</sup> Increased promotion of the Online Community website through search engine optimisation during 2017/18 has led to an increase in traffic to the Online Community website.

<sup>4</sup> On 1 May 2017 Cancer Council NSW increased the amount of financial assistance provided to people affected by cancer in acute financial hardship from \$250 to \$350 per person in 2017/18. The program also experienced a significant increase in referrals for people affected by cancer who required financial support to manage everyday expenses. We also partnered with organisations and received a significant increase in leveraged funding, which allowed us to provide much-needed financial support. (Total leveraged funding was \$225,420).

<sup>5</sup> 2016/17 we implemented a new method of reporting *Transport to Treatment* trips.

#### 4. Working with the community to change laws and policies to reduce cancer risks and improve cancer care

HOW	MEASURES	2014	2015	2016	2017	2018
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	106	51	65	66	<b>41<sup>1</sup></b>
We enhance understanding and support among policy makers for changes required to reduce the incidence and impact of cancer.	Number of volunteers trained through our <i>MP Liaison</i> program	19	14	17	8	<b>12</b>

<sup>1</sup> Due to planning for two large-scale advocacy leadership development events in the period, fewer new advocates were trained in 2017/18 than in previous years.

#### 5. Enabling the community to raise money for a cancer free future

HOW	MEASURES	2014	2015	2016	2017	2018
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)	59.8	67.4	67.4	66.9	<b>56.5<sup>1</sup></b>
	Number of people who gave a monthly gift	57,201	56,710	55,923	60,353	<b>60,957</b>
	Number of people who left a bequest	158	121	152	150	<b>108<sup>2</sup></b>
	Percentage of funds received from the community	97%	97%	96%	95%	<b>94%</b>
We seek to maximise our spend on mission delivery (research, prevention, advocacy, information and support) as a percentage of total expenses.	Mission ratio <sup>3</sup>	58%	57%	60%	64%	<b>64%</b>

<sup>1</sup> The main contributor to the decrease in fundraising revenue was the decline in bequest revenue.

<sup>2</sup> Cancer Council NSW has a strong forecast of potential donors who have committed to giving us a gift in their will in years to come. However, actual bequests in a particular financial period do not always align with the long-term projection.

<sup>3</sup> Page 49 provides a breakdown of all expenses, including fundraising.

# Directors' report

## For the year ended 30 June 2018

The Directors of Cancer Council NSW (CCNSW) present their report with respect to the results for the financial year ended 30 June 2018 and the state of CCNSW's affairs at that date.

### Board of Directors

CCNSW's Constitution provides that the Board directs its affairs. 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 members, volunteers, supporters, employees and the community.

The following persons were Directors of CCNSW during part or whole of the financial year, up to the date of this report:

- |                         |                       |              |
|-------------------------|-----------------------|--------------|
| • Mark Phillips (Chair) | • Lisa Jackson Pulver | • John Laker |
| • Nicholas Adams        | • Lisa Horvath        | • Joe McGirr |
| • James Butler          | • Christine Howard    | • Jane Young |
| • Toby Heap             | • Melanie Trethowan   |              |

### About Cancer Council NSW

CCNSW believes in a cancer free future and is the only organisation in Australia that works across every area of every cancer. Together with its volunteers, supporters, stakeholders and employees, CCNSW is committed to reducing the impact of cancer on individuals and the community, and to lessening the burden for people affected by cancer.

CCNSW is a member of a national federation of Cancer Councils that covers every state and territory across Australia. This federated model allows it to focus on opportunities, needs and initiatives within NSW, while collaborating nationally on issues that impact all Australians.

### Principal activities and how they assisted in achieving objectives

The principal activities of CCNSW during the year were to achieve our short- and long-term objectives in the following focus areas. The page references beside each point refer to pages in this document, where we provide more detail on each of the focus areas and achievements in this financial year:

- research (pages 4–5, 20)
- prevention (pages 6–7, 20)
- information and support (pages 8–9, 21)
- advocacy (pages 10–11, 22)
- fundraising (pages 12–13, 22).

### How we measure our performance, including any key performance indicators used

We assess the outcome of our work in relation to:

- the prevalence of adverse cancer risks and healthy behaviours
- the unmet needs of cancer patients
- the support of community and government leaders for our agenda in cancer control
- the quality and impact of results from research
- trends in net returns from revenue programs.

The operational effectiveness of our work is measured by:

- coverage of target populations or settings with programs in cancer prevention and support
- mission expenditure ratios to ensure expenditure on mission delivery is maximised
- net income from fundraising and revenue streams
- fundraising cost: income ratios, and infrastructure and investment expenditure ratios
- the number of NSW people engaged as donors, volunteers, advocates and research participants
- the match between the distribution of research funding and the burden of disease and cancer in NSW.

Our key performance indicators, and our results for the past five years are outlined on pages 20–22. Data is captured and reported regularly to provide insight into performance and outcomes. CCNSW conducts regular business reviews and uses internal auditors to review and advise on the performance of various programs and to identify opportunities for improvements. Annual performance planning is conducted for all staff to ensure alignment with the organisation's direction.



## Information on our Directors

### Mr Mark Phillips

BCom (Hons), MCom, FAICD

*Chair of the Board, Cancer Council NSW representative on the Cancer Council Australia Board*

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

Mr Phillips has more than 30 years' experience in business, including a 20-year career with the Commonwealth Bank of Australia, where 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 as an adviser to businesses and not-for-profit organisations. He is currently Chief Executive Officer of CatholicCare Sydney.

### Mr Nicholas Adams

BCom (Marketing)

*Chair of the Fundraising and Marketing Committee*

Elected to the Board in December 2015

Mr Adams is the Chief Market Manager at Allianz Australia Insurance and has 23 years' experience in financial services and telecommunications marketing with companies such as Westpac, American Express Banking Corporation Company and Bupa. He has expertise in customer relationship management (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 disadvantaged people in inner Sydney.

### 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 and re-elected in December 2017

Mr Butler has been an active volunteer for Cancer Council NSW for almost 20 years, holding various roles including Chair of the Hills Relay For Life Committee, and Chair of the

Western Sydney Cancer Advocacy Network. He is a cancer survivor and has been a business owner for 25 years. Mr Butler is also currently Chair of the Hills Community Cancer Network.

### Dr Toby Heap

BAppSc PhD MCom (Finance) (Syd), GAICD

*Chair of the Investment Committee, Member of the Audit and Risk 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 Director of equity crowdfunding platform Equitise and is a member of the Strategy and Risk Committee of The University of Sydney, where he is also the President of the Alumni Council. Dr Heap holds a PhD in Health Sciences from The University of Sydney. He was awarded a Churchill Fellowship in 2017 and an Eisenhower Fellowship in 2018 to study innovation.

### Professor Lisa Horvath

MBBS, FRACP, PhD

*Board Representative on the Cancer Research Committee*

Appointed to the Board in April 2015

Professor Horvath is the Director of Medical Oncology and Inaugural Director of Research at Chris O'Brien Lifehouse. She completed medical school at The University of Sydney and trained in medical oncology at Royal Prince Alfred Hospital, and she completed her PhD in translational research at the Garvan Institute of Medical Research in 2004. Professor Horvath holds academic appointments at both The University of Sydney and UNSW and is the Head of Clinical Prostate Cancer Research at The Kinghorn Cancer Centre/Garvan Institute of Medical Research.

### Ms Christine Howard

B.Soc.Sc., Dip.App.Sc., Mid, MAICD

*Member of the Fundraising and Marketing Committee*

Elected to the Board in December 2017

Ms Howard has 20 years of rural health management experience with a specific interest in understanding and responding to the health needs of

rural areas. She has a background in nursing, midwifery and occupational rehabilitation before moving to executive management in primary health. Ms Howard is currently employed as the Director of Three Rivers University Department of Rural Health at Charles Sturt University in Wagga Wagga and is a Board member of the Australian Rural Health Education Network.

### Professor Lisa Jackson Pulver AM

MASS, PhD, GDipEpi

*Member of the Governance Committee*

Appointed to the Board in October 2017, resigned from the Board in March 2018

Professor Jackson Pulver is a proud Wiradjuri Koori woman with connections to south western NSW and beyond. She is an academic leader, a recognised expert in public health and prominent researcher, educator and advocate for Aboriginal and Torres Strait Islander Health and Education. Professor Jackson Pulver is currently Deputy Vice-Chancellor, Indigenous Strategy and Services at The University of Sydney.

### Dr John Laker AO

B.Ec (Hons 1) (Syd), MSc (Econ) PhD (London), HonDSc (Syd)

*Chair of the Governance Committee, Chair of the Audit and Risk Committee, Chair of the Remuneration and Nomination Committee to 14 December 2017*

Elected to the Board in December 2014 and re-elected in December 2017

Dr Laker was Chairman of the Australian Prudential Regulation Authority (APRA), the regulator of the Australian financial services industry, from 2003 to 2014. Previously, Dr Laker had an extensive career in the Reserve Bank of Australia and also worked in the Commonwealth Treasury and the International Monetary Fund (IMF). Currently, Dr Laker is Chair of the Banking and Finance Oath and a member of Council at the University of Technology Sydney; he is also an External Expert for the IMF. Dr Laker was made an Officer of the Order of Australia in 2008.

**Associate Professor Joe McGirr**

MBBS, MHSM, FRACMA

*Chair of the Remuneration and Nomination Committee from 14 December 2017*

Elected to the Board in December 2014 and re-elected in December 2017

Associate Professor McGirr is Associate Dean Rural of The University of Notre Dame Australia School of Medicine, Sydney. He has worked in clinical medicine and senior health administration in south west rural and regional NSW for more than 25 years. He 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 currently a Director of the National Rural Health Alliance.

**Ms Melanie Trethowan**

MB Marketing, 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, retired from the Board in December 2017

Ms Trethowan has been actively involved in cancer issues since 2004. 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 and the Foundation for Australian Agricultural Women.

**Professor Jane Young**

MBBS, MPH, PhD, FAFPHM

*Chair of the Cancer Research Committee*

Appointed to the Board in June 2016

Professor Young trained in medicine in the United Kingdom 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 and Sydney Local Health District. Professor Young has undertaken research spanning the cancer journey and has an interest in surgical trials as well as developing and evaluating new models of care, promoting evidence-based practice and using data to improve cancer service delivery.

## 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.

## Board and committee meeting attendance

	Full meetings of Directors		Audit and Risk Committee		Investment Committee		Governance Committee		Remuneration and Nomination Committee		Fundraising and Marketing Committee	
	A	B	A	B	A	B	A	B	A	B	A	B
<b>N Adams</b>	6	6	*	*	*	*	*	*	*	*	4	4
<b>J Butler</b>	6	6	*	*	*	*	*	*	2	3	*	*
<b>T Heap</b>	6	6	4	5	4	4	*	*	*	*	4	4
<b>L Horvath</b>	6	6	*	*	*	*	*	*	*	*	*	*
<b>C Howard<sup>1</sup></b>	3	3	*	*	*	*	*	*	*	*	1	1
<b>L Jackson Pulver<sup>2</sup></b>	2	2	*	*	*	*	*	*	*	*	*	*
<b>J Laker</b>	5	6	5	5	*	*	3	3	2	2	*	*
<b>J McGirr</b>	6	6	*	*	*	*	*	*	3	3	*	*
<b>M Phillips</b>	6	6	1	1	*	*	*	*	*	*	*	*
<b>M Trethowan<sup>3</sup></b>	3	3	*	*	*	*	1	1	*	*	2	3
<b>J Young<sup>4</sup></b>	3	3	*	*	*	*	*	*	*	*	*	*

<sup>1</sup> Appointed 14 December 2017

<sup>2</sup> Appointed 16 October 2017, resigned as a Director 26 March 2018

<sup>3</sup> Retired as a Director 14 December 2017

<sup>4</sup> Leave of absence from 27 February 2018

**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

## Registrations and legislation

On 30 September 2005, CCNSW began operating as a company limited by guarantee under the provisions of the *Corporations Act 2001* (Cth).

CCNSW is registered with the Australian Taxation Office as a Health Promotion Charity. CCNSW 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.
- CCNSW is a company limited by guarantee trading under the name of Cancer Council NSW.
- CCNSW's charitable fundraising number is CFN 18521. This certifies that CCNSW holds a charitable fundraising authority under Section 16 of the *Charitable Fundraising Act 1991* (NSW), and this authority must comply with the Act, the *Charitable Fundraising Regulation 2003* and the conditions of the authority.
- CCNSW is endorsed as a deductible gift recipient under Subdivision 30-BA of the *Income Tax Assessment Act 1997* (Cth).

## Matters subsequent to the end of the financial year

No matters or circumstances have arisen since the end of the financial year that could significantly affect the operations of CCNSW in future years.



## Likely developments and results of operations

The results of CCNSW's operations in the current year is a deficit of \$9,780,000 (2017: surplus of \$4,743,000). CCNSW does not expect any significant changes to the nature of its operations.

## Environmental regulation

CCNSW is not subject to any significant environmental regulation.

## Dividends

CCNSW's Constitution does not permit any dividends and therefore no dividends have been paid or declared.

## Members' liability

CCNSW is incorporated under the *Corporations Act 2001* (Cth) and is a public company limited by guarantee. If CCNSW is wound up, the constitution states that each member of CCNSW is required to contribute a maximum of \$2 each towards meeting any liabilities of CCNSW. As at 30 June 2018, the number of members was 185 (2017:185).

## Insurance of officers

During the financial year, CCNSW paid a premium of \$12,350 to insure the Directors and Secretary of the company, and an additional \$13,850 on professional indemnity insurance. The liabilities insured are legal costs that may be incurred in defending civil or criminal proceedings that may be brought against the officers in their capacity as officers of CCNSW, and any other payments arising from liabilities incurred by the officers in connection with such proceedings. This does not include such liabilities that arise from conduct involving a wilful breach of duty by the officers or the improper use by the officers of their position or of information to gain advantage for themselves or someone else or to cause detriment to the company. It is not possible to apportion the premium between amounts relating to the insurance against legal costs and those relating to other liabilities.

## Proceedings on behalf of the company

No person has applied to the Court for leave to bring proceedings on behalf of the company, or to intervene in any proceedings to which the company is a party, for the purpose of taking responsibility on behalf of the company for all or part of those proceedings. No proceedings have been brought or intervened in on behalf of the company with leave of the Court.

## Auditor

BDO continues in office as auditor and this report is made in accordance with a resolution of Directors.



**Mr Mark Phillips** *Director*

Sydney

30 October 2018



**Dr John Laker** *Director*

Sydney

30 October 2018



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Australia

## DECLARATION OF INDEPENDENCE BY GILLIAN SHEA TO THE DIRECTORS OF CANCER COUNCIL NSW

As lead auditor of Cancer Council NSW for the year ended 30 June 2018, I declare that, to the best of my knowledge and belief, there have been:

1. No contraventions of the auditor independence requirements of the *Corporations Act 2001* in relation to the audit; and
2. No contraventions of any applicable code of professional conduct in relation to the audit.

Gillian Shea  
Partner

**BDO East Coast Partnership**

Sydney, 30 October 2018

# Statement of profit or loss and other comprehensive income

For the year ended 30 June 2018

	Notes	2018 \$'000	2017 \$'000
<b>Revenue</b>			
Fundraising	3	56,472	66,912
Sale of sun protection products (retail)		7,690	8,000
Interest and investment		4,514	4,589
Grants received	4	2,812	3,244
Other (contributions from other Cancer Councils, publications and joint ventures)		1,890	1,583
<b>Total revenue</b>		<b>73,378</b>	<b>84,328</b>
Increase in fair value of investment property		-	80
<b>Total income</b>		<b>73,378</b>	<b>84,408</b>
<b>Expenses</b>			
Fundraising	3, 5	26,568	26,908
Research	5	18,672	15,968
Community engagement and program delivery	5	12,332	11,257
Cancer information and support services	5	7,789	7,419
Sale of sun protection products (retail)	5	7,182	7,389
Advocacy and cancer prevention	5	4,791	6,481
Administration	5, 10	3,776	2,123
Marketing and communications	5	2,048	2,120
<b>Total expenses</b>		<b>83,158</b>	<b>79,665</b>
Surplus/(deficit) before income tax expense		(9,780)	4,743
Income tax expense	2 (b)	-	-
<b>Surplus/(deficit) for the year</b>		<b>(9,780)</b>	<b>4,743</b>
<b>Other comprehensive income</b>			
Items that will not be reclassified subsequently to surplus or deficit:			
Increase in investments at fair value through other comprehensive income	8 (b)	5,380	3,876
Revaluation of land and buildings	9	11,055	-
<b>Total other comprehensive income for the year</b>		<b>16,435</b>	<b>3,876</b>
<b>Net result for the year</b>		<b>6,655</b>	<b>8,619</b>

The above statement of profit or loss and other comprehensive income should be read in conjunction with the accompanying notes.



# Statement of financial position

As at 30 June 2018

	Notes	2018 \$'000	2017 \$'000
<b>Assets</b>			
Current assets			
Trade and other receivables	6	6,674	5,549
Cash and cash equivalents	7	6,021	11,156
Financial assets	8	3,139	9,136
Inventories		944	1,341
<b>Total current assets</b>		<b>16,778</b>	<b>27,182</b>
Non-current assets			
Financial assets	8	88,104	84,083
Property, plant and equipment	9	33,256	23,484
Intangible assets	10	7,733	4,096
Investment properties		600	600
<b>Total non-current assets</b>		<b>129,693</b>	<b>112,263</b>
<b>TOTAL ASSETS</b>		<b>146,471</b>	<b>139,445</b>
<b>Liabilities</b>			
Current liabilities			
Trade and other payables	11	8,031	7,650
Provisions - employee benefits	12	2,670	2,613
<b>Total current liabilities</b>		<b>10,701</b>	<b>10,263</b>
Non-current liabilities			
Provisions - employee benefits	12	531	646
<b>Total non-current liabilities</b>		<b>531</b>	<b>646</b>
<b>TOTAL LIABILITIES</b>		<b>11,232</b>	<b>10,909</b>
<b>NET ASSETS</b>		<b>135,239</b>	<b>128,536</b>
<b>Equity</b>			
Accumulated funds		97,576	102,823
Asset revaluation reserve		21,699	10,642
Investments at fair value reserve		8,254	2,874
Restricted funds reserve		4,612	9,085
Grant income reserve		3,098	3,112
<b>TOTAL EQUITY</b>		<b>135,239</b>	<b>128,536</b>

The above statement of financial position should be read in conjunction with the accompanying notes.

# Statement of changes in equity

For the year ended 30 June 2018

	Accumulated funds \$'000	Asset revaluation reserve \$'000	Investments at fair value reserve \$'000	Restricted funds reserve \$'000	Grant income reserve \$'000	Total equity \$'000
<b>Opening balance as at 1 July 2016</b>	<b>96,937</b>	<b>10,642</b>	<b>(1,002)</b>	<b>11,159</b>	<b>2,181</b>	<b>119,917</b>
<b>Transfer to/(from) reserves</b>	<b>1,143</b>	<b>-</b>	<b>-</b>	<b>(2,074)</b>	<b>931</b>	<b>-</b>
Surplus for the year	4,743	-	-	-	-	4,743
Other comprehensive income for the year	-	-	3,876	-	-	3,876
<b>Total comprehensive income for the year</b>	<b>4,743</b>	<b>-</b>	<b>3,876</b>	<b>-</b>	<b>-</b>	<b>8,619</b>
<b>Closing balance as at 30 June 2017</b>	<b>102,823</b>	<b>10,642</b>	<b>2,874</b>	<b>9,085</b>	<b>3,112</b>	<b>128,536</b>
<b>Opening balance as at 1 July 2017</b>	<b>102,823</b>	<b>10,642</b>	<b>2,874</b>	<b>9,085</b>	<b>3,112</b>	<b>128,536</b>
<b>Transfer to/(from) reserves</b>	<b>4,485</b>	<b>2</b>	<b>-</b>	<b>(4,473)</b>	<b>(14)</b>	<b>-</b>
<b>Casuarina Lodge</b>	<b>48</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>48</b>
Surplus/(deficit) for the year	(9,780)	-	-	-	-	(9,780)
Other comprehensive income for the year	-	11,055	5,380	-	-	16,435
<b>Total comprehensive income for the year</b>	<b>(9,780)</b>	<b>11,055</b>	<b>5,380</b>	<b>-</b>	<b>-</b>	<b>6,655</b>
<b>Closing balance as at 30 June 2018</b>	<b>97,576</b>	<b>21,699</b>	<b>8,254</b>	<b>4,612</b>	<b>3,098</b>	<b>135,239</b>

## Nature and purpose of reserves

### Accumulated funds

Accumulation of funds over time as a net result of past surpluses and deficits.

### Asset revaluation reserve

The asset revaluation reserve is used to record increments and decrements on the revaluation of CCNSW land and buildings, as described in note 9.

### 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, as described in note 8 (b).

### Restricted funds reserve

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

### 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.

The above statement of changes in equity should be read in conjunction with the accompanying notes.

# Statement of cash flows

For the year ended 30 June 2018

	2018 \$'000	2017 \$'000
<b>Cash flows from operating activities</b>		
Receipts from supporters and funding sources (inclusive of GST)	65,632	78,144
Receipts from grant funding	2,812	3,568
Dividends, franking credits and interest received	814	765
Payments to suppliers and employees (inclusive of GST)	(80,431)	(77,627)
<b>Net cash inflow/(outflow) from operating activities</b>	<b>(11,173)</b>	<b>4,850</b>
<b>Cash flows from investing activities</b>		
Proceeds from sale of property, plant and equipment	890	121
Net purchases of investments in financial assets	11,090	(154)
Payments for purchase of intangible assets	(4,753)	(2,778)
Payments for purchase of property, plant and equipment	(1,235)	(1,279)
<b>Net cash inflow/(outflow) from investing activities</b>	<b>5,992</b>	<b>(4,090)</b>
Net increase/(decrease) in cash and cash equivalents	(5,181)	760
Cash and cash equivalents at beginning of year	9,978	9,218
<b>Cash and cash equivalents at end of year</b>	<b>4,797</b>	<b>9,978</b>

The above statement of cash flows should be read in conjunction with the accompanying notes.



# Notes to the financial statements

## For the year ended 30 June 2018

### 1. Introduction

This financial report covers Cancer Council NSW (CCNSW) as an individual entity for the year ended 30 June 2018. The financial report is presented in Australian dollars, which is the company's functional and presentational currency.

CCNSW is a not-for-profit unlisted public company limited by guarantee, incorporated and domiciled in Australia. Its registered office and principal place of business is:

The Cancer Council NSW  
153 Dowling Street  
Woolloomooloo NSW 2011

A description of the nature of CCNSW's operations and its principal activities is included on page 23.

The financial report was authorised for issue by the Directors on 30 October 2018. The Directors have the power to amend and reissue this financial report.

### 2. Significant accounting policies

The principal accounting policies adopted in the preparation of this financial report are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### (a) Basis of preparation

These general-purpose financial statements have been prepared in accordance with Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board (AASB), NSW legislation (the *Charitable Fundraising Act 1991* (NSW) and associated regulations), and the *Australian Charities and Not-for-profits Commission Act 2012* (Cth), as appropriate for not-for-profit oriented entities.

CCNSW has applied Reduced Disclosure Requirements as set out in AASB 1053: *Application of Tiers of Australian Accounting Standards*. This application was approved by the Board of CCNSW.

CCNSW is a not-for-profit organisation and as such the term 'profit' is not applicable and the term 'surplus' is used where required.

#### Historical cost convention

These financial statements have been prepared under the historical cost convention, as modified by the revaluation of financial assets and liabilities, certain classes of property, plant and equipment, and investment property.

#### (b) Income tax

CCNSW is exempt from income tax within the terms of Subdivision 50-5 of the *Income Tax Assessment Act 1997* (Cth).

#### (c) Leases

The determination of whether an arrangement is or contains a lease is based on the substance of the arrangement and requires an assessment of whether the fulfilment of the arrangement is dependent on the use of a specific asset or assets and the arrangement conveys a right to use the asset.

Operating lease payments, net of any incentives received from the lessor, are charged to the statement of profit or loss and other comprehensive income on a straight-line basis over the term of the lease.

#### (d) Goods and services tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, unless the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). In this case, it is recognised as part of the cost of acquisition of the asset or as part of the expense.

Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST receivable from or payable to the ATO is included with other receivables or payables in the statement of financial position.

#### (e) Public company limited by guarantee

In the event of CCNSW being wound up, the liability of each member is limited to an amount not exceeding \$2.

#### (f) Rounding off

CCNSW is of a kind referred to in Legislative Instrument 2016/191, issued by the Australian Securities and Investments Commission, relating to the 'rounding off' of amounts in the financial report. Amounts in the financial report have been rounded off in accordance with the class order to the nearest thousand dollars.

#### (g) Critical estimates and judgements

The preparation of financial statements requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying CCNSW's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements, can be found in the following notes to the financial statements:

	Note
Financial assets	8
Useful life of assets	9
Employee benefits	12

#### (i) Financial assets at fair value through other comprehensive income

CCNSW holds an investment in shares classified as financial assets at fair value through other comprehensive income. In adopting AASB 9 *Financial Instruments* CCNSW has made an irrevocable election on initial recognition to present gains and losses on investments in equity instruments that are not held for trading in other comprehensive income. No further impairment of the financial assets at fair value through other comprehensive income will be recognised.

#### (ii) Estimation of useful lives of assets

CCNSW determines the estimated useful lives and related depreciation and amortisation charges for its property, plant and equipment, and finite life intangible assets. The useful lives could change significantly as a result of technical innovations or some other event. The depreciation and amortisation charge will increase where the useful lives are less than previously estimated lives, or where technically obsolete or non-strategic assets that have been abandoned or sold will be written off or written down.

#### (iii) Long service leave provision

The liability for long service leave is recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at the reporting date. In determining the present value of the liability, estimates of attrition rates and pay increases through promotion and inflation have been taken into account.

#### (h) Reclassification of comparative amounts

Administration costs in prior years were partly allocated to fundraising and mission programs. In 2017/18, CCNSW has introduced a change in allocation methodology that attributes a larger proportion of administration costs to fundraising and mission programs. As a result, to ensure consistency 2016/17 expenses have been restated. This change was developed and agreed in conjunction with other state and territory Cancer Councils across Australia. This change will provide users with more accurate information to allow them to assess the true costs of programs and services. Where necessary, comparative figures have been adjusted to conform to changes in presentation for the current financial year. There has been no change in the net assets recorded in the prior year.

### 3. Fundraising

Fundraising revenue is recognised when the amount of revenue can be measured reliably and it is controlled by CCNSW.

#### (a) Fundraising income

	2018 \$'000	2017 \$'000
Regular giving, appeals and donations	20,604	21,731
Campaigns	20,271	21,560
Bequests	12,268	21,101
Philanthropy	3,329	2,520
	<b>56,472</b>	<b>66,912</b>

## (b) Fundraising activities

The below information is furnished under the *Charitable Fundraising Act 1991* (NSW) and NSW Fair Trading Fundraising Authority Conditions.

### (i) Details of aggregate gross income and total expenses of fundraising appeals

	2018 \$'000	2017 \$'000
Gross proceeds from fundraising activities (including bequests)	56,472	66,912
Total cost of fundraising appeals	(26,568)	(26,908)
<b>Net surplus from fundraising appeals</b>	<b>29,904</b>	<b>40,004</b>
<i>Net margin from fundraising appeals</i>	53%	60%
<i>Fundraising costs as a percentage of Total expenses</i>	32%	34%

### (ii) Application of funds for charitable purposes

During the year, CCNSW achieved the following net surpluses:

Net surplus from fundraising appeals	29,904	40,004
Net surplus from investments	4,514	4,589
Net surplus from grants	2,812	3,244
Net surplus from other income	1,890	1,583
Net surplus from retail activities	508	611
<b>Surplus available to spend on CCNSW mission</b>	<b>39,628</b>	<b>50,031</b>
Less:		
Research	18,672	15,968
Community engagement and program delivery (health campaigns, information and support services)	12,332	11,257
Cancer information and support services	7,789	7,419
Advocacy and cancer prevention	4,791	6,481
Administration	3,776	2,123
Marketing and communications	2,048	2,120
	49,408	45,368
Increase in fair value of investment property	-	80
<b>Net surplus/(deficit) to be spent on future CCNSW projects</b>	<b>(9,780)</b>	<b>4,743</b>

## 4. Grants received

	Opening balance 1 July 2017 \$'000	Receipts 2018 \$'000	Payments 2018 \$'000	Closing balance 30 June 2018 \$'000
Cancer research grants	2,330	1,873	(1,903)	2,300
Community support grants	463	679	(655)	487
Cancer prevention grants	319	260	(268)	311
	<b>3,112</b>	<b>2,812</b>	<b>(2,826)</b>	<b>3,098</b>

Grants from the government and other organisations are recognised at their fair value where there is a reasonable assurance that the grant will be received and that CCNSW will comply with all attached conditions.

Grant income has been recognised as revenue in the statement of profit or loss and other comprehensive income. It includes amounts yet to be spent in the manner specified by the contributor. Unexpended amounts totalling \$3,098,366 have been included in revenue and held in reserves at 30 June 2018.

## 5. Mission expenditure

CCNSW seeks to maximise its expenditure on mission delivery. Below is a summary of those mission areas that CCNSW has funded in 2017/18.

	2018 \$'000	2017 \$'000
<b>Mission</b>		
Research	18,672	15,968
Community engagement and program delivery (health campaigns, information and support services)	12,332	11,257
Cancer information and support services	7,789	7,419
Sale of sun protection products (retail)	7,182	7,389
Advocacy and cancer prevention	4,791	6,481
Direct mission support - Marketing and communications*	2,048	2,120
<b>Total Mission Expenditure</b>	<b>52,814</b>	<b>50,634</b>
<b>Mission enabling</b>		
Fundraising expenditure	26,568	26,908
Administration	3,776	2,123
<b>Total Mission enabling expenditure</b>	<b>30,344</b>	<b>29,031</b>
Total expenses	83,158	79,665
<b>Mission spend as a percentage of total expenses</b>	<b>64%</b>	<b>64%</b>
<b>Total mission/net surplus from fundraising</b>		
Total mission	52,814	50,634
Net surplus from fundraising	29,904	40,004
<b>Mission spend as a percentage of net surplus from fundraising</b>	<b>177%</b>	<b>127%</b>

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

## 6. Trade and other receivables

Trade receivables	5,443	4,366
Provision for impairment of trade receivables	(2)	(1)
Other receivables	1,233	1,184
	<b>6,674</b>	<b>5,549</b>

Trade receivables are initially recognised at fair value, and subsequently measured at amortised cost. Trade receivables are generally due for settlement within 30 days.

A provision is made for doubtful debts when there is evidence that those debts may not be collected. Bad debts are written off when identified.



## 7. Cash and cash equivalents

	2018 \$'000	2017 \$'000
Cash on hand and at bank	4,797	9,978
Restricted cash	1,224	1,178
	<b>6,021</b>	<b>11,156</b>

For statement of cash flow presentation purposes, cash and cash equivalents include cash on hand; deposits held at call with financial institutions; and other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and that are subject to an insignificant risk of change in values.

Restricted cash represents cash relating to joint operations with Casuarina Lodge (note 17).

## 8. Financial assets

### Current assets – Financial assets at amortised cost

Term deposits	3,000	9,000
Held-to-maturity investments	139	136
	<b>3,139</b>	<b>9,136</b>

### Non current assets – Investments at fair value through other comprehensive income

#### (a) Investments at the end of the financial year were as follows:

Australian shares (tax exempt)	26,001	23,326
Overseas shares (unhedged)	15,579	17,550
Direct property fund	11,659	10,321
Cash fund	10,167	9,971
Global credit fund	8,200	8,167
Australian small companies fund	5,478	4,378
Unlisted infrastructure fund	4,639	4,185
Australian sovereign bonds	4,092	3,974
Overseas sovereign bonds	2,289	2,211
	<b>88,104</b>	<b>84,083</b>

Changes in the fair value of investments are recorded in equity and disclosed in other comprehensive income.

#### (b) Movement in investments

Opening balance 1 July	84,083	85,289
Additions	3,754	7,101
Increase/(decrease) in fair value of managed funds	5,380	3,876
Disposals (transfers within managed investments)	(5,113)	(12,183)
<b>Closing balance 30 June</b>	<b>88,104</b>	<b>84,083</b>

## **Classification of financial assets**

CCNSW classifies its financial assets in the following categories: 'investments at fair value through other comprehensive income', and 'financial assets at amortised cost'. The classification depends on the purpose for which the financial assets were acquired. Management determines the classification of CCNSW's financial assets at initial recognition:

### ***(i) Investments at fair value through other comprehensive income***

At initial recognition, CCNSW may make an irrevocable election (on an instrument-by-instrument basis) to recognise the change in fair value of investments in equity instruments in other comprehensive income. This election is permitted for equity instruments that are not held for trading purposes.

### ***(ii) Financial assets at amortised cost***

Financial assets at amortised cost are recognised initially at fair value and subsequently measured at amortised cost using the effective interest rate method, less provision for impairment.

These instruments are initially recognised at fair value plus transaction costs. Subsequent to initial recognition, they are measured at fair value and changes therein are recognised in other comprehensive income and presented within equity in the investments at fair value reserve. When an instrument is derecognised, the cumulative gain or loss is transferred directly to retained earnings and is not recognised in profit or loss.

Dividends or other distributions received from these investments are still recognised in profit or loss as part of interest and investment income.

## **Recognition and derecognition**

Regular purchases and sales of financial assets are recognised on trade date – the date on which CCNSW commits to purchase or sell the asset. Investments are initially recognised at fair value plus transaction costs for all financial assets not carried at fair value through profit or loss. Financial assets are derecognised when the rights to receive cash flows from the financial assets have expired or have been transferred, and CCNSW has transferred substantially all the risks and rewards of ownership.

## 9. Property, plant and equipment

	Buildings \$'000	Freehold land \$'000	Motor vehicles \$'000	Office furniture and equipment \$'000	Leasehold improvements \$'000	Total \$'000
<b>Year ended 30 June 2018</b>						
<b>Opening net book amount</b>	<b>12,032</b>	<b>8,005</b>	<b>1,009</b>	<b>1,884</b>	<b>554</b>	<b>23,484</b>
Additions	300	-	582	300	54	1,236
Revaluation increment/ (decrement)	10,655	400	-	-	-	11,055
Disposals	(229)	-	(131)	(25)	(3)	(388)
Reclassification	-	-	-	(396)	-	(396)
Depreciation expense	(436)	-	(332)	(715)	(252)	(1,735)
<b>Closing net book amount</b>	<b>22,322</b>	<b>8,405</b>	<b>1,128</b>	<b>1,048</b>	<b>353</b>	<b>33,256</b>
<b>At 30 June 2018</b>						
Cost or fair value	22,794	8,405	1,824	5,712	2,081	40,816
Accumulated depreciation	(472)	-	(696)	(4,664)	(1,728)	(7,560)
<b>Net book amount</b>	<b>22,322</b>	<b>8,405</b>	<b>1,128</b>	<b>1,048</b>	<b>353</b>	<b>33,256</b>

### Valuations of freehold land and buildings

All property, plant and equipment categories are valued at cost, with the exception of land and buildings. The valuation basis of land and buildings is fair value. Building valuations were conducted as at 30 June 2018, with revaluations based on independent assessments by members of the Australian Property Institute. The revaluation increment was credited to the asset revaluation reserve in accumulated funds.

Any accumulated depreciation at the date of revaluation is eliminated against the gross carrying amount of the asset, and the net amount is restated to the revalued amount of the asset. All other property, plant and equipment are stated at historical cost less depreciation. Historical cost includes expenditure that is directly attributable to the acquisition of the items.

Land is not depreciated. Depreciation on other assets is calculated using the straight-line method to allocate their cost or revalued amounts, net of their residual values, over their estimated useful lives, as follows:

- buildings 25 to 40 years
- leasehold improvements 2 to 5 years
- office furniture and equipment 3 to 10 years
- motor vehicles 5 years

The asset residual values and useful lives are reviewed, and adjusted if appropriate, at each reporting period. An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount. Gains and losses are determined by comparing proceeds with carrying amount. These are included in the statement of profit or loss and other comprehensive income.

## 10. Intangible assets

	Computer software \$'000	Internally generated intangible assets \$'000	Total \$'000
<b>Year ended 30 June 2018</b>			
<b>Opening net book amount</b>	<b>363</b>	<b>3,733</b>	<b>4,096</b>
Additions	4	4,749	4,753
Impairment recognition*	-	(1,003)	(1,003)
Amortisation	(113)	-	(113)
<b>Closing net book amount</b>	<b>254</b>	<b>7,479</b>	<b>7,733</b>

### At 30 June 2018

Cost or fair value	1,061	8,484	9,545
Accumulated amortisation and impairment	(807)	(1,005)	(1,812)
<b>Net book amount</b>	<b>254</b>	<b>7,479</b>	<b>7,733</b>

Finite intangible assets include acquired or developed software, capitalised on the basis of the costs incurred to acquire and install the software. Subsequent software expenditure is expensed as incurred.

Finite intangible assets are accounted for using the cost model, whereby capitalised costs are amortised on a straight-line basis over their estimated useful lives (between 3 to 10 years). Residual values and useful lives are reviewed at each reporting date.

CCNSW is investing in technology through its *Business Transformation* project, enhancing its customer relationship management software to improve how it engages with the community, simplifying its working environment and helping it work more effectively.

\* At financial year end intangibles were reviewed with the above impairment calculated as the expended cost on software development no longer having future benefit to CCNSW. These costs have been included as administration expenses in the statement of profit or loss and other comprehensive income. The recoverable amount of the asset represents its fair value less cost of disposal.

## 11. Trade and other payables

	2018 \$'000	2017 \$'000
Trade creditors and accruals	5,749	5,008
Cancer Council Australia membership fees	1,966	2,221
Other current payables	316	421
	<b>8,031</b>	<b>7,650</b>

These amounts represent liabilities for goods and services provided to CCNSW prior to the end of the financial year and that were unpaid as at the reporting date. These amounts are unsecured and are paid within the suppliers' terms, usually 30 days.



## 12. Employee benefits

### (a) Employee benefits provisions - Current

	2018 \$'000	2017 \$'000
Annual leave	1,783	1,784
Long service leave	887	829
<b>Current Employee benefits</b>	<b>2,670</b>	<b>2,613</b>

### (b) Employee benefits provisions - Non-current

Long service leave	531	646
<b>Non-current employee benefits</b>	<b>531</b>	<b>646</b>

#### Short-term employee benefits

Liabilities for wages and salaries, including non-monetary benefits, and leave expected to be settled within 12 months of the reporting date, are recognised in current liabilities, and are measured at the amounts expected to be paid when the liabilities are settled.

#### Other long-term employee benefits

The leave liabilities not expected to be settled within 12 months of the reporting date are recognised in non-current liabilities. The liability is measured as the present value of expected future payments to be made in respect of services provided by employees up to the reporting date, using the projected unit credit method. Consideration is given to expected future wage and salary levels, experience of employee departures, and periods of service.

Expected future payments are discounted using market yields at the reporting date on national government bonds with terms to maturity and currency that match, as closely as possible, the estimated future cash outflows.

### (c) Employee benefits expense

Employee benefits expense	35,628	32,792
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## 13. Key management personnel

### (a) Executive remuneration

Executive remuneration expense	2,086	1,920
--------------------------------	-------	-------

### (b) Transactions with Directors and key management personnel

During the financial year both Mark Phillips and Dr John Laker were Board members of both CCNSW as well as Cancer Council Australia (CCA). CCNSW paid CCA \$3,278,002 during the year ended 30 June 2018 for membership fees and national merchandise purchases. CCNSW also received distributions of \$2,762,566 from CCA for the NSW share of national fundraising campaigns.

## 14. Commitments

Commitments contracted for at the reporting date, but not recognised as liabilities are as follows:

	1 year or less \$'000	Over 1 to 5 years \$'000	Total \$'000
Research grant commitments	10,482	19,572	30,054
Rental lease commitments	1,524	2,500	4,024
Campaign licensing commitments	300	850	1,150
<b>Total commitments</b>	<b>12,306</b>	<b>22,922</b>	<b>35,228</b>

The total commitments above include input tax credits of \$3,202,441 that are expected to be recoverable from the Australian Taxation Office.

Operating lease expense for the financial year was \$1,961,425 (2017:\$1,931,667).

## 15. Contingent liabilities

Contingent liabilities consist of \$118,000 in bank guarantees in respect of operating leases (2017: \$118,000).

## 16. Events after reporting period

CCNSW was not aware of any events that have occurred after reporting date that are of such significance that they need to be disclosed or recognised in the financial statements.

## 17. Interests in joint ventures

CCNSW has entered into two joint ventures to provide accommodation for cancer patients and their relatives while receiving radiation therapy treatment in NSW: Lilier Lodge at Wagga Wagga and Casuarina Lodge at Westmead.

CCNSW holds a 50% voting power in Lilier Lodge.

CCNSW holds a 50% ownership interest in the operations of Lilier Lodge and is entitled to a 50% share of their output.

CCNSW's 50% interest in Lilier Lodge's assets, liabilities, revenues and expenses was recognised in the financial statements as part of a joint operation.

Following a review of the Casuarina Lodge arrangement in 2017/18, CCNSW considers that the requirements of a joint arrangement under AASB 11 *Joint Arrangements* have not been met and it has derecognised its share of the assets, liabilities, revenues and expenses of Casuarina Lodge, only recognising 50% of a joint cash fund. The effect has been a write-off in the income statement of \$230,000 in 2017/18.

## 18. New Accounting Standards

CCNSW has adopted all of the new, revised or amending Accounting Standards and Interpretations issued by the Australian Accounting Standards Board (AASB) that are mandatory for the current reporting period.

Any new, revised or amending Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

The adoption of these Accounting Standards and Interpretations did not have any significant impact on the financial performance or position of CCNSW.

Reference	Title	Summary	Impact on financial report	Application date
AASB 15	Revenue from contracts with customers	This standard provides a single comprehensive framework for determining whether, how much and when revenue is recognised. The core principle of the standard is that an entity will recognise revenue when control of goods or services is transferred rather than on transfer of risks and rewards as is currently the case under AASB 118: Revenue.	Management will continue to evaluate the overall impact of AASB 15 on the financial statements in the forthcoming period. The key area of impact for the CCNSW will be the recognition of grant revenue.	1 July 2019
AASB 1058	Income of Not-for-Profit Entities	This standard provides specific guidance with respect to the revenue recognition treatment of donations, government grants and volunteer services.	Management continues to evaluate the overall impact of AASB 1058 on the financial statements in the forthcoming period.	1 July 2019
AASB 16	Leases	All leases will be included in the balance sheet of lessees as right-of-use assets (non-current asset) and lease liabilities (split between current and non-current). In addition, rent expense will no longer be treated as an operating expense but will be classified as a financing activity.	Management anticipates the company's operating lease contracts, currently in effect, which are largely related to premises leases, will be impacted by the introduction of AASB 16, and is currently in the process of determining the potential effects on the financial statements.	1 July 2019

# Directors' declaration

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In the Directors' opinion:

- the attached financial statements and notes thereto comply with the *Australian Charities and Not-for-profits Commission Act 2012* (Cth), the Accounting Standards, the *Australian Charities and Not-for-profits Commission Regulations 2013* and other mandatory professional reporting requirements
- the attached financial statements and notes thereto give a true and fair view of the company's financial position as at 30 June 2018 and of its performance for the financial year ended on that date
- there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

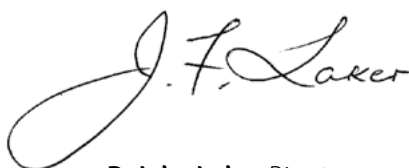
This declaration is made in accordance with a resolution of the Board of Directors and is signed for and on behalf of the Directors by:



**Mr Mark Phillips** *Director*

Sydney

30 October 2018



**Dr John Laker** *Director*

Sydney

30 October 2018

# Declaration by Chief Executive Officer in respect of fundraising appeals

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I, Jeff Mitchell, Chief Executive Officer of The Cancer Council NSW declare that in my opinion:

- a) the income statement gives a true and fair view of all income and expenditure of The Cancer Council NSW with respect to fundraising appeals
- b) the balance sheet gives a true and fair view of the state of affairs with respect to fundraising appeals
- c) the provisions of the *Charitable Fundraising Act 1991* (NSW), the regulations under the Act and the conditions attached to the authority have been complied with
- d) the internal controls exercised by The Cancer Council NSW are appropriate and effective in accounting for all income received and applied by The Cancer Council NSW from any of its fundraising appeals.



**Jeff Mitchell** *Chief Executive Officer*

Sydney

30 October 2018



# Independent auditor's report



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www.bdo.com.au

Level 11, 1 Margaret St  
Sydney NSW 2000  
Australia

## INDEPENDENT AUDITOR'S REPORT

To the members of Cancer Council NSW

### Report on the Audit of the Financial Report

#### Opinion

We have audited the financial report of Cancer Council NSW, which comprises the statement of financial position as at 30 June 2018, the statement of profit and loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial report, including a summary of significant accounting policies, and the responsible entities' declaration.

In our opinion, except for the effects of the matter described in the *Basis for qualified opinion* section of our report, the accompanying financial report of Cancer Council NSW, is in accordance with Division 60 of the *Australian Charities and Not-for-profits Commission Act 2012*, including:

- (i) Giving a true and fair view of the registered entity's financial position as at 30 June 2018 and of its financial performance for the year ended on that date; and
- (ii) Complying with Australian Accounting Standards - Reduced Disclosure Requirements and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2013*.

#### Basis for qualified opinion

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

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the Financial Report* section of our report. We are independent of the registered entity in accordance with the auditor independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES



110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

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

#### **Other information**

Those charged with governance of Cancer Council NSW are responsible for the other information. The other information comprises the information in Cancer Council NSW's annual report for the year ended 30 June 2018, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

#### **Responsibilities of the directors for the Financial Report**

The directors of Cancer Council NSW are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards - Reduced Disclosure Requirements and the *Australian Charities and Not-for-profits Commission Act 2012* and for such internal control as the responsible entities determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing Cancer Council NSW's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate Cancer Council NSW or to cease operations, or has no realistic alternative but to do so.

The directors of Cancer Council NSW are responsible for overseeing Cancer Council NSW's financial reporting process.

#### **Auditor's responsibilities for the audit of the Financial Report**

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.



A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website (<http://www.auasb.gov.au/Home.aspx>) at:

[http://www.auasb.gov.au/auditors\\_files/ar3.pdf](http://www.auasb.gov.au/auditors_files/ar3.pdf).

This description forms part of our auditor's report.

#### **Report on Other Legal and Regulatory Requirements**

We also report that:

- (a) the accompanying financial report shows a true and fair view of the financial result of fundraising appeals for the year ended 30 June 2018, as required by the *Charitable Fundraising Act 1991*;
- (b) the accounting and associated records of The Cancer Council NSW have been kept in accordance with the *Charitable Fundraising Act 1991* and the associated Regulations for the year ended 30 June 2018;
- (c) money received as a result of fundraising appeals conducted during the year have been properly accounted for and applied in accordance with the *Charitable Fundraising Act 1991* and the associated Regulations; and
- (d) as at the date of this report, there are reasonable grounds to believe that Cancer Council NSW will be able to pay its debts as and when they fall due.

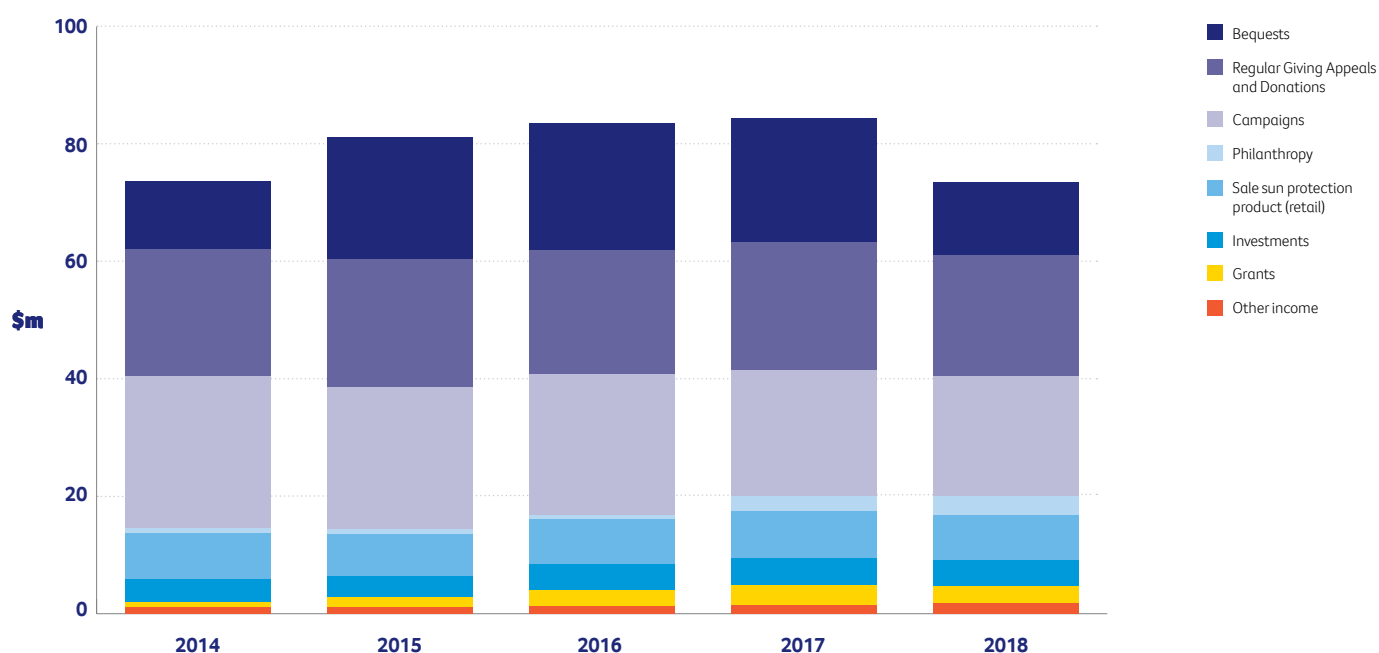
BDO East Coast Partnership

A handwritten signature in black ink, appearing to read 'Gillian Shea', is written over a rectangular stamp that contains the BDO logo.

Gillian Shea  
Partner

Sydney, 30 October 2018

# Where the money comes from

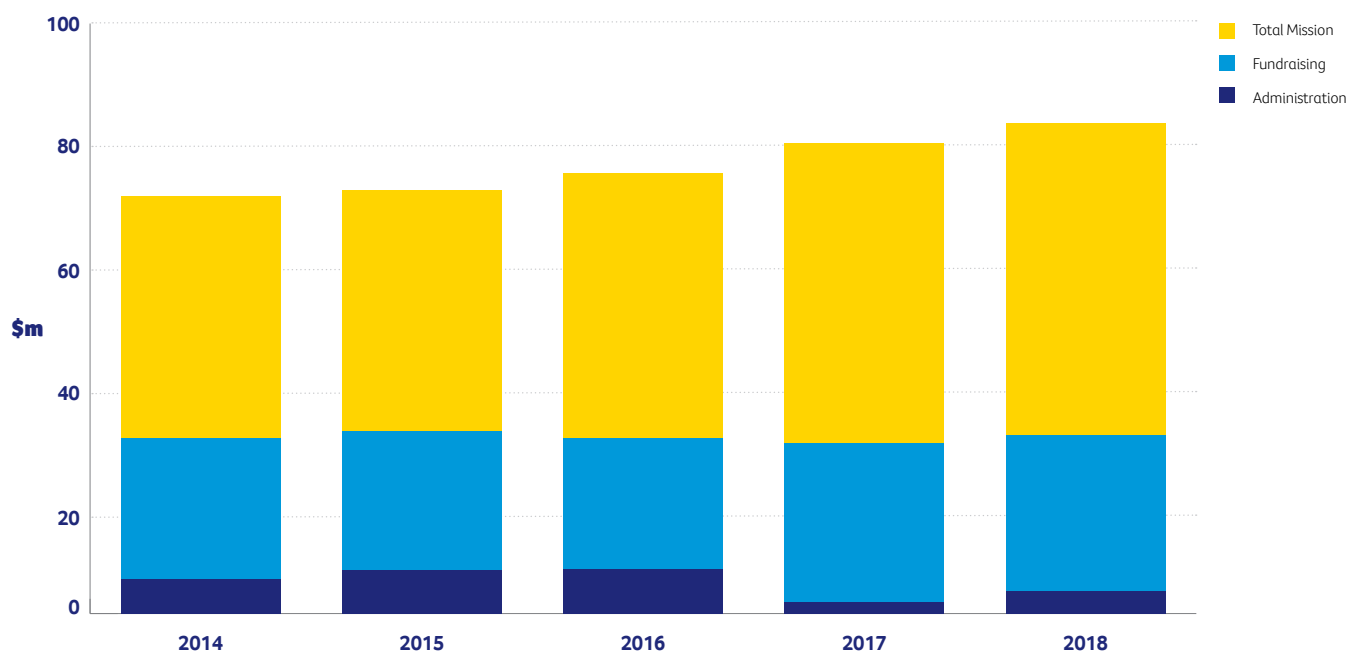


	2014		2015		2016		2017		2018	
	\$m	%	\$m	%	\$m	%	\$m	%	\$m	%
Bequests	11.5		20.7		21.6		21.1		12.3	
Regular giving appeals and donations	21.6		21.7		21.1		21.7		20.6	
Campaigns	25.9		24.3		24.0		21.6		20.3	
Philanthropy	0.8		0.7		0.7		2.5		3.3	
<b>Total fundraising</b>	<b>59.8</b>	<b>81%</b>	<b>67.4</b>	<b>83%</b>	<b>67.4</b>	<b>81%</b>	<b>66.9</b>	<b>79%</b>	<b>56.5</b>	<b>77%</b>
Sale of sun protection products (retail)	7.9	11%	7.3	9%	7.8	9%	8.0	10%	7.7	10%
Investments	3.8	5%	3.5	4%	4.4	5%	4.6	5%	4.5	6%
Grants	1.0	1%	1.7	2%	2.6	3%	3.3	4%	2.8	4%
Other income	1.1	2%	1.2	2%	1.4	2%	1.6	2%	1.9	3%
<b>Total income *</b>	<b>73.6</b>		<b>81.1</b>		<b>83.6</b>		<b>84.4</b>		<b>73.4</b>	

\* Excludes capital gains on investments



# How we put the money to work



	2014		2015		2016		2017		2018	
	\$m	%	\$m	%	\$m	%	\$m	%	\$m	%
<b>Mission expenditure</b>										
Research	14.2		14.9		15.0		16.0		18.7	
Community engagement and program delivery	7.3		7.3		9.7		11.3		12.3	
Advocacy and cancer prevention	4.2		4.6		5.1		6.5		4.8	
Cancer information and support	6.2		5.3		5.6		7.4		7.8	
Sale of sun protection products (retail)	7.2		6.9		7.4		7.4		7.2	
Direct mission support	1.9		1.7		2.0		2.1		2.0	
<b>Total mission</b>	<b>41.0</b>	<b>58%</b>	<b>40.7</b>	<b>57%</b>	<b>44.8</b>	<b>60%</b>	<b>50.7</b>	<b>64%</b>	<b>52.8</b>	<b>64%</b>
<b>Mission enabling expenditure</b>										
Fundraising	24.0	34%	23.5	33%	22.1	30%	26.9	33%	26.6	32%
Administration*	5.9	8%	7.5	10%	7.7	10%	2.1	3%	3.8	4%
<b>Total expenditure **</b>	<b>70.9</b>		<b>71.7</b>		<b>74.6</b>		<b>79.7</b>		<b>83.2</b>	

\* Item from these categories that are directly related to mission have been reallocated to Direct mission support

\*\* Excludes capital losses on investments

2017 reflects Total Mission on a restated basis.

2017 and 2018 reflects administration costs allocated to mission and fundraising on a different basis (see note in Statement of profit or loss and other comprehensive income).

# Thank you

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**We thank the following generous individuals, trusts and foundations and organisations who have supported us in 2017/18.**

**They have made a significant contribution towards reducing the impact of cancer through the financial or in-kind support they have provided.**

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

Aaron's Wish (Kim and Michael Iori)  
Angela Cho  
Anna Longley and Louise DeCelis  
Barbara Elliott  
Bennett Family Foundation  
Brad Garrard  
Campbell Rogers  
Cancer Research Advocate Bikers  
Catherine Giunta and Nancy Sherry  
Collier Charitable Fund  
CommBank Foundation  
Cycle For Cancer Southern Highlands  
Denton Family Trust  
Donna Craig  
Fay Vitalone  
Fort St High School  
George and Christine Penklis  
Henry Pollack Foundation  
Herbert Street Foundation  
Honey Bees  
Hong Huang  
James Freeman and the Box Rallies team  
Jamie Lewis

Jane Kremer and Axicom  
Jean Willmington  
Jeff and Yvette Mitchell  
Jes Thompson  
Jessica Hore  
Jim and Fran Sweeny  
Job Link Plus  
Jodie Myers  
Jodie White and Planning Ingenuity –  
Sutherland Shire Relay For Life team  
John Winning  
Julie Hohne  
Keith and Alison Ross  
Kim Hicks  
Laura Barben  
Lismore and Villages Relay For Life Committee  
Macquarie Group Foundation  
Maryrose and Michael Morgan  
Max Schroder  
Michele Brooks and Andrew Michael  
Morningstar  
Neuroblastoma Australia  
NSW Community Building Partnership

Outrun Cancer  
Paspaley  
Peter's of Kensington  
Pool Crawl Wollongong  
Rebecca and Toby Heap  
Ronald Falconer  
Seasonal Supplies – Pow Family  
Sherman Lau  
Shirley Wehbe  
Skipper Jacobs Charitable Trust  
Stephen Roberts and Christina Boyce  
Sydney Restaurant Group  
Tanveer Shaheed  
Tanya Arthur  
The Danks Trust  
The Fussell Family Foundation  
The Profield Foundation  
Theresa Quattromani  
William Kopsen Foundation  
Winter Soirée Committee  
Yvonne Hughes and Cranbrook  
Junior School Committee

## Professional services

**We thank the professional services of the following organisations:**

Bankers – NAB  
External auditors – BDO Australia  
Investment advisors – Mercer  
Internal auditors – Oakton

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

Colin Biggers and Paisley  
Minter Ellison  
RMS Lawyers  
Shanahan Tudhope  
Sparke Helmore  
Squire Patton Boggs  
TressCox Lawyers  
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 Legal and Financial program.**

## Financial Assistance

**We thank the following organisations for their contribution towards the Financial Assistance program:**

Sydney Water  
Telstra

## Our partners

**We acknowledge the following partners:**



# Thank you

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

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.

Alan Noel Hudson  
Allen Ronald Hoy  
Annabel Virginia Crouch  
Annette Anthony  
Annette Grace Mulliner  
Audrey Barbara Blackburn  
Barbara Giblin  
Barbara Lesley Freeman  
Brian Punton Anthoness  
Carol Sui-yung Ho  
Charles Chou  
Charlotte Madeline Hines  
Colin Geoffrey Sheppard  
David Pryde  
David Samuel Ratner  
Dennis Leland Craney  
Dianne Margaret Snape  
Doris Esma Skinner  
Dorothy Olive Thornton  
Douglas Garvie Smith  
Duncan Mackay Graham  
Edna Mary Tattersall  
Edna Mathews  
Edna May Margaret Mary Brown  
Elfriede Kirchhoff  
Elizabeth Joan Barber  
Elsie Glansford  
Evelyn Bertram Gough Millard  
Evelyn Gould  
Frances Dianne Morrison  
Genevieve Noel Thompson  
Gladys Eleanor Power  
Gladys Maud Gough

Gordon Joseph Lapham  
Harold Walkden Rogers  
Helen Violantis  
Henny Margaret Keith  
James Oswald Fairfax  
Janet Margaret Stevens  
Jean Margaret Swayne  
Jessie Elizabeth Brunskill  
Joan Follan  
Joan Mauger Webber  
Joan Venetta Ryan  
Johan Heinrich Van Galen  
John Henry Fraser  
John Wesley Sanday  
Josephine Ella O'Neill  
Joyce Catherine McCarthy  
Joyce Melville  
Joyce Scott  
Jozef Mnich  
Kathleen Marjorie Webb  
Kathleen Sattler  
Kenneth Robert John McCulloch  
Kim Marie Simes  
Kim Martin Williamson  
Laurie May Young  
Leslie John Francis Cassidy  
Lola Meryle Bell  
Margaret Jean Kanas  
Margaret Lynette Little  
Marie Pearl White  
Marie Therese O'Brien  
Marion Emma Peasley  
Mary Frances Edwards

Mary Wilhelmina Milburn  
Maureen Therese Donnelly  
Michael Patrick Lennon  
Nancy Joan Valentine  
Nathalie Kulakowski  
Nola Phyllis Bennetts  
Patricia Helen Irving  
Patricia Jean Reilly  
Patricia Mary Cook  
Rebecca Pomfret  
Richard Roberts  
Sandra Staddon  
Scott Family Trust  
Shirley June Azzalin  
Sidney James Hopkins  
Simon Delval  
Suzanne Maria Bullock  
Thomas Campbell  
Timothy Joseph Noonan  
Valerie Joan Beale  
Verna Irene Mary Derwin  
Vernon John Williams  
Victor Ewald Menson  
Vincent Paul McDonald  
Wallace John Bird  
William Arthur Edwards  
William Desmond McNair  
Winifred Minnie Phyland  
Zainab June Roades  
Zula Nittim

\*Bequests financially received during 2017/18

## Remember us in your will

You can help us achieve a cancer free future by including a gift in your will to Cancer Council NSW. It is a simple process that 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 ensure your solicitor uses 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).'**

*The words in italics are to be adjusted in an accordance with testator's wishes.*

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



# How you can get involved

With your help, we can get closer to a cancer free future every day.

## VOLUNTEERING



Giving time, skills and energy, for example, providing peer support for patients and carers, or helping with administration. For more information email: [volunteervacancies@nswcc.org.au](mailto:volunteervacancies@nswcc.org.au)

## GIVING REGULARLY



Donating a regular amount each month or quarter, with our *Breakthrough* program. For more information visit: [cancercouncil.com.au/ways-to-donate](http://cancercouncil.com.au/ways-to-donate)

## HOSTING OR JOINING A FUNDRAISING EVENT



More than 23,000 people hosted or organised a fundraising event with friends, family or work colleagues this year. For more information visit: [cancercouncil.com.au/get-involved](http://cancercouncil.com.au/get-involved)

## CAMPAIGNING



Joining advocacy campaigns to make a big difference in our communities. For information about current campaigns visit: [CanAct.com.au](http://CanAct.com.au)

## LEAVING A CONTRIBUTION IN YOUR WILL



Making a difference now and for future generations, by including a gift to Cancer Council NSW in a will. For more information contact: [bequests@nswcc.org.au](mailto:bequests@nswcc.org.au)

## TAKING STEPS TO REDUCE YOUR RISK OF CANCER



For more information on cancer prevention and resources for individuals, workplaces, schools and local government visit: [cancercouncil.com.au/cancer-prevention](http://cancercouncil.com.au/cancer-prevention)

## CALLING 13 11 20 INFORMATION AND SUPPORT



The confidential service is staffed by experienced cancer professionals, who provide evidence-based information and support to people affected by cancer.

## CONTACT OUR REGIONAL OFFICES



We have regional offices across NSW. Find your local office at: [cancercouncil.com.au/local-services/our-regional-offices](http://cancercouncil.com.au/local-services/our-regional-offices)

## SHOP WITH US








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Text pages printed on 120gsm Pacesetter laser PRO  
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