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Diversity *n.* the state or fact of being diverse; difference; unlikeness: “*diversity of opinion.*”

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{CONTENTS}

Welcome to PCFA's Annual Report 2014, which covers our performance during 2013–2014. Thanks to our dedicated staff and volunteers across the country, this report shows the significant progress we have made this year in research, raising awareness and providing support to men affected by prostate cancer and their families.

For more information on our activities, please visit our website at pcfa.org.au

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“You hear about breast cancer all over the place, but for a cancer that’s killing more people than breast cancer, there is not enough exposure.”

*50-year-old Bankstown man born in Vietnam, who has lived in Australia for 33 years
– 2014 Community Attitudes Survey*



PCFA has worked hard for men with prostate cancer and their families since we were founded 18 years ago. This year our research program has provided much needed funds to advance research that will change lives. Our support group network has grown to 172 groups and we now have 27 Prostate Cancer Specialist Nurses around the country providing targeted support to patients. We have also raised awareness across the community with a range of new resources, publications and fundraising activities.



Prostate Cancer Foundation of Australia (PCFA) is a broad based community organisation and the peak national body for prostate cancer in Australia. We are dedicated to reducing the impact of prostate cancer on Australian men, their partners, families and the wider community.

We do this by:

- Promoting and funding world leading, innovative research into prostate cancer
- Implementing awareness campaigns and education programs for the Australian Community, health professionals and Government
- Supporting men and their families affected by prostate cancer through evidence-based information and resources, support groups and Prostate Cancer Specialist Nurses

We receive Government funding for specific projects and rely on the generosity of individuals, the community and partnerships, such as those with the Movember Foundation and Commonwealth Bank, to carry out our essential work.

Our Values:
Integrity
Respect
Compassion
Optimism
Commitment

\$16.3 million

Total fundraising and grant revenue



*Two Movember
Revolutionary Team
Awards in advanced
prostate cancer*



\$3 million

Amount of funds allocated to
research projects

172



The total number of PCFA support groups

*Launch of the Prostate
Cancer Survivorship
Research Centre in
partnership with Griffith
University*



130



The total number of people who attended the
Annual Research Update Forum

*Launch of Pathfinder
to help connect the
public with prostate
cancer research*

\$6.2 million

Additional federal funding for 14 new nurses

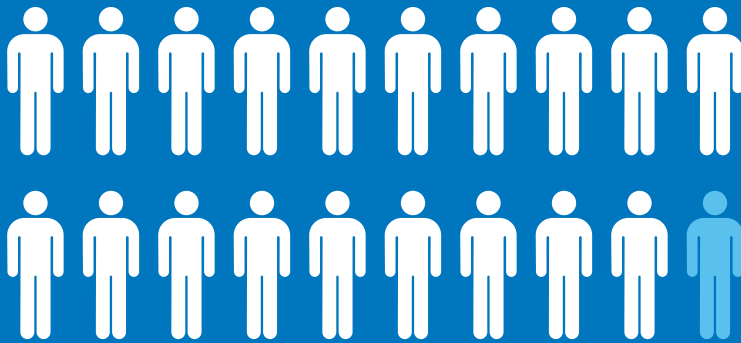


New resources

*Localised Prostate Cancer Pack
& Advanced Prostate Cancer Pack*

...

*(Information for Australian
gay and bisexual men)*



19 support groups for specific populations

Nº1

*First
non English-speaking
support group*



Three new information booklets

*What you need to know about prostate cancer
Support groups for people affected by prostate cancer
Caring for someone with prostate cancer*

*New translated
resources for non-
English speaking
communities*



In my role as National Chairman, I have the tremendous privilege of regularly travelling around Australia and witnessing first-hand the many varied facets of our work. To see the dedication of our many volunteers and our national and state/territory office teams working together in so many diverse settings is inspirational.

These experiences have also reinforced to me that prostate cancer knows no boundaries. It is estimated that 120,000 men in Australia are living with prostate cancer – men from all cultural and socio-economic backgrounds and living in every part of the country. That means many wives, partners and families are also affected.

At PCFA, we have come to the realisation that our work in research, awareness raising and support is not reaching all of these men, their partners and their families. We are particularly concerned that men from the gay and bisexual, non-English speaking and Aboriginal and Torres Strait Islander communities could benefit from more targeted resources. For this reason, in the past year we have focused on diversity, with the aim of finding many different ways to reach all of the men who could benefit from our efforts.

These are exciting times for PCFA on several fronts. As scientific understanding of prostate cancer advances, we are delighted to be able to support so much valuable research that will make a real difference. We are particularly hopeful about the possibilities offered by multi-parametric MRI and new drugs such as Radium 223 and Enzalutamide.

We have been working hard in recent months with an expert panel to finalise a set of evidence-based clinical guidelines for medical practitioners on PSA testing. These guidelines aim to bring consensus to what has been nationally and internationally a very contentious topic and will for the first time provide clear direction. The guidelines will be unveiled at the Union for International Cancer Control (UICC) 2014 World Cancer Congress in Melbourne in December. With PCFA having been able to bring all stakeholders together to reach consensus in this way is a first, both in Australia and around the world.

Consensus and collaboration are important in all of our work. We are a broad-based community organisation and the peak body for prostate cancer in Australia and as such enjoy an unprecedented level of collaboration with Federal and State governments, Cancer Australia, Cancer Council Australia, the various state and territory Cancer Councils and other professional medical bodies operating in the prostate cancer space. We have been very well represented at numerous conferences this year including the Urological Society of Australia and New Zealand (USANZ) Annual Scientific Meeting, the Rotary International Conference in Sydney and Andrology Australia's conference. We also held a well-attended Annual Research Update in Brisbane, in partnership with Ovarian Cancer Australia and held highly successful Thank You events in Sydney, Perth and Melbourne. I am particularly pleased that we are developing an increasingly close relationship with the Prostate Cancer Foundation of New Zealand.

Both our finances and governance structure are in very good shape. Our state boards throughout the country are well established, as are the support network Chapter Councils in every state and territory. Our offices in Brisbane, Sydney, Melbourne, Adelaide and Perth are now appropriately staffed and fully operational. These are well aligned and have made good progress throughout the year.

I take this opportunity once again to thank Associate Professor Anthony Lowe for his professional leadership of the organisation and particularly his significant impact on our financial and governance policies and procedures, evidenced-based strategies, new resources, media profile and our work with governments and medical professional organisations. Likewise I need to acknowledge the wonderful support I have received from Jim Hughes AM in his role as Deputy National Chairman. This year we awarded five prestigious Max Gardner Awards to acknowledge the work of support group network leaders who have excelled in providing awareness in their communities together with vital peer support for men and their families affected by prostate cancer.

Congratulations to Dr John Trollor (NSW), Phillip Webster (NSW), Len Lamprecht (QLD), Bruce Kinnersley (VIC) and Dr Bruce Kynaston (QLD). None of our work would be possible without the continuing generosity of our many sponsors and supporters, to whom we are indebted. Once again it has been an incredible team effort by many wonderful people across the country. Together we have made – and will continue to make – one hell of a difference for those affected by prostate cancer.

My wife Pam and I have been actively involved in the prostate cancer area since my own diagnosis 18 years ago. After ten years on the National Board, six years as Deputy Chairman and now nearly three years as PCFA Chairman, I have recently announced my retirement, effective 31 March 2015. I am pleased to report I will be replaced as National Chairman by my outstanding deputy, Jim Hughes AM and Steve Callister as Deputy National Chairman. In their very capable hands, together with fellow directors, our CEO and the various teams around the country, PCFA's fantastic work has a very bright future.

Finally thank you to all for the wonderful support Pam and I have had over the years in our various capacities – it has been a privilege and an honour to have been involved.



David Sandoe OAM
NATIONAL CHAIRMAN



I am pleased to report that 2013-14 saw major achievements in research, awareness and support.

Research

Our research program continues to go from strength to strength with the award of the first two Movember Revolutionary Team Awards in advanced prostate cancer. Applications for a third team award in localised prostate cancer are currently being reviewed and will be announced later in 2014.

In July at the ANZUP Annual Scientific Meeting we announced a very exciting new partnership with Griffith University, the Prostate Cancer Survivorship Research Centre, which will focus on the psychosocial and survivorship needs of men with prostate cancer, their partners and families and research that will lead to solutions to those needs.

We also launched Pathfinder (pathfinderregister.com.au) a unique prostate cancer research register that enables prostate cancer survivors to participate in research for a brighter future with their loved ones. Pathfinder will enable researchers to save valuable time and money recruiting participants for their projects, so that they can spend more time delivering health benefits to those in need.

Awareness

During the year we were pleased to launch a significant number of new resources including the revised Localised Prostate Cancer Pack, Advanced Prostate Cancer Pack and information to meet the needs of Australian gay and bisexual men. We also launched three new leaflets 'What you need to know about prostate cancer', 'Support groups for people affected by prostate cancer' and 'Caring for someone with prostate cancer' and a new booklet primarily designed for use by Ambassador speakers called Understanding prostate cancer.

In September 2014, the results of our 12th annual community attitudes survey were published in a report entitled 'Culturally and Linguistically Diverse Communities and Prostate Cancer'. The research was conducted in February and March 2014 and looks at the attitudes and experiences of Arabic, Chinese, Greek, Italian and Vietnamese men towards prostate cancer. It has been estimated that some 15 per cent of men

diagnosed with prostate cancer are from culturally and linguistically diverse backgrounds, yet very little is currently known about the specific prostate cancer information and support needs of their communities. At the same time we also published the first of a series of new resources in these five languages.

Support

There has been significant activity within the support network this year with the number of support groups growing to 172, including groups for gay and bisexual men in Adelaide, Brisbane, Darwin, Melbourne, Perth and Sydney and our very first non-English speaking group for Greek men in Melbourne. We have also held Chapter-based Support Group Leader Training Conferences in all five of our Chapters.

In August, at the Andrew Love Cancer Centre in Geelong, the Federal Minister of Health The Hon Peter Dutton announced a significant expansion of our Prostate Cancer Specialist Nursing Service with \$6.2 million of additional funding for 14 new nurses. The new nurses will be located right across Australia in metropolitan and regional locations. The announcement takes the total number of nurses to 27 nationally.

Thank you to our supporters

Our work would not be possible without our many wonderfully generous supporters and volunteers who contribute their time and money to the cause. In particular, I would like to acknowledge the very generous support of our major benefactor, The Movember Foundation.

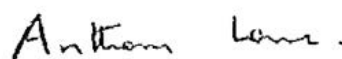
I would also like to thank Commonwealth Bank for their support as major sponsor of our September awareness and fundraising campaign, the Big Aussie Barbie. Commonwealth Bank staff at branches around Australia generously contributed their time to raise awareness of prostate cancer and funds for us. Commonwealth Bank is our longest standing partner and it is a partnership of which we are very proud.

Again this year, former Australian cricketer Matthew Hayden was the Ambassador and face of the Big Aussie Barbie campaign with advertisements featuring Matthew with his father Lawrie, who is a prostate cancer survivor. I would like to thank Matthew and his family for their tireless commitment to our work.

We also received very generous support from PIRTEK through the PIRTEK Fishing Challenge and other fundraising initiatives. This year, on Sunday 23 March, more than 8,500 anglers participated in the catch and release competition, with proceeds from the \$20 entry fee generously donated to us.

We are extremely lucky to have the support of Drummond Golf and their campaign Golf Fore a Cause raising funds and awareness of prostate cancer. This three year partnership, still in its first year, has been raising funds across Drummond Golf franchises and fundraising events. This partnership is set to bring new and innovative golfing fundraising events over the coming years. Special thanks to Ravi Abeyaratne Marketing Director from Drummond Golf who is leading Golf Fore a Cause.

Finally, I would like to give my heartfelt thanks to the thousands of support group members and Ambassador speakers around Australia who generously contribute their time supporting men and their families affected by prostate cancer and raising awareness of the disease. Together we can be justifiably proud of our work in research, awareness and support.



Associate Professor Anthony Lowe

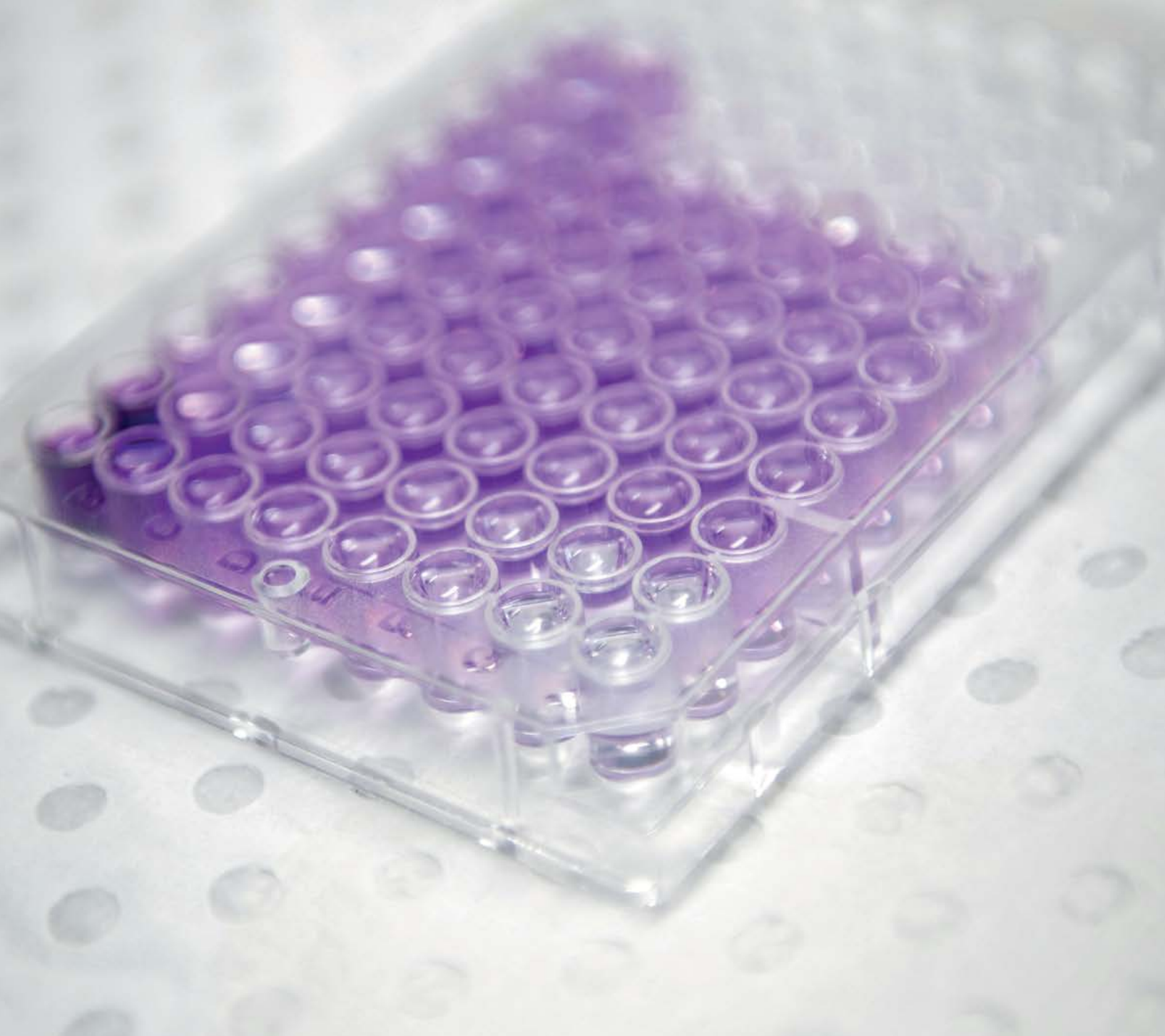
CHIEF EXECUTIVE OFFICER



PCFA's activities centre around three core areas of activity: Research, Awareness and Support. We aim to reduce the impact of prostate cancer on Australian men, their families and the community through medical research, activities that raise awareness of prostate cancer in the community and a nationwide network of affiliated support groups.

{RESEARCH}

Research funded through our research program has already had a major impact on the lives of men living with prostate cancer and their families. However, there is still much to be done. We fund research that will accelerate the pace of discovery and alleviate the suffering associated with prostate cancer.



Research Update Forum

We again teamed with Ovarian Cancer Australia to co-host the annual interactive research forum. This year's event, held at the Translational Research Institute (TRI) in Brisbane, focused on 'Living with cancer' and had a record attendance of over 130.

The forum, facilitated by journalist Julie McCrossin, showcased promising research in immunology, genomics and drug development.



Emerging treatments are improving quality of life and survival rates for patients of both prostate and ovarian cancer and research into lifestyle factors is improving our ability to prevent cancer or improve its outcomes. But there is still much to be done to find cures for both cancers, improve patient care and treatment and provide better support services for patients.

The forum covered the role of physical exercise in reducing long term side effects and improving quality of life, with a recommendation that exercise should be formally integrated into cancer treatment and survivorship care. Better rehabilitation services are also needed, especially in regional areas, to improve care once treatment ends.

“Emerging treatments are improving quality of life and survival rates for patients of both prostate and ovarian cancer.”



Movember Revolutionary Team Awards

An initiative of Movember and funded through our research program, the Movember Revolutionary Team Awards are designed to identify and support research projects that have the potential to transform and revolutionise the way we diagnose, treat and manage prostate cancer. The emphasis is on collaboration between different disciplines and teams in different institutions, with the aim of making a significant global contribution.

The scheme ran for the first time in 2013. After stringent international expert peer review, we identified two major projects run by two large teams that aim to address pressing research questions in the advance prostate cancer field.

“The emphasis is on collaboration between different disciplines and teams in different institutions, with the aim of making a significant global contribution.”



The Mo is back – get growing!

...

Movember challenges Aussie men to help change the face of men’s health by donating their upper lips as hairy billboards to help raise funds and spark conversations around prostate cancer, testicular cancer and mental health.

Mo Bros (men who rock a Mo) sign up at www.movember.com. Starting clean-shaven on 1 November, they then donate their face for 30 days by growing and grooming the best moustache they can muster, and raise funds and awareness along the way.

Mo Sistas play a key supporting role by signing up as team captains, recruiting Mo Bros, helping to raise funds and also encouraging the men in their life to take action when it comes to their health.

Since 2003, the Movember Foundation has raised \$580 million thanks to the support of four million Mo Bros and Mo Sistas who have helped fund more than 800 programs in 21 countries.

[Sign up, grow and donate at movember.com](http://www.movember.com)

PCFA would like to recognise the Movember Foundation as the key funder of its national research program





Professor Peter Croucher
Senior Researcher, Garvan Institute for Medical Research

Cutting edge research in bone metastasis

A team of world experts from different fields, including bone cancer, genetics, breast cancer and prostate cancer, has come together to find out what activates dormant cells to cause bone metastases.

Prostate cancer spreads to the bones in almost half of all men with prostate cancer, sometimes many years after the initial diagnosis. Researchers believe that the cancer cells spread to the bone very early on in the disease and remain dormant there until they are somehow triggered to activate and grow.

Professor Peter Croucher and his international team have received a Movember Revolutionary Team Award grant to discover the processes that cause the cells to metastasise in bone – whether it’s due to changes in the genes, signals from neighbouring bone cells or from cells of the immune system.

Once they understand these processes, it may be possible to block them with drugs and prevent one of the

most devastating and hard to treat effects of prostate cancer.

The team is led by the Garvan Institute, the Epworth Centre at the University of Melbourne and the Department of Biochemistry at La Trobe University, with key collaborators in the United States and Europe. It brings together experts in other bone diseases, such as osteoporosis, as well as other cancers such as multiple myeloma and breast cancer.

“All of these tumours will grow in bone and all reside in the same environment in the skeleton. We believe by working across these examples we can compare the tumours and find what’s common, what are the uniform mechanisms that allow tumours to grow in bone,” explains Professor Croucher.

“Clearly prostate cancer is one of the most devastating cancers that affect men and we understand so little about it compared to other tumours, it’s an under-researched area. It’s fundamental we make real progress and do something that benefits people.”



Professor Colleen Nelson
School of Biomedical Sciences, Faculty of Health, Queensland University of Technology and Founder and Executive Director of the Australian Prostate Cancer Research Centre, Queensland

Targeting resistance to hormone therapy

Weight gain, metabolic disease and other hormonal changes caused by androgen deprivation therapy have always been thought of as unpleasant side effects – but could targeting these metabolic changes eventually hold the key to controlling the progression of prostate cancer?

Androgen Deprivation Therapy (ADT, also known as ‘hormone therapy’) is the best way to treat advanced prostate cancer – but in many cases, the cancer eventually returns. When this happens it is hard to treat because it is resistant to the drugs used in ADT.

The sudden hormonal changes provoked by ADT, such as an increase in insulin and growth hormones, can cause weight gain, type two diabetes and muscle loss. They also eventually cause the cancer to grow and metastasise. This is because remaining cancer cells are reprogrammed in their new hormone environment to survive further treatments.

Professor Colleen Nelson and a team of 45 researchers from around the world are about to revolutionise

ADT by identifying the processes used by the cancer cells to adapt. Once they understand these, the team will try to prevent them by using new or existing drugs in combination with ADT.

“The wonderful thing is we already have metabolic drugs, like Metformin for type two diabetes, that we can repurpose to be used in combination with ADT to allow men to have longer remissions and longer cancer control,” says Professor Nelson.

The team has already used gene sequencing to find a series of pathways caused by ADT that promote the tumour to grow. They are now testing specific drugs in combination with ADT to see if they cause the hormone therapy to be effective for longer.

The team is led by the Australian Prostate Cancer Research Centre in Queensland, in collaboration with the Garvan Institute, Centenary Institute, Universities of Adelaide and South Australia, Monash University, Griffith University and with international collaboration with the universities of Vancouver, British Columbia and Trinity College Dublin.

Prostate Cancer Survivorship Research Centre

It is estimated more than 267,000 men will be living with prostate cancer in Australia by 2017 – more than double the number in 2007.

Eighty per cent of these men will be long term survivors or men having continued monitoring, making research into survivorship an increasingly important priority.

In a joint initiative with Griffith University, we established the Prostate Cancer Survivorship Research Centre, with foundation partners Edith Cowan University and Cancer Council Queensland. The Centre's vision is to improve the quality of life and survivorship outcomes of men with prostate cancer, their partners and families.



Defining young project

A prostate cancer diagnosis brings with it significant psychological stress, particularly for younger men. However no-one has studied how to define 'young' in the context of prostate cancer, or the best approaches to take for men at different ages. Through focus groups and interviews, this project discovered that it is men's stage of life – rather than their chronological age – that is important in understanding how prostate cancer affects people. This information will help us to design interventions that are oriented to men's life course and help young men reconstruct their identities after prostate cancer.

Masculinity scale project

The outcome of prostate cancer can be affected by men's sense of masculinity. For example, it can affect how likely they are to seek help, their quality of life and their level of psychological distress. This project is designed to validate a new way of testing men's masculinity in prostate cancer, to explore the ways men seek help for sexual difficulties and what predicts that behaviour and to examine their health literacy and how it relates to outcomes.

Distress thermometer project

The Distress Thermometer is a widely recommended tool for screening for distress after cancer, but we do not know how valid it is in prostate cancer at different points of time. This project tested the Distress Thermometer in men with prostate cancer and found out it is indeed a valid tool to detect distress, anxiety and depression in prostate cancer patients, particularly close to diagnosis.



“Through focus groups and interviews, this project discovered that it is men's stage of life, rather than their chronological age, that is important in understanding how prostate cancer affects people.”



Pathfinder

Pathfinder is the first national online prostate cancer register. It is designed to save researchers valuable time recruiting participants for their projects, freeing up more time to spend on vital research.



Established as a joint initiative of PCFA and Griffith University as an activity of the Prostate Cancer Survivorship Centre, Pathfinder enables men and women to register if they are interested in participating in research into improving the health and lives of people post prostate cancer treatment. Once people register, they are sent emails about approved projects and contacts for the research team.

A strict approval process ensures the community's interests are safeguarded while researchers are helped to reach their research goals faster.

For more information, visit the website: pathfinderregister.com.au

“Pathfinder enables men and women to register if they are interested in participating in research into improving the health and lives of people post prostate cancer treatment.”

We are delighted to have funded the following research projects this year.

Engineering a High-Throughput Prostate Cancer Stem Cell Niche Mimic

DR MICHAEL DORAN, Queensland University of Technology

•••

There is still a poor survival rate when prostate cancer recurs or a secondary tumour develops. There is a theory that prostate cancer stem cells are resistant to chemotherapy and, in some instances, are able to survive and re-populate. This research aims to test this theory using prostate stem-cells grown alongside bone cells to represent a metastasised cancer that had spread to the bone. These stem cells will be treated with prostate cancer drugs in the presence and absence of bone cells to test if the stem cells are more resistant to therapies in the presence of bone. This research will help us to understand how stem cells contribute to cancer progression and will lead to new therapies that target stem cells and their environment.

Understanding how obesity causes prostate cancer progression

PROFESSOR MATTHEW WATT, Monash University

•••

Obesity is one of the major risk factors for aggressive prostate cancer. This project will investigate the biological links between obesity and aggressive prostate cancer, aiming to better inform the management of these patients.

Development of highly sensitive diagnostic test for active form of prostate specific antigen

PROFESSOR KIRILL ALEXANDROV, University of Queensland

•••

All prostate cancer treatments are most effective when the cancer has been detected at early stages. The currently used prostate cancer blood test relies on a single marker. The proposed research will use bioengineering to design ultrasensitive and inexpensive tests for prostate cancer that allows much more in-depth analysis directly in the doctor's office.

Isolating high-avidity prostate cancer-specific T cells using high definition allogenic pulldown

DR JOHN MILES, Queensland Institute of Medical Research

•••

T cells are the sentries of our immune system. Their job is to scan our bodies and destroy anything dangerous. While T cells are very good at destroying foreign cells (pathogens), they are taught not to attack our own cells. This training is called 'self tolerance' and it is a real problem in prostate cancer where cells are derived from and look like, normal cells. This project will attempt to bypass self tolerance by reprogramming T cells to recognise cancer cells as foreign and very dangerous.

Testing and Treatment for Prostate Cancer in Australia: Epidemiology and Modelling

PROFESSOR DIANNE O'CONNELL, Cancer Council (NSW)

•••

This project aims to develop to help evaluate how changes in the detection, management and treatment of prostate cancer affect outcomes like cancer incidence, mortality, treatment-related morbidity and costs. It will develop a comprehensive and extensively validated Australian model with which to evaluate various screening and treatment protocols, such the effects of different patterns of prostate specific antigen (PSA) testing on prostate cancer incidence and mortality, resource utilisation, cost-effectiveness and impact on the health budget. The model could be used to evaluate a range of new strategies for prostate cancer detection and management in the future, such as the role of specific testing strategies in men with a family history of prostate cancer, the role of new screening tests, the effect of targeted efforts to test men in low socio-economic groups and rural areas, future changes to diagnostic protocols and the effects of changes in prostate cancer treatment patterns.

A translational and pharmacokinetic study of a novel, orally-active, targeted treatment for hormone refractory prostate cancer

PROFESSOR PAUL DE SOUZA, University of Western Sydney

...

At present, there is no curative treatment for advanced prostate cancer and when tumours stop responding to hormone therapy, survival is limited. We have discovered that the enzyme sPLA2 is overactive in advanced prostate cancer cells and tissues and does not respond to hormone therapy. This has led to the discovery of new drugs that can inhibit the enzyme and slow the growth of prostate tumours. This project aims to complete the final experiments that are required to start clinical trials in men with prostate cancer. The project will also test how well the drug circulates in the blood of healthy volunteers after a single dose. This information about the behaviour of the drug will be used to design a second trial specifically in patients with advanced prostate cancer. If successful, the project will help to develop a new oral treatment for advanced prostate cancer.

Advanced image analysis for prostate cancer using functional imaging and histopathology

DR HAYLEY REYNOLDS, University of Melbourne

...

Prostate cancer is a disease where multiple tumour deposits are often seen in the prostate gland. In this project, advanced image analysis and machine learning techniques will be developed to help researchers better understand prostate tumour location and biology through the analysis of tumour samples under the microscope and functional magnetic resonance imaging. Ultimately this work will provide a framework for designing improved radiotherapy treatment plans for patients with prostate cancer.

Developing novel therapeutics targeting amino acid transport to inhibit metastasis in advanced prostate cancer

DR QIAN (KEVIN) WANG, University of Sydney

...

This project is studying the role of 'protein pumps' in metastatic prostate cancer, mechanisms which help to feed the cancer cells and help it to grow and spread. The pumps are present on the outside of cells, making them excellent candidates for drug targeting. We will discover new drugs that block the nutrient flow of these pumps, starving the cancer cells.

Poly(ADP-ribose) Polymerase Inhibitors in Patients with Advanced Prostate Cancer with Germline BRCA1 /2 Mutations and other DNA Repair Defects

DR SHAHNEEN SANDHU, University of Melbourne

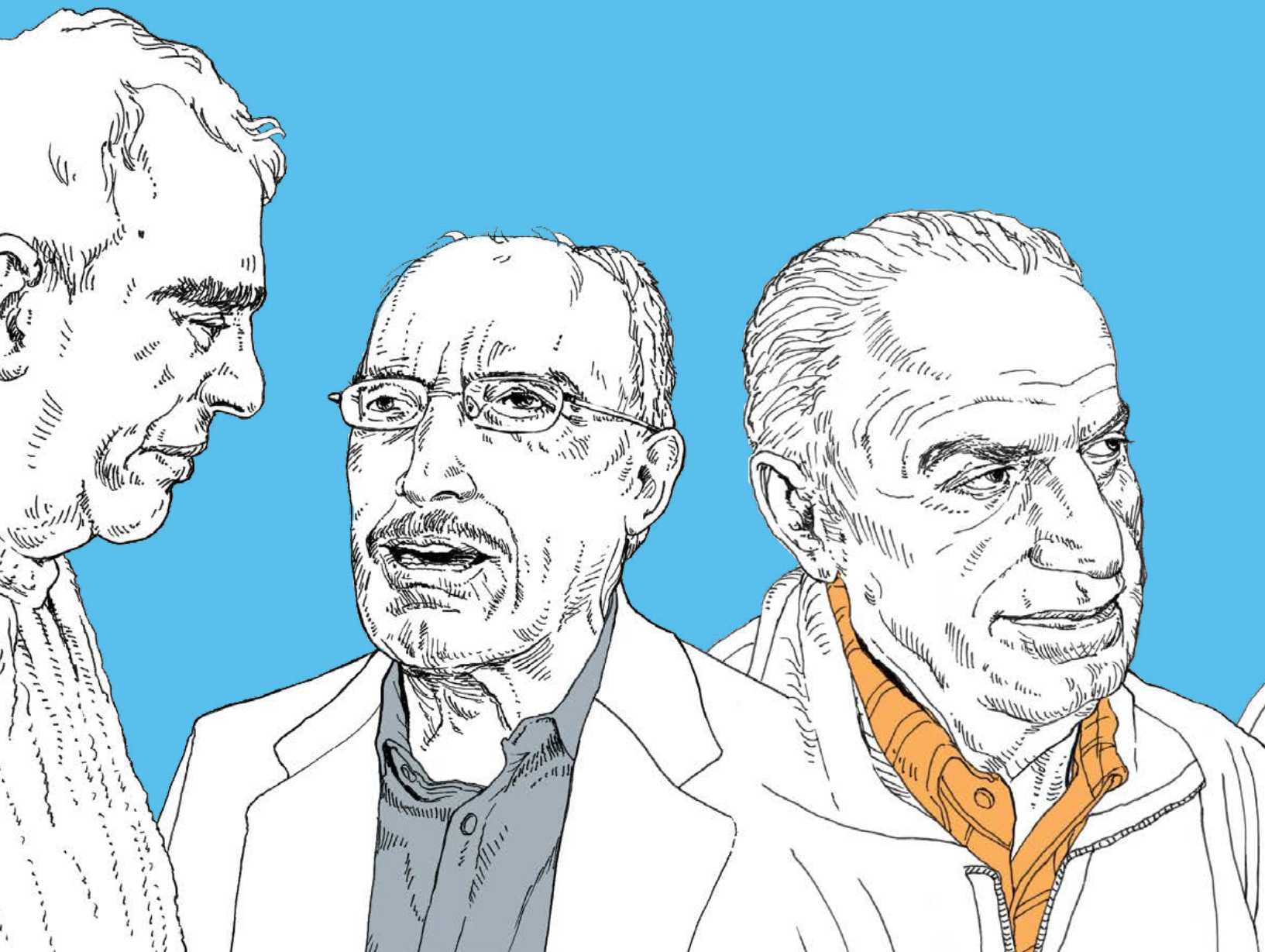
...

Mutations in genes involved in repairing DNA such as BRCA1 and BRCA2 and others can result in development of prostate cancer. Drugs called PARP inhibitors have been shown to be an effective treatment for patients who inherit the BRCA1 and BRCA2 mutations. This project plans to screen and treat prostate cancer patients who have inherited mutations in DNA repair genes with a PARP inhibitor as part of a clinical trial. We anticipate that PARP inhibitors will result in improved outcomes.

“All prostate cancer treatments are most effective when the cancer has been detected at early stages.”

{AWARENESS}

Raising the community's awareness about prostate cancer is an essential element of our work to reduce the impact of the disease. This year, a special focus has been on raising awareness of prostate cancer in non-English speaking communities.



Community Attitudes Survey

It has been estimated that 15 per cent of men diagnosed with prostate cancer are from culturally and linguistically diverse backgrounds.

The 2013 Community Attitudes survey found almost two thirds of men who participated favoured making prostate cancer information available in languages other than English. As a result of this finding, this year we decided to research the attitudes towards and experiences of prostate cancer among men whose first language is Arabic, Chinese, Greek, Italian or Vietnamese.

The survey revealed interesting differences between speakers of these languages. For example, men's awareness and understanding of prostate cancer differed between the groups, with Italian and Vietnamese speakers having a much higher self-reported level of knowledge than Chinese speakers.

Discussing prostate cancer appeared to be a gendered issue, with many of the five language speakers feeling more comfortable discussing prostate cancer with a male than a female health professional or friend.

As a result of the 2013 survey, we concluded that translating key existing resources would be of real benefit to these communities. We have translated resources into Arabic, Chinese, Greek, Italian and Vietnamese – the five languages most commonly suggested in the 2013 survey.

We also undertook qualitative research with representatives of these language groups to adapt and guide the translation of the resources, ensuring they are culturally appropriate, useful and easily accessible to their communities.

“Participants in the survey were aware that it was about cancer, but not specifically prostate cancer or for PCFA.”



Resources

Some men do not speak English at all, despite having lived in Australia for many years. Others who speak English still have difficulty understanding medical information in English.



We have produced a series of resources targeting different sectors of the community as part of the Supporting men with prostate cancer through evidence-based resources and support project, a Cancer Australia initiative funded by the Australian Government.

This year we launched resources on localised and advanced prostate cancer, which have been distributed and are well used. We also launched resources aimed at gay and bisexual men and younger men in August 2014 and are finalising a suite of resources which deal with all treatment options and side effects associated with prostate cancer to help men better manage their disease. We are also in the process of drafting resources for Aboriginal and Torres Strait Islander men, in consultation with these communities.

Additionally we launched three new leaflets 'What you need to know about prostate cancer', 'Support groups for people affected by prostate cancer' and 'Caring for someone with prostate cancer'. These leaflets have been translated into Arabic, Chinese, Greek, Italian and Vietnamese.



Support from like-minded friends

...

John Wenborn encourages others to share their stories through the Shine A Light Prostate Cancer Support Group for Gay and Bisexual Men in Sydney.

"A support group targeted specifically at the gay and bisexual community creates fewer barriers, the men are willing to tell their stories in a group of people they know are like minded," he says.

Gay and bisexual men can have specific issues with prostate cancer that are different to 'straight' men. Until recently there has been very little information about prostate cancer specifically targeted at them. There is a lack of research and evidence about gay and bisexual men's experiences of living with prostate cancer. Different advice and treatment, especially in the follow up period, might be required because of lifestyle and sexual activities, to avoid their quality of life suffering more after treatment.

"When you're in a support group where you feel you have a commonality with the other participants, you feel happy to share your thoughts, worries and anxieties."

As a gay man, John Wenborn found very little information or support available to him after his prostate cancer diagnosis in 2003.

Now cancer-free, John works to help create a supportive atmosphere more conducive to engaging gay and bisexual men, where through hearing the stories of other men, they can be helped in their own spiritual, physical and emotional recovery.

We have produced a series of resources specifically targeted at gay and bisexual men. For more information, please contact us on 1800 220 099 or at pcfa.org.au



Caring for someone with prostate cancer

...

A prostate cancer diagnosis also affects friends and families. Our new resources give carers the information they need to cope.

“A lot of the partners are worse than the men when they get the initial diagnosis. It’s not until they get the information and support from others that they come to terms with it.”

When her husband Allan was diagnosed with prostate cancer nine years ago, Joan Manfield headed straight to the library to read up on the disease.

“In those days there wasn’t the information available that there is now. So I read books, I picked up bits and pieces from the urologist and I talked to other people who had gone through it,” she says.

“Once I had a clear idea of what I was dealing with, I just picked up the pieces and we got on with it.

Life can change quickly for partners and carers after a prostate cancer diagnosis. They can find themselves dealing with feelings of fear, anger, depression and loss, they may wonder how they will help their partner to cope through the cancer journey and they may worry about changes to their lifestyle, relationships, work and finances.

We have produced a resource targeted at the friends and families of men with prostate cancer. It contains important information about how to deal with the challenges associated with the disease, and lists where to go for help.

Caring for someone with prostate cancer is available from PCFA by calling 1800 220 099 or at pcfa.org.au



Advocacy

It is important that men in Australia have access to the latest treatments. We are lobbying the Federal Government to support three new treatment options which we believe could be life changing for men with prostate cancer.

mpMRI: Multi-parametric Magnetic Resonance Imaging (mpMRI) could be a game changer in the diagnosis and treatment of prostate cancer. It is a non-invasive way of identifying significant cancer within the prostate and allowing targeted biopsy. It has the potential to detect prostate cancer within the gland, differentiate significant cancer from insignificant disease, identify lesions to biopsy and enable MRI-guided biopsy and enable follow-up of low risk lesions. This approach could reduce the number of biopsies and morbidity associated with the procedure and will also potentially reduce the number of insignificant cancers diagnosed. mpMRI costs \$500 to \$700 and patients are currently not reimbursed. We are working with the Urological Society of Australia and New Zealand (USANZ) and the Royal Australian and New Zealand College of Radiologists (RANZCR) and others, to gather the evidence necessary to advocate for

these costs to be reimbursed under the Medicare Benefits Schedule (MBS).

RADIUM 223: The drug Radium 223 has been called a game changer in the treatment of castrate-resistant prostate cancer. It selectively targets cancer cells in the bone but causes minimal damage to healthy surrounding cells and has been shown to significantly improve the survival and quality of life of castrate-resistant patients with bone-metastatic disease (i.e. men whose hormone therapy has stopped working and whose cancer has spread to the bones). We launched a consumer advocacy campaign encouraging men and their families to write letters of support to the chair of the MSAC and their local Member of Parliament. Radium 223 was approved by the TGA and the Medical Service Advisory Committee (MSAC) subsequently recommended its funding on the Medicare Benefits Schedule. A listing date is yet to be confirmed.

ENZALUMATIDE: The Australian and New Zealand Urogenital and Prostate (ANZUP) Cancer Trials Group is leading two large international clinical trials of involve a new hormone treatment, Enzalutamide. This drug has been shown to be very effective in treating late stages of the disease. The trials, called the ENZAMET study and the ENZARAD study, together involve 1,900 patients across Australia, New Zealand, Ireland, the United Kingdom and Canada.



Ambassador Program

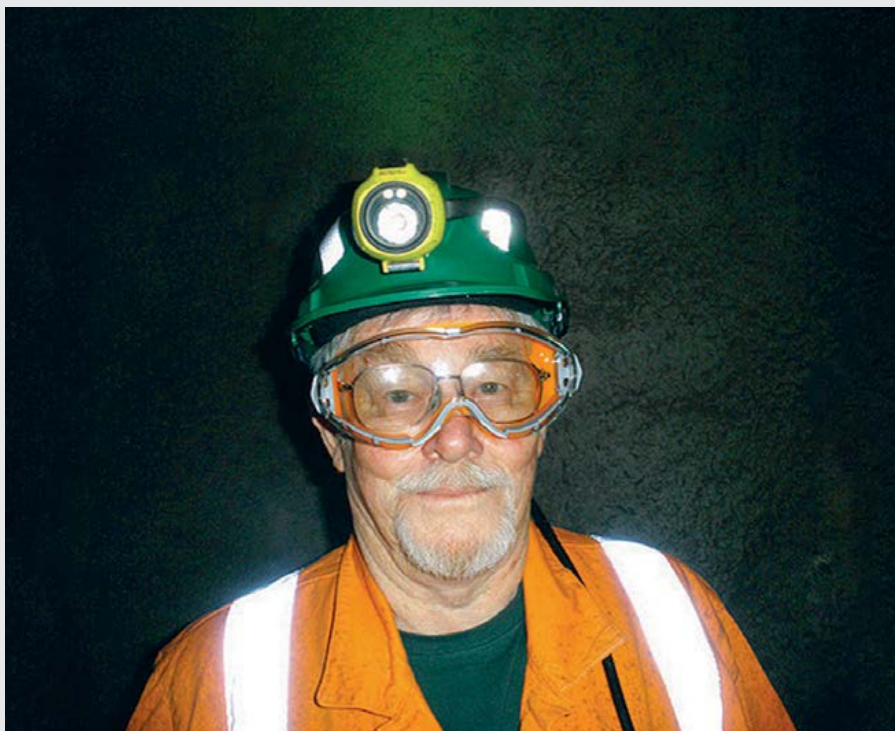
Our Ambassador Program aims to raise community awareness of prostate cancer.

We now have a total of 128 Ambassadors representing all States and Territories in both urban and regional areas of Australia. Many of these are men or partners and carers with personal experience of prostate cancer. They come from a wide variety of professional backgrounds and ages and include Ambassadors from Aboriginal and Torres Strait Islander communities.

This year, our Ambassadors delivered approximately 170 presentations – nearly double the previous year – and reached many thousands of people. Ambassador talks again occurred in a wide range of environments, including Lions and Rotary Clubs, Men’s Sheds, corporate work environments and professional bodies, mine sites, Government bodies and Department of Defence sites, universities and during community awareness days.

Training events for Ambassadors were held in Perth, Melbourne, Adelaide and Sydney. A promotion and dissemination strategy was developed to increase awareness of the program in both urban and regional areas, which led to an increase in talks.

“We now have a total of 128 Ambassadors representing all States and Territories in both urban and regional areas of Australia.”



Reaching men wherever they are

...

Setting foot underground for the first time since a mine collapse 40 years ago, PCFA Ambassador Malcolm Ellis conquered his fears to spread the word about prostate cancer.

“After the cave in 40 years ago, I even had trouble going through a tunnel. But I did it, I went underground for PCFA. If it meant I reached one bloke, it was worth it.”

The last time Malcolm Ellis went underground, the Northern Territory gold mine he was working in collapsed. He and two others were trapped in the dark for 38 hours and near to drowning by the time they were dug out.

So it took incredible courage for Malcolm to descend 420m underground

at BHP Billiton’s Olympic Dam Mine in Roxby Downs to deliver a presentation about prostate cancer.

Malcolm is a PCFA Ambassador, one of a large team which reaches out to men in remote and regional areas to raise awareness of prostate cancer and provide resources for individuals to learn more.

Now 75, he’s reached literally thousands of men with his personal story of working as a kid on the railways, then as a motor mechanic and bus and truck driver through to time in the army, air force, fire brigade and mines. He was diagnosed with prostate cancer in 2006.

“A lot of men bury their heads in the sand and think it will go away,” he says

“But I’ve been there and done that. I give them details from my own story, tell them how things have affected me and I really think it’s made a difference to people’s lives.”

Secret men's business

...

Indigenous GP Dr Keith Gleeson's experiences in regional NSW have helped inform our new resources targeted at Aboriginal and Torres Strait Islander men.

"We are a multicultural country, we can't have one model that fits all. If we produce information that is culturally appropriate for people, we will have better success."

As a doctor at the Biripi Aboriginal Medical Corporation in Taree, Dr Keith Gleeson is well aware of the increased health risks aboriginal men face due to problems related to access to services, cultural limitations and lack of awareness.

"Often when they come in for the first time they are a bit coy. It's only at the end of the consult that they'll broach issues about that part of their anatomy," he says.

"But we do screen for prostate cancer and broach it with the boys, we try to educate them and engage them. If you can acknowledge the cultural limitations and boundaries, you can work well together."

A former National Parks ranger in Victoria before enrolling to study medicine at Newcastle University, Keith is one of the authors of our upcoming Aboriginal and Torres Strait Islander Monograph.

We consulted 45 Aboriginal and Torres Strait Islander people nationally in the production of its targeted resources, including health professionals, community

workers, prostate cancer patients and senior aboriginal women elders and women practitioners.

Informed by this consultation, we are producing four flipcharts containing culturally sensitive prostate cancer information for Aboriginal and Torres Strait Islander communities. The flipcharts will be used by Aboriginal Health Workers, men's health workers and Aboriginal Controlled Community Health Organisations.

Roadshows

The Roadshow is unique in that it provides face-to-face education, delivered by a multidisciplinary team, to health professionals and consumers living in rural and remote areas of Australia.



Our Rural Education Roadshow was developed in 2012 with a competitive grant from the Department of Health and Ageing (DoHA) to deliver evidence-based education messages to consumers and health professionals in rural and remote Australia and enable them to make informed decisions about prostate cancer. The program will run until December 2014.

"As a result of attending the session, consumers reported they were more informed and aware of available support and had benefited by meeting others with prostate cancer."

This year, the Roadshow travelled to 16 sites in each State and Territory in Australia and reached more than 440 community members and over 480 health professionals.

A formal evaluation of the program found the majority of attendees at both the health professional and consumer sessions felt the Roadshow was a quality program that was presented by experts in prostate cancer diagnosis, treatment and management. As a result of attending the session, consumers reported they were more informed and aware of available support and had benefited by meeting others with prostate cancer. Four health professionals reported that there had been changes to local cancer services as a result of the Roadshow.



{SUPPORT}

We support men and their families affected by prostate cancer in a number of ways. These include providing evidence-based information support through an extensive Support Network and Prostate Cancer Specialist Nurses.



Support Groups

Many members have undergone treatment for prostate cancer and continue to lead fulfilling lives after treatment.

As members of PCFA's support network, they enjoy the ongoing social and emotional support available from attending their group as well as the opportunity to spread the word and raise awareness about prostate cancer. For those newly diagnosed, a support group offers the opportunity to meet with others who have been through the experience and to gain valuable information to assist them in managing the disease.



PCFA provides support through an extensive national network of men and women dedicated to reducing the impact of prostate cancer in the community.

This support is provided in various ways, through face-to-face and telephone support groups, through online support and by individuals. In most cases, support is provided by people with 'lived' experience of prostate cancer. Sometimes support groups are facilitated by health and allied health professionals in a voluntary capacity.

PCFA is committed to a strengths based, peer support model to support men and women dealing with prostate cancer. This model is integrated within a tiered framework of care and is founded on the principles of respect, shared

responsibility and mutual agreement of what is helpful. The process of giving and receiving information and support, companionship, sharing and assistance can reduce feelings of loneliness, despair, anxiety and frustration. Importantly, participation in the support network assists in building strong social connections between members, which are fundamental components of health and wellbeing.

The recent significant growth of the network of PCFA support groups, which now number 172 across Australia, has been made possible through generous funding from Cancer Australia. This funding has also made possible the development of training to enhance the capability of support leaders to deliver support to people living with prostate cancer.

PCFA aims to provide diversity both in terms of the populations we support and in the way support is offered. We have 19 support groups across Australia for a range of specific populations, including groups for gay and bisexual men, partners/carers groups, groups for linguistically and culturally diverse (CALD) communities, groups for younger men and groups for men with advanced prostate cancer.

Recent research has also demonstrated the value of physical exercise groups to assist men dealing with prostate cancer. Exercise has been shown to reduce the level of stress, depression and anxiety that men may be experiencing as a consequence of a prostate cancer diagnosis and/or treatment. PCFA has three exercise based support groups, with more in the pipeline.

Our focus in 2014 and beyond is to develop support programs that are accessible to more men and women dealing with prostate cancer, including people who may not choose to access face-to-face support and for those living in regional and remote areas of Australia. This includes telephone support and online support.

Diagnosed at 37

Walter Bonnet's prostate cancer diagnosis forced him to re-evaluate his life. Two years later he's healthy, he's helping others – and he has a little girl he never expected to be able to conceive.

"As a younger man diagnosed with prostate cancer, you only have a few weeks to make some massive decisions that will affect the rest of your life. It's not easy."

Walter Bonnet, a finance broker from WA, was lying on the table before minor surgery when the prospect of prostate cancer was first raised. His PSA levels had shot up and his doctor had ordered a biopsy.

His aggressive prostate cancer was confirmed soon afterwards. He was 37, he had a new girlfriend, a new business and was about to build a house. The subject of children had never come up but within weeks he and his partner, Lora, were discussing their options at a fertility clinic ahead of Walter's radical prostatectomy and hormone therapy. Despite being told they could never conceive naturally, Laura discovered she

was pregnant a couple of months later. Now recovered from surgery with minimal ongoing side effects, Walter is the proud father of Sophie – and is reaching out to other young men with prostate cancer.

"The prostate cancer diagnosis made me have a good look at my life. I work less than I used to, I spend a lot of time with my daughter and I run a PCFA support group for younger men," Walter says.

"When I went to a support group I was probably the youngest person by about 20 years, the issues I had to deal with were completely different. Once younger men see other people around their age who have gone through it and are still living and enjoying life, it puts them at ease."



Nationwide support for advanced prostate cancer

...

Jim Marshall's support group for men with advanced prostate cancer is using teleconferencing, phone calls and even YouTube to extend support to everyone who needs it.

"It's one thing for the doctor to say you should be here for five years, but it's a different thing to actually talk to a man who's lived it. For most men, all it takes is a phone call from someone who understands."

For five years, Jim Marshall hasn't let his advanced prostate cancer slow him down. He's travelled widely, exercises regularly and has devoted himself to bringing vital support to other men with advanced disease.

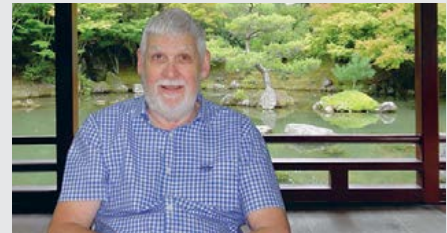
His support group has grown from an email exchange to a website and a monthly teleconference for men.

Now with more than 100 members from all over Australia, it is starting regular monthly support calls to all members who want them, preceded by SMS messages asking how they are. The group is also planning to post YouTube videos containing information about prostate cancer and has set up a network enabling members from remote areas to 'drop in' and visit other members when they're in town.

Delivering support in this way enables men with advanced prostate cancer to network around the country, when often they are the only one with advanced disease in their local support group. It also means that those whose treatment makes it difficult for them to travel can still receive support in the comfort of their own homes.

"With the average age that men develop advanced prostate cancer a little over 70, many of our members aren't very comfortable with information technology, so our main contact is by phone," says Jim.

"Often it's enough for men to just speak to someone on the other end who is also living with the disease and who understands their insecurities and fears. With 80 per cent of the phone calls that come in, just having that chat can resolve their problem."



Training

PCFA is committed to supporting the development of the skills and knowledge of our support group leaders.



PCFA staff meet regularly with peer support leaders to provide training and to support them in their work.

PCFA's national network of support groups is organised into five chapters across Australia. During 2014, PCFA hosted five training conferences to assist group leaders to facilitate support groups. Over two thirds of leaders from the support group network attended the conferences and the feedback was very positive.

The majority of participants identified themselves as prostate cancer survivors or partners/carers of someone who has been diagnosed with prostate cancer. A number of health and allied health professionals also attended the conferences in their capacity as volunteer support group leaders.

The conferences provided a number of plenary sessions designed to increase knowledge about the diagnosis and management of prostate cancer and

a series of workshops to extend skills in group facilitation and support.

Delegates had a mix of experience in facilitating groups. More than half had been facilitating support groups for up to five years and others had been facilitating groups for more than 10 years.

Over 80 per cent of attendees stated that they had learnt a great deal through attending the plenary sessions and the workshops.

"The majority of attendees stated that they significantly increased their knowledge about prostate cancer related information by attending the chapter training conferences."

General Evaluation of Chapter Training Conferences.



Prostate Cancer Specialist Nurses

The Prostate Cancer Specialist Nursing Service is a PCFA initiative which funds the placement of nurses in hospitals across Australia in partnership with health service providers.

Prostate Cancer Specialist Nurses form a critical aspect of ongoing prostate cancer care by helping families navigate difficult parts of the cancer journey such as treatment and ongoing hospital visits.

The program was launched in 2012 with generous funding from The Movember Foundation and has since made significant progress to expand its reach to metropolitan and regional areas across Australia. This year the Federal Government allocated \$6.2 million in the Federal Budget to PCFA to appoint an additional 14 nurses. This brings to 27 the total number of Prostate Cancer Specialist Nurses working in major metropolitan and regional hospitals in Queensland, New South Wales, ACT, Victoria, South Australia, Tasmania, Western Australia and the Northern Territory.

An evaluation of the Prostate Cancer Specialist Nursing Program found patients are using the nurses as a key point of contact for information, care navigation and advocacy and that the nurses are having a significant impact on key patient outcomes including improved sexual function and experiences of care.

Nursing Professional Development

PCFA funds professional development for nurses in various ways. This year we provided grants to five nurses to attend the Cancer Nurses Society of Australia conference; another five to attend the 15th Asia-Pacific Prostate Cancer Conference in Melbourne and three to attend the Australian and New Zealand Urogenital and Prostate (ANZUP) Cancer Trials Group Annual Scientific Meeting in Melbourne.

We also funded three nurses to attend the Prostate Nursing Care short course offered by the School of Nursing and Midwifery at La Trobe University.



Someone to listen

...

Trish Husband is one of 27 Prostate Cancer Specialist Nurses helping men navigate their journey.

“Having a specialist care nurse as their point of call, it makes their cancer journey that little bit easier for them.”

When the best man at Trish Husband’s wedding was diagnosed with prostate cancer 14 years ago at the age of 51, she realised how little support was available.

“I realised there wasn’t anyone out there for him like breast cancer nurses,” she says.

“But support like this is so important – the side effects can have a huge impact on men’s lives and that of their families.”

Trish had already been working as a continence advisor for several years and became one of the first PCFA-supported Prostate Cancer Specialist Nurses, working at Townsville Hospital.

With funding from the Movember Foundation, the Federal Government and the community, there are now 27 Prostate Cancer Specialist Nurses like her available throughout Australia.

Trish is the first point of call for men with prostate cancer and provides education, information about treatment options and emotional support.

“I’m someone who puts words into their own language and who has the time to sit and talk to them.” she says.



Speaking their language

...

The Australian-Greek Welfare Society runs one of the first PCFA-affiliated Greek-speaking support groups. It is facilitated by Community Health Worker Tania Samartza, bringing vital information to men in words they can understand.

“Cancer is difficult for all people, but it’s even harder when there’s a language barrier. By reaching them in Greek, we help them find the courage to fight, to ask for information and live a better life even with their disease.”

A nurse who arrived in Melbourne from Greece a year ago, Tania Samartza runs the Greek-speaking support group in Clayton and Brunswick for people living with cancer. (The Brunswick Cancer support group “Anastasia” is facilitated by a peer leader.)

Many of the people she sees arrived in Australia in the 50s and 60s to work on infrastructure projects and missed the chance to be educated both in Greece and Australia. While most understand some English, they prefer important medical information to be delivered in Greek.

“They were mostly manual workers and they still have some difficulties with the language, so they can miss important messages about prevention, their

entitlements to services and information about their disease,” says Tania.

“There is also a stigma about cancer in this community – they are shocked, they think they are going to die and often they don’t believe that there is something that can be done about it.”

There is a growing need for support services targeted at culturally diverse communities as men age and face diagnoses like prostate cancer without the help of extended family.

We now run 19 support groups across Australia for a range of specific populations, offering information and support targeted to their needs.





PCFA's work would not be possible without the incredible support of the community, individuals and corporate partners. Our longstanding supporters such as Movember, the Commonwealth Bank, PIRTEK, Qantas and Simson Cards, our new partners such as Drummond Golf, Steel Blue, NIOXIN and Tolmar Australia and literally thousands of volunteers and fundraisers around the country have made this one of our most successful fundraising years. This has made a huge difference to the people we are aiming to help: Australian men with prostate cancer, their partners, families and the wider community.

Big Aussie Barbie

The Big Aussie Barbie encourages Australians to host a fundraising barbecue during September where they can discuss men's health issues while catching up with friends and family, enjoying food and generally celebrating the men in their lives.

This year, more than 800 barbecues were held across Australia, raising more than \$1 million for our vital work.

Launch events for the 2014 Big Aussie Barbie were held across Australia, including a 6m high inflatable barbecue which featured at the launches in Brisbane and Sydney. Outdoor marketing on bus stops and taxis was used to urge the general public to get behind the campaign and host a barbecue, while additional support was generated through social media such as Facebook, Twitter, Instagram, YouTube and LinkedIn.

We were honoured to be chosen by the NSW Waratahs rugby union club as one of their supported charities this year. As part of this Charity Partnership, we attended a Waratahs game where we handed out barbie tongs with information about the Big Aussie Barbie. We were also represented with a PCFA marquee containing PCFA promotional material, an advertisement in the program and a television advertisement for the Big Aussie Barbie featuring throughout the game.

*

\$1 million raised

More than 800 hosts

3.7 million views of the TV commercial

109 media stories generated throughout September

Facebook followers grew 4.8 per cent to 17,476 in September, with 594 page likes

*

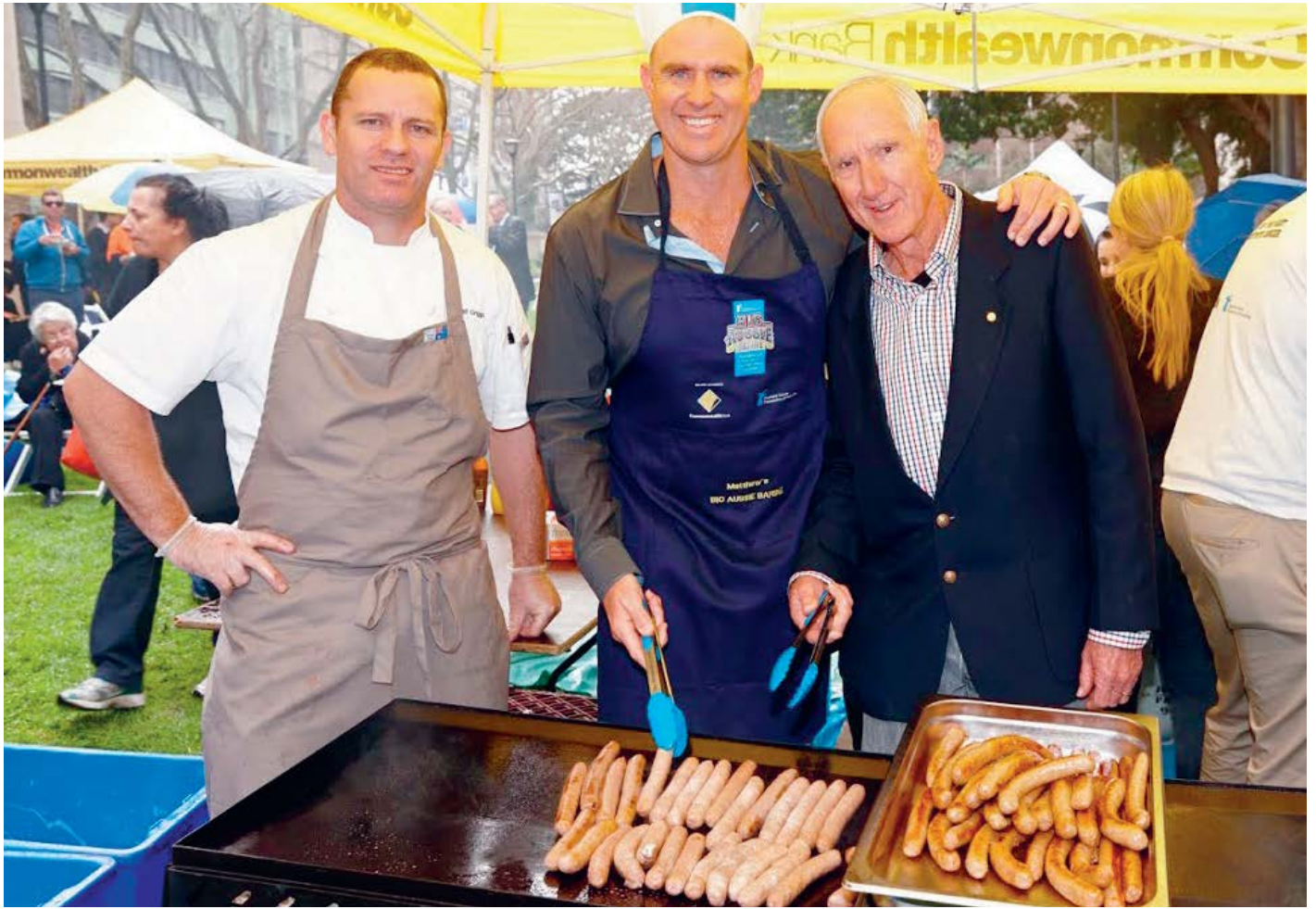
“The social atmosphere of a barbecue is the ideal place for men to discuss men's issues, including their health.”

Lawrie Hayden was diagnosed with prostate cancer in 2010. His son, former Australian cricketer Matthew Hayden, has become the face of the Big Aussie Barbie, hosting the event for a second time in 2014.

“It is awe-inspiring to see what Matthew is doing for prostate cancer awareness.” says Lawrie

“When I was told I had prostate cancer, my whole family was effectively given a cancer diagnosis. You go through treatment and recovery together and it teaches you the importance of banding together to fight this dreadful disease.”





“Men aren’t very good about men’s health issues and a lot of us think we’re bulletproof. To make progress in the fight against prostate cancer we first need to get it out in the open and start talking about it.”

Matthew Hayden
Former Australian Cricketer

Thank you to the following for their generous support:

Major Sponsor:



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Distinguished Gentlemen's Ride

The Distinguished Gentlemen's Ride brings up to 20,000 men across the world together to dress up in their most dapper attire and ride their motorcycles to raise money for prostate cancer.

The event was founded in 2012 in an attempt to combat negative stereotypes about men on motorcycles. That year, 2,500 riders across 64 cities donned monocles, jaunty trimmed moustaches, silk vests, crisp shirts and tailored suits and took to their Café Racers, Bobbers, Classics, Flat Trackers, Scramblers and other two or three-wheeled machines.

The Distinguished Gentlemen's Ride in 2014 has grown to more than 20,000 smartly-dressed men in more than 220 cities internationally. We will be receiving funds from the Australian rides, which will once again go to our research program.

*
\$250,000 raised internationally in 2013, with all funds going towards a New Concept Grant for Dr John Miles at the Queensland Institute of Medical Research

241 rides across 56 countries in 2014

Kindly supported by Triumph

*

"I decided the world of classics, café racers and bobbers should dress in dapper and ride with conviction spreading merriment along the way."

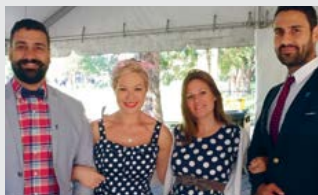
Mark Hawwa
Founder of Distinguished Gentleman's Ride

Mark Hawwa, an events planner and enthusiast of classic and café racer motorcycles, was inspired to launch the Distinguished Gentleman's Ride when he saw a picture of Mad Men's Don Draper riding a classic bike dressed in dapper clothing.

"I decided the world of classics, café racers and bobbers should dress in dapper and ride with conviction spreading merriment along the way." The event is now in its second year after successfully taking place in 64 cities across 15 countries. *"I decided we should address men's health issues."* he says.

The event has taken off worldwide, with motorcyclists enthusiastically joining the rides and opening their wallets for a good cause. *"What better way to get guys talking*

about their prostates than motorcycles?," says Mark, adding the tongue in cheek approach is often the best way to motivate men to look after their health. *"It's a great cause and considering it kills more men a year than breast cancer kills women, we thought we need to break the macho mentality and save lives."*





The Male Bag Ride

In it's first year, 25 guys took on a 4,500 km journey onboard Honda 110cc bikes going from Perth to Melbourne.

This year 26 riders and support crew of The Male Bag Ride rode ex-postie Honda motorcycles around Tasmania, from Cradle Mountain to Launceston.

Not only does the high profile event raise awareness about men's health, but it has also raised a staggering sum for us, which goes towards the development of PSA testing guidelines.

We would like to extend special thanks to Matt Stubbs, the key organiser of this year's event and with the tremendous support of major sponsor "iSelect" it again proved to be a wonderful exercise in awareness and fundraising. Well done boys!

"It is important that we continue to spread the word about prostate cancer, in the hope that we can save more men from this insidious disease that kills over 3000 Australian men annually."

David Parkin OAM
Patron, The Male Bag Ride

Thank you to the following for their generous support:

Major Sponsor:

— iSelect





Biggest Ever Bloses' Lunch

The brainchild of Victoria/Tasmania Board member Chris McPherson, the Biggest Ever Bloses Lunch concept, has grown into our largest community fundraiser in Australia.

It has now raised more than \$1.5 million for prostate cancer research since its beginnings in Shepparton in 2009.



The event is a terrific vehicle for raising both funds and awareness. More than 11,000 people, including 3,600 in 2013 alone, have now heard the important message that they should talk to their doctor about prostate cancer.

Thanks to Chris's tireless drive and extensive network of lifelong friends in media circles, the number of events will increase to 11 in 2014/15, including for the first time, lunches in Wagga Wagga (NSW) and Kingston (TAS).

Well done and our thanks go to all of the Biggest Ever Bloses' Lunch committees for their hard work.

"Biggest Ever Bloses Lunches are essentially large Big Aussie Barbies for men in regional areas across Australia and have raised significant funds for PCFA."

Drummond Golf

Golf Fore a Cause, a campaign by Drummond Golf, aims to raise funds and awareness of prostate cancer and breast cancer.

Still in its first year, this important three year partnership will raise significant funds for us as well as breast cancer research across Drummond Golf franchises and fundraising events. It is set to include new and innovative golfing fundraising events over the coming years.

Special thanks Drummond Golf's Marketing Director, Ravi Abeyaratne, for leading this worthwhile campaign.

“Drummond Golf has pledged to raise \$600,000 by the end of 2016 for awareness and research into prostate and breast cancer.”

Tennis Australia

In 2013, we joined forces with Tennis Australia and its new campaign, AO Blitz, which aims to get more people playing tennis across Australia.

Schools and clubs held fundraising days and there were local activations held by the AO Blitz Team encouraging the local community to pick up a racquet.

Now in its second year, AO Blitz will again support us through school fundraising days. The campaign includes a new competition, 'Win A Wild Card', which will see mixed doubles partners enter a three round competition to play for a place in the Australian Open. All entry fees will be donated to PCFA and National Breast Cancer Foundation.



2014 PIRTEK Fishing Challenge

Thousands of Australians travelled to some of the country's best fishing spots to participate in the 2014 PIRTEK Fishing Challenge.

The PIRTEK Fishing Challenge continues to grow each year. More than 8,500 anglers participated in the 2014 catch and-release fishing event in March – the largest fishing competition that PIRTEK has hosted since its inception in 2009.

All registered anglers were on the hunt for 21 target species which were spread across the country for a chance to win a total of 126 prizes. This year's Challenge offered a total of \$155,000 in cash and prizes.

"It's amazing to see so many anglers getting behind the challenge and doing their part to support PCFA," says Stephen Dutton, PIRTEK Fluid Systems CEO, who joined anglers over the competition weekend.

Proceeds from the \$20 entry fee for each competitor have been generously donated to PCFA to further support our research and awareness programs. We are truly grateful to the PIRTEK team for their tremendous support and for encouraging men, women and entire communities to talk about prostate cancer.

Plans are already well underway for the 2015 challenge, where we will be hoping to reach the milestone of 10,000 participants. So please tell your friends and family to register on: pirtekfishingchallenge.com.au

"It's amazing to see so many anglers getting behind the challenge and doing their part to support PCFA."

Stephen Dutton
CEO, PIRTEK Fluid Systems





Blue Boots for Men's Health

We are delighted to be partnering with Steel Blue on their exciting Blue Boots campaign. Steel Blue is Australia's largest and leading safety footwear manufacturer.



Steel Blue's new safety boot, the Southern Cross, has been released in a special blue edition with \$10 from each pair sold donated to PCFA and beyondblue.

Lending a hand, or a boot, to raise awareness for the two charities brings Steel Blue one step closer to realising its goal of helping the health and wellbeing of all workers.

"Both PCFA and beyondblue play such a vital role within the Australian community and we are privileged to be working with them to help achieve their goals for men's health. At Steel Blue, we pride ourselves on continuously working towards raising awareness on health and safety in key industries and promoting proper foot care and full body health," says Ross Fitzgerald, Steel Blue General Manager of Sales.

The Blue Boots campaign will not only raise vital funds for our research, awareness and support programs, but it will bring our prostate cancer message to thousands of Australians. We hope it will act as a reminder to Australian men, particularly those aged 50 years and over, to talk to their doctor about being tested as part of their annual health check.

To purchase a pair of blue boots, visit blueboots.steelblue.com.au and you will find a workwear store near you.

"Both Prostate Cancer Foundation of Australia and beyondblue play such a vital role within the Australian community and we are privileged to be working with them to help achieve their goals for men's health."

Ross Fitzgerald
Steel Blue General Manager of Sales

Whisky Live

Whisky Live is an international celebration of whisky which brings together fine whisky and great food in a variety of locations.

With more than 100 whiskies available for sampling, it's a unique opportunity for whisky lovers to sample some of the world's greatest drinks and meet some of the people behind them.

We have been lucky enough to benefit from this great event in a number of states for several years, with a great turnout around the country this year.

“Whisky Live is a unique opportunity for whisky lovers to sample some of the world's greatest whiskies and meet some of the people behind them.”





The Long Ride 2014

The Long Ride, now in its eighth year, is a national annual motorcycle ride raising awareness of prostate cancer.

The Long Ride 2014 had 427 motorbike riders from across Australia taking seven different routes across the country over seven days from Sunday 28 September to Saturday 4 October 2014, ending together at Uluru.

“Signing up to the ride, for me, was a no-brainer. I love to get on my bike and if I can do it to support a great cause then it’s even better.”

James Tobin
Television presenter and Weekend Sunrise weatherman

This year alone the riders raised over \$300,000 and together they covered a total of just under 27,000 km on their bikes. Special thanks to the Australian Defence Force team who raised over \$140,000 through a number of pre-fundraising events. Television presenter and Weekend Sunrise weatherman James Tobin came on board as ambassador and participant in the 2014 event. *“Signing up to the ride, for me, was a no-brainer. I love to get on my bike and if I can do it to support a great cause then it’s even better.”* he says.

We are continually grateful to Chris and Gail Dunne who organise the entire event. *“It’s been an incredible eight years for The Long Ride and we are continuing to strive to speak to more men each year about the risks of prostate cancer. The riders come from all walks of life for this unique event and it’s wonderful to see them all come together to support the great work being done by PCFA,”* says Chris Dunne.



State Activities

{NSW & ACT}



Epping Boys High School

...

Epping Boys High School held a fundraising eisteddfod, bringing local schools together for an evening. A talent quest with singing, dancing and skits raised impressive funds for us, resulting in a thank you certificate presented by NSW Governor Dame Marie Bashir AD CVO. The school plans to hold a similar event in November 2014.

“A talent quest with singing, dancing and skits raised impressive funds.”

Tribute to Noel Cox

...

Noel Cox was a true inspiration. As an awareness and fundraising ambassador for PCFA, he raised more than \$50,000 over the years and impressed all those he came across during his prostate cancer journey. Noel passed away peacefully on 5 June 2014 and since then more than \$4,000 has been donated in his memory.



City2Surf

...

There was an amazing turnout for City2Surf, with a total of 133 runners raising funds for PCFA – nearly double the number the previous year. We were one of 45 charities selected as a Gold Charity and we held a VIP finish line marquee after party. 2015 registrations are already open and we have 50 golden tickets for VIP fundraisers.



State Activities

{QLD}

Black Tie Ball – La Pasion del Flamenco

...

The first exhibition from Madrid's esteemed Museo Nacional del Prado to be presented in the Southern Hemisphere occurred at the Queensland Art Gallery in November 2013. La Pasion del Flamenco, also a black tie ball fundraiser for PCFA, was an enormous success, featuring world renowned flamenco dancer and choreographer Maestro Antonio Vargas of Strictly Ballroom fame, guitarist Andrew Viewers and Eddie Gazani as well as the Sevillana Dancers.



Christmas for Cruising Yachties

...

The Shag Islet Cruising Yacht Club (SICYC) is named after an obscure piece of rock in the Gloucester Passage, which is part of the Whitsundays. The rock is well-named as it is inhabited only by shags. For over five years SICYC has raised money for PCFA at their annual rendezvous on Shag Islet.



Corporate Rugby Tens

...

The Corporate Rugby Tens is Brisbane's premier corporate rugby event raising funds for PCFA. Co-founded by Ryan Molloy and John Slater, the event featured 16 of Brisbane's highest profile corporates participating in a round robin rugby tournament at GPS Rugby Grounds in Ashgrove. The Wallaby legend Chris "Buddha" Handy called the action amid a wonderful carnival atmosphere.



Rumble Riders do the Tour 2 Tassie

...

The annual Rumble Ride is designed to entice motorcyclists from all over Australia to leave from their homes and meet up at towns along the way to their final destination. On the way their aim is to raise money and awareness for PCFA. In 2014 the Ride rumbled into Tassie and raised almost \$30,000, bringing their total to date in excess of \$150,000.

"In 2014 the Ride rumbled into Tassie and raised almost \$30,000."



State Activities

{VIC & TAS}

A highly successful year saw an increase of nearly 50 per cent in our community fundraisers. Our special thanks go to all the service and sporting clubs, groups and corporates that took our cause under their wing to raise vital funds.

Many thanks to our long time and faithful supporters such as the Rotary Clubs of Altona and North Devonport, to name a few. Simon's Prostate Cancer Ball in Launceston, the Charity Boys dinner dance and Barrie Peel Cruises were again fantastic fundraisers this year.

New events such as the Family Parks owners/managers conference and Malvern & Caulfield Cricket Clubs 20/20 have allowed us to increase community awareness.

In March 2014 our Melbourne office relocated to new premises in St Kilda Road. This new space has enhanced our capabilities in terms of training and conferencing. The formal opening event was held in June and attended by a cross section of fundraisers, researchers, support group members and ambassadors.

“A highly successful year saw an increase of nearly 50 per cent in our community fundraisers.”



AIST Gold Coast Fundraiser

...

The Australian Institute of Superannuation Trustees's charitable foundation, Superlife, has been a major supporter of PCFA for the past nine years. Its annual Conference of Major Super Funds (CMSF), held on the Gold Coast, features a golf day, silent auction and raffle to raise funds for PCFA and other charities. We are thrilled to be associated with such a proud and giving organisation.



Pedal for Prostate

...

21 hardy souls, mainly serving police officers, recently completed the journey from Adelaide to Geelong on bikes to raise funds for prostate cancer. In the inaugural "Pedal 4 Prostate", the more than 800km trip took about five days and the participants enjoyed some excellent weather and hospitality along the way.



Murray Meander

...

Now into its ninth year – and at the end of its third complete navigation of the mighty Murray River – this event raises funds for breast cancer charity Otis Foundation and PCFA. Organised by the Horizon Committee, this year's 887 km trip spanned Mildura in Victoria to Goolwa in South Australia and saw a strong contingent of teams all vying to have fun while raising funds.



State Activities

{WA}

This year has seen significant efforts to raise awareness about prostate cancer in Western Australia. We partnered with The West Australian to produce a prostate cancer magazine, including the personal stories of five men with prostate cancer as well as information about prostate cancer, our activities in WA and feature articles on new developments in diagnosis and treatments, research trends and men's health in rural WA. We are very grateful to all the sponsors who contributed to this publication, including The Department of Health WA, providing funding for distribution into northern remote regional areas of WA.

We partnered with West Australian Football Commission to launch the 'Know Your Score' campaign, with WAFL clubs dedicating the round of games played on 14 June 2014 to prostate cancer. The 'Know Your Score' campaign message is simple, asking men to 'Be proactive about your health and know your general 'score' – Talk to your doctor and keep yourself in the game'. We thank the Patron Glen Jakovich and the host clubs for their fantastic support: Subiaco (played in Kalgoorlie), East Perth (Medibank Stadium), Peel Thunder (Bendigo Bank Stadium) and West Perth (Arena Joondalup).

“The ‘Know Your Score’ campaign message is simple, asking men to ‘Be proactive about your health and know your general ‘score’ – Talk to your doctor and keep yourself in the game’.”



Aglime of Australia Mates 500 Relay 2014

...

With 12 runners covering a total of 1,500 km from Mukinbudin to Manjimup in 11 days, this year's event significantly increased the profile of men's health and wellbeing issues in regional areas in the South West, as well as raising funds for The Regional Men's Health Initiative (RMHI) and PCFA. From a group of 12, six runners ran as a team at any one time, supported by over 100 convoy support staff and event organisers from local communities throughout. After running through the day, an evening health promotion and wellbeing event was held in each of the 11 towns along the way. Guest speakers included Dean Cox, Vince Garreffa, Glen Jakovich, Peter Hughes, Ross Glendinning, Bruce Yardley and David Parkin.



ProState Active Perth to Margaret River Cycle

...

Almost 50 riders made up the team of cyclists who together completed the two day ride from Perth to Margaret River, with the second day enduring relentless wind, rain and cold. Despite the harsh conditions, the riders worked as a team to achieve their goal, all arriving at the finish at Watershed Winery in Margaret River. With all the cyclists wearing branded PCFA kit to heighten the visibility of the group, this event significantly raises awareness of prostate cancer in the WA community.



Roughrider Rudling Charity Golf Day 2013

...

On 25 November 2013, Interwest Financial Services and Giles Partners Chartered Accountants once again hosted the Roughrider Rudling Charity Golf Day at Yokine Golf Club, in honour of a mutual client Peter Rudling who passed away from prostate cancer in 2010. More than 120 participants were treated to a post-game address by John Poynton AM, the CEO Azure Capital and founder of Giving West, speaking about his own prostate cancer experience.

State Activities

{SA & NT}

His Excellency Rear Admiral Kevin Scarce AC CSC RANR, Governor of South Australia opened our new office in Adelaide and delighted the audience by announcing he had agreed to become PCFA's patron in South Australia. At the May Central Chapter conference, he conferred Corporate Community Awards of Merit to Subway Restaurants and The Good Guys, acknowledging their significant fundraising activities.

“This has been a unique year for fundraising, supported by a great team of staff and volunteers.”



Channel 9's Telethon

...

We continued as one of the beneficiaries on the Channel 9 Telethon in 2014. Our sales from the iconic Channel 9's Telethon Distinctive Home and Land Lottery will support PCFA.



Subway

...

The money box project initiated in South Australia was rolled out into West Australia, netting over \$50,000 in the first six months. We were subsequently offered the opportunity to take on Melbourne and implemented a unique partnership with Melbourne World Police and Fire Games Club. Over 500 Subway Restaurants in three states now raise money and awareness for PCFA.



Thiess Australia

...

Prominent Hill mine site staff purchased blue hi-vis jackets with profits to PCFA. Thiess management supported the initiative bringing the contribution up to over \$24,000.

Money boxes

...

Money boxes carrying a prostate cancer message and resembling a baseball cap were rolled out into numerous businesses. Boxes are now at Subway Restaurants, independent TAB agencies, Charlesworth Nuts and Barossa Fine Foods stores. The Australian Hotels Association in South Australia supported unique money box fundraisers called Bottoms Up (referring the classic Aussie toast) in hotels across the state. The Commonwealth Bank and Master Butchers Association supported The Big Aussie Barbie.



The Good Guys

...

The Good Guys stores finished a two year in-house campaign raising over \$60,000. With every sale, customers received a token, later equalled with cash by franchisees.



Volunteers

...

SA Fire Fighters Union and Metropolitan Fire Service continued their support of PCFA. Legendary jockey John Letts, cricketing celebrity Les Burdett, ABC sports identity Peter Walsh, award winning wine maker Grant Burge, Magarey Medallist Michael Aish and Lord Mayor Stephen Yarwood, have all lent their names to the cause. Special thanks go to the team, Support Groups, the Action Group and volunteers. Their assistance is not only invaluable but incalculable.



These financial highlights provide an overview of our financial statements and highlight matters of interest. The audited consolidated financial report for the year ended 30 June 2014 forms a separate report and these pages are not intended to replace that report. For our audited consolidated financial report, please visit our website at pcfa.org.au

The audited consolidated financial report for the year ended 30 June 2014 forms a separate report. These financial highlights are intended to provide an overview of the financial report and to highlight matters of interest. They are not intended to replace or modify the content of the separate audited consolidated financial report.

PCFA has fundraising and grant income from:

Movember

Events

including The Big Aussie Barbie and community fundraising events

Individual Giving

including direct mail, major gifts, monthly pledges and bequests

Government and Other Grants

Corporate Partnerships

Trusts and Foundations

Merchandise Sales

The distribution between these categories in 2013/14 was:

	Income (\$ million)	Percentage of Fundraising Income (%)
Movember	6.9	42
Events	3.6	22
Government and Other Grants	3.0	19
Individual Giving	1.5	9
Corporate Partnerships	0.8	5
Trusts and Foundations	0.5	3
TOTAL	16.3	100

\$16.3 million

Fundraising income for 2013/14

Other income represented \$0.6 million. Of this amount \$0.4 million of investment income was sourced from interest and dividends. Donations-in-Kind were noted as being \$0.04 million and primarily represented product donated to support the Big Aussie Barbie Campaign.

The principal activities of PCFA during the 2013/14 financial year were focused on reducing the impact of prostate cancer on Australian men, their partners, families and the wider community.

PCFA continued to benefit from generous support provided by The Movember Foundation. The funds provided by Movember supported PCFA's research program. Movember has also provided support for PCFA's Prostate Cancer Specialist Nursing Program.

Income from community fundraising activities remain an important source of funds. Community involvement in and support of fundraising activities events saw event income grow to \$3.6 million in 2013/14 (from \$3.1 million in 2012/13).

The Federal Government continued to provide funding to strengthen and grow PCFA's Affiliated Support Group Network, develop evidence-based information and educational resources and to devise and implement easily accessible web based resources through internet based social network tools. Additional funding from the Federal Government via the Department of Health enabled the "Prostate Cancer Rural Education Road Show" project to continue throughout the 2013/14 financial year. These funds are not going to continue into the 2014/15 financial year but the benefits should prove long lasting.

The level of income received from Trusts and Foundations and from Corporate Partnerships also continued the strong growth pattern it had started during the 2012/13 financial year.

Investments

PCFA raises in full the amount required to fund research grants before committing to funding grants. The funds raised are then invested over the duration of the grant period and released in periodic intervals.

PCFA's investment policy is to hold short term funding requirements on deposit at the Commonwealth Bank where they are available for immediate withdrawal without penalty. The balance of funds is invested in Commonwealth Bank term deposits. In addition, PCFA has a small managed investment portfolio with Macquarie Bank which is in the process of being sold.

At 30 June 2014 the cash investments amounted to \$14.8 million (\$14.1 million at 30 June 2013) and the managed investment portfolio amounted to \$0.13 million (\$0.19 million at 30 June 2013). During the 2013/14 financial year PCFA benefited from investment income of \$0.4 million (\$0.5 million in 2012/13).

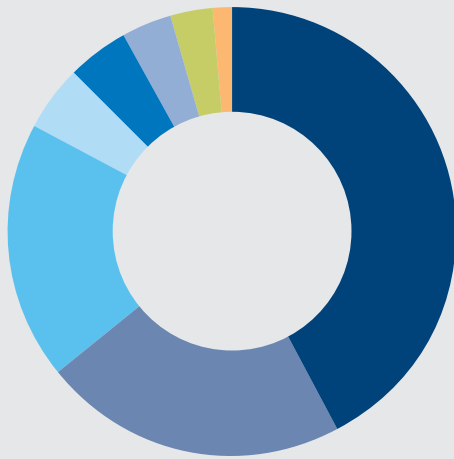
Fundraising costs \$1.9 million, or 12% of fundraising income.

PCFA endeavours to control costs and benefit from donated goods and services whenever possible. Direct fundraising costs were \$1.9 million or 12% of fundraising income (\$1.3 million or 11% of fundraising income in 2012/13).

Future commitments to research grant funding and Prostate Cancer Specialist Nursing Program of \$11.6 million.

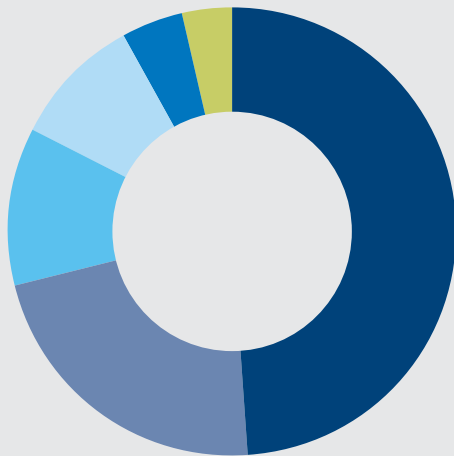
At 30 June 2014 the future commitments to research grant funding and to the Prostate Cancer Specialist Nursing Program amounted to \$5.8 million and \$5.7 million respectively (\$7.6 million and \$2.0 million respectively at 30 June 2013).

“The level of income received from Trusts and Foundations and from Corporate Partnerships also continued the strong growth pattern it had started during the 2012/13 financial year.”



Distribution of fundraising & grant income in 2013/14

Revenue	Income (\$M)	% of Income
● Movember	6.9	42.3%
● Major events	3.6	22.1%
● Government & other grants	3.0	18.4%
● Corporate donations	0.8	4.9%
● Direct mail	0.7	4.3%
● Donations	0.6	3.7%
● Trusts & foundations	0.5	3.1%
● Major gifts	0.2	1.2%
● Merchandise sales	0.0	0.0%
Total	\$16.3	100.0%



Allocation of expenses in 2013/14

Revenue	Income (\$M)	% of Expenses
● Research grants & Specialist Nursing Program	8.2	49.1%
● Project & other administration expenses	3.7	22.2%
● Direct fundraising expenses	1.9	11.4%
● Administration employee benefit expenses	1.6	9.6%
● Direct awareness activity expenses	0.7	4.2%
● Direct support group expenses	0.6	3.6%
● Loss on revaluation of available for sale financial assets	0.0	0.0%
Total	\$16.7	100.0%



Financial Position as at 30 June 2014

Balance Sheet	Amount (\$M)
● Assets	21.2
● Liabilities	12.7

5 Year Trend Tables

	2013/14	2012/13	2011/12	2010/11	2009/10
Revenue	\$	\$	\$	\$	\$
Government and other grants	3.0	1.6	1.3	0.1	0.4
Fundraising	13.3	10.6	10.9	10.3	13.3
Other revenue	0.6	0.5	0.9	1.1	0.6
TOTAL REVENUE	16.9	12.8	13.2	11.7	14.4
Expenses					
Administration employee expense	1.6	1.7	1.5	1.3	1.4
Direct fundraising expenses	1.9	1.4	0.9	0.4	0.9
Direct support group expenses	0.6	0.7	0.7	0.8	0.8
Research grants & Specialist Nursing Program	8.2	4.2	8.2	8.0	6.6
Direct awareness activity expenses	0.7	0.7	1.0	2.7	2.1
Project and other administrative expenses	3.7	2.9	1.9	1.5	1.4
Loss on sale of financial assets	0.0	0.1	0.0	0.0	0.0
TOTAL EXPENSES	16.7	11.6	14.2	14.7	13.2
NET CURRENT YEAR SURPLUS	0.2	1.2	-1.0	-3.0	1.2
Total Equity as shown on Balance Sheet	8.5	8.3	7.0	8.0	10.9



Our team is based in our national office in Sydney and state offices in Adelaide, Brisbane, Melbourne and Perth.

{BOARDS & COMMITTEES}

NATIONAL BOARD

Chairman

David Sandoe OAM

Deputy Chairman

Jim Hughes AM

Roz Baker

Steve Callister

Distinguished Professor Judith Clements

Peter Gebert

Chris Hall

Dr David Malouf

Emeritus Professor Villis Marshall AC

Professor John Mills

John Palmer

Tony Sonneveld OAM

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Steve Callister (from May 2014)

Helen Falconer

Jim Hughes AM

Graeme Johnson (retired in May 2014)

Associate Professor Anthony Lowe

John Palmer

David Sandoe OAM

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David Malouf

Associate Professor Anthony Lowe

David Sandoe OAM

Julie Sykes

Dr Tim Wong

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Acting Chairman

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Dr Bruce Kynaston (retired February 2014)

Des Lang (from February 2014)

Bill Richmond

Allan Sudholz (from February 2014)

Ian Wagner

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Professor Afaf Girgis

Associate Professor Susan Henshall
(retired October 2013)

Associate Professor Lisa Horvath

Associate Professor Howard Gurney

Dr Bruce Kynaston – Consumer representative
(retired October 2013)

Professor Peter Leedman

Professor Rick Pearson

Dr Ian Roos – Consumer Representative –
(from September 2013)

Professor Pamela Russell AM

Professor Mark Smyth

STATE BOARDS

New South Wales and Australian Capital Territory State Board

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Charlie Barnett

Richard Bennet (from March 2014)

Dr Ray Dart (from August 2013)

Jack Fraenkel

Peter Haylen

Associate Professor Michael Izard

Mike McClellan

Lyn Thurnham

Victoria and Tasmania State Board

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Darren Alexander (retired May 2014)

Peter Antonius

Mike Brady AM

Graeme Johnson

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Jon Oppy

Bill Richmond

Professor Gail Risbridger

David Schmidt

Geoff Underwood

Western Australia State Board

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Dr Ken Michael AC

Bill Munro

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Dr Siobhan Ng

Morgan Solomon

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(Chair)

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Warren Cameron

Peter Cox

Dr Michael Gillman (from May 2014)

Mark Irwin

Des Lang

Ian Smith

Tonya Stock (from May 2014)

South Australia and Northern Territory State Board

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Justin Jamieson

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Will Taylor

Steven Trigg

David White

Dr Dick Wilson

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Associate Professor Anthony Lowe
Chief Executive Officer

Kelly Foster
Executive Assistant

Ross Anderson
National Office Coordinator

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Director of Research Programs

Anne Maerz
Research Program Coordinator

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Julie Sykes
Director Health and Education Programs

Tim Earnshaw
Education Projects Coordinator

Katie Dundas
Education Projects Coordinator

Kath Sanderson
Coordinator of Nursing

SUPPORT

Marie-Claire Cheron-Sauer
Director Support Network

Evan Kallipolitis
Support Group and Outreach Coordinator
(NSW/ACT)

Miff Pate
Support Group and Outreach Coordinator
(QLD)

Ian Richards
Support Group and Outreach Coordinator
(SA/NT)

Amanda Pomery
Support Group and Outreach Coordinator
(VIC/TAS)

Emilia Hay
Support Group and Outreach Coordinator
(WA)

Katie Rowe
Administrative Assistant – Support Network

Jillian Hutchinson
Project Administrative Officer/Executive
Support – Support Network

Rachael Little
Operations Administrative Officer – Support
Network

NATIONAL FUNDRAISING

Kathryn Jones
Manager Community Fundraising and
Campaigns

Kris Alisch
Corporate Partnerships and Philanthropy
Manager

Cassandra Birch
National Community Fundraising Coordinator

Stuart Guerin
Manager Database and Supporter Care

Merran Davies
Care and Database Coordinator

James Tucker
Supporter Care and Database Assistant

STATE FUNDRAISING

Graeme Higgs
State Manager (QLD)

Karyn Foster
State Manager (SA/NT)

John Strachan
State Manager (VIC/TAS)

Cate Harman
State Manager (WA)

Sophie Askew
Office and Event Coordinator (QLD)

Janie Green
Office and Event Coordinator (SA/NT)

Tracy Cullen
Office and Event Coordinator (VIC/TAS)

Belinda Katz
Office and Event Coordinator (WA)

Salima Garcia
Office and Event Coordinator (WA)

MARKETING & COMMUNICATIONS

Marieke Koets
Manager Marketing and Communications

Ramin Tehrani
Online Manager

FINANCE & OPERATIONS

Helen Falconer
Financial Controller

Lynn Li
Accountant

Stephanie Sin
Finance Officer

HUMAN RESOURCES

Priya Subrahmanyam
Manager Human Resources



PCFA relies on your generosity to advance research, raise awareness and provide support to men diagnosed with prostate cancer and their families. We sincerely thank all donors and supporters who generously made a contribution during the 2013–2014 financial year.

Listed over the page are the individuals who contributed \$1,000 or more and corporate partners, trusts, clubs and community fundraisers who have contributed \$5,000 or more.

ROTARY

In 1996 the members of the Rotary Club of Lane Cove established the Prostate Cancer Research Foundation. The company merged in 1999 with the Australian Prostate Cancer Foundation, which was also founded in 1996, and the Association of Prostate Cancer Support Groups, which was established in 1998 and changed its name to Prostate Cancer Foundation of Australia on 12 July 1999. Since this time, the organisation has grown tremendously to become the peak body for prostate cancer in this country. Like its founders, the organisation is dedicated to making an impact on the lives of men with prostate cancer and their families. PCFA would like to acknowledge Rotary for its ongoing commitment to the organisation and its mission.

Rotary Club of Altona

Rotary Club of Armidale Central

Rotary Club of Armidale North

Rotary Club of Boggabri

Rotary Club of Bombala

Rotary Club of Bridgetown

Rotary Club of Brighton

Rotary Club of Brookvale

Rotary Club of Buderim

Rotary Club of Camberwell

Rotary Club of Campbelltown

Rotary Club of Canberra Weston Creek

Rotary Club of Charles Sturt Grange

Rotary Club of Clare

Rotary Club of Cockburn

Rotary Club of Como

Rotary Club of Crookwell

Rotary Club of Devonport North Inc

Rotary Club of Devonport South-East

Rotary Club of Evandale

Rotary Club of Fitzroy

Rotary Club of Goolwa

Rotary Club of Gosford North

Rotary Club of Grenfell

Rotary Club of Gunnedah

Rotary Club of Harvey

Rotary Club of Hillarys

Rotary Club of Holdfast Bay

Rotary Club of Inverell

Rotary Club of Jindalee

Rotary Club of Kempsey Inc

Rotary Club of Kempsey West Inc

Rotary Club of Lane Cove

Rotary Club of Leeton

Rotary Club of Lismore West

Rotary Club of Lower Blue Mountains

Rotary Club of Macksville

Rotary Club of Mont Albert & Surrey Hills

Rotary Club of Moree

Rotary Club of Morwell

Rotary Club of Mosman

Rotary Club of Narrabri

Rotary Club of Narromine

Rotary Club of Newcastle Sunrise

Rotary Club of Noarlunga

Rotary Club of Noosa

Rotary Club of Perth

Rotary Club of Port Fairy

Rotary Club of Ryde

Rotary Club of Sorrento Inc

Rotary Club of Tamworth

Rotary Club of Terang

Rotary Club of Theodore

Rotary Club of Tumut

Rotary Club of Umina Beach

Rotary Club of Wagga Wagga Korringal

Rotary Club of Warrnambool East

Rotary Club of Yass

CORPORATE

AbbVie Pty Ltd

Aerofast Australia Pty Ltd

Alexandra Traders Pty Ltd

AMS Australia Pty Ltd

Apache Energy Ltd

Bank of America

Bayer Australia Limited

BCC AdSystems

Beadon Holdings Pty Ltd

BMD

Celtic Power

Charity Greeting Cards Pty Ltd

Citibank AUS & NZ

Coloplast Pty Ltd

Commonwealth Bank of Australia

Compdata Technology Services Pty Ltd

DataBank Technologies Pty Ltd

Daylesford Place Pty Ltd

Drummond Golf

Dulux Australia

Frontier Touring Company Pty Ltd

Gold Fields Australia Pty Ltd

Independent Gaming Corporation

International Dairy Week

J Rowe & Son Pty Ltd

JJ Richards & Sons Pty Ltd

Live Nation Australasia

Mann Family Settlement

Minepower

Nimble Australia

Nine Network Australia

Parkside Group Of Companies (Ayr Golf)

Peta Seymour Foundation Pty Ltd

PIRTEK Fluid Systems Pty Ltd

Procter & Gamble Australia

Qantas

RedInk Homes

Reece Australia Limited

Roads and Maritime Services

Russell Investments

Simson Cards

Sinclair Knight Merz

Termimesh Sydney Pty Ltd

Thiess Pty Ltd

Thomas Hare Investments Ltd

Tolmar Australia Pty Ltd

Tyrolit Australia Pty Ltd

WD-40 (Australia) Pty Ltd

Wemyss Transport Pty Ltd

Wescone Distribution Pty Ltd

Williams Graham Carman

Young & Rubicam Group Pty Limited

Zoetis

TRUSTS & FOUNDATIONS

Charities Aid Foundation Australia

Charities Aid Foundation UK

Cure Cancer Australia Foundation

Bell Charitable Fund

Association of Financial Advisers Foundation

Count Charitable Foundation

H & L Hecht Trust

James N Kirby Foundation

Mannkal Economic Education Foundation

Mather Foundation Ltd

Paul Ainsworth Family Foundation

RobMeree Foundation

Stan Perron Charitable Trust

The Bernard & Mary Euhus Charitable Trust

The Good Guys Foundation

The Lin Huddleston Charitable Foundation

The Movember Foundation
The Profield Foundation
The Wales Family Foundation

CLUBS

Barossa Grape & Wine Association
Bayview Golf Club
Boat People The Band
Carbrook Golf Club
Carina Leagues Club Limited
Council of Motor Clubs Inc
Ipswich 4 Wheel Drive Club Prostate Committee
Joondalup Country Club
Lions Club of Leeuwin
Lowood Slimmers
Merimbula Bowling Club
Muswellbrook Polo Cross Club
New South Wales Golf Club
Sandown Greyhound Racing Club
Shag Islet Crusing Yacht Club
Southside Sport and Community Club
St Albert's Rugby Union Football Club
St Marys Rugby League Club
Stanthorpe Historic Vehicle & Machinery Group
West Arana Hill Rugby League Football Club
Western Australian Lion Dancers

ESTATES

Estate of the Late Allan Macrae Gordon
Estate of the Late Cecil Allan Henry Hedger
Estate of the Late Frank Kuster
Estate of the Late Frank Sanlville
Estate of the Late Noel Winfield Stokes
Estate of the Late William H Denton

IN MEMORIAM

Colin Abbott
Claude Alderton
Douglas Barnes
Ian Barr
Bill Bartram
Vito Lo Basso
Richard Bader
Nino Bernardi
Pat Birch
Alexander Boden
Graeme Bodger
David Boon
Henry Borchard

William Boucher
Colin Brett
John Buckland
Garbon Bucsay
George Budden
Kevin Burfurd
Barry Burgess
Brian Edward Burns
Graeme Butler
Donald William Campbell
John Douglas Campbell
Carlos Campos
David Chesterfield
Maxwell John Clarke
Saverio Colosimo
Jack Coventry
Noel Cox
Allan Bernard Craig
John Crane
William Davis
Vic Deshong
Jeffrey Dickinson
Jim Dignan
Adrian Barry Charles Dingle
Alan Doherty
Frank Donnelly
Ken Dowling
Noel Downes
John Drew
Lawrence Duffy
Robert Dunn
Charles Edson
Carl Ericsson
Kevin Felgenhauer
John Fernie
Donald Edward Ferris
Garry Firmstone
Rob Foale
Bill Foxover
Ted French
Ronald Keith Fuller
Keith A Gear
Keith Gibson
Rex Alfred Gleeson
Martin (Ties) Gravemade
Pasquale Guarnaccia
Phillip Thomas Roscow Hall
Ron Halpin
Ron Halpin

Alf Hammet
Tomas Hampson
Ross Harper
George Harrison
William Hawes
Ian Hayden
Gerry Heffernan
Sam Higgins
Kevin Gordon Hill
Edmund Hoey
Arlon Holbert
John Horne
Chris Hughes
Graeme Humphries
T Ingarfill
Dennis Izod
Raymond Jenkins
Colin Jennings
Donald Johnston
David Johnston
Kyriakos Karayannis
Ronald Kellett
Nick Khoury
Zacharias Korkou
Antoni Kurylewski
William James Lake
George Lamond
Antonio Lattera
Ivan Lekovich
Keith Lennox
Brian Livermore
Ilario De Luca
Antonio Luciani
William Dalton Lynas
Robert Mau
Harley McAllister
Kelwyn McDonagh
Neil McDonald
Michael McDonald
Leslie "Allan" McIlwain
Ian McKie
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