



As many men die of prostate cancer as women die of breast cancer

There is no doubt that prostate cancer is on the increase. Prostate cancer kills seven men every day and 29 new cases are diagnosed daily. Worse still, the incidence of prostate cancer has nearly doubled in 15 years and now one in ten Australian men has a lifetime risk of contracting the disease. This risk doubles if a close relative has prostate cancer.

One of the most important aims of the Prostate Cancer Foundation of Australia (PCFA) is to ensure funding for research related to prevention, cause, diagnosis and treatment of prostate cancer. Pivotal to this aim is the need to be aware of what research is currently being undertaken, and by whom.

PCFA CEO, Andrew Giles, says team work is necessary to find better treatments and a cure for this insidious disease, "Right now we don't know exactly what research is being done in Australia and who is doing it. That's why we are so pleased to announce the first national audit of prostate cancer research.

"Because many of the centres of medical research operate relatively independently, sometimes we only have a limited awareness of parallel research. This means we're not getting the most out of our research dollars and many researchers in the same area don't get the opportunity to work together.

"The Audit is supported by BHP Billiton and is a great example of how teamwork

and collaboration can extend into the corporate world."

The audit will help in the development of appropriate policy and direction in research by identifying areas of overlap, areas requiring further effort, and opportunities for collaboration. The Audit is groundbreaking and will assist in streamlining this important cancer research sector.

Objectives

- Assess the status of prostate cancer research currently in Australia
- Establish a maintainable database of researchers around the country.
- Identify areas of potential overlap and opportunities requiring further research effort
- Identify new collaboration opportunities

The audit – which is due for completion in May 2006 – will create a true record of prostate cancer research, promote collaboration between research centres across the country and internationally and identify opportunities for research directions in the future.

The project is also an outstanding example of what is possible when the corporate sector and the charity sector work together. The support of BHP Billiton is vital to the undertaking of this Audit and will lay the foundation for the fight against prostate cancer over the next decade.

First national audit of prostate cancer research announced: researchers need to work together

Top Australians get together to beat prostate cancer

When companies like BHP Billiton, Mayne, NAB, Brambles, Westpac, KPMG, Smorgons, Leightons, Southern Cross Equities, Commonwealth Bank, Mazda and APIA get together to work on prostate cancer it is clear the collaborative research initiative and prostate cancer issues are going to move higher on the public agenda.

I asked BHP Billiton chairman, Don Argus, why he and other leaders like David Crawford, David Morgan and Glenn Wheatley got involved with the PCFA.

“Like me, many of the working party have been touched by prostate cancer. It may have been a business colleague, a friend, or in my case, myself. As leaders in the Australian business community, I want us to take leadership roles in finding better treatments and a cure for this disease that attacks one in ten men.

“The Prostate Cancer Foundation of Australia was founded with an urgent mission: to find better treatments and a cure for prostate cancer. It is one of the few nationally coordinated bodies trying to raise funds for prostate cancer research in Australia.

“More men are being diagnosed with prostate cancer and dying from it. The fact is we urgently need to raise \$5 million to present a credible case to the Federal Government for sustainable research funding.

“All of us involved are asking our colleagues in business to support the work of the Foundation and to make a real difference to the lives of Australian men. We see that, like us, they can build a long term partnership, even getting their employees, shareholders and customers involved.

“Personally, I count it a real privilege to be part of a movement that is pioneering changes in men’s health” Don said.

Prostate Cancer is now the most common cancer affecting men in Australia. More than 12,000 men are diagnosed each year and tragically more than 2,700 die. For the first time this is a higher mortality rate than that affecting women dying of breast cancer.

Whilst Australia is a world leader in many areas of cancer research, it does not have a cohesive and focused research effort in all fields. Certainly in the area of prostate cancer, it appears that while there is outstanding research being undertaken in several sites across Australia, the research lacks funding, as well as collaboration and interaction.

I am grateful to the enormous commitment of Don Argus and the members of the working party for their support. Thanks also to our first ten major partners who have come on board to financially support this initiative.

Andrew Giles – CEO, Prostate Cancer Foundation of Australia

A History of the Prostate Cancer Foundation of Australia

Established in 1996, the PCFA is today the largest organisation in Australia dedicated to:

- Helping men, and their families, deal with the diagnosis, treatment and recovery from prostate cancer through support and counselling
- Funding research into the fundamental causes, diagnosis and cure of prostate cancer
- Raising awareness in the general community of prostate cancer, its detection, treatment and consequences.

The PCFA was initially established by the Rotary Club of Lane Cove with a focus on raising funds for research. In 1999 the PCFA amalgamated with the Association of Prostate Cancer Support Groups to create, for the first time, an organisation devoted to funding research and awareness as well as providing vital support for sufferers.

In 2005 the PCFA launched, in association with the Australian Pensioners Insurance Agency (APIA), Australia’s

largest awareness campaign about prostate cancer. The campaign – *Be A Man: Talk to your doctor about prostate cancer* has had an enormously positive impact on community understanding of prostate cancer.

In mid-2005 the PCFA also revised its constitution to make it into a truly national organisation. Under its new structure each state is represented on the National Board by its state chairman. In addition there are designated seats for the co-chair of the Support and Advocacy Committee (which oversees the growing number of support groups – currently 75 – in Australia), as well as the chairman of the new National Research Committee.

The PCFA is well placed to provide a unified and cohesive vision for the treatment of prostate cancer in Australia. The PCFA has a small – but dedicated – staff of four full time and four part-time personnel, as well as a small army of volunteers, that work out of offices in both Sydney and Melbourne. The PCFA works with other organisations – such as the Cancer Councils in each state – to ensure it continues to achieve its main mission: to reduce the impact of prostate cancer on the Australian community.

Research Funded by the PCFA

Postdoctoral Research Fellowships

In 2002, the PCFA awarded two 3 year Postdoctoral Research Fellowships:

- Awarded to Dr Susan Henshall at the Garvan Institute in Sydney to research identification of new biomarkers for prostate cancer that would form the basis of new prostate cancer classification systems in the future.
- Awarded to Dr Lisa Butler at the Dame Roma Mitchell Laboratory in Adelaide to research the development of a novel androgen receptor-based strategy for the treatment of prostate cancer.

Both Fellows have gone on to establish excellent laboratories for prostate cancer and credit these initial Fellowships as the basis for their ongoing work.

Nursing Scholarships

Working with the Cancer Council of Victoria and the Nursing Faculty of La Trobe University, the PCFA provides competitive scholarships to nursing students wishing to undertake the Prostate Care Nursing Program.

Researcher Travel Scholarships

To ensure that Australia's researchers are able to demonstrate their research excellence on the international stage, the PCFA funds scholarships to enable

talented researchers to present papers at leading international conferences.

Bio-Resource

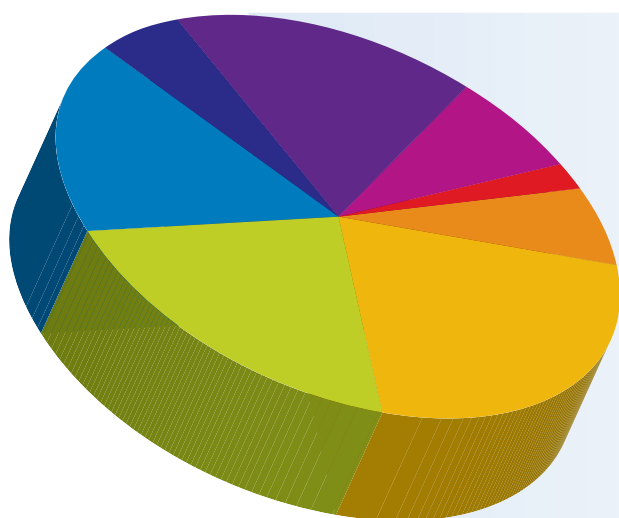
In partnership with Andrology Australia and the Commonwealth Bank, the PCFA funded the establishment a 'virtual' tissue bank which now assists researchers from all over Australia.

The Bio-Resource provides a collection of prostate cancer samples in a unified and standardised way. In 2004 the Bio-Resource received federal Government funding, via the National Health and Medical Research Council (NHMRC), totalling \$2.6 million to fund its expansion.

How We Raise Our Funds

The PCFA relies on the generosity of the general community and corporate partners to fund its vital and ongoing programs.

Major income sources in 2004-2005:



- Community Support 24.9%
- Corporate Sponsorship 19.6%
- Events 17.2%
- Major Gifts (Private) 6.3%
- Telemarketing 17.2%
- Trusts & Foundations 6.9%
- Registered Clubs 1.6%
- Merchandise & Other 6.3%

Government Support

Prior to 2005, the PCFA never received any government support. For the first time in 2005-2006 the PCFA secured – through the Federal Government's Strengthen Cancer Care Program – support of \$65,000 over five years to expand our support groups in Queensland.

Collaborative Research Initiative Welcomes First Ten Corporate Supporters

Plans for a National Collaborative Research Initiative into Prostate Cancer have received a significant boost with financial support of the following organisations.



Leighton Holdings Limited

Already the funding from these great partners is having a positive effect. The funds from BHP Billiton have enabled the PCFA to undertake the first National Audit of Prostate Cancer Research in Australia. The support of the other

corporate partners means that as soon as the National Audit is completed (in May 2006) and priority areas identified, the PCFA can start to fund key projects.

These new corporate partners are in addition to the following corporations who are funding our existing vital programs:



Principle Sponsors of our National Awareness Campaign – *Be A Man: Talk to your Doctor about Prostate Cancer.*



Principal Sponsor of our Rural Health Initiative to extend Support Services in key rural and regional areas.



Joint Partner for the new Postdoctoral Biomedical Research Fellowship

Pharmaceutical partners



Facts about Prostate Cancer

- Prostate cancer is the most common cancer in Australian men after skin cancer and the second highest cause of male cancer deaths.
- 2,700 men die from prostate cancer in Australia each year.
- More than 12,000 men are diagnosed with prostate cancer every year in Australia.
- Although men's awareness of prostate cancer has increased over the past two years, only approximately 15% of men are appropriately tested with a combination of the blood test - Prostate Specific Antigen (PSA), and the physical examination - Digital Rectal Examination (DRE).
- Australian men have a 1 in 10 lifetime risk of prostate cancer development
- Prostate cancer research attracts a fraction of the funds devoted to breast cancer in Australia, despite the fact that as many men die from prostate cancer as women die from breast cancer.
- If your brother or father has been diagnosed with prostate cancer, the risk to you is increased three fold.
- Early, curable prostate cancer is without symptoms.
- Early stage prostate cancer is treatable and curable.

STOP PRESS MOverner Raises \$1 Million

MOverner 2005 has proved to be an outstanding success. More than 9,000 men and women signed up in October 2005 to raise funds throughout November – now known as MOverner – by growing moustaches and raising funds. The response was extraordinary with over \$1,000,000 raised. The funds will go towards enhancing our research programs.