



Prostate Cancer  
Foundation of Australia

# PROSTATENEWS

REDUCING THE IMPACT OF PROSTATE CANCER

ISSUE 66 / MARCH 2017

Sharing  
Experiences

Living with  
Prostate Cancer

Latest  
Research

Connecting  
People

## Community Conversations

Your Invitation to a Free Forum to  
Discuss the Latest Research and  
Management of Prostate Cancer

Friday 19 May 2017  
10.00am – 3.30pm  
Translational Research Institute  
Brisbane

REGISTER TODAY AT  
[pcfa.org.au/communityconversations](http://pcfa.org.au/communityconversations)  
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## Welcome from the Chairman



Dear friends of PCFA, 2017 is shaping up to be another significant year for us. I am pleased to announce that this May we will be presenting our annual flagship event, Community Conversations, at the outstanding Translational Research Institute in Brisbane, which is home to some of Australia's ground-breaking prostate cancer research teams. The videos of the keynote presentations will also be available online at <http://onlinecommunity.pcfa.org.au>

Following on from our success in Adelaide last year, the 2017 session is set in the context of over 31% of Australians coming

from culturally and linguistically diverse backgrounds and will feature an ethnicity theme to be oriented towards men and their families who are of Chinese origin.

In the future we plan to host a series of these events to reach out to other large and diverse cultural groups. It is a ground-breaking initiative for us, but an important aspect for PCFA's mission of standing up in the community for the needs of all Australians affected by prostate cancer.

With best wishes  
Jim Hughes AM, National Chairman.

## Message from the CEO



Some of the most exciting developments in the clinical management of prostate cancer in recent years have been in the field of medical imaging. Two different technologies - Magnetic Resonance Imaging (MRI) and Positron Emission Tomography (PET) look set to be real game changers.

In her opinion piece on page 4 of this edition of Prostate News, PCFA's science writer, Dr Wendy Winnall, reports on the highly publicised PROMIS trial on

multi-parametric MRI (mpMRI).

In partnership with ANZUP Cancer Trial Groups, we are supporting a major study into the diagnosis and treatment of advanced prostate cancer using PSMA-PET/CT scanning. The precise details of the trial are currently being finalised and we will start recruiting patients shortly. More on this trial in future editions of Prostate News.

Associate Professor Anthony Lowe,  
Chief Executive Officer.

## National Board

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# Shepparton PCFA Prostate Cancer Nurse Sonia Strachan wins at 2016 Victorian Public Healthcare Awards

## Goulburn Valley Health's prostate cancer services has taken out the Excellence in Cancer Care award at the Victorian Public Healthcare Awards.

The Victorian Public Healthcare Awards are the annual celebration of excellence, dedication and innovation in public health, health services and service initiatives that deliver informed and effective healthcare.

The 2016 Awards reflect the sector's ability to drive change and improve health outcomes for all Victorians. These awards recognise leadership and excellence in the provision of publicly-funded healthcare for the Victorian community.

The judging panel comprised 80 experts from across the healthcare sector. The Hon. Bob Cameron, chair of the Bendigo Health Board, was the chair of judges for the first time this year and oversaw the judging process.

Prostate cancer is the most common of all cancers diagnosed in the Goulburn Valley region and is a significant issue for the local community.

The CEO of Goulburn Valley Health met with the chair of the Shepparton Biggest Ever Blokes Lunch, a major prostate cancer fundraising event, and discussed the opportunity to use the money raised to fund a nurse.

Subsequently, a partnership was established by the Shepparton Biggest Ever Blokes Lunch committee with Goulburn Valley Health and PCFA to fund the Prostate Cancer Specialist Nurse role. The role commenced in September 2014. In 2016, the committee announced it would continue to fund the role till 2020.

Prostate Cancer Specialist Nurse Sonia Strachan has not only established and developed the New Nursing Specialist role but also worked within the community to educate and raise awareness and support men with prostate cancer. This puts Sonia in a very elite group of only 28 PCFA nurses across the nation.

Since the commissioning of the role on 1 September 2014, 200 patients were seen, 2,500 individual contacts were recorded and 70 patients were presented at fortnightly urology multidisciplinary meetings.

Sonia Strachan was delighted with her win and said that receiving the award was like winning the Brownlow Medal. "This is a pretty big moment for me," she said.

The Prostate Cancer Specialist Nurse position was made possible thanks to the efforts of the Shepparton Biggest Ever Blokes Lunch and its founder Chris McPherson, who died of prostate cancer in December last year.

"This is really Chris McPherson's legacy, this goes back to him having the insight to think 'Let's keep the money that we raise at that lunch locally, let's try and develop a partnership with the hospital to get our own nurse and support for local men'," Sonia said.

Our heartiest congratulations to Sonia, Goulburn Valley Health and the Shepparton Biggest Ever Blokes Lunch for their outstanding win.



Urologist Ming Wong & chairperson of the Victorian Public Health Care Awards, Hon Bob Cameron with Sonia Strachan

# Prostate Nurse Christopher McNamara Rallies for Cancer



Prostate Cancer Specialist Nurse Christopher McNamara continues his efforts to raise awareness, support and funding for men's health and has decided to start the year off with a pretty big challenge in New Zealand's South Island.

He is taking part in a car rally with his good friend Kristian, as well as around two hundred like-minded participants.

This Rally is nothing like what you think it is. It is stripped back and uncomfortable. They are not hooning in a Porsche, sipping tea while checking into bed and breakfasts every night, or rolling over sand dunes in polished Land Rovers with the cool air conditioning on. Instead they will be driving a well-worn, on last legs, tired tyres, questionably braked, widely incontinent, specimen of a car, acquired at an auction for less than NZD 1,700. To make this even more interesting, they will be driving this car around some of the most treacherous yet picturesque roads in the South Island and rolling out the swags each night near

small country towns with nothing but the stars to keep them company at night. Most of these roads are off the beaten track and incorporate some of the most amazing countrysides and communities in the South Island.

Why do this you might ask? It's simple ... for men's health. Men's health issues in Australia are severely under acknowledged and underfunded. Christopher is working at the coal face and see what men go through when faced with incredible life decisions and the many obstacles related to men's health, including lack of support, funding and simple understanding.

This rally offers a chance to champion the issues faced by men in Australia and provide funding to projects surrounding these issues and many more. More men now die from prostate cancer in Australia than women do from breast cancer. This is one of many worrying statistics that need to be addressed. There are numerous awareness campaigns for women's health issues and it is important to take up the challenge and bring men's health under the same spotlight.

The awareness and focus on the less "sexy" issues such as Prostate and Testicular Cancers that affect more men in Australia than you might think need to

be increased. Men are generally not good at talking about their health but it is time to change and start talking openly about men's health and support projects with a focus on the real issues. Throughout the rally the team will focus on men's health and the cancers that affect so many men and their families as well as friends. All funds raised from the team's efforts will go towards supporting projects across a wide range of initiatives including issues directly related to improving men's health.

The team/car is called "Crash Test Icicles" and circumnavigates the South Island of New Zealand in late February 2017 (road closures permitting – they will be sure to support the pubs and milk bars affected by the latest NZ quake whenever possible). What makes this whole adventure possible is the generous support of those who have donated to this cause. Whilst they took care of their flights, accommodation and meals, they had to raise at least \$4,000 before being eligible to take part.

# Will multi-parametric MRI live up to its PROMIS in Australia?

The highly-publicised PROMIS study shows that multi-parametric MRI can greatly improve the accuracy of prostate cancer diagnosis. MRI is a much less invasive test than a biopsy and doesn't come with the risk of dangerous side effects such as infection. Should MRI be used to diagnose prostate cancer in Australia? The answer is not so simple.

A high PSA level does not necessarily mean that a man has prostate cancer. PSA can also rise due to inflammation or benign prostate hyperplasia. When a PSA test comes back high, a biopsy is the most common method to diagnose prostate cancer. But biopsies can cause side effects, such as bleeding, pain and infection. A rarer side effect is sepsis, a life-threatening response to infection. One reason that PSA testing is controversial is that it leads to many men having biopsies, putting themselves at risk of these side-effects, when they don't have prostate cancer. A more accurate test with less side-effects would be a great development for prostate cancer diagnosis.

MRI (magnetic resonance imaging) is an imaging test that detects different tissue types such as bone, fluid and fat. Multi-parametric MRI (mpMRI) is an improvement on standard MRI that makes it particularly good at detecting tumours.

The PROMIS study compared mpMRI to transrectal ultrasound-guided biopsy (TRUS-biopsy). **The aim of this trial was to ask whether mpMRI could be used to decide which men with high PSA could safely avoid biopsy.**

To compare the two tests, the PROMIS study compared TRUS-biopsy and mpMRI to a reference test, called TRUS-TPM-biopsy sampling. The TPM biopsy is an extensive biopsy in which the entire prostate is sampled, by taking small samples every 5mm across the organ. TPM biopsy was used as a gold standard 'reference' test.

During this study, 576 patients with high PSA levels underwent mpMRI, TRUS-biopsy and the reference TRM-biopsy. According to the reference test, 40% of these men with high PSA had clinically significant prostate cancer.

The mpMRI test performed very well, with a 93% true positive rate (sensitivity). This means that 93% of the men with clinically significant cancer tested positive by mpMRI. The TRUS-biopsy only recognised 48% of these cases as positive. mpMRI therefore out-performed the TRUS-biopsy, recognising more true cases of cancer.

Another important comparison between the two tests is the true negative rate (specificity). This is the percentage of men who did not have cancer that are correctly identified as negative by the test. Unfortunately the mpMRI test was not so good at avoiding false negative results. The 41% true negative rate indicated that mpMRI was classifying many men as having clinically significant prostate cancer when they did not. The 96% true negative rate for the TRUS-biopsy was much better.

These results can be summarised as:

- If you really did have prostate cancer, you can be fairly sure (93%) that the mpMRI will pick it up
- If you have a negative mpMRI test, you can have good confidence that you really are free of prostate cancer, so you are less likely to need a biopsy
- But if you have a positive test, there is a significant chance that this could be a false positive, so a biopsy will probably be necessary

The big advantage of mpMRI is that it's less dangerous than a biopsy. It doesn't come with risks of infection, sepsis, bleeding and pain. It's also a more pleasant experience than a biopsy, although maybe not so good if you are claustrophobic.

The PROMIS investigators don't believe that mpMRI can replace biopsy. Their results indicate that the high false positive rate of the mpMRI means that needle biopsies are needed in men with a positive test to confirm the cancer. It's hoped that mpMRI could be used after a high PSA test, and that only a positive mpMRI test would lead to biopsy. This has the potential to reduce the amount of men undergoing unnecessary biopsies by 27%, reducing the chances of the dangerous side effects of biopsy.

Experts on the field have commented on this trial in an analysis published by Nature Reviews in Clinical Oncology. In this article, UK prostate cancer specialist Prof Malcom Mason stated that "mpMRI could dramatically change the diagnostic pathway". He acknowledged that scaling up mpMRI will need more resources and that debate is necessary on exactly how patients with a positive mpMRI should be followed up. US prostate cancer imaging expert Dr Peter Choyke had more concerns about mpMRI. He believed that this study does not go far enough to support deferring biopsy on a negative mpMRI scan. His reasoning was that the false negative rate would be too high for some men and their clinicians. This would mean that biopsy is necessary, even after a negative mpMRI, to be sufficiently sure that prostate cancer is absent.

An Australian study published last year asked a very similar question to the PROMIS trial, but on a smaller scale. Led by Prof Phillip Stricker, this study had very similar results, showing a 96% true positive rate and 36% true negative rate. Having an Australian study with similar results reassures us that mpMRI should have a similar benefit for the Australian community.

In Australia, many men already have an MRI test at the time of prostate cancer diagnosis, despite its cost remaining unsubsidised by the government. But rolling out a technology such as mpMRI for every prostate cancer diagnosis is more difficult than it sounds. Not only are the machines very expensive to buy and run, but there are significant challenges to ensuring the tests are accurate. Specialised staff need to have a lot of training and experience to run and analyse the tests. There are issues with standardisation, whereby MRI machines at different centres give slightly different results and there are differences in the way results are scored and reported.

There are many hurdles to rolling out mpMRI testing nationwide for prostate cancer diagnosis. However the results of the PROMIS trial are a major development in this field that should start the ball rolling to develop a safer way to diagnose prostate cancer.

*By Wendy Winnall, PCFA's Science Writer*

# What did research into prostate cancer show in 2016?

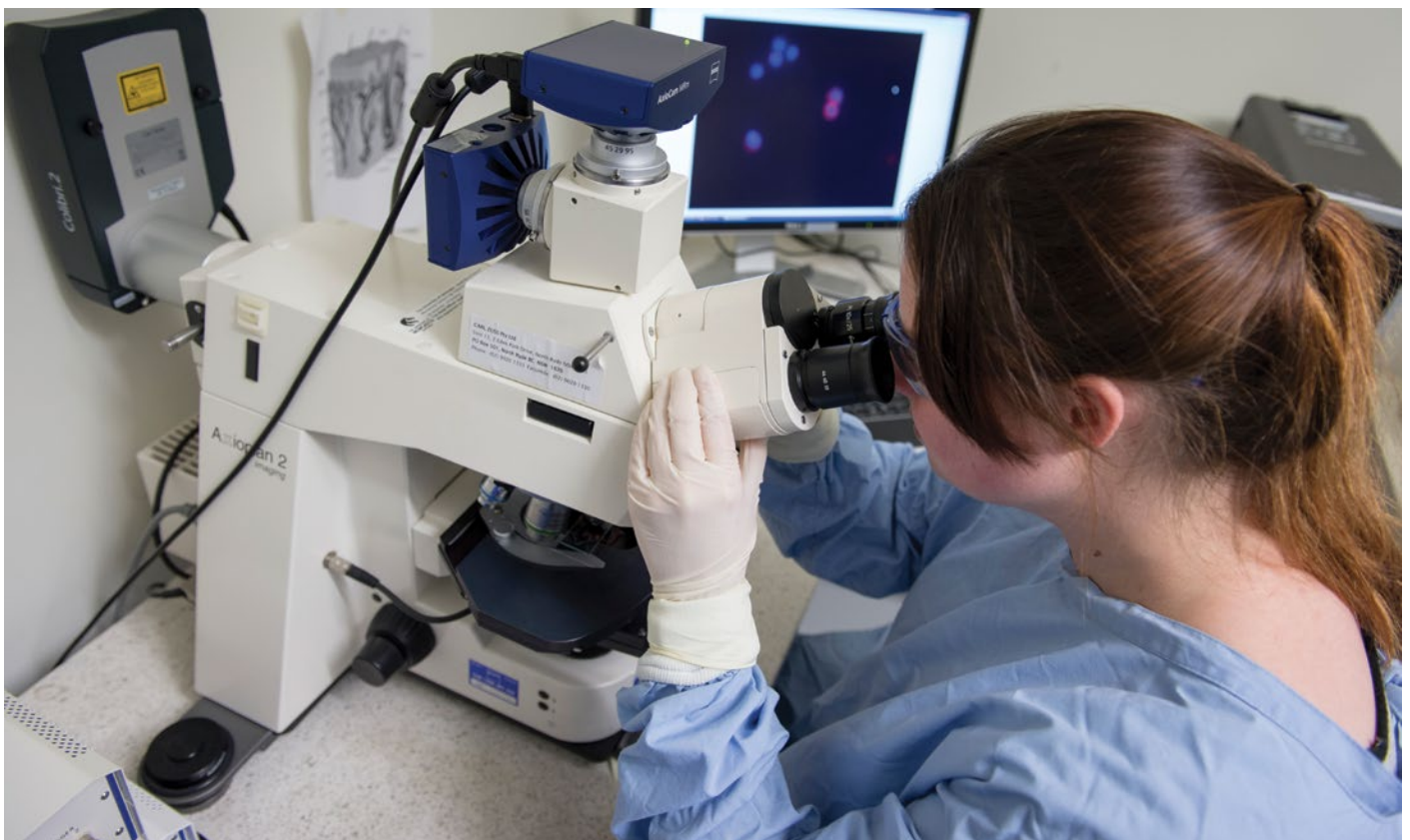
During 2016 there were many outstanding achievements in prostate cancer research. Each breakthrough helps to improve the detection, treatment and management of prostate cancer. We have chosen and summarised what we think are ten of the most important research announcements in 2016.

## 1. Robotic-assisted surgery is not more effective than open surgery

This landmark Australian trial is the first to directly compare the two types of surgery for removing a prostate: open surgery (radical prostatectomy) and robotic-assisted prostatectomy. The randomised controlled trial followed 157 Queensland patients with localised prostate cancer who had robotic-assisted surgery and 151 who had open surgery. There was no significant difference in outcome for the different operation types; there were also no significant differences in urinary or sexual side effects, bowel function and psychological distress after surgery. The only benefit of the robotic-assisted surgery was a reduction in pain immediately after the operation and reduced blood loss during surgery. The authors of the study recommend that patients choose an experienced surgeon they trust, and with whom they have a good rapport, rather than choosing a specific type of surgery.

## 2. Photodynamic therapy (TOOKAD) is safe and effective for treating low-risk prostate cancer

At the European Urology Association meeting in March 2016, Prof Mark Emberton presented promising results from a trial of a photodynamic therapy called TOOKAD. The trial is now finished and published in *Lancet Oncology*. This treatment is designed for men on active surveillance, who have low-risk, localised prostate cancer. During treatment, a drug is injected into the blood stream, then a thin optic fibre is inserted into the prostate tumour, guided by ultrasound. Only 28% of patients who were treated with TOOKAD progressed from low to high risk cancer, whereas 58% of the control patients progressed. TOOKAD treatment was also safe, with minimal side-effects. These results were reported prior to the publication, in one of the first research blogs on the PCFA online community.



### 3. Landmark PSA screening trial criticised

In 2012, the U.S. Preventive Services Task Force (USPSTF) recommended against PSA screening for prostate cancer. This led to a dramatic decline in PSA testing of American men without symptoms of the cancer. The USPSTF relied on the findings of a US randomised controlled trial that showed men assigned to PSA testing had the same mortality rate from prostate cancer as those who did not receive PSA tests. This result was quite different to a similar European study that found PSA testing did save men from prostate cancer. Final analysis of the US trial was detailed in a letter to the *New England Journal of Medicine*. A survey of the men who participated showed that most of those who were assigned to the “no PSA test” group underwent PSA testing anyway. The US trial was therefore flawed. The USPSTF is now in the process of updating its recommendations for PSA screening.

### 4. Checkpoint immunotherapy could work for metastatic prostate cancer

Immunotherapy drugs such as Keytruda (pembrolizumab) have been a major breakthrough for treating cancers such as melanoma and lung cancer. Preliminary results from a Canadian study showed that this drug could stabilise the disease of 9 out of 23 patients and renewed hope that pembrolizumab could be used to treat advanced prostate cancer. A US study reported a trial using pembrolizumab to treat patients whose prostate cancer was resistant to Enzalutamide. Four of the 20 men treated had a 50% reduction in PSA and remained progression-free for 16-20 weeks. Only a subset of patients seem to respond to pembrolizumab, but for those who did respond, the benefits were considerable.

### 5. Good results for HIFU focal therapy

Prof Pascal Rischmann has tested the safety and benefit of high-intensity focussed ultrasound (HIFU) for men with localised prostate cancer. This relatively new treatment uses a rectal probe to

emit soundwaves towards the tumour region. These ultrasonic waves heat up their target area, killing cells by causing bubbles to form inside them. The trial used HIFU to destroy half the prostate, aiming to remove a small tumour whilst leaving half the prostate tissue intact. Results indicated that HIFU could be a very effective treatment for low-risk prostate cancer that is only present in a small region of the prostate gland. It should be noted that most prostate cancers do not fall into this category.

### 6. Bipolar androgen therapy trial has promising early results

Bipolar androgen therapy involves flooding the cancer with testosterone then withdrawing the testosterone. This treatment has very good early results in a trial for men whose prostate cancer is resistant to androgen deprivation therapy (ADT). It takes advantage of the increase in androgen receptors on the prostate cancer cells. The cells receive too much signal from testosterone, which blocks cell division, stopping the cancer growing. Among the first group of patients to be treated by Prof Samuel Denmeade’s team, 57% of them saw a drop in PSA levels, and 64% of those who had symptoms saw their disease stabilise.

### 7. 5-year “disease-free survival” is an accurate predictor of overall survival in prostate cancer trials

Overall survival is a gold standard measurement in clinical trials, when we need to ask whether a new treatment increases life span. However measuring survival can mean trials last over ten years. The ICECaP (Intermediate Clinical Endpoints in Cancer of the Prostate) initiative searches for measures that can be reliable substitutes for overall survival. They have shown that 5-year “disease-free survival” rates are a good predictor for overall survival. Disease-free survival is defined as the length of time from the start of trial until the cancer spreads or until death from any cause. Measuring disease-free survival can shorten the time to assess survival by 50%, hopefully halving the time it takes to test new drugs.

### 8. Fine-tuning Abiraterone for a more efficient treatment

Early in 2016, an important study was published in the journal *Nature* providing evidence from laboratory studies that modifying abiraterone treatment can make it more effective. Abiraterone is changed into six different forms once it enters the body. One of these, called 3-keto-5-alpha-abiraterone, is capable of promoting tumour growth. In a small trial of 16 men, a drug called Dutasteride could reduce the formation of 3-keto-5-alpha-abiraterone, potentially making abiraterone more effective.

### 9. “DNA repair” gene mutations found in men with metastatic prostate cancer

In August 2016, a landmark study was published in the *New England Journal of Medicine*. DNA mutations were found in 16 different genes involved in repairing DNA. 12% of men with metastatic prostate cancer had mutations in one or more of these genes, which was significantly higher than in men with localised prostate cancer. The most common were changes to the BRCA2 gene, which are also found in inherited breast cancers. Prof Nelson recommend that all men with advanced prostate cancer should undergo genetic testing for mutations in DNA repair genes, as the results may affect their treatment.

### 10. 10-year outcomes after surgery, radiotherapy or active surveillance

This landmark trial randomised patients with low-risk prostate cancer to either surgery, radiotherapy or active surveillance. After a 10 year follow-up, there were no significant differences in the rates of death caused by prostate cancer. However more men in the active surveillance group saw their cancer progress and spread. This study tells us that those with localised prostate cancer undertaking active surveillance should expect that for the next 10 years, their risk of dying from prostate cancer is the same as if they chose treatment, but their risk of side-effects from treatment is lower.

## Community Conversations

19 May 2017, Brisbane

We are pleased to announce that following the booked-out Community Conversations forum in Adelaide in 2016, PCFA will be heading to Brisbane on Friday 19 May 2017 to discuss the latest research and management of prostate cancer.

Join us at this free event for a unique opportunity to hear from leading clinicians, researchers and health professionals and share the journey with other men, partners and families impacted by prostate cancer.

### DATE

Friday 19 May 2017

### TIME

10.00am – 3.30pm

### VENUE

Translational Research Institute (TRI)  
Woolloongabba, Brisbane

**As it is FREE to attend,  
bookings are essential with  
lunch and refreshments provided**

Hosted by broadcaster Julie McCrossin, this interactive forum will include:

- A straightforward overview of the current treatment options for patients
- The latest developments from PCFA-funded research, leading the way to improve detection and management of prostate cancer
- Diet and nutrition recommendations that may assist to manage the treatment, side effects and the ongoing impact of prostate cancer
- Q&A session with health professionals on managing the day-to-day challenges of living with prostate cancer
- Personal stories shared by those who have also experienced prostate cancer

We also look forward to welcoming the local Chinese community impacted by prostate cancer to this Community Conversations forum. PCFA will be providing professional Mandarin interpreter service at the event, accompanied by translated registration and program materials.

**To book or for further information,  
please go to [www.pcfa.org.au/  
communityconversations](http://www.pcfa.org.au/communityconversations)  
or call PCFA on  
1800 22 00 99 (freecall)**

*Community Conversations is proudly  
sponsored by*



PCFA Community Conversations forum in Adelaide last year



## Sydney Mardi Gras Fair Day

For the 6th year running, PCFA and the Shine a Light PCSG had a presence at the Sydney Mardi Gras Fair Day, held on 19 February 2017 in Newtown.

This year our significant draw card was a photo booth that provided the crowd with a fun take away snapshot of themselves and promoted PCFA's information and support for gay and bisexual men with prostate cancer. We also worked with well-known drag queens who encouraged visitors to our site with their entertaining commentary.

The event provided an innovative and successful way to raise awareness of prostate cancer to the LGBTI community and promote specific resources developed by PCFA to meet the needs of gay and bisexual men with prostate cancer.

Sharing the site with Cancer Council NSW also provided a valuable platform to network with workers from other agencies and community organisations and provide information on the Shine a Light PCSG as well as the other gay and bisexual prostate cancer support groups across the country.



Crowds gathering at the PCFA marquee during the Sydney Mardi Gras Fair Day

## Ambassador Update

After a successful year of presentations in 2016, PCFA Ambassadors are gearing up for another busy June to increase awareness and education of prostate cancer across Australia as part of Men's Health Week.

International Men's Health Week ([www.menshealthweek.org.au](http://www.menshealthweek.org.au)) is taking place from 12 to 18 June 2017 and is a time to raise the profile of men's health and wellbeing issues nationwide, with this year's theme being 'Living with Purpose, Building on Health'. In Australia, prostate cancer is the most commonly diagnosed cancer in men, making Men's Health Week a fantastic opportunity to raise awareness amongst your workplace colleagues, mates, or club members through hosting an Ambassador.

Ambassadors are trained community speakers, and many also have first-hand experience of prostate cancer, and include part of their personal story within their presentation. Many are also partners, carers, younger men, members of the gay/bi community, and are located in metropolitan, regional, and remote areas across all states and territories.

With new professionally designed and up-to-date presentations available, now is a great time to book an Ambassador.

Ambassador speakers are a free community resource. For more information about hosting a speaker for Men's Health Week, or another time during the year, **please contact 1800 22 00 99 or [ambassadors@pcfa.org.au](mailto:ambassadors@pcfa.org.au)**



We are excited to launch the new Ambassador presentations entitled 'Prostate Cancer – What You Need To Know'

## Support Groups Update

Prostate cancer support groups across Australia have started the year connecting with their community to raise awareness, celebrate achievements and support others on the prostate cancer journey.

The **Nepean/Blue Mountains Prostate Cancer Support Group** had an awareness tent at the popular local event 'The Great Gnome Convention', in Glenbrook Park NSW. Members of the group had an enjoyable day with over 200 brochures distributed whilst speaking to many people about prostate cancer and how support groups and PCFA can assist.



The Nepean/Blue Mountains PCSG hosting their awareness stall

The **Bundaberg Prostate Cancer Support Group** held their first meeting for the year on Australia Day. Over 50 people took the opportunity to connect with the group and celebrated Australia Day over some Aussie favourites like scones, lamingtons and homemade damper.



Bundaberg PCSG members at the Australia Day meeting

**Bayside Kingston Prostate Cancer Support Group** recently had an opportunity to connect with their local member for federal parliament, Mr Tim Wilson MP, at an event raising awareness of prostate cancer, hosted by the local Beaumaris Motor Yacht Squadron.



Mr Tim Wilson MP and group leader Alan White

Recognising the impact incontinence has on some men following prostate cancer treatment, the **Tamworth Prostate Cancer Support Group** worked with their local community to provide a new bladder scanner to the Health Department in Northwest NSW. This scanner will assist delivery of health services to prostate cancer patients and improve accessibility in the Tamworth regional area.



Tamworth PCSG presenting bladder scanner

The **Concord Hospital Prostate Cancer Support Group** continues to meet at the local Concord Repatriation General Hospital, where they have access to expert guest speakers who work with patients every day and can give up to date information about the disease, side effects and its treatment. This connection with the hospital has helped to keep the group running and heading into 2017, the group celebrates their 17th year of supporting others affected by prostate cancer.

PCFA welcomes two new prostate cancer support groups to the affiliated Network: **Forbes Prostate Cancer Support Group** in NSW and **South Eastern Prostate Cancer Support Group** in Victoria.



Ricky Puata, Cancer Council NSW, Barry Spilstead from Orange PCSG and PCFA's Evan Kallipolitis



St. George PCSG at the Christmas Lunch

Visit our website [www.pcfa.org.au](http://www.pcfa.org.au) for further information on upcoming awareness and information events and details to connect with your nearest prostate cancer support group.

## Max Gardner Award presentations

Having made outstanding and significant contributions to reducing the impact of prostate cancer on the Australian community, Jim Marshall and Ian Fisk were presented with the 2016 Max Gardner Award for Distinguished Service. Gabrielle Moran OAM was also a recipient of this award and will be presented with it on 20th March at the Nepean/Blue Mountains Prostate Cancer Support Group meeting.



PCFA National Chairman, Jim Hughes AM; Max Gardner Award recipient Ian Fisk; Pam Fisk; National Board Member, Ian Wagner and SA Chairman Michael Brock.



PCFA National Chairman Jim Hughes AM; the Hon. Jim Lloyd; the Hon. Warren Entsch MP; the Hon Jason Clare MP and Max Gardner Award recipient Jim Marshall at the Parliamentary Lunch in Canberra.

## Vale Robert Phillips

Diamond Valley Prostate Cancer Support Group was established by Mr. Robert Phillips who sadly passed away in October 2016.

Robert had a career long passion for improving public health outcomes, together with his own experience with successfully treated prostate cancer, made him vividly aware of the desirability of early detection and treatment. Thus, when an opportunity arose to work with the local state member for parliament on their 2004 Health Initiative Project, which focused on prostate cancer, Robert started the Diamond Valley Prostate Cancer Support Group.

Robert was the group's first Convenor working enthusiastically and very hard to establish the group whilst also driving many awareness events in the local community. Robert was awarded the prestigious Max Gardner Award for Distinguished Service by PCFA in 2010 for outstanding and significant contribution to the community impacted by prostate cancer. The Diamond Valley Prostate Cancer Group continues to thrive and serve the community to this day.



The late Robert Phillips

## Calendar Reminders

Harmony Day  
21 March 2017

International Men's Health Week  
12-18 June 2017

National Volunteers Week  
8-14 May 2017

NAIDOC Week  
2-9 July 2017

# How your Rotary Club can help

20 years ago, television personality Roger Climpson OAM and fellow club members of Rotary Club of Lane Cove in Sydney had an important part to play in establishing PCFA (then Prostate Cancer Research Foundation). Since then, significant progress has been made to improve the length and quality of life for men living with prostate cancer. This would not have been possible without the support of our community including the fantastic contributions made by Rotary Clubs. **But there is still much to be done.**

### Why we need Rotary's support

**Research** – Prostate cancer kills more men than breast cancer kills women, yet it has relatively low research funding. Vital funds are crucial to support bright young researchers, our very best clinical

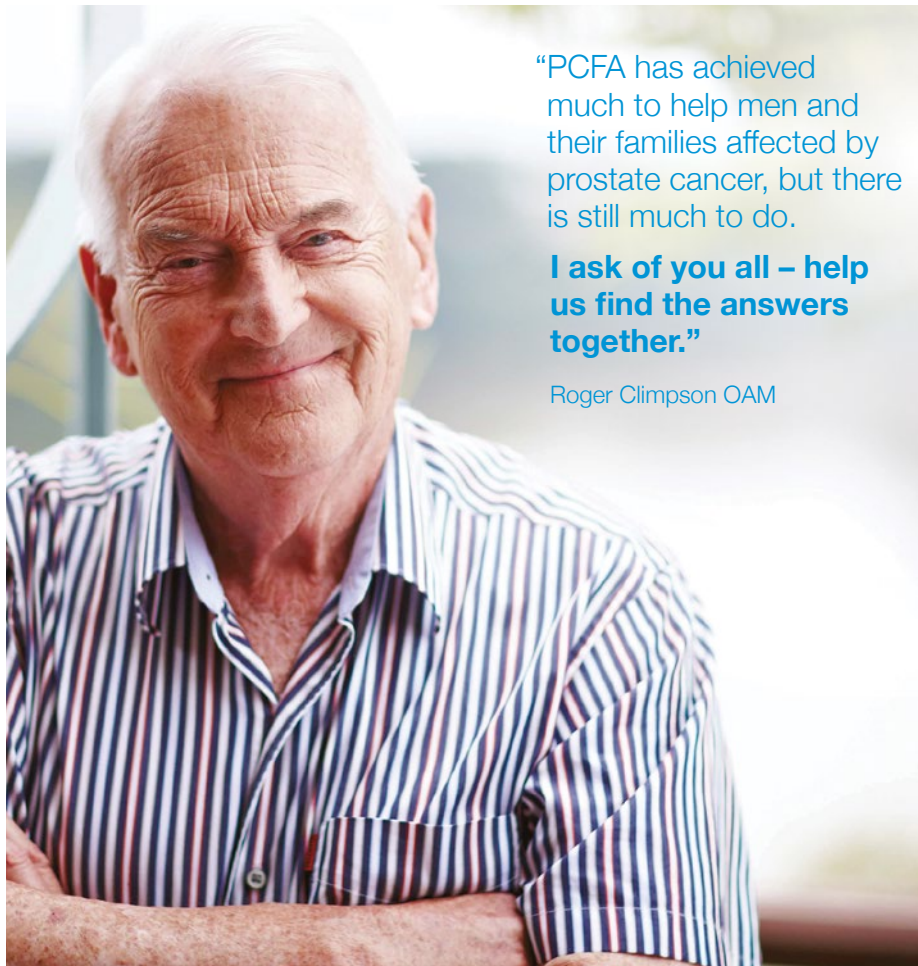
scientists and new concepts in prostate cancer research which will have a profound impact on the lives of thousands of Australian men and their families.

**Awareness** – Did you know that 1 in 8 male Rotarians will be affected by prostate cancer? Understanding of the disease is still lacking amongst the broader community. Your Rotary Club can help us expand the number of awareness talks across Australia.

**Support** – There are currently 28 Prostate Cancer Specialist Nurses for all of Australia. It's just not enough! It means that 3 in 4 men are currently missing out on expert specialist nursing support. Our goal is that every man diagnosed has access to a Prostate Cancer Specialist Nurse.

**“We are proud of our Rotarian roots. Your club is an intrinsic part of the local community and we would be delighted if you joined us in our pursuit of a healthier, happier future for all Australian men.”**

Jim Hughes AM, National Chairman, Prostate Cancer Foundation of Australia



**“PCFA has achieved much to help men and their families affected by prostate cancer, but there is still much to do.**

**I ask of you all – help us find the answers together.”**

Roger Climpson OAM

### Here is how you can help

#### Donate to PCFA

Call us on 1800 220 099  
or donate online at  
[www.pcfa.org.au](http://www.pcfa.org.au)

#### Organise a fundraising event – How about a golf day, trivia night, luncheon or gala dinner?

Call us on 1800 220 099  
or email [enquiries@pcfa.org.au](mailto:enquiries@pcfa.org.au)

#### Host a Big Aussie Barbie

Sign up at  
[www.bigaussiebarbie.com.au](http://www.bigaussiebarbie.com.au)

#### Book one of our free Ambassador speakers to present at your next event or meeting

Call us on 1800 220 099 or email  
[ambassadors@pcfa.org.au](mailto:ambassadors@pcfa.org.au)

# Leaving a Bequest to PCFA – A Gift of Life

Choosing to support PCFA by including a gift in your will is a very simple yet powerful way to make a significant difference beyond your lifetime.

Whether you are able to consider a larger bequest or a small one, please be assured that a bequest to PCFA will be treasured and carefully directed towards programs that will make a lasting difference in the lives of men affected by prostate cancer and their families.

A gift in your will has the potential to fund world-class research, which will help to improve the diagnosis, prevention and treatment of prostate cancer – and bring us closer to a cure for this devastating disease so that no more families suffer the loss of a man they love.

It can also help to raise awareness and understanding of prostate cancer and increase vital services like our support group network and our prostate cancer specialist nursing program, so that thousands of men and families can be supported at every point during their cancer journey.

This year alone 3,300 men will die from prostate cancer, making it the second most common cause of cancer death in men in Australia.

We know that we must reduce this number, but world-class research and intensive support programs are costly. That is why the support of our donors and gifts in wills are so important to us.

There is a common misconception that you have to be wealthy to include a charity in your will, but that is not true. We know from experience that bequests come in all shapes and sizes, from people of all walks of life. Each and every bequest that we receive is equally valued and celebrated, be it a smaller legacy or a much larger gift than most people would be able to make during their lifetime.

The best thing about making a bequest is that the gift you give will not affect your current lifestyle or cost you a cent today, but it can give you the satisfaction of knowing that your legacy has the potential to have an extraordinary and lasting impact on generations to come.

Of course if you are considering a bequest to charity, it is important that you look after your family and friends first, so if you are planning to remember PCFA in your will we strongly recommend that you discuss your decision with your solicitor who can ensure that your wishes are met.

If you are planning to leave a bequest to PCFA, please let us know so that we can have the chance to thank you personally and keep you updated about our plans for

the future and the difference that your gift will make. We will of course respect your privacy and keep your decision confidential if you choose to remain anonymous.

**Our Individual Giving Manager, Sarah Pieters would love the chance to talk to you about your decision to leave a bequest, the difference that your gift could make and to thank you personally for making such an important decision to be part of creating a better future for those affected by prostate cancer. Sarah can be contacted via email [sarah.pieters@pcfa.org.au](mailto:sarah.pieters@pcfa.org.au) or phone 02 9438 7023.**



PCFA's Individual Giving Manager, Sarah Pieters

# Reaching the Community with an important message



Tyrepower and PCFA continue to work together to deliver powerful material reminders in public washrooms and other venues across the country to build awareness, with the overall goal to educate and inform both men and women on the resources and support available to those affected by prostate cancer.

With the aim of improving men's help seeking behaviours, the campaign features A4 posters and takeaway cards placed in public conveniences and other venues like airports, RSLs, shopping centres etc right across Australia targeting both men over age 40 and women as influencers.

The innovative campaign which ran in 2016 was generously backed by Tyrepower and achieved:

- Estimated **14.5 million** patron views per week at over 3,300 display points
- Distribution of more than **140,000** take-away cards
- Requests for more than **2,000** information packs

Without Tyrepower's continued support, along with *Convenience Advertising* that provided many display points on a pro bono basis, these levels of awareness and engagement would not have been possible.

Tyrepower stores around the country have also been getting behind PCFA's Big Aussie Barbie to raise awareness and vital funds for prostate cancer. The idea was received really well by Tyrepower customers with many participating stores putting on a "tradie breakfast". Tyrepower has a very strong regional store footprint which is a key area for raising prostate cancer awareness given the fact that men who live in regional or rural areas have a 21% lower chance of survival than their city-living counterparts.

PCFA has also been named once again as the official charity partner for the Tyrepower Tasmania Supersprint on the weekend of 7 – 9 April 2017. Co-branded Tyrepower and PCFA ear-plugs proved a huge hit with race-goers at the Symmons Plains Raceway last year. Tyrepower ambassadors and PCFA representatives will be handing out the earplugs and collecting donations to support PCFA's awareness initiatives.

**“A lot of our customers are fathers, sons, close family and friends, so hosting a Big Aussie Barbie for prostate cancer felt like such a worthwhile cause for us to support.”**

Linda Wood, Cowra Tyrepower



PCFA posters



## QLD

### Eureka Landscapes and Evolve Environmental Solutions donate to Prostate Cancer Foundation of Australia

With the vast majority of workers being men, Eureka Landscapes and Evolve Environmental Solutions were proud to support PCFA in December 2016 by

making a donation to assist men and their families living with prostate cancer.

Megan Cairney, QLD State Manager accepted the cheques on behalf of PCFA and will be working closely with the teams at Eureka and Evolve to roll out key awareness messages to their staff.



Jason Handy, Director of Evolve Environmental Solutions, Megan Cairney, QLD State Manager, PCFA and Jason McGarry, Managing Director of Eureka Landscapes

## WA

### Irwin District Charity Ball

The ball was held in October 2016 and was a great success. Establishing an inaugural social event for the local community, it raised funds for various charities including PCFA as the primary beneficiary. A special shout out to the event organiser Tilani Bass.



A performance at the ball

### Wongan Hills Prostate Cancer Dinner

Around 100 guests were offered a delicious sit down three course meal and live entertainment at Wongan Hills with an amazing view of the water tower, lit up in blue to raise awareness of prostate cancer. A big thank you to organisers Kym and Sonia Thomas and to local Robert Sewell who spoke about men's health and prostate cancer and shared his very personal story.



The Blue Water Tower

## VIC/TAS

Eastern Cricket Association (ECA) recently completed their "Blue Stumps" initiative promoting prostate cancer awareness. Our thanks to everyone at ECA for their support.



The Blue Stumps initiative

Wellington "Biggest Ever Blokes BBQ" presented a cheque for the funds raised at their 2016 event. Another great contribution from the Biggest Ever Blokes BBQ concept which is so important for PCFA in terms of awareness and fundraising.



Biggest Ever Blokes BBQ cheque presentation

A special acknowledgement to the Mount Waverley Prostate Cancer Support Group for their significant donation towards PCFA research programs. Many thanks and much appreciated.

In May 2017, Puddleduck Vineyard (Richmond Tas) will hold their annual "Puddleduck Dunk Duck Race", a very innovative way to raise funds for PCFA!

## SA/NT

The inaugural Paddle For Prostate around Delfin Island was an outstanding success! Hundreds of people floated their boats on a glorious day. Decked out in PCFA commemorative caps and a range of crazy costumes – surf life savers, dragonboaters, canoes, kayaks and stand-up paddleboarders took to the West Lakes waters raising valuable funds and creating awareness. Collaborators included the City of Charles Sturt, Channel 7, Westfield West Lakes, Rowing SA, Adelaide Canoe Works and the Rotary Club of Kidman Park. Game on for next year!



The 36'ers National Basketball League starter game plus the Glendi Greek Festival were also fantastic events. We are grateful to The Good Guys Hectorville for donations in prizes for raffles and amazing gifts of appreciation for our volunteers. We are looking forward to a SA National Football League prostate cancer awareness campaign this year involving each and every team and endorsed by SANFL.

## NSW/ACT

### Balmain Sports Medicine Golf Day

In its 6th year this annually held golf day raises not just much needed funds but also awareness for prostate cancer. Held at the Moore Park Golf Course the day

was filled with fun activities on the course, prizes, speeches and drinks. A special thanks to all those involved at Balmain Sports Medicine who make the golf day a great success every year.



Teeing it off for prostate cancer

**“PUTTING SOME  
POWER INTO THE  
FIGHT AGAINST  
PROSTATE CANCER.”**

