

PCFA Stands *for* Partnerships

Annual Report 2016/17

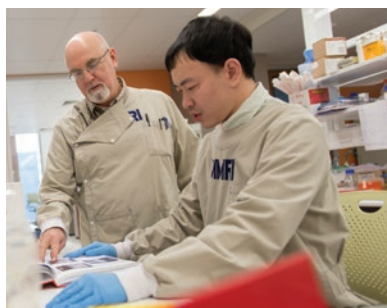


PCFA Stands
for **Partnerships**

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Contents

Our Vision & Mission	2
Our Values	3
Highlights	5
Chairman's Report	7
CEO's Report	9
Research	11
Awareness & Advocacy	19
Support	25
Corporate Partners	35
Community Events & Fundraising	40
Individual Giving	46
Thank You	50
Boards & Patrons	54
Committees & Staff	55
Financial Highlights 2016/17	57



Our Vision & Mission

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 and families, recognising the diversity of the Australian community.

We do this by:

Promoting and funding world-leading, innovative research into prostate cancer.
.....

Implementing awareness and advocacy 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.
.....

PCFA relies on the generosity of individuals, the community and partnerships to carry out our essential work.



Our Values

Compassion
Integrity
Optimism
Respect
Commitment





NEW PCFA WEBSITE VISITORS

21,320 ↑ PER MONTH



319,232 VISITING THE WEBSITE PER YEAR

61,000



167,645

PCFA's AVERAGE SOCIAL MEDIA REACH PER MONTH

RESOURCES
DISTRIBUTED WITHIN
THE COMMUNITY



23,000+



NUMBER OF SUBSCRIBERS TO PCFA's NEWSLETTER

 NHMRC CENTRE OF RESEARCH EXCELLENCE IN
PROSTATE CANCER SURVIVORSHIP LAUNCHED 

 Prostate Cancer Comics – A new way to inform men 

170

TOTAL NUMBER
OF SUPPORT GROUPS
AFFILIATED WITH PCFA

43

TOTAL NUMBER
OF PROSTATE CANCER
SPECIALIST NURSES

160

TOTAL NUMBER
OF AMBASSADOR
TALKS

TOTAL INCOME FOR THE YEAR



\$12 MILLION+

CLINICAL TRIAL FOR ADVANCED PROSTATE CANCER LAUNCHED



As 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 and families, recognising the diversity of the Australian community.**

Our work in undertaking research, raising awareness and providing support is only possible through close partnerships with organisations and individuals nationally. This year's Annual Report outlines the partnerships that have assisted us in achieving ground-breaking initiatives in 2016/17.

Our partnerships with leading Australian universities, medical colleges, collaborative clinical trials groups and individual clinicians have enabled us to conduct world-leading laboratory-based research; research into the better application of existing treatments and knowledge; and research focused on improving quality of life. Our goal is to improve outcomes for the 200,000 Australian men and their families currently living with prostate cancer, and ultimately, finding a cure for this insidious disease.

Through partnerships with community groups, medical research facilities, individual ambassadors and members of support groups, we have been able to reach out to the community with vital messages about the importance of early detection and diagnosis, and information on modern treatment options and latest research developments.

This year also saw the expansion of the Prostate Cancer Specialist Nursing Service to 43 nurses right across Australia. The program is made possible by its community/Government partnership funding model. Of course, we recognise that more nurses are needed so that every man who has been diagnosed with prostate cancer and his family have access to this vital source of support. We are working hard to develop new partnerships to achieve that outcome.

All of this would not be possible without financial support from corporate partners such as BMW, Commonwealth Bank, Drummond Golf, New Holland Agriculture, Subway, Tyrepower and UBET and community partners such as Distinguished Gentleman's Ride, It's a Bloke Thing and Movember.

I would also like to take this opportunity to thank the many men and women who give so generously of their time to help us achieve our mission. From cricketer great Matthew Hayden AM and former Australian rules footballer and coach David Parkin OAM to our ambassadors, support group leaders and fundraisers, every single contribution has made a huge difference to our ability to reach out with information and support to men with prostate cancer and their families.

A partnership is about mutual benefit – it is about both partners being able to contribute vision and energy to achieve an outcome that is greater than we could have achieved individually. It is due to our partners that we enjoy such wide reach and influence, and we are committed to delivering reciprocal value back to you.

Looking forward, we will continue to work diligently to support men and their families affected by prostate cancer and try to reduce the impact of this disease through early detection and support of people in difficult circumstances.

I would like to thank our National Deputy Chairman Steve Callister and our National and State Boards and many volunteers for their invaluable contribution to our mission. Thank you also to our Chief Executive Officer, Associate Professor Anthony Lowe, and PCFA's staff who have worked so conscientiously again this year.

For those men affected by prostate cancer – you are not alone. PCFA has free information, resources and support to assist you on your journey. I am deeply grateful to all our partners and supporters for making that possible.



Jim Hughes AM
NATIONAL CHAIRMAN



I am pleased to report that 2016/17 saw further progress in research, awareness and support.

Research

In partnership with ANZUP Cancer Trials Group, we officially launched a major study into the diagnosis and treatment of advanced prostate cancer using PSMA-PET/CT scanning. One radioactive atom, Gallium 68, is used to detect how far the cancer has spread and another, Lutetium 177, is used to kill the cancer. The trial will start recruiting patients at Peter MacCallum Cancer Centre in Melbourne, Royal Brisbane and Women's Hospital and St Vincent's Hospital in Sydney later this year.

In November 2016, in partnership with Griffith and Edith Cowan Universities, we were awarded funding from the National Health and Medical Research Council for a Centre of Research Excellence in Prostate Cancer Survivorship. The Centre of Research Excellence will research what works in helping men and their families with prostate cancer, focusing on equity and areas of high need, and support evidence-based policy and practice in prostate cancer survivorship care.

In February 2017, we entered into a strategic partnership with University of Southern Queensland to eliminate the disparities in prostate cancer outcomes between rural/regional and metropolitan Australia. Through the partnership we will conduct research into these disparities and develop and test community-based change interventions. The partnership will also act as a platform for evidence-based advocacy for health system change. The partnership aims to make a positive difference to prostate cancer outcomes for men in rural and regional Australia within five years.

Awareness

Over the course of the year, over 100 volunteer Ambassador speakers delivered talks to community and business groups right across Australia. In May 2017, following extensive consultation with Ambassadors and other stakeholders, we released a modern and fresh design for the Ambassador presentation materials.

In May 2017, we hosted the second annual Community Conversations on prostate cancer. This event at the Translational Research Institute in Brisbane brought together researchers, the PCFA network of volunteers, affiliated support groups and Ambassadors, as well as the broader community impacted by prostate cancer. It was a wonderful opportunity to inform and connect the community impacted by prostate cancer.

Support

Our online community continues to go from strength to strength. In just over one year it has grown to over 1,600 members who are able to access information and support through a community forum, research blogs, video gallery and community news and views.

2016/17 saw a significant expansion of PCFA's specialist nursing service, made possible by generous Commonwealth Government and community funding.

In April, Minister for Health, the Hon. Greg Hunt MP, announced a three-year extension of the funding for 15 existing nurses, followed by a month later by a Federal Budget announcement of funding to expand the service by a further 14 nurses. This will take the total number of prostate cancer specialist nurses nationally to 43. We are pleased that the Government has recognised the real difference having access to a nurse makes to patients and their families and has provided \$11.8 million of funding over three years to support and expand the service.

I am also delighted to report on a number of recent community initiatives to fund nurses, including the Echuca Biggest Ever Blokes' Lunch, ProState Active and The Profield Foundation. These generous gifts will enable us to fund nurses at Echuca Regional Hospital, Shenton House Joondalup and regional NSW respectively.

Thank you to our supporters

Our work would not be possible without our many wonderful, generous supporters and volunteers who contribute their time and money to the cause – many of whom are featured in this report. I would especially like to give my heartfelt thanks to the thousands of support group members and Ambassador speakers around Australia who generously contribute their time to support men and their families affected by prostate cancer and to raise 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



OUR RESEARCH YOUR FUTURE

Research changes the lives of men with prostate cancer and their families. This has been an amazing year for research, with PCFA funding exciting new work that will transform the way we understand cancer survivorship, improve access to care for men throughout Australia, and translate scientific discoveries into new treatments through clinical trials.

A successful NHMRC Centre of Excellence grant for prostate cancer survivorship research

In a coordinated and collaborative effort to advance prostate cancer survivorship research, Griffith University and Prostate Cancer Foundation of Australia established an Australian-first joint initiative in January 2013, the Prostate Cancer Survivorship Research Centre.

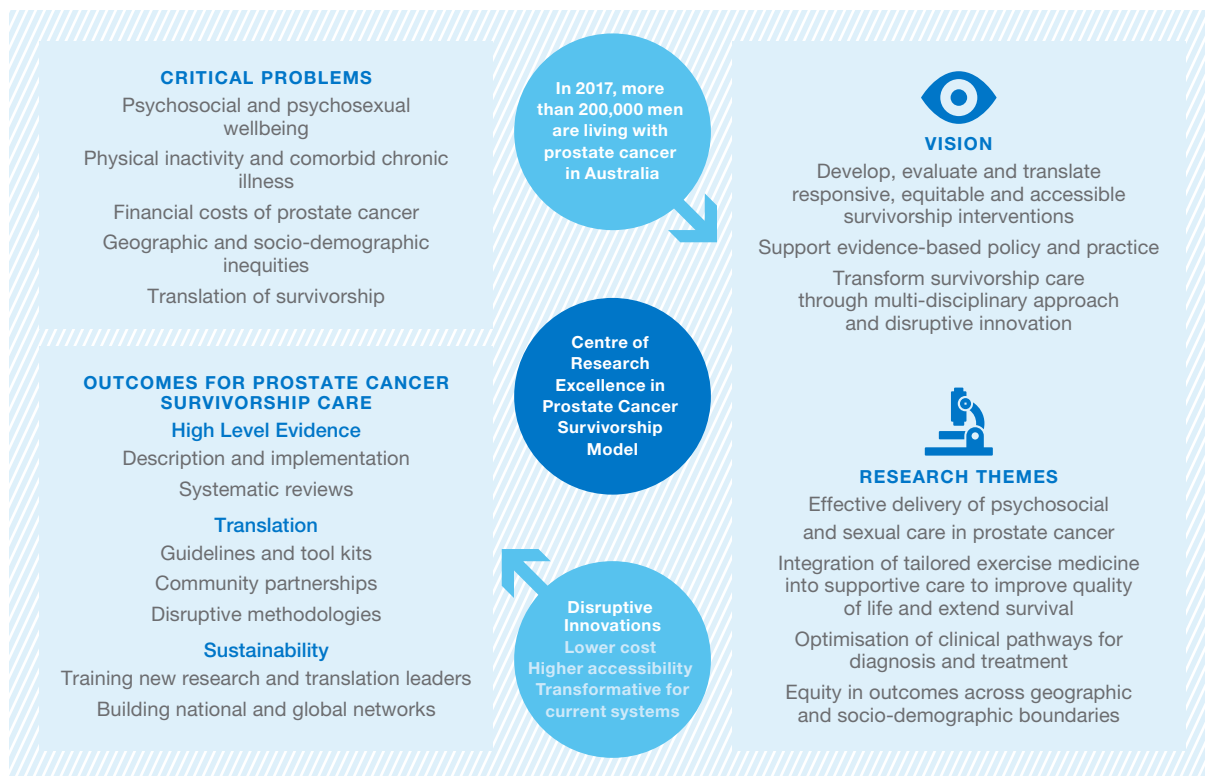


In 2016, a highly competitive grant was secured from the National Health and Medical Research Council (NHMRC) to establish a Centre of Research Excellence in Prostate Cancer Survivorship.

The purpose of the Centre is to undertake strategic research to better understand and meet the survivorship needs of men with prostate cancer, their partners and families. The Centre uses evidence-based outcomes to improve policy and practice for men with prostate cancer with a focus on four key themes:

- Effective delivery of psychosocial and sexual care in prostate cancer
- Integration of tailored exercise medicine into supportive care to improve quality of life and extend survival
- Optimisation of clinical pathways for diagnosis and treatment
- Equity in outcomes across geographic and socio-demographic boundaries.

Importantly, the Centre is a consumer-driven initiative, guided by the advice and opinion of people affected by prostate cancer.



Australian-first trial of a ground-breaking nuclear medicine treatment



In July 2017, the Australian and New Zealand Urogenital and Prostate Cancer Trials Group (ANZUP) and Prostate Cancer Foundation of Australia launched an Australian-first trial set to revolutionise treatment of advanced prostate cancer.

Despite recent advances in the treatment of prostate cancer, castrate resistant metastatic disease remains incurable and is the leading cause of cancer-related mortality amongst men in developed countries. However, a new approach has been developed to deliver cancer-killing radioactive atoms directly and specifically to areas of advanced prostate cancer. This approach has previously shown promising early results in patients involved in a pilot study led by Associate Professor Michael Hofman out of Melbourne's Peter MacCallum Cancer Centre. Professor Hofman is now leading an ANZUP trial of 200 patients at centres across Australia and New Zealand in what he believes could be a game-changer in the treatment of advanced prostate cancer.

The unique treatment involves two distinct parts. Firstly, a PET scan is used to 'map' the cancer. This is done by injecting a radioactive molecule called Gallium 68 attached to a small molecule that rapidly localises to prostate specific membrane antigen (PSMA) on the surface of prostate cancer cells in the body. The result is the cancer cells 'light up', showing exactly where the disease is and enabling identification of patients who may benefit from this new therapy. Next, a different radioactive molecule – Lutetium 177 – attached to the same type of small molecule is injected into the patient and travels through the body, directly targeting cancer cells that have high levels of PSMA.

Research Project on regional and rural inequities

In 2016, The Institute for Resilient Regions at the University of Southern Queensland partnered with Prostate Cancer Foundation of Australia to lead new initiatives in prostate cancer and rural/regional men's health. Work on an initial three year program has now started under the leadership of Professor Jeff Dunn AO, Chair of Transformative Social Science at The Institute for Resilient Regions.

The treatment a man receives for his prostate cancer and how long he survives after diagnosis depends on where he lives. It is known that men living in rural or disadvantaged areas in Australia have lower rates of PSA testing, higher risk of advanced prostate cancer, poorer survival, and worse access to or use of medical services than men living in urban or affluent areas.

Unfortunately, this inequity is increasing over time. Men who live in rural or regional Australia will be 24% more likely to have an advanced cancer and 32% more likely to die of their cancer.

Prostate cancer is also the second most commonly diagnosed cancer in Aboriginal and Torres Strait Islander men, and these men have a lower chance of surviving five years following a diagnosis of prostate cancer than other men in the Australian community.

This flagship, three-part research project on Regional and Rural Inequities in Prostate Cancer Outcomes will include:

- Research to identify what factors are driving the problem at an individual, social, community and system level. This work will incorporate advice from local communities
- Applying these findings to develop community-based change interventions targeted at vulnerable rural regional communities
- Assessing the impact of the community-based change interventions.

We expect that the program will become internationally recognised as a point of reference for expertise in rural and regional men's health.

“Men who live in rural or regional Australia will be 24% more likely to have an advanced cancer and 32% more likely to die of their cancer.”

2016 Funded Research

In 2016, PCFA's Research Program funded competitive projects in all areas of the cancer journey, from prevention to diagnosis and treatment.

MOVEMBER REVOLUTIONARY TEAM AWARDS

A robust expert review of the initial three-year programs under this category revealed major progress by multidisciplinary collaborative research teams at the Garvan Institute of Medical Research under the leadership of Professor Peter Croucher and the Translational Research Institute under the leadership of Professor Colleen Nelson. As a result, both programs have been extended to five years to enable them to deliver outcomes.

Professor Peter Croucher, Garvan Institute of Medical Research

Prostate Cancer Metastasis (ProMis): New Opportunities for Therapeutic Development

Professor Croucher and his team have found that cancer cells hide in particular sites inside the bone and have discovered a number of genes that are important in controlling the behaviour of these dormant cells when they arrive in the bone. Many of these genes are able to control the way our immune system responds to these cancer cells. Importantly, the team also found that cells that normally break down bone may also inadvertently release prostate cancer cells from being dormant and cause them to form actively growing cancers. The team will now test two new types of treatment to stop prostate cancer cells growing in the bone. The first will switch on the immune system in order to use the body's own natural defence system to target tumour cells and restrict their growth. The second will use treatments that stop bone cells from releasing the prostate cancer cells from a dormant state in the skeleton. Importantly, these types of treatments are already available to treat other diseases, so the Croucher team will also test the ability of these drugs to stop the growth of prostate cancer cells in a series of clinical trials.

“Importantly, the team also found that cells that normally break down bone may also inadvertently release prostate cancer cells from being dormant and cause them to form actively growing cancers.”

Professor Colleen Nelson, Queensland University of Technology

Adaptive Response to Targeting the Androgen Axis: A Strategic Offensive on Resistance

Professor Nelson and her team have worked out the hormonal and other processes in the body that follow the most common form of treatment for prostate cancer patients with metastatic disease. They have strategically prioritised which ones cause the cancer to progress and which can also be targeted by known treatments. Through this rational and integrated approach, this team will determine new treatments to be used in conjunction with hormone therapy to halt the progression of prostate cancer, and improve clinical outcomes and quality of life in men with advanced disease.



Pictured above:
Professor Colleen Nelson and her team

NEW CONCEPT GRANTS

Professor Melissa Southey, University of Melbourne Heritable Epigenetic Risk Factors for Prostate Cancer

We do not know which genes or changes to the DNA increase the risk of prostate cancer in families who are prone to the disease. We have recently discovered new inherited risk factors for breast cancer that are modifications of DNA (epigenetics). This project aims to identify similar DNA modifications that are risk factors for prostate cancer. Understanding the genetic and epigenetic causes of inherited prostate cancer will lead to new opportunities for early detection and treatment.

Associate Professor Derek Richard, Translational Research Institute

Targeting Genomic Stability in Prostate Cancer

Early detection provides the best chance of survival from prostate cancer, however once the disease has moved to other parts of the body it is incurable. This project tests a new drug that specifically targets the genome of prostate cancer cells, potentially providing a new tool for the treatment of this disease.

2016 Funded Research (Continued)

Associate Professor Jose Polo, Monash University
Predictive Computational Framework for Targeted Reprogramming of Castrate Resistant Prostate Cancer

Our research group specialises in a process called *cellular reprogramming*, which changes the identity of cells. This process is limited by finding the right genes to switch on or off, which is time-consuming. We have recently developed powerful software that can predict the best genes to change. Prostate tumours reprogram themselves, switching off many “prostate genes” and activating “tumour” genes. We will use our software to predict which genes need to be switched on or off to reprogram the cancer cells back into normal prostate cells.

Associate Professor Lisa Butler, University of Adelaide
Next-generation Prostate Cancer Therapies Based on Precision Nanomedicines

An important step towards a ‘magic bullet’ has been the development of nanomedicines. These nanomedicines allow efficient trafficking of drugs to improve treatment and reduce side effects. We will investigate a new prostate cancer treatment that delivers multiple drugs directly to prostate tumour cells.

Professor Nicolas Voelcker, University of South Australia
Molecular Mass Spectrometry Imaging of Prostate Cancer – New Biomarkers and New Understandings

New biomarkers are needed to determine which prostate cancers are at risk of progression. Previous studies have shown that the growth and spread of a cancer is the result of interactions between cancer cells and stroma tissue (connective tissue). This project will look for biomarkers in the stroma using a new mass spectrometry technique.

Professor Derek Hart, ANZAC Research Institute
Therapeutic Vaccination for Prostate Cancer using mRNA Loaded Blood Dendritic Cells

We can train the immune system to fight cancer by vaccinating patients using specialised white blood cells, called dendritic cells. We have developed new methods to isolate these cells from patients and present prostate cancer targets to the patient’s own immune system so that it will attack their cancer. We will optimise our vaccine and select a new immune releasing “checkpoint inhibitor” to combine with our dendritic cell vaccine in a future clinical trial.

“We have developed new methods.”

Associate Professor Rohan Davis, Griffith University
High-content Screening of Small Molecule Inhibitors from Nature that Target Prostate Cancer Metabolism

This project proposes to screen and evaluate a library of 472 new compounds that were isolated from Australian plants, fungi and marine organisms. We will choose compounds that target the processes in the body that are critical for prostate cancer growth and survival. This project will identify new treatments from nature, providing knowledge for future large-scale screens and helping develop new anti-cancer agents.

Professor Roger Daly, Monash University
A New Approach for Characterising Stromal Interactions in Prostate Cancer and Identifying Therapeutic Targets

Interactions between tumours and cells called cancer-associated fibroblasts drive the progression of advanced prostate cancer. This project will use a new method to analyse the chemical signals that occur during this interaction. We aim to learn which signals instruct the tumours cells to grow and spread. Drugs can then be developed to stop these signals.

“This project will investigate how nutrients are trafficked around and recycled inside prostate cancer cells.”

JOHN MILLS YOUNG INVESTIGATOR AWARDS

Dr Ian Johnson, University of South Australia
Altered Endosome Trafficking in Prostate Cancer

There is new evidence that the process by which nutrients are moved and recycled inside a cell changes during cancer. This project will investigate how nutrients are trafficked around and recycled inside prostate cancer cells. By determining the crucial trafficking changes in prostate cancer cells, we can discover new biomarkers and drug targets.

Dr Marianna Volpert, Queensland University of Technology
Targeting Neuropilin-1 to Inhibit the Adaptive Response to Androgen Deprivation

This project will study the function of the Neuropilin-1 protein in prostate cancer, which is associated with metastasis and the recurrence of cancer after hormone therapy and chemotherapy in patients. The results may lead to an improved ability to control the growth of metastatic prostate cancer and sensitise them to chemotherapy.

Our Research Partners



Distinguished Gentleman's Ride

Across the globe, the streets were filled with the roar and rumble of classic and vintage motorcycles on Sunday 25 September 2016.

Over 500 cities across 90 countries were abuzz with 56,000 finely dressed gentlemen upon their classic and vintage style motorcycles, united in their support of men's health. The world's greatest motorcycling charity event has raised US\$3.3 million for prostate cancer and men's health on behalf of charity partner The Movember Foundation.

The Distinguished Gentleman's Ride was founded in 2012 by Mark Hawwa in Sydney, Australia after being inspired by a photo of Mad Men's Don Draper astride a classic bike, wearing his finest suit.

That first ride brought together over 2,500 riders across 64 cities, with the success of the event encouraging Mark to consider how it could be used to support a worthy cause.



It's a Bloke Thing Foundation

August 2017 saw the 7th annual It's a Bloke Thing (IABT) luncheon run in Toowoomba, Queensland by a dedicated committee of local business men and women.

IABT aims to grow awareness about prostate cancer and raise vital funds for research. Since 2016, funds raised have also been going towards co-sponsoring a dedicated prostate cancer nurse in rural Queensland in conjunction with PCFA.

IABT was started by a group of mates and their wives and has become one of the biggest daytime fundraising events in Australia. Since inception the Foundation has raised \$5.6 million.

“IABT aims to grow awareness about prostate cancer and raise vital funds for research.”



Our Research Partners (Continued)



The Movember Foundation

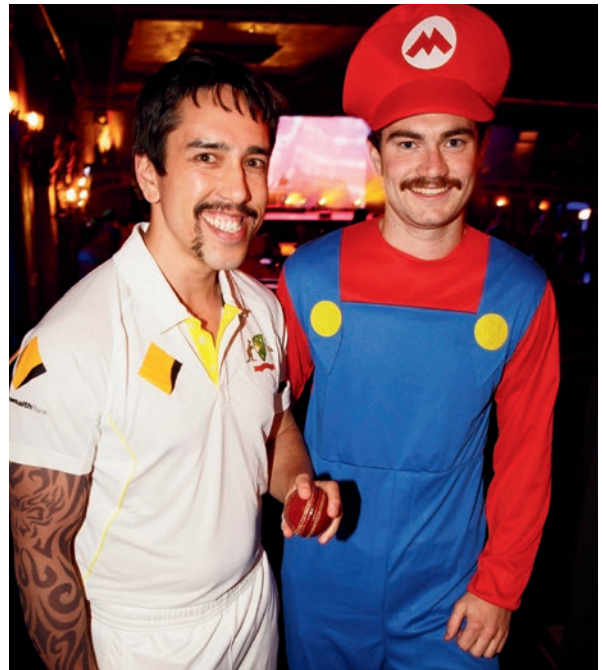
Since 2003, millions have joined the men's health movement that is The Movember Foundation, raising \$850 million and funding over 1,000 men's health projects globally.

More than \$58 million has been invested in PCFA's Research Program. Through the PCFA partnership, the Movember Foundation invests in critical initiatives including building capacity in clinician scientists, supporting clinical trials that deliver near-term outcomes, and building powerful multi-disciplinary teams through the Movember Revolutionary Team Award program.

The Foundation is now able to use its size and global network to bring experts and men living with prostate cancer together from across the world to find answers and solutions. Programs like TrueNTH, Global Action Plan and the Prostate Cancer Outcomes Registry are uniting the best minds around the world to have an unprecedented collective impact.

Through its annual health promotion program that forms part of the annual campaign, Movember creates positive change for men's health by educating men to stay physically and mentally healthy and take action early.

“Creating a positive change for men’s health by educating men to stay physically and mentally healthy and take action early.”





RAISING COMMUNITY AWARENESS

As a collective prostate cancer community, we stand together. Our partnerships connect people, reduce isolation and help to share the load. This is an exciting time, with expansion in our awareness and support activities. We thank you for being part of the solution and giving hope to so many facing the challenges of prostate cancer.

Ambassador Program

PCFA's Ambassador Program aims to raise community awareness of prostate cancer and to provide resources for individuals to learn more.

We are proud to partner with over 100 Ambassadors nationally, who this year delivered approximately 160 Ambassador talks to metropolitan, regional and remote areas across Australia. Their enthusiasm and perseverance in delivering presentations to the community is what makes the program so successful, and we thank them for their tireless support.

The Program connects trained community volunteers with workplaces, clubs and organisations, where they deliver presentations to increase awareness and early detection of prostate cancer through a peer education model.

This was an incredibly vibrant year for the Ambassador Program, culminating in the exciting release of new Ambassador presentations. We undertook a thorough review process, incorporating Ambassador survey feedback, stakeholder consultation and current evidence-based recommendations. The new talks were given a modern and fresh design and then released to all Ambassadors, receiving positive feedback.

“He was an interesting presenter and brought ease to the room and was able to speak in a language that the men could relate to.”

PCFA was glad to partner with Infinity Pilates, based in St Kilda, Victoria, on a series of presentations designed to encourage men to look after their health. One participant stated afterwards, *“The speaker was fabulous. Thank you. He was an interesting presenter and brought an ease to the room and was able to speak in a language that the men could relate to.”*

The main presentation, entitled ‘Prostate Cancer – What You Need to Know’, highlights general information on prostate cancer and PCFA, and also allows for the speaker to weave in parts of their personal prostate cancer experience. It is supported by two addendum presentations on the topics of prostate cancer treatment options and information specific to partners and carers.

This year was also a time to increase awareness of PCFA's flipcharts for Aboriginal and Torres Strait Islander communities, and we are excited to partner with health services and Aboriginal health organisations across the nation in putting these resources in the areas where they can have a major impact.

Special thanks to the Australian Men's Shed Association, which has supported PCFA not only in hosting speakers but in promoting PCFA's services online and in newsletters, as well as to the Rotary Clubs across Australia, which have been passionate in both hosting Ambassadors and in supporting our valuable work. We are also proud to partner with a range of councils, sporting clubs and businesses, ranging from mine sites, engineering and trade companies, and universities to host Ambassadors to educate their members and staff on this important topic.



2017 Sydney Mardi Gras Fair Day

For the sixth year running, PCFA has continued to strengthen and foster new partnerships in the gay and bisexual community with a presence at the Sydney Mardi Gras Fair Day, held on 19 February 2017 in Newtown, NSW.

PCFA works closely with the Shine a Light Prostate Cancer Support Group at Fair Day to recognise diversity and raise awareness of prostate cancer in the gay and bisexual community with an interactive information stall. This confidential group was established in collaboration with leading men's cancer survivor support and advocacy non-profit organisation, MaleCare, and is open to all gay men who have been diagnosed with prostate cancer and their partners. Over the years, the group has created a strong relationship with ACON, a health promotion organisation that specialises in the LGBTIQ community, which provides the group with a venue for its monthly meetings.



Fair Day also presents a platform for PCFA to strengthen our relationship with other participating key health organisations, including Cancer Council NSW, which shares its site with our stall and provides a valuable opportunity to exchange information and share resources.

This year, we worked with well-known drag queens who encouraged a significant crowd to the PCFA stall, where members of the community were able to have important conversations about prostate cancer with group members and staff. We also hosted a fun interactive photo booth, distributing more than 200 takeaway selfie snapshots of attendees which also promoted targeted links to PCFA's information resources and support services.

PCFA is pleased to partner with the Sydney Mardi Gras Fair Day event, and will continue to develop innovative ways to raise awareness of prostate cancer within the LGBTIQ community and to promote our resources developed specifically to meet the needs of gay and bisexual men with prostate cancer.

Let's Talk Prostate Cancer at Peter MacCallum Cancer Centre, Melbourne



“The Peter MacCallum Cancer Centre is Australian’s only public hospital dedicated to cancer treatment, research and education.”

PCFA collaborated with the Peter MacCallum Cancer Centre during Men's Health Week to host a frank and open discussion about prostate cancer and the impact it can have on men, their partners and families.

An experienced panel of speakers along with personal insights from members of PCFA's network provided an engaging exploration of the realities of diagnosis, treatment and living with side effects. With over 80 registrations and many attendees from local support groups, state board members and friends of PCFA, it provided a wonderful opportunity to connect. The Peter MacCallum Cancer Centre is Australian's only public hospital dedicated to cancer treatment, research and education. Positioned in the Victorian Comprehensive Cancer Centre, our partnership with Peter MacCallum Cancer Centre offers great benefit and opportunity across various programs and services.

Community Conversations 2017



On 19 May 2017, PCFA hosted its second annual Community Conversations. This public forum brings together prostate cancer patients and their families with leading scientists, clinicians and health professionals.

The purpose of this gathering is to allow a dialogue about prostate cancer: to connect and support each other, explore important insights from leading prostate cancer experts, and learn about the latest research in the field.

Recognising the diversity of our community, this year we worked to extend our reach to the Chinese community with language translation at the event.

The event was hosted by Master of Ceremonies Julie McCrossin at the Translational Research Institute in Brisbane. Researchers there specialise in translational research – a process involving teams of patients, clinicians and researchers working together to solve health challenges. The Translational Research Institute hosts the Australian Prostate Cancer Research Centre, Queensland, one of the largest centres for prostate cancer research in Australia.

Dr Ian Vela, a urological oncologist from the Princess Alexandra Hospital in Brisbane and a clinician scientist funded through PCFA's research program, gave a detailed update on the clinical management of prostate

cancer in Australia. Diagnosis of prostate cancer is a rapidly evolving field. Dr Vela said Australia leads the way in prostate imaging. He recommended that all men diagnosed with prostate cancer should consult with both urologists (surgeons) and radiation oncologists before deciding on their treatment plan. He also described exciting new medicines that he hoped will be available and/or listed soon, including apalutamide, olaparib and radium 223.

Dr Michele Teng, from QIMR Berghofer Medical Research Institute, spoke about her research into immunotherapies for prostate cancer. Dr Teng's research has focused on understanding why immunotherapy drugs are not working so well for prostate cancer. One reason is that not enough white blood cells are able to get inside prostate tumours. Dr Teng's research group is developing ways to solve this problem. It is also studying a protein called RANKL, one of the brakes that stops T-cells from killing prostate tumour cells.

Attendees at Community Conversations were privileged to hear from Professor Suzanne Chambers. Professor Chambers is a health psychologist and the Director of the Menzies Health Institute Queensland. Her current research aims to establish effective delivery of psychosocial and sexual care, integrating tailored

Community Conversations 2017 (Continued)

exercise medicine programs into supportive care, and improving mental health outcomes across geographic and socio-demographic boundaries.

Community Conversations also featured a presentation from Dr Olivia Wright, a leading dietitian and nutrition researcher from the University of Queensland.

Dr Wright's presentation described the many ways that improving diet can help men with prostate cancer. A healthy diet can reduce treatment side effects, increase survival time and help prevent the return of prostate cancer. Dr Wright recommends a Mediterranean-style diet including plenty of non-refined grains, nuts, seeds, legumes, fish (particularly the oily varieties rich in omega 3) and regular consumption of dairy foods (particularly white cheese, such as feta and ricotta, and yoghurt). She recommends men undergoing chemotherapy or androgen deprivation therapy (ADT) seek help from an accredited dietitian to get a tailored diet plan to help them cope with these treatments. Dr Wright also described some fantastic healthy recipes.

PCFA's CEO, Associate Professor Anthony Lowe, spoke about the financial impact of prostate cancer. Treatments for prostate cancer can be surprisingly expensive. Associate Professor Lowe said that just because a treatment is the most expensive, it is not necessarily the best. He recommended men should talk to their doctor about costs before treatment

commenced. Coping with short or long-term side effects from treatment can also be expensive. Associate Professor Lowe suggested the Continence Aids Payment Scheme for financial assistance for men who need pads for severe incontinence.

“I have been doing some reading on treatment options and side effects, but I have to say that hearing your experiences is very helpful and I really appreciate your time.”

The day finished with a panel discussion on the topic of living with prostate cancer. This allowed the audience to directly comment and ask questions about the everyday challenges of life after a prostate cancer diagnosis. Panel members Anthony Lowe and Suzanne Chambers were joined by Prostate Cancer Specialist Nurse Chris McNamara (Greenslopes Private Hospital) and Amy Parker (Cancer Council Queensland).

This event was the second annual Community Conversations forum. PCFA is particular grateful for the strong support from the community in Queensland and looks forward to holding this forum in other states in the coming years. Preparations are underway for another exciting event in Melbourne in 2018.





SUPPORTING MEN & THEIR FAMILIES

PCFA supports men and their families affected by prostate cancer by providing evidence-based information and support through our extensive network of support groups and Prostate Cancer Specialist Nurses.

Support Groups

Operating locally, PCFA Affiliated Support Groups are well positioned to provide peer support and awareness around prostate cancer across Australia. With the aim of promoting and broadening community connections, support groups have established successful partnerships with key organisations and local groups.



Pictured above:

The Nepean Blue Mountains PCSG with New Holland Agriculture Diesel Dirt & Turf Expo, Penrith NSW



Pictured above:

Gary Green, Australian Men's Shed Association, David Parkin OAM, Cindy Ogluszko, Prostate Cancer Specialist Nurse Western Health VIC, Les Mather & Dan Kelly, Westgate Region PCSG VIC



Pictured above:

Federal MP, Trent Zimmerman at the North Shore PCSG

Connecting Support Groups with New Holland Agriculture

Through the supportive partnership with New Holland, many support groups were linked into agricultural field days across Australia. These events provided the opportunity to target awareness to men in regional and rural areas, who are likely to have poorer survivorship outcomes compared to those in metropolitan areas. Support groups provided a valuable local presence at numerous field days across the country, engaged with attendees, distributed information and started important conversations about prostate cancer.

Connecting Support Groups with Australian Men's Shed Association

The Men's Shed movement looks to provide a friendly social environment for information exchange with Australian men and connect them into local communities. Many prostate cancer support groups have close relationships with their local Men's Shed and promote open and informal discussions on men's health and wellbeing. In partnership with PCFA, the Australian Men's Shed Association invited support groups to attend Men's Shed Musters in 2017, providing valuable networking opportunities.

Support Groups connect with key local stakeholders

The Inverell Prostate Cancer Support Group (PCSG) in NSW hosted an information and awareness evening with a great turn out from the local community.

The Toowoomba PCSG in Queensland collaborated with Live Well Australia to raise awareness of prostate cancer amongst employees at the new Acland Coal Mine.

The Southsiders PCSG in WA hosted two information stalls at local shopping centres.

The Bayside PCSG in Victoria hosted Tim Wilson, Federal Member for Goldstein.

The North Shore PCSG was visited by Federal MP, Trent Zimmerman who spoke about them during an address to the Australian Federal Parliament in 2017.

“Many prostate cancer support groups have close relationships with their local Men's Shed and promote open and informal discussions.”

Network Member Profile

Ross Campbell:

A support group with a difference, PROST! group has exercise sessions throughout the week at Subiaco Football Club and The University of Western Australia. Ross Campbell, a member of the PROST! group shares his journey.

When were you diagnosed with prostate cancer and what type of treatment did you have?

I was diagnosed in March 2013 and I had a prostatectomy in June 2013. The journey was much longer than March to June, however. I have had annual PSA tests and digital rectal exams since I was 50. After feeling an abnormality in my prostate gland during the rectal examination, my GP referred me to a urologist who, after redoing the rectal exam said, "I think you're OK" and I was put on 'watch and wait'. Five years later, during my regular annual tests, my doctor detected a change in my prostate gland and a rise in my PSA level. This time my urologist diagnosed prostate cancer.

Can you describe who has been your key 'partner' in managing the impact prostate cancer has had on you?

My key partner is my key partner in life, my wife Jan. She was very matter of fact about everything and by not going over and over the issues of 'what ifs' she kept me in check. That was a strong piece of support.

How did you become involved with a Prostate Cancer Support Group?

When I was diagnosed I spoke to a lot of people and found out that some of my friends also had prostate cancer but had been quiet about it. Jan and I had dinner with another couple who had gone through prostate cancer and we had a very open conversation about sexual relationships, incontinence, PSA after the operation and the journey they went through. In that conversation it was suggested I see a physiotherapist before my operation. During my appointments, we worked on my pelvic floor strength and it was suggested I join the PROST! group. I've been there four years now and PROST! has just had its fifth birthday.



The PROST! group is a support group with a difference because it focuses mainly on exercise – can you explain how the group works?

We have exercise sessions throughout the week at the Subiaco Football Club and The University of Western Australia. At these sessions there is a qualified exercise physiologist who takes us through our exercises with a particular emphasis on pelvic floor strength, Pilates and also strength and cardio work. During the gym time there is a lot of good banter amongst everyone. Following our Thursday session we go to the local coffee shop and chat. The conversations are often about football but are also about 'I'm still in trouble', 'I'm incontinent' 'my PSA has risen'. These are the sort of things that all men need to talk about and know they can discuss privately with a group of people or an individual who knows the journey. One fellow said to me the other day, 'I'm going for another operation, I can't stop leaking and I'm going to have a procedure to stop that.' He didn't want to broadcast that but he was happy to talk to me. You can see those conversations happening all the time. That's how PROST! operates.

What community partnerships has the group established?

We have an excellent partnership with the Subiaco Football Club (which is part of the West Australian Football League), which not only provides us with use of its gym, but gives us the opportunity to have a presence during Men's Health Week to talk to men and women attending the games about the PROST! Group. The University of Western Australia is another great partner and also provides us with access to a gym. I have to mention Complete Physiotherapy and physiotherapist Jo Milios, who initiated PROST!. We also collaborate with the Prostate Cancer Specialist Nurse, Lisa Ferri and Dr David Millar, the sexual health specialist. We have good partnerships with other support groups, particularly the Western Suburbs group and the Fremantle group. And of course PCFA is very much a part of us and we like to support PCFA whenever the opportunity arises.

What message would you like to give others impacted by prostate cancer on the value of partnerships?

We are all different but no man is an island and I do know of a couple of people who will not talk about it and I know they are suffering. Through groups such as PROST! we can go out, talk amongst mates and be open and honest about our journeys.

Prostate Cancer Support Group Leader Survey 2017

In 2017, we conducted an online support group leader survey to gather information and feedback relating to the experience of leading a support group. Here are the results.



170

Number of prostate cancer support groups

75

Number of people who responded to the survey

Typical support group meetings...



78%

are held face to face



82%

have between 1-30 people attending



53%

have a guest speaker



44%

provide information packs and resources



27%

include partners and carers



As we approach our 5th birthday, the group is operating autonomously to enable self-efficiency and sustainability.

.....

A very happy group but we find it very difficult to engage younger men.

.....

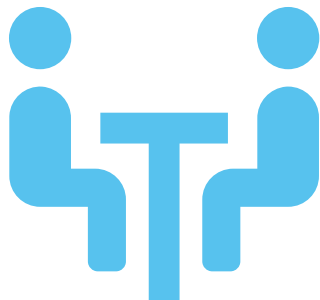


Typical support groups also...



37%

provide one to one support via phone



23%

provide one to one support in person

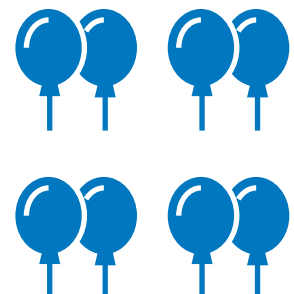
47%

host information stalls at events



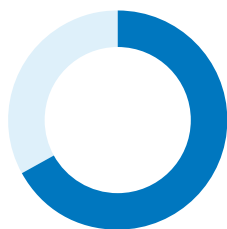
40%

organise social events for members

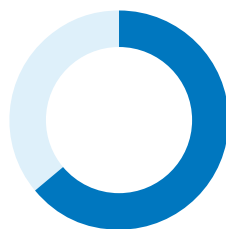


“ We are only a small community group in a country town.
We have a core group of members. Our aim is awareness and support. ”

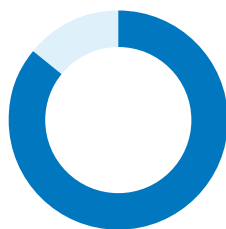
Typical support group leaders...



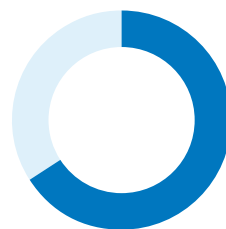
68%
60-75 years
old



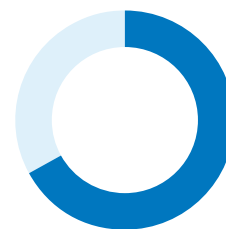
64%
are
retired



86%
are
male



66%
are in the role for
1-10 years



67%
have been diagnosed
with prostate cancer



47%

have not identified a successor for the role



65%

are very satisfied in their role



41%

received training from PCFA

87% intend to continue in their role

...find it most easy to

01

find a meeting
venue

02

refer people for
further support

03

communicate with
group members

...find it most difficult to

01

plan for succession
of group leadership

02

engage with younger
men

03

gain referrals from
health professionals

Most valued PCFA assistance



78% Access to evidence-based information/resources



67% Updates from PCFA via email and telephone



56% Access to resources specific to role as group leader



54% Access to training opportunities



53% Promotion of the group via PCFA website

Diversity of support group network includes ...

... leaders that identify being part of



7.3% Gay & bi-sexual community



2.7% Aboriginal & Torres Strait Islander community



1.3% Vietnamese community

... leaders that reside in



52% Major city



46.5% Regional area



1.5% Remote area

Online Community

Since launching to the community last year, our Online Community continues to grow and provide men, partners and families with a dedicated space to connect, explore and learn about prostate cancer.

Up to 100 new members are now joining each month, with the community made up of:

- 58% men who have been diagnosed with prostate cancer
- 20% partners or family members of a diagnosed man
- 13% health professionals working in a field related to prostate cancer
- 7% people interested in knowing more about prostate cancer
- 2% have not been diagnosed but have a family history of prostate cancer.

Through the Community Forum, members are connecting, sharing experiences and offering valuable support to one another.

An average of 70 new posts and comments are posted monthly on the Community Forum, with discussions ranging from recent diagnosis, treatment options, side effects, recovery, relationships and personal journey accounts.

“Thank you so much for sharing, it makes a big difference to know others have walked the same path and understand.” Online Community member

PCFA has partnered with a range of health professionals and organisations to produce a growing library that gives our community an opportunity to explore expert insights and personal experiences. Over the year there have been 16 new videos posted to the Video Gallery including:

- Speaking from Experience videos that reveal the personal accounts of men and partners following their localised prostate cancer diagnosis
- Community Conversations presentations that outline the latest research and health information
- Tailored interviews with leading health professionals.

PCFA’s Scientific Writer and guest bloggers have provided weekly posts to the Research Blog, with topics covering the latest Australian and international findings in prostate cancer research.

“With the expanding range of targeted videos and articles like this, the advanced guys are at last getting access to real cutting edge options for diagnosis, staging, treatment and monitoring – and in terms that mostly everyone can understand. This sort of information provides a solid basis for empowering patients to have real collaborative discussions with their oncologists.” Online Community member

A Community News & Views section was introduced to highlight the wide-ranging activities undertaken by Support Groups, Ambassadors and the broader community to raise awareness and provide support to those impacted by prostate cancer.

– Vale –



– TONY SONNEVELD OAM –

At age 70, former PCFA National Director, Chairman of the NSW/ACT board and Honorary Life Member, Tony Sonneveld OAM, sadly passed away on 13 November 2016. Diagnosed with prostate cancer in 2003, Tony used his own experience to actively promote prostate cancer awareness, education and fund raising.

On May 3 2006, on his 60th birthday, Tony found he had metastatic cancer of his bone structure and spent the last ten years advocating for further research into the disease, and lobbying for the government to provide better and more affordable treatment options for those with advanced disease.

Despite his diagnosis, Tony lived life to the full, including tackling the Kokoda track, countless ski trips, climbing Mount Kilimanjaro, hang gliding, participating in arduous cycling events and attending countless events to represent PCFA.

Tony was a tireless campaigner for prostate cancer and will be sadly missed by all at PCFA. He will be remembered for his dedication to helping those with prostate cancer, his amazing energy, positivity and passion.



Prostate Cancer Specialist Nursing Service



Prostate Cancer Specialist Nurses walk alongside patients and their families, no matter where they are in their journey. Over the past five years, the Prostate Cancer Specialist Nursing Service has moved from a pilot program to an established and integral part of the multi-disciplinary team caring for those affected by prostate cancer.

Men with prostate cancer are commonly referred to a number of different specialists including a urologist, radiation oncologist, physiotherapist, continence nurse and psychologist. Without a central point of contact, patients risk becoming lost in the system and suffering avoidable psychological distress while accessing health care.

In 2005, the Senate Committee into men's health found that the information available to men with prostate cancer and the services to support them were inadequate. The Committee identified patients in rural and regional areas as having a 21% higher mortality than those in major cities.

Recognising that specialist nurses play an invaluable role in the care of patients with many types of chronic illness, but that there was no accredited defined role for specialist nurses in prostate cancer, PCFA developed a practice framework and competency standards for the Prostate Cancer Specialist Nurse. In May 2012, a pilot program was launched with 12 nurses in every state and territory of Australia, public and private hospitals and regional as well as metropolitan locations.

The pilot trialled a best practice model for providing specialist nursing care to men affected by prostate cancer, with a view to it becoming a sustainable, routine

part of care. It was made possible by generous seed funding from the Movember Foundation and the Wyllie Fellowship, established by friends and colleagues of businessman the late Bill Wyllie.

The establishment of the service involved PCFA working in innovative partnerships with health care providers across Australia to identify the areas of highest need and what current services were available within the health system.

The benefits of having dedicated Prostate Cancer Specialist Nurses were quickly realised, with 12 nurses performing 6,000 consultations with men with prostate cancer over the first 12 months of the pilot. In 2013, the benefits were also recognised by the then Minister for Health, the Hon. Tanya Plibersek MP, who awarded funding to expand the service by an additional 14 nurses, bringing the total number of nurses nationally to 26.

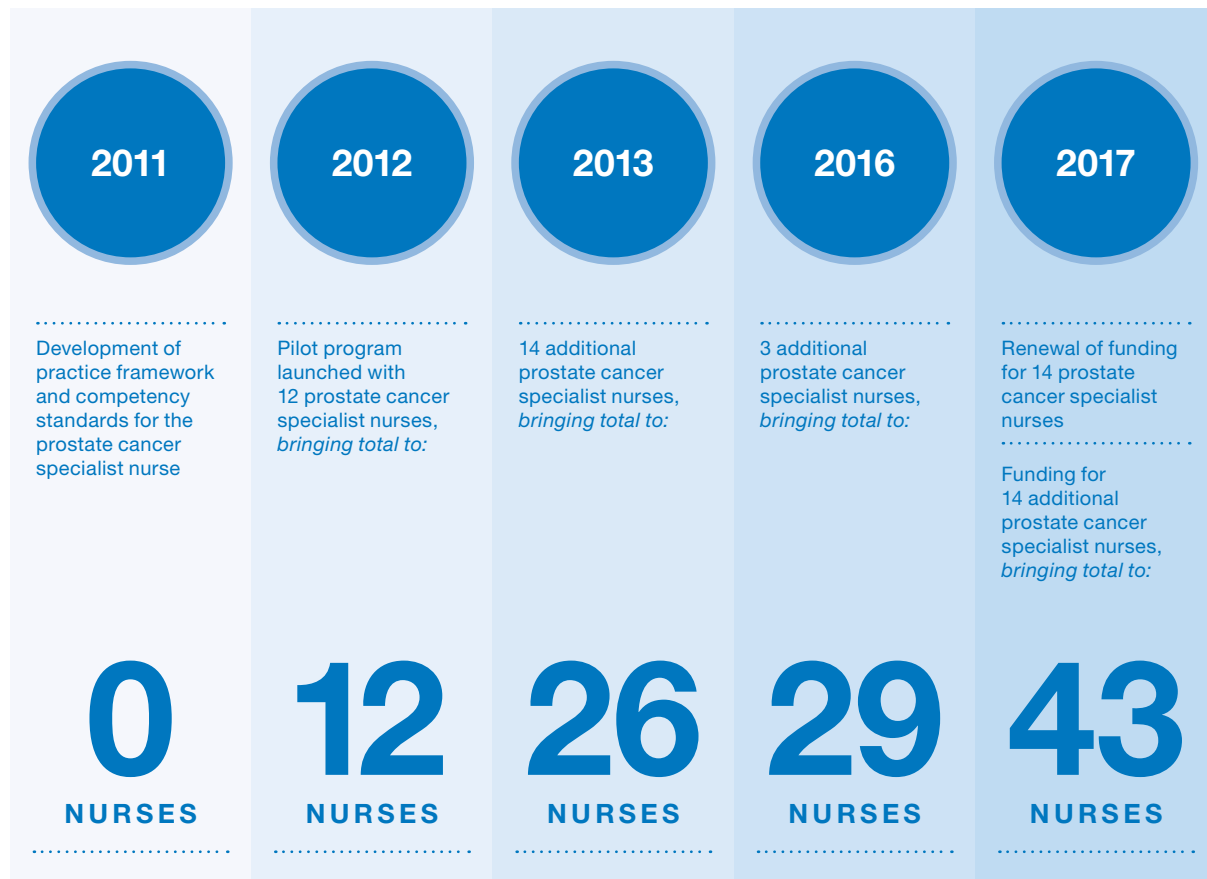
The program was consolidated from 2014 to 2016, with its value increasingly recognised by both the Australian community and Government. By the end of this period, additional community funding enabled us to place an additional three nurses, bringing the total number of nurses nationally to 29. By early 2017 the community/Government partnership funding model had become firmly established.

Looking back over the past five years, the achievements of the pilot program have been truly remarkable. The 29 Prostate Cancer Specialist Nurses are caring, supportive, highly educated, respected by patients and peers, innovative and passionate professionals, who help patients and families navigate the prostate cancer journey.

In April 2017, the Minister for Health, the Hon. Greg Hunt MP, announced a three-year extension of the funding for the 14 Department of Health funded nurses, followed by a month later by a Federal Budget announcement of funding to expand the service by a further 14 nurses. This will take the total number of prostate cancer specialist nurses to 43.

We are also delighted to report on a number of recent community initiatives to fund nurses, including the Echuca Biggest Ever Blokes' Lunch, ProState Active and The Profiel Foundation. These generous gifts will enable us to fund nurses at Echuca Regional Hospital, Shenton House Joondalup and regional NSW respectively.

We recognise that more nurses are needed so that every man who has been diagnosed with prostate cancer and his family have access to this vital source of support. We are working hard to achieve that outcome through the community/Government partnership funding model.



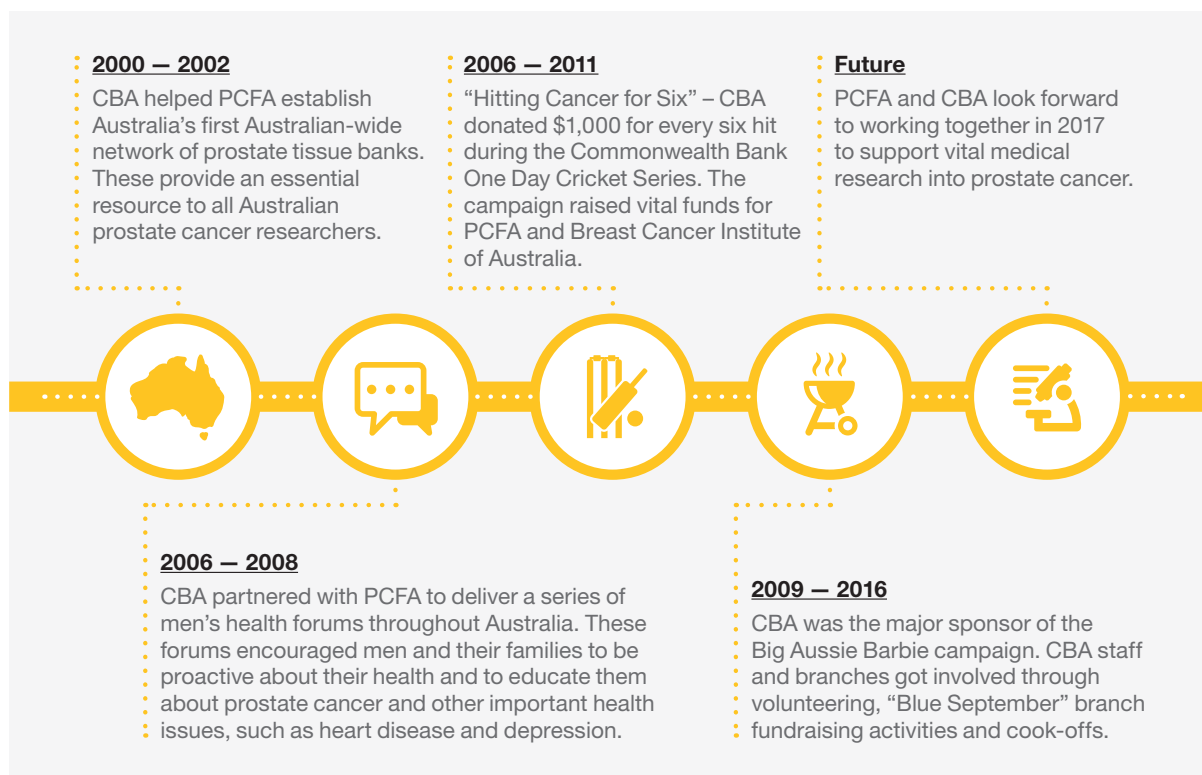


THANK YOU TO OUR PARTNERS & SUPPORTERS

PCFA is proud of our relationships with the business community, our dedicated supporters and donors who have helped us achieve a great deal for men living with prostate cancer and their families.

The Power of ‘Can’ – Partnership Timeline

The Commonwealth Bank of Australia is PCFA’s longest standing corporate partner. Whilst the focus of the partnership has changed over the years, CBA’s support in the fight against prostate cancer has been unwavering.





Corporate Partners

The support of PCFA's dedicated corporate partners has been transformational to our efforts in the fight against prostate cancer over the years. Our partners are helping us to tackle some of the biggest challenges experienced by men, their partners, carers and families as they face prostate cancer. Critically, these businesses have also engaged their own networks to grow awareness of the disease.

- **BMW Group Australia** had an amazing year of support, including an auction of a Bathurst drive day experience which was secured by a BMW owner and prostate cancer survivor. During June 2017, BMW, MINI and Motorrad also encouraged the community to purchase a \$5 sticker demonstrating #isupportmenshealth to place on their vehicle, with proceeds going to PCFA. BMW partners such as Steve Richards, BMW Team SRM Driver and the Qantas Wallabies also lent their voice to the campaign.
- **New Holland Agriculture** continued to educate and inform men in rural areas across Australia about the resources and support available through PCFA. Through New Holland's support, PCFA was able to grow regional awareness this year through the Regional Voices radio program, shared exhibition space at Field Day events around the country and PCFA stickers on every New Holland tractor sold.
- **Subway Restaurant** customers continued to support PCFA via donations at the checkout in South Australia, Western Australia and metropolitan Victoria. Our blue Subway badged moneyboxes have collected more than \$400,000 since the start of the initiative in 2014. We thank the Subway team and more than 40 PCFA volunteers, including 25 members of the World Police and Fire Games Club in Melbourne, who work together to ensure money is collected.
- **Tyrepower** continued their support of PCFA's campaign, featuring A4 posters and takeaway cards placed in public conveniences right across Australia targeting both men over age 50 and the women who influence them. The Tyrepower Tasmania SuperSprint once again brought the message of prostate cancer awareness to Supercar fans during April, with ground announcements, on-track signage and donations all helping to put some power in the fight against prostate cancer.
- **UBET** joined the PCFA family in May and will assist in driving home the message to men in Australia about the importance of prostate and health checks. This is a great fit for both organisations, given the largely male customer base in the betting category, which means there will be substantial opportunities for fundraising through UBET's extensive retail footprint and corporate donations.
- **Drummond Golf** franchisees continued to raise funds for breast cancer and prostate cancer through support Golf Fore a Cause, with golf and community events across Australia.
- ManVan, run in association with **Hire-A-Hubby**, continued to raise awareness of prostate cancer at community events around the country.
- The 2017 **Pirtek** Fishing Challenge saw a record number of more than 8,700 anglers register to "fight a fish to help fight prostate cancer".
- **GAZMAN** – Get Into Our Pants Campaign – saw \$5 from every pair of pants sold in the lead up to Father's Day donated to PCFA.
- **Safeman Australia** is a new partner which will work together with PCFA to develop workwear and safety products as part of its existing key product range, with a portion of sale proceeds going to PCFA.
- **Paccar Parts Australia** is another new partner which donated a portion of proceeds from specially-marked "Parts for Parts" products. Media personality and Paccar Parts Man, Sam Kekovich, got in on the campaign with a video encouraging men to talk to their doctor about prostate cancer.
- **Steel Blue Boots** continued to donate \$10 to men's health for every pair of blue boots sold, with proceeds going to PCFA and beyondblue.
- **Discovery Turbo** is helping PCFA to spread the word about the Big Aussie Barbie by donating airtime on their television network.



Corporate Partners (Continued)

PCFA was delighted to welcome our new Major Partner UBET in 2016/17. To all our longstanding partners and those who have recently joined, thank you for your commitment and support. It has allowed us to achieve a great deal for men and families affected by prostate cancer.

MAJOR PARTNERS:



CORPORATE PARTNERS:



CORPORATE SUPPORTERS:



Big Aussie Barbie

The Big Aussie Barbie is the national fundraising and awareness campaign for PCFA. Hundreds of Big Aussie Barbies were hosted across Australia during the month of September, with many more booked over the spring and summer months. This powerful campaign has raised more than \$5 million since 2009 to support men, their partners and families in the fight against prostate cancer.

In 2016, we were honoured to once again have former Australian Cricketer Matthew Hayden AM as our Ambassador, a strong voice for the campaign for the last three years.

The Big Aussie Barbie is all about getting together with friends, family and colleagues to raise funds for PCFA and to encourage conversations about prostate cancer, particularly among men over the age of 50.

Thank you to all our Barbie hosts and their supporters.



Pictured above:
Cameron, with his dad

Cameron's Big Aussie Barbie

"My father has prostate cancer, so I really wanted to do my bit to support him and all those who are suffering from this disease.

I was so overwhelmed by how many friends and family turned up to my barbecue. The advantage of organising an event like a 'Big Aussie Barbie' is that everyone loves a good barbecue!

The money we raised just shows that you can make a real difference by hosting something as simple as a backyard barbecue with family and friends."

Thank you to our Major Sponsor – Commonwealth Bank of Australia

We would like to thank CBA for their incredible support of the Big Aussie Barbie campaign. CBA has been the Major Sponsor of the campaign since 2009. In addition to their significant sponsorship support, CBA branches have held barbecues and awareness activities each year to raise awareness and funds for PCFA. For two years running, CBA also held its own fundraising challenge, inviting staff to join teams, fundraise and compete in a Masterchef cook-off.

Bowls Australia bowled us over

Big Aussie Barbie was excited to partner with Bowls Australia this year, which has thrown its support behind the campaign by encouraging bowls clubs across the country to host barbecues for their members and local communities.

Thank you to the 40 bowls clubs which hosted barbies in 2016/17. We look forward to an even bigger contingent in 2017/18.

Cook up a Storm this Summer

HOST A BIG AUSSIE BARBIE AND HELP CHANGE THE LIVES OF AUSSIE MEN. TO FIND OUT MORE VISIT:

bigaussiebarbie.com.au



HOST A BBQ FOR PROSTATE CANCER



Fundraising Partnerships Across Australia



Vanessa Hogan and the Blue Dragons Team

Vanessa Hogan and the Blue Dragons team participated in the 2017 Gold Coast Airport Marathon. Sadly, the marathon marked a year on from Vanessa's father passing after his battle with prostate cancer. Since then, Vanessa and her extended family and community supporters have rallied together to form the Blue Dragons team and have successfully raised funds and awareness for PCFA. PCFA commends Vanessa and the Blue Dragons team for their strength and support of better outcomes for men and their families battling this disease.

Brisbane Racing Carnival

With the generous support of local volunteers, local firemen and the 50-50 Charity Raffle, PCFA raised prostate cancer awareness to over 30,000 racegoers across five weekends in May and June 2017. This opportunity was made possible through PCFA's new major partnership with UBET. The carnival was a tremendous opportunity for PCFA to talk about prostate cancer and men's health whilst raising vital funds for research, awareness and support.

"Raising vital funds."



Shag Islet Cruising Yacht Club

For the seventh year running, the Shag Islet Cruising Yacht Club (SICYC) Rendezvous was held in the beautiful tropical Whitsundays from 24-27 August 2017. With numbers continuing to grow, the Rendezvous attracted almost 300 yachts and 800 individuals from across the country participating in 4 days of fun, laughter and frivolity (both nautical and non-nautical) whilst raising much needed funds to support PCFA. One of the Rendezvous highlights was once again the traditional "Hands Across the Blue", an annual tradition of yachties assembling in the shape of PCFA's logo to raise awareness of prostate cancer.

Fundraising Partnerships Across Australia (Continued)

Friday Long Lunch

In August 2017, we held the highly successful Friday Long Lunch, our largest community fundraising event in South Australia. Panel members AFL CEO Gillon McLachlan and his brother Hamish McLachlan, a Channel 7 sports broadcaster, were one of the many highlights of the event. We thank the Adelaide business, sporting and social communities for their support, particularly St Andrew's Hospital, Clinpath Laboratories, Device Technologies, Dr Jones and Partners and Channel 7.

“We thank the Adelaide business, sporting and social communities.”



Biggest Ever Blokes Lunches

The Biggest Ever Blokes Lunches (BEBL) concept entered its 8th year just as strong as ever with 14 events throughout Victoria, Wagga Wagga, NSW and Redlands, QLD. Once again, over 5,000 men attended these lunches, not only to enjoy a great afternoon of entertainment but to hear the latest news on prostate cancer research and treatments. We greatly appreciate the wonderful support provided by these events, which not only support PCFA's research and awareness programs but also provide key funding for 3 regional prostate cancer specialist nursing positions.



The Charity Boys

The Charity Boys celebrated their 10th year of supporting PCFA with a fantastic gala dinner and dance, topped off by a very generous donation. The 'boys' have raised over \$250,000 for PCFA in 10 years – a truly great example of community support.

“The boys have raised over \$250,000 for PCFA in 10 years.”

Fundraising Partnerships Across Australia (Continued)



Paddle 4 Prostate

In a collaboration with the City of Charles Sturt, Paddle For Prostate was held in January 2017. The event saw people on stand-up paddleboards and kayaks, in canoes and on surf skis joined by dragon boats and surf lifesaving teams, paddling around Delfin Island in West Lakes. This flotilla of fun in the sun made a splash with great prizes for dress-ups and owners of homes on the foreshore encouraged to decorate in PCFA blue. The event was also supported with donations from Westfield West Lakes and Adelaide Canoe Works.

Know Your Score

The West Australian Football Commission partnered with PCFA to host the 4th West Australian Football League's "Know Your Score Men's Health Round" in May 2017. All four games were held to raise awareness of prostate cancer and encourage men to be more proactive about their health by talking to their doctor. Before bounce down at the Subiaco v East Fremantle's televised game, 300 balloons were released to honour the 300 men in WA who lose their lives to prostate cancer each year. Know Your Score Ambassador Glen Jakovich said *"Keeping on top of your health should be a priority for everyone and it is an invaluable investment for your future."*



Community Fundraiser Doc Henning

Since 1998, Doc Henning has raised money for many organisations and in May 2010 he turned his focus to men's health fundraising for prostate cancer. Doc manages to gain incredible support from his local communities. Many people and businesses in the Rockingham, Mandurah and Port Kennedy areas have supported his fundraising efforts. In May 2017, Doc announced his retirement from fundraising due to his health. Thank you Doc and good luck in your retirement.



Blokes Trip – Bragging rights to the first Red Emperor

What prompts people to donate to a worthwhile cause? There can be many reasons, mostly of a personal nature, but here is one story you may not have heard of before. For the past 15 years, a group of keen blokes has travelled to Gnaraloo, Exmouth, Warra Station and most recently to Dirk Hartog Island for a break, to fish and to share stories. In the spirit of competition, there is a dollar prize for the first Red Emperor caught. This year Roberto (pictured) claimed bragging rights, which he donated to PCFA. This group of fisherman friends are all registered organ donors too, but wanted to make sure this prize contribution was made to support prostate cancer. Each dollar donated makes a significant impact to the support, awareness and research available for diagnosed Australian men and their loved ones.

Fundraising Partnerships Across Australia (Continued)

ProState Active Cycle 2016

Jeremy Watkins established the event after his father-in-law was diagnosed with prostate cancer. Now in its sixth year, over 360 riders and 66 support crew have completed the 300km trip from Perth to Margaret River. In 2016, the two-day event attracted 110 riders. These dedicated men and women gave up their time and energy to raise essential funds for PCFA. The West Australian community has rallied behind this event year on year and the 2016 event concluded with a family-oriented welcome party at Limeburner's Margaret River.



Dine and Dance

The bi-annual Dine and Dance for a Cure event was held in May 2017 in honour of the founder's father Mario Bastone. The night was filled with witty and informative speeches, fine dining, lots of laughs and dancing by the 300 guests. The success of this event is due to the founder Don Bastone's tireless fundraising efforts and tremendous commitment to PCFA.

“Witty and informative speeches, fine dining, lots of laughs and dancing.”

The Long Ride

In October 2017, the rumble of motorbike engines will rattle through Australia for the 10th year of The Long Ride. The Long Ride selects a different route for each event to ensure the opportunity to reach out to as many men and families as possible. With past routes finishing in Cairns, Darwin, Uluru and Margaret River, this year's event will finish in the picturesque countryside of Tasmania. Over 400 motorbikes have signed up for the 2017 event and a full calendar of awareness events in the lead up to and after the event guarantee a large amount of rural awareness of prostate cancer.





Moments that Matter



Gary Conyers is a man who knows how precious each day is. Ten years ago, he was diagnosed with prostate cancer.

Gary had no symptoms, and his first reaction at his doctor's surgery was: *"Mate, you got the results mixed up there's nothing wrong with me."*

A Vietnam veteran, Gary exudes both courage and positivity. As he progressed through his prostate cancer treatment, Gary and his close-knit family remained upbeat. He'd often say, *"I've been through worse than this. This is not going to beat me."*

Yet the toughest time came for Gary when he was told that his cancer had metastasised outside his prostate, and had started to spread throughout his body. *"We know it's on the ribs, on the spine, on the prostate bed, and in the neck,"* Gary confirms.

Where once this would have meant a fast decline, research has delivered new life-extending drugs that can significantly slow the progress of a man's prostate cancer.

These drugs give men like Gary the opportunity to live longer and experience precious times with family – moments that really matter.

One of Gary's biggest dreams was to walk his youngest daughter down the aisle on her wedding day. And he did, thanks to research. Gary admits that there were a few tears as he stood proudly beside his daughter, after driving the family to the chapel in a vintage car – an old '29 model A Ford. *"My daughter's wedding day was really beautiful. We had a fabulous time!"* he said. *"I'm so proud of both of my daughters."*

This wonderful day was followed by many more magical moments for Gary and his family.

"I'm so lucky to have been here to see three more grandchildren born. I'm very grateful for all of my amazing grandkids."

Gary knows how much time matters, and relishes every minute, from building Lego and doing puzzles with his grandkids to indulging his passion for vintage cars.

"It's about enjoying your life, but also enjoying seeing your kids, and your grandkids grow up," he says.

"Seeing their progress in life, and the funny things the little ones do."

As Gary watches his grandkids grow, he knows that without research these youngsters may never have known him. *"It's a really sad thought,"* he admits.

"One of Gary's biggest dreams was to walk his youngest daughter down the aisle on her wedding day."

Gary is proof that research can change lives and he is so grateful to have benefited from the support of the very generous individuals who give to PCFA each year. We know we couldn't do what we do without them and with the benefit of their continued support we will make prostate cancer a disease that men can live with, not die from.



We would like to thank the thousands of individuals who supported us during 2016/2017 by making a donation, committing to a regular monthly gift or including a gift to PCFA in their Will.

No matter how large or small the gift, each one of these generous supporters has played a vital role in ensuring we can continue to fund world-class research, raise awareness and provide support to men with prostate cancer.







Thank You

Our work at PCFA would not be possible without the support from our many valued partners, supporters and donors. We are so grateful for your commitment and belief in our cause.

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- Rotary Club of Mount Waverley
- Rotary Club of Mundaring (Inc)
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- Rotary Club of North Sydney Benevolent Fund
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- Rotary Club of Portland
- Rotary Club of Red Cliffs
- Rotary Club of Ringwood
- Rotary Club of Rockingham
- Rotary Club of Shepparton South
- Rotary Club of Summerland Sunrise
- Rotary Club of Sunrise Red Socks Awareness
- Rotary Club of Tallangatta
- Rotary Club of Temora
- Rotary Club of Townsville Daybreak
- Rotary Club of Townsville Sunrise
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- Rotary Club of Turrumurra
- Rotary Club of Ulverstone
- Rotary Club of Wagga Wagga
- Rotary Club of West Pennant Hills & Cherrybrook
- Rotary Club of Wetherill Park
- Rotary Club of Wyalkatchem
- Rotary Satellite E-Club of Ryde

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- Genesis CancerCare
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- Hire A Hubby
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- Tour de Cure Limited
- Transdev NSW
- Trazblend Pty Ltd
- Tyrepower Limited
- UBET QLD Limited
- Versace Timbers Pty Ltd

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- Estate of the late John Barry Abbott
- Estate of the late Vincent Copeland
- Estate of the late Margaret Ruby Holec
- Estate of the late Jean Louisa Jeffrey
- Estate of the late John James Donald Lesslie
- Estate of the late Kevin James Ross
- Estate of the late Rex Foster Smart
- Estate of the late David Charles Smith
- Estate of the late Robert Henry Wilson

COMMUNITY FUNDRAISERS

- 24 Hours Of LeMons
- Australian Lacrosse Referees Association (Victoria)
- Ballarat Biggest Ever Blokes Lunch
- Balmain Sports Medicine Golf Day
- Baw Baw Biggest Ever Blokes Lunch
- Bayview Golf Club Charity Day
- Beaumaris Motor Yacht Squadron
- Bendigo Biggest Ever Blokes Lunch
- Biggest Ever Blokes Lunch Melbourne
- Brighton Bowling Club
- Brighton RSL Club
- BTing Cancer Walk
- Capalaba Men's Lawn Bowls Club

Thank You (Continued)

Casey Cardinia Biggest Ever Blokes Lunch
 Charity Boys
 City of Charles Sturt
 Dine and Dance for a Cure
 Distinguished Gentleman's Ride
 Doc Henning
 East Gippsland Biggest Blokes Inc.
 Echuca Biggest Ever Blokes Lunch
 Freemasons Prostate Cancer Initiative
 Friday Long Lunch
 Global Illumination Wongan Hills
 Gloucester PCSG
 Halcyon Landing Over 50's Lifestyle Community
 International Practical Shooting Confederation
 Irwin District Charity Ball Inc
 Kilted to Kick Cancer
 Latrobe Biggest Ever Blokes Lunch
 Lions Club of Adelaide Hellenic
 Maryborough PCSG
 Mildura Biggest Ever Blokes Lunch
 Mount Gambier Racing Club
 Mount Waverley Prostate Cancer Support Group
 Muscle on the Mountain
 Myall Lakes Prostate Cancer Family Fun Day
 New Balls
 Northern Beaches PCSG
 Parkes Prostate Awareness and Support Group
 Pedal for Prostate
 ProState Active
 QCR Balls Out Racing Team
 Queensland Clay Target Association
 Regione Lazio Assoc Noantri & Carpine Clubs Inc
 Ride Sunday
 Riding Posties for Prostate Cancer
 Riverina Vintage Machinery Club
 Rough Rider Rudling Charity Golf Day
 Royal Darwin Hospital
 Run For Dad
 Run For Dad Bendigo
 Run Melbourne
 Run With Dad – NT
 Save a Man: Mt Kilimanjaro Challenge
 Seachange Social Club

Shag Islet Cruising Yacht Club
 Shepparton Biggest Ever Blokes Lunch
 Sunshine Coast PCSG
 Terrey Hills Golf and Country Club
 The Long Ride
 Transdev Golf Day
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 Victorian Harley Davidson Riders Social Group
 Victorian Motorcycle Riders Social Group
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 Wellington Biggest Ever Blokes Lunch
 Whisky Live
 Yungaburra Fundraisers

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GIFTS IN KIND & PRO BONO

2KW

891 ABC

Adelaide Festival Centre

Adelaide Football Club

Adelaide Oval Roof Climb

Aramis

Australian Fashion Labels

Australian High Commission

Baker Young Stockbrokers

Battle of Bosworth

Boylan Publishers

Capri Theatre

Carlton & United Breweries

Carlton Football Club

Caudo Vineyard

Channel 10

Channel 7

Channel 9

Clinpath

Coola Road Wines

Crabtree’s Watervale Wines

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d’Arenberg

dbusiness

Device Technologies

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Dressed For Sale

Empire Liquor

For Wine or Reason

FT Shelton & Son

Gambier West Rotary Club

Genesis – Adelaide Radiotherapy Centre

Hill of Grace, Adelaide Oval

Historic Number Plates

Jardin Horticulture

Kangarilla Road

KPMG

Langmeil Winery

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Longview

Maine Beach

Majella

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Network Support

Brent Patching
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THE AGE
SPORTS



Watts to wait

...to wait for the...
...to wait for the...
...to wait for the...

To Bomber fans, I had no villain

...to Bomber fans, I had no villain...
...to Bomber fans, I had no villain...

THE AGE
Dons told drug was not legal



IT'S TIME TO SAY CLEARLY

70% OFF

50% OFF

30% OFF

Winter Sale

American Tailors

FINANCIAL HIGHLIGHTS 2016/17

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 2016/17.

Financial Highlights 2016/17

The audited consolidated financial report for the year ended 30 June 2017 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.

The principal activities of PCFA during the 2016/17 financial year continued the ongoing mission of reducing the impact of prostate cancer on Australian men, their partners, families and the wider community.

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

Total fundraising and grant income from these sources was \$12.14 million. Other income represented \$0.69 million sourced from interest, dividends and donations in kind, bringing the total income to \$12.83 million.

PCFA continued to benefit from generous support provided by the Movember Foundation. The funds provided by Movember, It's a Bloke Thing Foundation and The Distinguished Gentleman's Ride event provided valuable support for PCFA's research program. The Department of Health continued to provide support for PCFA's Prostate Cancer Specialist Nursing Service.

PCFA also has contingent assets of \$2 million relating to income from the Movember Foundation to support PCFA's research program and \$5.9 million from the Department of Health to support PCFA's Prostate Cancer Specialist Nursing Service.

Income from other community fundraising activities remained an important source of funds. Community involvement in and support of fundraising activities events raised income of \$2.7 million in 2016/17 (\$3.2 million in 2015/16).

The level of income received from Trusts and Foundations and from Corporate Partnerships again provided a significant source of income as in previous years. Major gifts, in the form of generous bequests from various estates also reflected the generosity of members of the Australian community towards PCFA's mission.

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.

At 30 June 2017, the cash investments amounted to \$7.6 million (\$11.6 million at 30 June 2016). During the 2016/17 financial year, PCFA benefited from investment income of \$0.1 million (\$0.2 million in 2015/16).

Fundraising costs \$1.96 million, or 16% of fundraising & grant income.

PCFA endeavours to control costs and benefit from donated goods and services whenever possible. Direct fundraising costs were \$1.96 million or 16% of fundraising & grant income (\$2.17 million or 21% of fundraising & grant income in 2015/16).

Future commitments to research grant funding and Prostate Cancer Specialist Nursing Program of \$9.2 million.

At 30 June 2017, the future commitments to research grant funding and to the Prostate Cancer Specialist Nursing Service amounted to \$6.4 million and \$2.8 million respectively (\$9.6 million and \$2.7 million respectively at 30 June 2016).

Financial Highlights 2016/17 (Continued)

Distribution of fundraising & grant income in 2016/17

Revenue	Income (\$M)	% of Income
Major events	6	50%
Government & other grants	1.8	15%
Corporate donations	1.6	13%
Direct mail	0.9	7%
Donations	0.4	3%
Trusts & foundations	0.4	3%
Major gifts	1	8%
	\$12.1	100%

Allocation of expenses in 2016/17

Expenses	Expenses (\$M)	% of Expenses
Research grants	3.4	31%
Specialist Nursing Program	0.4	4%
Direct fundraising expenses	2	18%
Administration employee benefit expenses	1.7	16%
Direct awareness activity expenses	1	10%
Direct support group expenses	0.6	5%
Other operating expenses	1.8	17%
	\$10.9	100%

Financial Position as at 30 June 2017

Balance Sheet	Amount (\$M)
Assets	10.4
Liabilities	7.9

Financial Highlights 2016/17 (Continued)

5 Year Trend Tables

	2016/17	2015/16	2014/15	2013/14	2012/13
Income	\$	\$	\$	\$	\$
Government & other grants	1.8	0.8	2.3	3.0	1.6
Fundraising	10.3	8.5	12.2	13.3	10.6
Other revenue	0.7	0.2	0.9	0.6	0.5
TOTAL INCOME	12.8	9.5	15.4	16.9	12.7
Expenses					
Administration employee benefit expenses	1.7	1.8	1.9	1.6	1.7
Direct fundraising expenses	2.0	2.2	2.4	1.9	1.4
Direct support group expenses	0.6	0.7	1.0	0.6	0.7
Research grants	3.4	4.2	11.3	3.0	4.0
Specialist Nursing Program	0.4	0.2	0.4	5.2	0.2
Direct awareness activity expenses	1.0	1.0	1.2	0.7	0.7
Other operating expenses	1.8	1.9	2.8	3.7	2.9
Loss on sale of financial assets	(0.0)	0.0	(0.1)	0.0	0.1
TOTAL EXPENSES	10.9	12.0	20.9	16.7	11.7
NET CURRENT YEAR (SURPLUS/DEFICIT)	1.9	(2.5)	(5.5)	0.2	1.0
Total Equity as shown on Balance Sheet	2.5	0.5	3.0	8.5	8.3

