



Prostate Cancer  
Foundation of Australia  
#getchecked

# PROSTATENEWS

REDUCING THE IMPACT OF PROSTATE CANCER

ISSUE 70 / AUGUST 2018

## SEPTEMBER IS INTERNATIONAL PROSTATE CANCER AWARENESS MONTH

#getchecked



If you are over 50, or are 40+ and have a family history of prostate cancer it's time to #getchecked. Book an appointment with your GP this September to discuss your prostate health.

Find out more at [pcfa.org.au/getchecked](http://pcfa.org.au/getchecked)

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*For more information on PCFA, please visit [www.pcfa.org.au](http://www.pcfa.org.au)*

# Welcome from the Chairman



Dear supporters, in this edition of Prostate News you will read of the appointment of Jane Endacott as Chief Executive Officer of PCFA. May

I express a warm welcome to Jane to our organisation. I look forward to seeing her bring a fresh focus on our many activities and expanding the range of services we are committed to providing to men affected by prostate cancer.

I am continually appreciative of the work of the many men and women supporting our programs of Research, Awareness,

Support and Specialist Nursing strategies across Australia. To these champion volunteers may I offer our heartfelt thanks on behalf of Prostate Cancer Foundation of Australia. At our core we are a community organisation and your support is making a real difference in our ability to deploy services to our men and their families affected by prostate cancer.

Best wishes,  
Jim Hughes AM  
National Chairman

# Message from the CEO



I feel privileged to have joined Prostate Cancer Foundation of Australia, the peak national body for prostate cancer in Australia. I have been humbled by

the important work that we do in research, awareness, advocacy, education and support for all Australians impacted by prostate cancer.

I am aware that PCFA grew out of Rotary, support groups for men living with prostate cancer and a network of inspired supporters and donors. My heartfelt thanks to you, our support groups, ambassadors, partners and supporters, for your dedication over many years. Together, our unwavering commitment is to improve the lives of men with prostate cancer and their partners, families and communities.

As we look to the future, PCFA will continue to fund and promote world class research. We are in the process of updating our research

strategy to focus in even more on research that has an immediate benefit to patients.

We will continue to evolve our support and awareness programs to enable greater reach and impact for men throughout the cancer journey. Health education will form an important part of this future.

PCFA will strengthen our advocacy agenda to campaign for and on behalf of those impacted by prostate cancer and their support communities. This will involve ongoing collaboration with all our stakeholders.

I look forward to partnering with you to improve the health outcomes of all impacted by prostate cancer.

Kind regards,  
Jane Endacott  
Chief Executive Officer

# National Board

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Jim Hughes AM

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Steve Callister (Marketing & Fundraising)

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Judith Clements AC (QLD)

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Associate Professor Andrew Kneebone



# International Prostate Cancer Awareness Month

## September is International Prostate Cancer Awareness Month.

Our message to everyone is to get involved and help raise awareness and much needed funds for the fight against prostate cancer.

You can start by spreading the word and encouraging people in your community to #getchecked by booking an appointment with their GP to discuss their prostate health in September.

We are bringing to life our #getchecked social media campaign this September

with shareable social tiles, imagery and wording, all with the ultimate goal of encouraging men to have a health check and talk to their doctor about being tested for prostate cancer.

Some talking points you may like to use:

- 3,300 Australian men a year die from prostate cancer. **That's nine a day.**
- 20,000 Australian men a year receive a new diagnosis. **That's 54 a day.**
- In the early stages of prostate cancer, there may be no symptoms.
- Prostate cancer is the most commonly diagnosed cancer in Australian men.

We have developed some 'Tweetables' for you to share on social media:

### 'Tweetable 1' – share your personal experience

*Prostate cancer hits 1 in 7 Aussie men. I've booked my GP appointment - this September PCFA urges you over 50s to book one too #getchecked #PCFA*

### 'Tweetable 2' – spread the word

*Prostate cancer is real. 1 in 7 Aussie men get it. In September PCFA urges men over 50 (or 40 if it's in the family) to book a GP appointment #getchecked #PCFA*

Stay tuned @ [pcfa.org.au/getchecked](http://pcfa.org.au/getchecked)



**Prostate Cancer  
Foundation of Australia**  
#getchecked



## Awareness Month Action Plan



Book an appointment with your GP to #getchecked



Encourage the men in your life to #getchecked



Visit our campaign page to find local activities



Donate to PCFA



Book a talk by a PCFA Ambassador, call 1800 22 00 99





# PCFA Appoints a New Director, Nursing Programs



We are delighted to announce the appointment of Sally Sara, Director, Nursing Programs. She brings to the position a

broad range of expertise both in clinical and management roles. In 2014, she established the Prostate Cancer Specialist Nursing Service in the Southern Adelaide Health Care Network and spent a very rewarding four years caring for men with prostate cancer within this region.

Sally says she is privileged to be given this opportunity to lead the Nursing Program which supports prostate cancer specialist nurses in a wide range of sites across Australia. The nurses who perform these much-needed roles are highly skilled and dedicated to the pursuit of improving the outcomes for men with prostate cancer, their partners, families and communities.

In 2017, PCFA secured Commonwealth Government funding for an additional 14 nursing positions. As of 30 June this year, these new nurses have all been appointed and placed, which means PCFA now supports specialist prostate cancer nurses in 46 sites across Australia. New nurses have been appointed to the Chris O'Brien Lifehouse, Central Coast Cancer Centre NSW, South West Sydney Local Health District, Albury Wodonga Regional Centre in NSW and Illawarra Cancer Centre Wollongong; The Alfred, Moorabbin, Box Hill and Casey Hospitals in Victoria; Sunshine Coast and Princess Alexandra Hospitals in Queensland; the Royal Adelaide Hospital in South Australia and St John of God Hospital in Murdoch,

Western Australia. New nurses have also commenced at Tamworth Hospital, NSW and Genesis Prostate Cancer Centre Joondalup, WA.

Our goal is that every Australian man affected by prostate cancer has access to life-changing expert nursing support. With 20,000 new prostate cancer diagnoses each year, we estimate this would require over 110 nurses. PCFA will continue to look for ways to raise funds to increase the number of prostate cancer specialist nurses across Australia.

In April, we ran a very successful induction program for the newly appointed nurses. This 3-day intensive program provided the new nurses with a baseline introduction to all aspects of prostate cancer care, from diagnosis through to available treatment options and side effect management. Education sessions were delivered by a range of health care professionals including consultant specialists representing Urology, Medical Oncology, Radiation Oncology and Pathology, specialist nurses and allied health professionals representing physiotherapy, exercise physiology and psychology. The new nurses were also given an opportunity to familiarise themselves with the prostate cancer nurses practice framework and competency standards as well as PCFA's support tools and reporting requirements.

At the conclusion of the induction program the new nurses were well placed to return to their communities and establish their prostate cancer nursing service.

**You can find out more about the service here: [pcfa.org.au/support](http://pcfa.org.au/support)**



Our amazing nurses

# Gleason 9 Club

A group of patients who were having treatment for prostate cancer at the same time has created a club called the Gleason 9 Club at the Genesis Care Radiation Oncology Centre at Bundaberg. The name of the club was chosen as they all had the same gleason score of 9.

These patients provided support for one another throughout their treatment and have always requested to have their treatment at around the same time each day.

Whenever they were around, the department was filled with laughter and these men and their wives developed some comradery through their treatment.

2 of the 3 men in the Gleason 9 Club have finished their treatment but they took it upon themselves to return to the department to support the final member of their club through his treatment.

There was also a nurse in the department, Andrew, who spent considerable time with these patients providing support and education for them to help them through their treatment. Andrew has taken it upon himself to learn about the side effects of this treatment and has been a formidable source of support and information for these and other patients undergoing radiation treatment. This cohort of patients find this support very helpful and often seek out Drew for a chat.



Gary Phillips, Leslie Killer, John Cronin and Nurse Andrew Weiss

# Queensland Police Services and PCFA team up for Men's Health

Queensland Police Services (QPS) and PCFA partnered together from May till July 2018 to deliver prostate cancer information sessions in 13 roadshows across the state which included large parts of regional Queensland.

The initiative was born over a year ago when Senior Constable Steve Lindsey, a member of the Queensland Police Dog Squad, shared his prostate cancer story with colleagues. This prompted others within QPS to get checked.

Steve formed a close bond with Prostate Cancer Specialist Nurse Christopher McNamara during his diagnosis and treatment and these two men began to plan how they could get the message out to more of Steve's colleagues.

A chance meeting with the Police Commissioner Ian Stewart led to what became a large-scale roadshow across the state. This was launched in May as the QPS Prostate Cancer Awareness Strategy and incorporated information seminars not only to QPS employees but their families and other emergency service personnel. The

sessions were delivered by a local Urologist and a Prostate Cancer Specialist Nurse.

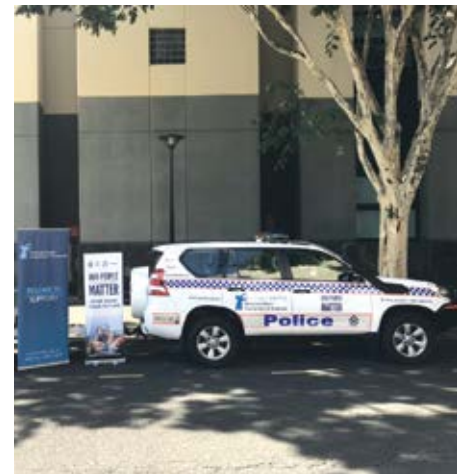
Commissioner Stewart said prostate cancer is a significant issue for QPS, with many people knowing of someone living with prostate cancer or someone who has tragically lost their life to the disease. "These seminars are being delivered under the *Our People Matter Strategy*, demonstrating the QPS' commitment towards the health, safety and wellbeing of our people and their families," he said.

As part of this awareness campaign, two police officers from the Operations Support Command (OSC) travelled to each regional centre in a specially marked police vehicle towing a 'dunny on wheels.' The officers visited workplaces and spoke to employees and other emergency services personnel about prostate cancer.

Commissioner Stewart acknowledged the efforts of the OSC and Safety and Wellbeing for their involvement in organising these seminars. "I would like to thank all the members involved in this project for their important work in organising and

co-ordinating these vital seminars," he said. "I also thank Prostate Cancer Foundation of Australia for partnering with us and supporting this initiative."

After the initial success, an additional seminar is being scheduled for Cooktown and 4 information seminars have been scheduled for Brisbane during September to coincide with International Prostate Cancer Awareness Month.



## Max Gardner Award Recipients

The Max Gardner Award for Distinguished Service is the most prestigious award presented by PCFA to an individual who has made an outstanding and significant contribution to reducing the impact of prostate cancer as part of our national network of Support Groups and Ambassadors.

The Max Gardner Award recipients for 2017 were David Abrahams, Malcolm Ellis and Terry Grano, each having altruistically served our community, and genuinely encompass our core values of integrity, optimism, compassion, respect and commitment.

**Further information on David, Malcolm and Terry is available on our website.**



*Recipients David Abrahams and Terry Grano (with Sandy Grano) were presented their awards by PCFA Chairman Jim Hughes AM and Deputy Chair Steve Callister, as part of Community Conversations*



*Recipient Malcolm Ellis was presented his award by PCFA National Board Member A/Prof Tony Walker, as part of an informal lunch for members of The City of Onkaparinga Prostate Cancer Support Group*

## In Loving Memory

### Vale John Dowsett

We were saddened to hear of the passing of John Clement Dowsett at the age of 86. John was a 2009 Tasmanian recipient of the Max Gardner Award and known for his kind heart and being very family and community orientated.

John's story is one contained in the book *Below The Belt – Experiences with Prostate Cancer*. He trained as a support person, talking to people by telephone about their cancers. In 2001 John became co-facilitator of the support group, and facilitator in 2009. In 2010, he established a new group in Eastern Hobart, finishing his services in 2011.

Our thoughts are with his family and friends, particularly his brother Roy who is currently a member of the Kalamunda (WA) Prostate Cancer Support Group.

### Vale John Alexander

Nepean and Blue Mountains Prostate Cancer Support Group has said goodbye to fellow member and friend, John Alexander. John was born in Parramatta but has lived a life rich with experiences both across New South Wales and on many travels overseas.

John was a generous individual who gave a great deal to his community in work such as driving buses, as a keen rugby league referee and as part of his local prostate cancer support group. John provided a valued contribution to the group by joining the leadership team, assisting in the roles of Membership Coordinator and Liaison Officer. John also worked in group awareness activities and as an Ambassador for PCFA.

The group has fond memories of John and his keen sense of humour. He will be remembered through his wife Rhonda and large loving family of 8 children and 19 grandchildren.

### Vale Jim Fraser

Jim Fraser of Gloucester Prostate Cancer Support group sadly passed away in February 2018. Jim is remembered for his dedication to those things most important to him; his family, his farm and his community.

Jim had a passion for driving change and would never shy away from volunteering to help. His 20-year involvement in Apex and work to establish the long running Gloucester Prostate Cancer Support Group are a testament to his generous attitude. Jim recognised a support group was a terrific way of getting men together to talk about their problems, feeling it was important that men in the country knew they were not alone during their cancer experience.

The group remembers Jim for being such a tremendous help to them and carries on Jim's legacy by continuing as a group to this day. Jim will be deeply missed by his family, group and community.

## International Prostate Cancer Awareness Month

International Prostate Cancer Awareness Month is coming up in September. It provides the collective prostate cancer community a valuable opportunity to raise awareness across Australia. Together, let's continue to spread the important message of prostate cancer being a serious health issue and encourage men over 50 (or 40 with a family history) to talk to their GP about prostate health.

During September please help by:

- Sharing the #getchecked message
- Connecting with local support groups at [pcfa.org.au/support](http://pcfa.org.au/support)
- Booking an Ambassador talk call 1800 22 00 99
- Donating to PCFA at [pcfa.org.au/donate](http://pcfa.org.au/donate)



## Online Access to Expert Insights

If you were unable to make it to Community Conversations for 2018 in Melbourne, or to our latest Ask the Experts webcast online, videos from both events are now available on the Prostate Cancer Online Community Video Gallery [@onlinecommunity.pcfa.org.au](http://onlinecommunity.pcfa.org.au)

Explore insights from leading health experts covering a multitude of topics such as: overview of clinical management of prostate cancer in Australia, intimacy and relationships after treatment, exercise before and after treatment and the Prostate Cancer Outcomes Registry.



# Spreading Awareness

Grassroots awareness and information activities have been building and expanding throughout the year, with highlights showcasing the magnificent work going on in local communities.

Men's Health Week was held from 11-17 June and was one of the best yet, with over 30 Ambassador presentations and events happening across the country! Highlights included partnering with QLD Health as part of their travelling roadshow events 'Health in Men', and supporting HealthWise New England as part of their Health Night at the Warialda Showground. Thanks also to all other organisations and businesses for their support, including Bunnings Subiaco, Cardno, Hitachi Machinery, the Department of Veterans' Affairs, Stockland Villages, the Victorian Institute of Forensic Medicine, and Racing & Wagering WA.

Finally an acknowledgment to the Southsiders Prostate Cancer Support Group (WA), Western Suburbs Prostate Cancer Support Group (WA), and Inverell Prostate Cancer Support Group (NSW) for partnering with PCFA Ambassadors to enhance presentations with added resources and links to local support.



PCFA Ambassador delivers an engaging talk to Cardno staff in Sydney



Ambassador Col Brighton visits with men in rural QLD as part of QLD Health's 'Health in Men' initiative



Ambassador Phil Burge talks to Hitachi Machinery staff

## Celebrating NAIDOC Week

NAIDOC Week celebrations were held across Australia in July to celebrate the history, culture and achievements of Aboriginal and Torres Strait Islander peoples. PCFA would like to thank our Aboriginal and Torres Strait Islander volunteers and colleagues for their support in raising awareness of prostate cancer across Australia.

The Australian Institute of Health and Welfare has recently released an important update on the rates of prostate cancer diagnoses and mortality for Indigenous Australians. This is an important starting point in the challenge to improve prostate cancer care for Indigenous Australians. You can access the full article on our website.

PCFA has also worked with Aboriginal and Torres Strait Islander communities and specialist workers to develop resources specifically for informing Indigenous Australians and their families about prostate cancer.

You can access them here: [pcfa.org.au/publications/](http://pcfa.org.au/publications/)



## Calendar Reminders

**R U OK? Day**  
13 September  
[www.ruok.org.au](http://www.ruok.org.au)

**Veterans' Health Week**  
22 – 30 September  
[www.dva.gov.au](http://www.dva.gov.au)

**National Carers Week**  
14 – 20 October  
[www.carersweek.com.au](http://www.carersweek.com.au)

Affiliated Prostate Cancer Support Groups (PCSG) have been driving awareness in local communities through a range of initiatives sought to share information, strengthen local partnerships and highlight accessible support. By manning information stalls, group representatives display available resources and engage in meaningful personal conversations with their peers.

Parkes PCSG (NSW) set up in the main street of town to catch passers-by, Southsiders PCSG (WA) attended their local shopping centre to chat with shoppers, Northern Beaches PCSG (NSW) engaged with punters at the Seniors Expo and Wimmera PCSG (VIC) had the opportunity to reach out to farmers during Wimmera Field Days.

Groups also hosted their own events as platforms to raise awareness. Broken Hill PCSG (NSW) hosted local community members for a night of great music at their annual ball which included a presentation by PCFA Ambassador Elizabeth Allen, Innisfail PCSG (QLD) held an information evening with local experts to speak on developments in the field and Inverell PCSG (NSW) hosted new Prostate Cancer Specialist Nurse (Natasha Bissell) at their monthly meeting to connect the vital support role with the group's membership.

Well done and thank you to all those involved!



Parkes, Southsiders and Northern Beaches Prostate Cancer Support Groups

# PCFA Research 2018

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From 2013 to 2017 our research program has focused on funding prostate cancer research that is of immediate benefit to patients (translational research and clinical trials) while continuing to support new talent (basic and clinical sciences) and first-in-field ideas. During this period, with the support of our funding partners and the community, we have supported 53 projects that span from prevention and diagnosis to treatments, exercise and lifestyle.

This year, we are working towards our new research funding strategy. We are consulting with many stakeholders, including the researchers, clinicians, men with prostate cancer and other organisations alike that support cancer research. The recommendations that will come out of these consultations will be used to formulate a research mission, objectives and funding categories that support this strategy.

While we are working hard at bringing together the new research funding strategy, we are looking back at some of our investments to understand the impact of our work.

The program has helped build a community of young and mid-career scientists who are carrying important work forward. From 2007, we have supported 35 young scientists. Many of the earliest young scientists we have supported are now leaders in their fields. A/Prof Lisa Butler has a growing international reputation in prostate cancer research, having been provided with a team award in 2014, and is herself now a mentor to the next generation of prostate cancer researchers including Dr Maggie Centenera (YI 2013-2015). Dr Grant Buchanan (YI 2008-2011), at the same time as continuing his own research, has since also completed a medical degree. Grant is now a clinician scientist, performing a critical role in bridging the gap between research and patient care. Prof Daniel Galvão (YI 2009-2010) is now Director of the Exercise Medicine Research Institute at Edith Cowan University in Perth. Daniel is a leader in the field of exercise as medicine and has co-authored guidelines that are improving the quality of life for men with prostate cancer.

Our earlier investments in clinical trials have directly benefited the community. A 12-month Movember Project Grant awarded to Dr Jarad Martin in 2007 provided seed funding for a body of research which has shown that halving the treatment time for prostate radiotherapy was equivalent to the 8-week regime. This study has recently led to a new eviQ protocol and has changed clinical practice.

A two-year funded project (2013) studying a radiotherapy technique called “stereotactic ablative body radiosurgery” (SABR), has led to a potentially curative treatment by Dr Farshad Foroudi and his team at Peter MacCallum Cancer Centre. This treatment is a new, non-invasive, high-precision SABR for patients with up to three tumours that have spread from the prostate to the bone or lymph nodes.

An expanding body of research into *Exercise as Medicine*, headed by both Prof Daniel Galvão and Prof Rob Newton has paved the way for the design of referrals of exercise for men with prostate cancer.

More recently, PCFA, IABT (It's a Bloke Thing) and The Movember Foundation have funded a ground breaking clinical trial (TheraP) that will benefit 200 men with metastatic advanced disease, headed by Prof Michael Hofman.

Many discoveries have now entered the route of translation and we look forward to making an even bigger difference to the lives of people affected by prostate cancer.



# Magnetic Resonance Imaging (MRI) is now reimbursed by Medicare

PCFA commends the Federal Government for the new \$450 Medicare rebate that will be made available for scans to detect and monitor prostate cancer.

Magnetic Resonance Imaging (MRI) is a non-invasive scan that makes the detection of prostate cancer safer and more accurate. Prostate cancer is diagnosed by a biopsy, but this is an invasive procedure. It involves bleeding and there is a risk of infection.

In the last few years, MRI has become the most effective and versatile diagnostic procedure for prostate cancer. With a detection sensitivity of over 85%, the prostate cancer MRI detects cancer at least twice as reliably as ultrasound or the usual biopsy.

Having an MRI first can rule out prostate cancer for many men, so they don't need to go through the biopsy procedure. MRI is also very sensitive, and can sometimes spot prostate cancers that were missed by the biopsy. An MRI that does not show any cancer is reliable; it is at least 90% accurate in precluding cancer.

MRIs for prostate cancer are popular in Australia, but men need to pay \$450 or more for the scan. Reimbursing the cost of MRIs for detecting prostate cancer makes this test affordable and widely available. MRIs are also reimbursed for monitoring a prostate tumour by men who choose active surveillance to manage their prostate cancer.

PCFA commends the Federal Government for reimbursing the cost of MRI for Australian men, making prostate cancer diagnosis safer and more accurate.

Of note, the reimbursement is specifically for the technique called multiparametric MRI. Some centres performing MRI may not be able to do multiparametric MRI of the prostate.

MRI is reimbursed for men before diagnosis who meet specific requirements in terms of PSA tests or digital rectal exams (DRE). MRI is also reimbursed for men who specifically choose active surveillance to monitor their localised prostate cancer, which avoids or delays treatment.

MRI is NOT reimbursed for men who are already diagnosed and:

1. have had treatment,
2. are planning to have treatment,
3. are using it for "treatment planning" or MRI-guided radiotherapy.



# What do you get for the man who has everything?

William Hall was born on 3 April 1928. He's lived to see 22 prime ministers and man walking on the moon. He has seen the inventions of the television, iPhone and the Internet. You could say William Hall has seen it all.

William was about to turn 90 when friends started asking what he wanted for his birthday. He asked friends to donate to Prostate Cancer Foundation of Australia in lieu of a present.



"I was turning 90 and I already had everything I needed. If I didn't, I would be a bit of a failure!" joked William.

Prostate cancer is a cause close to William's heart – a routine blood test in 2008 showed an increased PSA count which led to a diagnosis of prostate cancer.

Fortunately, William got the all clear from his specialist in 2016.

He says, "The key to a long life is to keep busy... and it helps if your mother lived until she was 104."

Together with the love of his life Trudy, William raised four children and now has many grandchildren and great grandchildren. Sadly Trudy passed away in 2008.

Since retiring, William found a passion for woodworking. "People ask me if I can make them something and I say, sure," he said

**William really does believe in the notion that it's better to give than to receive.**

William raised \$100 just by asking his nearest friends to donate, rather than buy him a gift. This may not seem like much but it could lead to the next breakthrough in prostate cancer research.

Over the course of William's life things like Penicillin, organ transplants and immunotherapy have saved thousands of lives and given new hope to so many.

We would like to thank William, his friends and family for their generosity.



**Have you got a birthday or milestone anniversary coming up?**

You too could be like William and ask friends to donate to PCFA in lieu of a gift.

You can find out more by going to [pcfa.org.au/in-lieu](http://pcfa.org.au/in-lieu) or call 1800 220 099





# Host a Big Aussie Barbie for Prostate Cancer

Big Aussie Barbie is our biggest annual fundraising campaign. This important initiative provides vital funds for our research, support and awareness programs.

Please consider holding a Big Aussie Barbie this year and bring together your friends, family and co-workers to share some healthy food and have a good time whilst raising funds and awareness for prostate cancer.

By hosting a Big Aussie Barbie you can help us support the 200,000 Aussie men and their families who are currently living with prostate cancer.

For more details  
[www.bigaussiebarbie.com.au](http://www.bigaussiebarbie.com.au)





# Our corporate partners continue to make a huge contribution to the fight against prostate cancer

## Leading Australian fresh food provider Youfoodz joined PCFA's family of major partners in May by announcing a ballsy pledge to raise \$1 million for cancer research.

The *It Takes Ballz* initiative will see Youfoodz sell 1 million of their iconic coconut protein balls, donating \$1 from every sale (RRP \$2.99) to Prostate Cancer Foundation of Australia and the National Breast Cancer Foundation.

The \$1 million donation would equate to 13,000 hours of world-class prostate and breast cancer research. Youfoodz were moved to support world-class cancer research in Australia after learning that 80 per cent of their employees had been personally impacted. The advertisement on the next page will give you more information on this campaign.

The **Tyrepower** family dug deep in heartwarming display of support for PCFA at the 41<sup>st</sup> Tyrepower International Conference in April. James von Drehnen, the brave Tyrepower dealer from Moree shared the story of how the company's major partnership with PCFA saved his life – having had surgery for an aggressive prostate cancer the year prior.

Tyrepower members were clearly moved by James' story which he relayed with a combination of humour and emotion. Whilst treatment had been successful and James is cancer free, the journey had been challenging for him and his family.

Corghi Australia had generously donated a High Performance Digital Wheel Balancer as the auction prize, an essential piece of kit for Tyrepower stores. James dutifully played the role of charity-auctioneer and donations flowed alongside bids. James and his wife Sam were visibly moved by their colleagues' generosity when the final tally of nearly \$60,000 was reached.

Tabcorp's Queensland wagering arm **UBET** also announced continued support for PCFA at the UBET Stradbroke Handicap at Doomben Racecourse in June. Tabcorp Managing Director

Wagering and Media, Adam Rytenskiel, said he was pleased to continue UBET's support of the foundation and that it's a perfect fit for the wagering brand. "Men make up over 70 per cent of our wagering customer base and we're pleased to offer our financial support to Prostate Cancer Foundation of Australia."

**BMW Group Australia** launched a series of videos during Men's Health Week, highlighting the important steps that men can take to look after their own health. Different health messages were profiled across the groups various brands BMW, Mini and BMW Motorrad and shared with substantial audiences across social media.

**PCFA would like to thank all of our business partners for their continued support, especially our dedicated major partners:**



# PCFA Enjoys a Dry July to Support Nurses

In May, the Dry July Foundation announced PCFA as one of five partnerships they would undertake alongside some of Australia's biggest cancer charities. The beneficiary charities will receive donations from the fundraising activities of Dry July which sees Australians go alcohol free for the month of July.

Funds raised by PCFA's Dry July team, as well as participants selecting PCFA as

their preferred beneficiary, will support Australian men with life changing assistance from a Prostate Cancer Specialist Nurse so that more men and their families get expert nursing support on their prostate cancer journey. PCFA would like to thank all of the participants and teams that went "dry" this year to support this new initiative and we look forward to continuing to work with Dry July Foundation over the years ahead.



# HELP US RAISE \$1 MILLION FOR CANCER RESEARCH!

It Takes Ballz to support cancer research. Help Youfoodz raise \$1 Million for Prostate Cancer Foundation of Australia and National Breast Cancer Foundation by grabbing our Coconut Charity Protein Ballz online or in store at participating retailers. \$1 donated from every ball sold!

[WWW.ITTAKESBALLZ.COM](http://WWW.ITTAKESBALLZ.COM) #ITTAKESBALLZ



\$59.80  
**\$49.95**  
20 PACK | ONLINE ONLY

RRP  
**\$2.99**



# FUNDRAISING AROUND THE COUNTRY

## QLD

### It's a Bloke Thing

We are excited to be working once again with the fabulous "It's A Bloke Thing Foundation" who are well into the planning for the 2018 It's a Bloke Thing Prostate Cancer Luncheon on 3 September this year.

This signature event is recognised as Queensland's largest daytime fundraising event and this year will be no different with 550 guests expected to fly in from across Australia to Toowoomba.

The first event was held in 2011 raising around \$60,000 for prostate cancer research. Since then, the event has continued to grow in popularity and with the help of a stellar committee it has successfully raised over \$5 million dollars for prostate cancer research, care and education programs in Queensland.

As well as raising much needed funds the event's objective is to grow awareness of prostate cancer, break down the walls and increase discussion about men's health in the hope of saving lives.



### Goodwill Bridge Swing

On 25 May, 11 brave supporters "took the leap" from Brisbane's Goodwill Bridge while raising close to \$20,000 to support men and their families affected by prostate cancer. Well done to all for your courage and commitment to making a difference.



### Bookfest Noosa

We are very grateful to Rotary Noosa Daybreak Club who recently held a successful "Bookfest" event to raise funds for PCFA. Thousands of donated books were collected and sold in one of the biggest book sales ever to be held on the Sunshine Coast. As a result, the Daybreak Club was able to make an impressive donation of \$20,000 to PCFA to support our work with men who are living with prostate cancer. An amazing effort, well done and thank you.



Richard Bennet, Queensland PCFA Board Member accepting cheque from Stewart Wood, President of Rotary, Noosa Daybreak

## VIC/TAS

### The Biggest Ever Blokes Lunch

The 2018 Biggest Ever Blokes Lunch (BEBL) calendar was launched in great style, with the first lunch held at Bairnsdale on 2 March. The event was a tremendous success. A great crowd, fantastic entertainment and very generous support culminated in a wonderful donation for PCFA. Our thanks to Bob and all the team in Bairnsdale for a job well done.

Our Victorian State Manager, John Strachan, is currently working with other committees across Victoria who are organising lunches scheduled for the August / September period. This includes the original BEBL in Shepparton which will celebrate an incredible milestone of their 10th anniversary this year. PCFA is very grateful to each and every group for their commitment to raising awareness and funds for men with prostate cancer.



Sports stars Jonathon Brown and Merv Hughes headlined the terrific entertainment at East Gippsland's Biggest Ever Blokes Lunch



The community generosity of East Gippsland was on show, with a fantastic donation, which supports the local Prostate Cancer Specialist Nursing position in Bairnsdale

### Blue Themed Basketball

Our grassroots communities are so important to PCFA in assisting our mission to support men, their partners and families in their prostate cancer journey. A special thanks to the wonderful efforts by the McKinnon and Coburg Basketball Associations, who recently held themed "blue rounds" to support prostate cancer awareness.

### I Will Survive

The 'I Will Survive' prostate cancer group is a collaboration between the Victorian Harley Davidson Riders Social Group and Victoria Motorcycle Riders Social Group.

PCFA Victorian State Manager, John Strachan, was recently presented with a donation from their 2017 event. A huge thanks for their hard work and support, it is truly appreciated.



Another fantastic donation from all the team at "I will survive". Well done to Guy and all the team involved, who provide great support in promoting prostate cancer awareness

For more information about upcoming events visit [www.pcfa.org.au/get-involved/events/](http://www.pcfa.org.au/get-involved/events/)



## WA

### HMAS Stirling High Tea

HMAS Stirling recently held their annual Charity High Tea at Garden Island. Prostate Cancer Foundation of Australia and Breast Care WA were fortunate to be chosen as the beneficiaries of this event, with approximately 200 guests attending in support.

PCFA Ambassador Howard Nelson spoke at the event. This was very well received, with several guests approaching Howard afterwards to share their own personal prostate cancer stories.

This year the theme at the High Tea was Alice In Wonderland, with guests getting into the spirit of the day by dressing up and various prizes awarded for the best dressed. We thank HMAS Stirling for their ongoing support and commitment.



HMAS Stirling representatives presenting a cheque to PCFA and Breast Care WA

### City of Melville – Dress Blue Day

Staff at City of Melville offices recently chose PCFA as their charity of choice for April. As part of this initiative they held a “Dress Blue Day” to raise much needed funds for prostate cancer research, awareness and support.

The day generated quite a bit of discussion amongst staff members, with several sharing stories of the impact that prostate cancer had on those close to them. Awareness raising was also an important part of the day with information on prostate cancer made available to all staff.



Members of the Melville staff members support PCFA

For more information about upcoming events visit [www.pcfa.org.au/get-involved/events/](http://www.pcfa.org.au/get-involved/events/)

## NSW/ACT

### Freemasons

The NSW Freemasons generously supported PCFA with a fundraising dinner in June. Hosted by The Sydney Lodge and Blue Angel Restaurant, the Grand Master’s Fundraising Banquet was a huge success raising \$32,600 for prostate cancer.

Thanks to organisers Warwick Boyling and Robbie Pesiarissa, and to John Mangos who donated his time as the auctioneer. And a special thanks to Marcello Marcobello who donated all the food and beverages for the event.

All funds raised will support the new Australian-first nuclear medicine clinical treatment trial Lu-177 which hopes to provide a new treatment option for men with advanced prostate.



Pictured from left: Robbie Pesiarissa (at front), Warwick Boyling, Grand Master James Melville, John Mangos, PCFA NSW/ACT State Chair Peter Haylen, Marcello Marcobello and PCFA’s National Community Fundraising Manager Liz Wynn

### Run for Prostate Cancer

Grab your running shoes and take part in City 2 Surf – the world’s biggest fun run. With a reputation that has grown over the last 47 years, this iconic event is widely recognised as a ‘bucket list’ race for serious running and adventure lovers around the world. Held on Sunday 12 August, there is still time to get involved.

Too short notice? If you’re not ready to take part in the City 2 Surf, you can still run for prostate cancer by joining the Blackmores Sydney Running Festival on the 16 September. Whether you’re a serious marathon runner or just looking for a family or fun run over the Sydney Harbour Bridge, the Sydney Running Festival has something for everyone. Register now to be part of this amazing experience whilst supporting men with prostate cancer.



Haylee and her family

## SA/NT

Our SA/NT Board and Advisory Member Dr Peter Sutherland OAM, football sporting icon and prostate cancer survivor Michael Aish and State Manager SA/NT Karyn Foster were recently invited to make presentations at the opening proceedings of the combined 9500 & 9520 Rotary District Conference. This event, held in the Barossa Valley, was attended by 650 Rotary delegates from SA, NT and rural Victoria.

The response to the presentations was extraordinary with 11 Rotary Clubs



Peter Sutherland

immediately coming forward with offers to support PCFA. The Rotary Club of Adelaide has agreed to make PCFA one of the beneficiaries of the iconic *Adelaide Trailblazer by the Sea*. This exciting individual, team or family challenge event will be held on Sunday 28 October and features a walk over a range of distances from Semaphore Beach to Seacliff. Peter, Michael and Karyn have also been invited to address numerous functions in Alice Springs in April 2019 as part of an initiative coordinated by Rotary Mbantua. We are delighted by this show of support and very grateful to the 9500 & 9520 Rotary Districts for their interest.



Michael Aish and Karyn Foster





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## PROSTATE CANCER FOUNDATION OF AUSTRALIA

Together we are working to help reduce the impact of prostate cancer  
in regional and rural Australia. For more information visit [pcfa.org.au](http://pcfa.org.au)

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