



Prostate Cancer
Foundation of Australia

PROSTATENEWS

REDUCING THE IMPACT OF PROSTATE CANCER

ISSUE 71 / JANUARY 2019



A focus on **SURVIVORSHIP**



Contact Us

Prostate Cancer

Foundation of Australia

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For more information on PCFA, please visit www.pcfa.org.au

Welcome from the Chairman



Dear Supporters

This is my first “Message from the Chairman” and I am very proud to have been appointed to this position by the National Board of Directors. With your help, PCFA will continue its vital mission through strengthening and efficient delivery of our three program pillars of research, awareness and support.

In 2005 I became actively involved as Convenor of the St Vincent’s Support Group to allow others who walk this path to have access to essential support services, many of which were in their infancy at that stage. We have come a very long way since that time, however there is still much more we need to do. I have remained involved in the prostate cancer community for fourteen years and have served as National Director for ten years. In my new position, I am delighted to work with all our dedicated supporters, volunteers and staff on the expansion of PCFA’s positive impact for men diagnosed with prostate cancer and their families.

Because of the generosity of people like you, over the last ten years PCFA have funded Australian research programs exceeding \$60 million. Our newly developed Research Strategy allows

improved prioritising of funded projects for the next five years and will be implemented in 2019.

Our on-line community continues to attract increasing numbers of interested visitors who have access to general information (in English and five of the most spoken languages in Australia). This platform also enables interactive community discussion and posting of current research findings and prostate cancer health issues from around the world.

The number of Prostate Cancer Specialist Nurses employed in hospitals across Australia has also grown to 48. There is a need for 110 specialist nurses to ensure all men and their partners have access to the services provided by these dedicated and compassionate professionals. PCFA are actively seeking many sources of funding to ensure all Australians have access to this essential service.

PCFA is a community organisation founded by and for those affected by prostate cancer. We rely on your support to remain and build PCFA’s position as the peak body, advocating and bringing services to these men and their families.

Ours is a truly remarkable organisation and I feel deeply privileged to be able to serve you as National Chairman. I would like to offer my heartfelt thanks to you – and all our supporters – for your sustained contribution whether this be by volunteering or financial support.

Best wishes

Steve Callister
National Chairman

National Board

National Chairman

Steve Callister (Marketing & Fundraising)

National Deputy Chairman

Chris Hall (Finance & Operations)

Emeritus Professor Bruce Armstrong AM (Research Advisory)

Distinguished Professor Judith Clements AC (QLD)

Helen Dundon (SA/NT)

Professor Mark Frydenberg AM (Awareness & Education)

Peter Haylen (NSW/ACT)

Jim Hughes AM

Associate Professor Andrew Kneebone

Bill Munro (WA)

John Palmer (Rotary)

Geoff Underwood (VIC/TAS)

Associate Professor Tony Walker ASM (National Support & Community Outreach)

Survivorship

Prostate cancer is the most commonly diagnosed cancer in Australian men, with approximately 95% of men nationwide diagnosed surviving for at least 5 years.

It is no surprise, therefore, that there are over 200,000 Australian men living after a diagnosis with prostate cancer.

For those who survive, living with and beyond a diagnosis presents other significant challenges to health and wellbeing, collectively referred to as cancer survivorship.

A recent review into prostate cancer survivorship has demonstrated substantial gaps in knowledge, which result in barriers to real improvements in men's outcomes across the survivorship experience.

In 2019, Prostate Cancer Foundation of Australia is driven to work with our

committed research and community partners to strategically address prostate cancer survivorship issues.

This collaborative effort uses an evidence-based approach to gather information, give voice and advocate for these men. As the peak national body, our aim is to inform improvements in policy, practice and outcomes.

Maintaining our grassroots approach, meaningful involvement from our network members brings invaluable, real-world perspective to this work. Such inclusive efforts increase the momentum and likelihood of long-term success.

Over the coming year we look forward to updating everyone on the various survivorship projects, how to get involved and progress made in this area.

Key Action Areas

- > Survivorship focused research studies
- > Build capacity through knowledge translation and implementation
- > Advocate for change to support optimal care
- > Integrate and promote evidence-based support

Key Needs Identified



Survivorship Projects

Thank you to the Network members who participated in the 50 Voices Pulse-Check study and the Prostate Cancer Specialist Nurses who participated in the Delphi study. These research studies aim to identify key survivorship issues and priorities.

The information gathered will inform survivorship thinking and practices to improve the quality of life for those diagnosed. We look forward to sharing outcomes of the study later in 2019.

Strategic Research Partners:



Sharing expert care across borders



Gay Corbett, Prostate Cancer Specialist Nurse, Ballarat

Prostate Cancer Specialist Nurses (PCSN) provide invaluable support to men and their loved ones from the point of diagnosis throughout their treatment journey.

Gay Corbett is a Prostate Cancer Specialist Nurse at Ballarat Health Services. In October last year, Gay had the opportunity to travel to Calgary and Vancouver in Canada as part of her training and development. She was funded through the Australian and New Zealand Urology Nurses Diamond Scholarship Award.

As Gay told us, arriving in Canada amidst the biggest and earliest dump of snow in October for 50 years, did not dampen her enthusiasm. Gay was keen to get new skills, share knowledge and make connections that would improve her work and the work of other Prostate Cancer Specialist Nurses.

Acquiring international knowledge and experience in topics such as Androgen Deprivation Therapy (ADT) treatment – a dynamic area that is always changing – is crucial for the development of the Prostate Cancer Specialist Nursing program.

Gay visited Calgary's Prostate Cancer Centre to discuss their survivorship

programs. She also met up with two psychologists John Robinson and Lauren Walker at the Holy Cross hospital and attended the 'Life after prostate cancer' sessions for patients.

At the Vancouver Prostate Cancer Centre, Gay had the opportunity to observe their session "Managing the Impact of Prostate Cancer Treatments on Sexual Function & Intimacy".

One of Gay's interests is to implement a validated training model – like the one already used in Canada – for Prostate Cancer Specialist Nurses to assist men and their families to navigate their way through the impact of ADT.

"Our aim is to train a 'champion' nurse in Australia who would educate others through consistent messages that will improve men's side effect management of ADT, the sexual health and wellbeing of men diagnosed with prostate cancer," Gay said.

Erectile dysfunction, for example, is a side effect of ADT and an identified unmet need of men with prostate cancer. Gay has developed a 90 minute supportive care workshop called "When prostate cancer joins you in the bedroom", which she presented at the University of British Columbia and currently offers bi-monthly to men and their partners in the Grampians region.

Gay will use the information acquired to improve, validate and evaluate her

program. She will share the results with PCFA PCSN's for implementation into their own practices. Gay will be a speaker at the ANZUNS conference in Brisbane in April 2019.

Gay was humbled by the generosity of the Canadian practitioners who shared their experiences with her.

"This valuable opportunity provided me with a sense of international connectedness and created a cross pollination of ideas to help us with the design of an effective program for the improvement of our services here in Australia," she said.

Expert care is essential during the challenging time of diagnosis and treatment of prostate cancer. Providing ongoing access to training for our Prostate Cancer Specialist Nurses is one of our priorities, as well as helping them to provide patients and their families with the most up to date information.

Prostate Cancer Foundation of Australia is very thankful for the generosity of local communities, the federal government, corporate partners and individual donors whose support has funded Prostate Cancer Specialist Nurses in 45 locations across Australia.



Prostate Cancer Specialist Nurses are very involved in their communities.

They are regular guest speakers at community events and support group meetings.

Gay shared her expert knowledge at Community Conversations in Melbourne.

Ambassador Program

Prostate Cancer Foundation of Australia's Ambassadors continue to have a strong presence in the community visiting Men's Sheds, workplaces, community groups, organisations and sporting clubs to talk about the importance of prostate cancer awareness.

What is the Ambassador Program?

Our Ambassadors are trained volunteer speakers who deliver talks and provide information and resources for individuals to learn more about prostate cancer. The Ambassador Program is glad to provide a speaker for your workplace, event, or group, and it is a terrific way to raise awareness of prostate cancer.

What are the benefits of hosting an Ambassador?

The Ambassador Program is a free community resource, designed to help men and their families become more aware of this important health issue.

Our Ambassadors are fantastic public speakers, able to deliver crucial health messaging in an informative and engaging way. They also speak about their personal cancer experiences, which can be very powerful and moving.

Help your local community, get involved and host an Ambassador presentation

How can I arrange a speaker?

To book an Ambassador speaker for your workplace or community group, contact ambassadors@pcfa.org.au or visit www.pcfa.org.au.

The following photos demonstrate some recent examples of outreach as we look forward to a busy 2019.

Local Prostate Cancer Support Groups

Members of affiliated Prostate Cancer Support Groups (PCSGs) will once again drive grass-roots support and awareness action in their local communities over 2019.

Many groups take on extra outreach activities to promote their group and prostate cancer awareness. This can be done by hosting their own information sessions or teaming up with other local organisations and Prostate Cancer Foundation of Australia events.

Joining a support group may be a rewarding experience and will allow you to provide value to others.

These photos reflect the 2018 local Prostate Cancer Support Groups activities across the country.



Men's Shed Conference - Ambassador Ian Mawson and John Robertson, both from the Southsiders PCSG, attended the 2018 Gallagher Men's Sheds Conference in Perth to connect with Men's Sheds across WA



Vermont South - Ambassador Ross Sutherland presented to the Vermont South Bows Day in Victoria



Holcim - Ambassador Ken Robertson delivered a presentation to Holcim staff at their Gosnells Quarry location



Members of Bairnsdale PCSG (VIC) at Lakes Entrance Men's Shed Event



Members of Dural & District PCSG and Ambassador Joel Plummer (NSW) promoting PCFA's Get Checked message



Members of Southsiders PCSG (WA) hosting an information stall at the local Forest Lakes Shopping Centre

Find a group:

www.pcfa.org.au/support/find-a-support-group/

See upcoming events:

www.pcfa.org.au/get-involved/events/find-an-event/

Highlights from 2018



Members of Coffs Harbour PCSG (NSW) hosted an information stall at the local Harbourside Markets



Connecting with Federal MPs at PCFA's 2018 Parliamentary Big Aussie Barbie



Members of Peninsula PCSG (VIC) hosting guest speaker Kath Schubach on sexuality & intimacy after prostate cancer



Members of Inverell PCSG (NSW) listening to guest speakers Helen Goodall, Oncology Nurse Practitioner, and Fiona Ord, Social Worker, from Armidale Hospital



Attendees of the annual Griffith Information Session proudly presented by Griffith PCSG (NSW), hosting guest speaker and cancer researcher Dr Eleanora Feletto



Members of the Nepean and Blue Mountains PCSG (NSW) participating in the Dragon Boat regatta at Sydney's Darling Harbour, proudly supported by PCFA



Members of Bairnsdale PCSG (VIC) at Bairnsdale Bowls Club during a monthly meeting



Members of Westmead PCSG (NSW) hosted an information stall at the Westmead Private Hospital IMed Radiology Big Aussie Barbie

Save The Date - 2019



Join us on 4 February

World Cancer Day 4 February, International

World Cancer Day is an initiative of the Union for International Cancer Control (UICC) of which Prostate Cancer Foundation of Australia is a member.

This year marks the beginning of a new 3-year campaign, entitled '**I Am and I Will**'. This call-to-action highlights the importance of individual action and personal commitment in the fight against cancer worldwide.

Learn how you can get involved and find further details here:
www.worldcancerday.org/



Fair Day, Sydney Gay & Lesbian Mardi Gras 17 February, Sydney

PCFA will again be attending Fair Day as part of the Sydney Gay & Lesbian Mardi Gras. The event continues to provide a fantastic opportunity for us to connect with the Gay & Bisexual community. Visit us during the day to discover help that is tailored and available.

The event kicks off at 10:00am and is located at Victoria Park, corner Parramatta Road and City Road, Broadway NSW 2037.

For further details of Fair Day visit:
www.mardigras.org.au/fair-day

Online Community

onlinecommunity.pcfa.org.au



Connect. Explore. Learn.

Discover the Prostate Cancer Online Community

We are pleased to announce that during 2018 the Online Community grew to over 3,300 members.

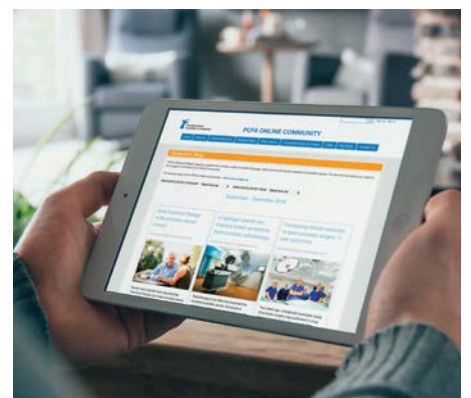
Via the **Community Forum**, these members can connect with others managing life with prostate cancer in a safe online space. Recurring topics discussed are:

- 1. Dealing with a recent diagnosis**
- 2. Sex and intimacy**
- 3. Treatment options and side effects**

Members can also explore important insights from leading health experts in the **Video Gallery** and learn of the latest advances in research on the **Research Blog**.

We encourage anyone affected by prostate cancer to discover how PCFA's Online Community might help you. It is free and easy to join, accessible 24/7 and we'll ensure you don't miss anything important with a monthly digest sent to your email address.

"I like the fact that in this forum we remain anonymous, so we can share things. It's a tough journey especially for those of us under 50. Because it was unexpected, and we didn't really see what was coming. Especially having to do things like wearing diapers all the time and even having to live with ED, we have to talk about our experience for that is the only way in which we can help each other." Member of PCFA's Online Community.



Welcome Debra

A special welcome to Debra Garroun who joins PCFA's Support & Community Outreach team in the role of Network Support. Debra is now the primary point of contact and manages administrative assistance for all our affiliated support groups. This includes providing general information, resources, out of pocket financial assistance and maintaining support group records. Debra will be the friendly voice answering the Network Helpline **1800 00 22 98** and looks forward to working with members of the Network and broader community.

For more details on team members see: www.onlinecommunity.pcfa.org.au/about-us



Debra Garroun, PCFA Network Support

Prostate cancer research highlights 2018

From a ground-breaking comparison of two different types of prostate surgeries, to trials of radiation-based treatments and new drugs, 2018 has been a year of important research developments for prostate cancer. Research partners and donors' generosity continue making an impact on such advances.

Robotic-assisted versus open prostate surgery

A landmark Australian trial has compared two types of prostate surgery: open versus robotic-assisted surgery. The trial compared the success and side effects of the two surgical methods in a 2-year follow-up. Men who had open surgery were slightly more likely to have rising PSA levels by 2 years after treatment. However, there was no difference in the proportion of men whose scans showed their tumours had spread. The numbers of men suffering urinary incontinence, sexual problems, bowel problems or distress were similar for both types of surgery. Some advantages of robotic surgery were lower blood loss, faster recovery and less pain in the first week after surgery.

Funder: Cancer Council Queensland.
Senior author: Prof Frank Gardiner.

New treatments for men with non-metastatic castration-resistant prostate cancer

Men with non-metastatic castration resistant prostate cancer have rising PSA levels despite treatment with hormone therapy. Apalutamide (Eryand) is a new drug that increases survival times for these men. It's available in Australia but not yet subsidised. Recent clinical trials have shown that Enzalutamide (Xtandi) can also benefit these men. Enzalutamide added to hormone therapy delayed the spread of prostate cancer. In the PROSPER trial, the average time until tumour spread was 36 months with Enzalutamide added to hormone therapy, compared to 14.7 months without Enzalutamide. In further good news, the ARAMIS trial showed that another new drug called Darolutamide can also delay the spreading of tumours.

SPARTAN trial (Apalutamide)

Funder: Janssen Research and Development.
Senior author: Prof Eric Small.

PROSPER trial (Enzalutamide)

Funders: BUPA Foundation Medical Research Charity and the UK Department of Health.
Senior author: Dr Cora Sternberg.

SABR treatment for early-stage metastatic prostate cancer

Stereotactic Ablative Body Radiotherapy (SABR) is a radiation-based treatment that targets cancers that have spread to only a few small spots. The PCFA-funded POPSTAR trial and the STOMP trial have both shown that SABR is a safe and feasible treatment. SABR delayed the need for hormone therapy for men whose prostate cancer had returned after surgery or radiotherapy. In the STOMP trial, it took an average 21 months before the men receiving SABR needed hormone therapy, compared to 13 months without SABR treatment.

This trial was conducted by Dr Farshad Foroudi at the Peter MacCallum Cancer Centre.

PCFA are proud to have funded the Australian POPSTAR trial, helping to develop new treatments for prostate cancer.



Dr Farshad Foroudi, SABR trial

An update on the progress of clinical trials funded through PCFA's Research program

ProPSMA Study: Can PSMA PET scans guide management of newly-diagnosed patients?

PSMA PET scans use cutting edge technology to generate images of prostate tumours in the whole body. Currently they are used by men with advanced prostate cancer. Researchers at the Peter MacCallum Cancer Centre in Melbourne are running a world-first clinical trial to ask if PSMA PET scans are useful for newly-diagnosed men. Men with high-risk prostate cancer have joined the trial to receive PSMA PET scans before their surgery or radiotherapy. The researchers hope to show that PSMA PET scans have superior diagnostic performance and should be used as a first-line scan for these patients.

The study has finished recruiting all 300 patients from 10 sites around Australia and is running 6 months ahead of schedule. Special thanks to Sir Charles Gardiner Hospital for being the highest recruiting site. Results of this clinical trial will be published in 2019.

Funders: The Movember Foundation and Prostate Cancer Foundation of Australia.

TheraP: A phase II clinical trial of Lutetium-PSMA for men with metastatic castration resistant prostate cancer.

Lutetium-PSMA combines a scan with a treatment. The PSMA scan detects prostate tumours and the radioactive lutetium destroys the cancer cells. Initial studies with this approach have given promising results. However, high-level evidence of its effectiveness and safety requires a randomised controlled trial. The TheraP trial asks if Lutetium-PSMA improves survival times, stops cancer progression or shrinks tumours. It will also record side effects, quality-of-life and costs. The study is open for recruitment in 11 sites across the country. To date, 84 patients have been joined the trial.

TheraP is an outstanding partnership between PCFA and ANZUP Cancer Trials Group, generously supported by the Australian Nuclear Science and Technology Organisation (ANSTO), Endocyte, It's a Bloke Thing, Movember and CAN4CANCER.

A phase II clinical trial of vitamin D for men on active surveillance.

There is evidence that vitamin D may prevent prostate cancer progression. This randomised controlled trial tests whether a monthly high-dose vitamin D can prevent progression of prostate cancer for men on active surveillance. It will also test the safety of the supplement.

Men with localised prostate cancer who have intermediate risk of progression, and are on active surveillance, are being recruited for the trial. It's led by researchers at Macquarie University and Cancer Council NSW. Currently there are 48 participants enrolled.

Funders: The Movember Foundation and Prostate Cancer Foundation of Australia.

Research staff at PCFA

In October 2018, after more than eight years of service at Prostate Cancer Foundation of Australia, Anne Maerz left the organization to take up a position with Melbourne Health. Dr Jacqueline Schmitt has now started in the role of Research Program Manager.

Jacqui has extensive and varied skills, developed through a variety of roles over the years in both academic research and in biotechnology.

She has worked in companies and research institutions in Australia, London and Singapore. Jacqui holds a PhD from Monash University.

We are very excited by this new addition to our team and wish Jacqui all the best in her appointment.



Dr Jacqueline Schmitt, PCFA Research Program Manager

Colin and Fay made an important decision

We recently spoke with one of our supporters, Fay. She told us the beautiful love story of her 39-year marriage with her late husband, Colin – and how, even after his death, his legacy lives on.

Fay smiled as she told us about when she first met Colin many years ago.

“Colin was a real gentleman. He courted me for a whole year – taking me to nice dinners, movies and shows. He was amazed to find out I loved jazz music as much as he did. We’d go to every jazz concert that we could find!”

When Colin asked Fay to marry him she gave him a resounding yes and, from there, they built many more memories together.

Through the decades of their marriage, Colin and Fay shared simple moments like going on walks together and listening to music. They also shared extraordinary experiences like driving a caravan all around Australia wherever the road took them.

After retiring in their 60s, Colin and Fay settled in a cosy home by the sea in Queensland to live a quiet life together. They enjoyed spending time in each other’s company and, of course, with their little rescue dog, Lucy.

“We had so much in common even though Col was a quiet man and I was the more outgoing one. We both loved being outdoors like going camping and bush walking together.

We had a really happy relationship,” Fay shared.

Then one day Colin and Fay received news that shook their world. Colin was diagnosed with prostate cancer.

Fay told us how Colin’s diagnosis was a complete shock.

“Colin was 74 and he was very healthy. He had always eaten well and taken good care of himself. Plus, he was a great sportsman as a young man – weight lifting, snow skiing, tennis, camping and hiking through the bush to go trout fishing. And even when



Colin and Fay

he was well into his 70s, he was so healthy he didn’t need to be on any medication.”

Colin already knew the trauma of prostate cancer because he lost his father to it. His brother and nephew were also diagnosed with the disease. Sadly, it didn’t stop there.

That’s when Colin and Fay made an important decision together.

Fay explained, “We wanted to do something to help others living with prostate cancer – to help them live better with it and improve survival rates. We believed research could do this because it helps us understand it.”

Fay and Colin decided to make a gift in their Will to PCFA.

“We don’t have any children and we felt that it would be better to leave what we have to charity. In that way, we could make a difference.”

Four years later, at age 78, Colin lost his battle with prostate cancer and passed away.

It is devastating to say goodbye to the love of your life. At PCFA, we hear too many stories like these where lives are cut short by prostate cancer.

Fay told us how she now takes comfort in knowing that the funds she and Colin have bequeathed, will help other Australian men who are fighting the disease.

Today, Fay’s passion for helping men like Colin is still as strong as ever.

“I don’t think that in 2018 so many men should be passing away from prostate cancer. Men’s health needs a lot more focus.

If anyone is thinking about leaving a bequest to PCFA, I would tell you it is a marvellous idea because it makes a real difference. It’s an opportunity for you to honour people like Col.”

We are incredibly thankful for Fay and Colin’s generosity.

Every bequest counts. No matter the size of your gift, remembering PCFA in your Will can ensure better survival rates and longer, more comfortable lives for future generations of men battling prostate cancer.

We know it’s important to look after your family and friends first. After taking care of your loved ones, you might like to help Aussie men and their families who are living with prostate cancer by contributing a gift in your Will, just like Fay and Colin.

For a confidential conversation about a way to help that works best for you, please contact Alexandra Power Hanny on 02 9438 7023 or alexandra.power@pcfa.org.au

Big Aussie Barbie

Summer is here so it's time to fire up the BBQ for prostate cancer.

Big Aussie Barbies are being held all over Australia to raise vital funds to support the 200,000 Aussie men currently living after a diagnosis with prostate cancer.

From Boggabri to Nhulunbuy, Mount Gambia to Moondah and Warnambool to Yarloop, thousands of Aussies are turning their BBQ into a Big Aussie Barbie to fundraise for prostate cancer.

Thank you to all those companies, clubs and individuals who have already helped make Big Aussie Barbie another huge success in hospitals, clubs, mines, construction sites, banks, retirement villages, quarries, schools and businesses.

Sign up to host a Big Aussie Barbie with your mates at www.bigaussiebarbie.com.au



9th Big Greek Barbie in honour of their much-loved dad, Phil



The team at GR Engineering Services cooking up a storm

Biggest Ever Blokes' Lunches

The Biggest Ever Blokes' Lunch event calendar continues to grow, with many new events held or planned over the coming months.

The biggest party was at Shepparton, who celebrated 10 years with a bumper crowd and a fantastic day of entertainment in support of the local Prostate Cancer Specialist Nurse.

Other successful lunches were held at Casey Cardinia, Ballarat, Melbourne, Echuca, Mildura, Wellington, Wagga Wagga, Bendigo and Baw Baw as well as the inaugural Brisbane lunch.

Apex Australia continues to support the initiative as their national campaign and inaugural events have been held at Gympie Muster as well as Wodonga, Brisbane Valley (Esk) and Ulverstone, all of which have been fantastic successes. Plans are underway for other Apex groups to hold lunches over the coming months.



Rugby Union legend John Eales and Rugby League star Justin Hodges in Brisbane



Country music legend John Williamson shared his own prostate cancer story at the Apex Gympie Muster Lunch



Shepparton Biggest Ever Blokes' Lunch Committee celebrating an incredible 10 years

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

Prostate Cancer Foundation of Australia is one of the beneficiaries of Can4Cancer, a **CommBank Foundation** community initiative with Tour de Cure that supports cancer research work across several organisations.

Congratulations to the 2018 participants who last October raised over \$2,000,000. Last year's Can4Cancer Ride took participants 356km from Forster to Commonwealth Bank Place, Sydney CBD.

The **BMW Clubs Australia** National Motorrad Rally was held over the October long weekend in Wallerawang, New South Wales. Rally participants supported a raffle organised by the BMW Motorcycle Club ACT to raise funds for PCFA. Congratulations to Herve Meslin, the lucky winner of a BMW G 310 GS motorcycle. Gary Smee, President of BMW Motorcycle Club ACT, presented Herve with the keys at Rolfe Classic BMW Motorrad in Canberra later in October.

New Holland Agriculture continued to support prostate cancer awareness efforts in rural communities during 2018, co-sharing exhibition days at Field Day Events around the country with Prostate Cancer Support Groups. Men in rural and regional Australia who are diagnosed with prostate cancer have poorer outcomes than their metropolitan counterparts, so it is vital that we reach country men with important health messages.

Tyrepower and **Convenience Advertising** have supported a new advertising campaign that informs the public about the support services provided by PCFA in public bathrooms around the country. This new campaign that is in both men's and women's bathrooms in shopping centres, airports and other venues has the potential to reach millions of people every week. Our goal is to reach out to the 200,000 Australian men currently living after a prostate cancer diagnosis and their loved ones – to let



Can4Cancer walk

them know that they are not alone on their prostate cancer journey and tell them of the support we have available.

UBET supported the inaugural Biggest Ever Blokes' Lunch in Brisbane during October 2018. UBET Breakfast host from Radio TAB, John McCoy made a great Master of Ceremonies for the day and guests were delighted to hear from rugby union legend John Eales along with rugby league star Justin Hodges.

Youfoodz is well over half way towards its goal of raising \$1 million towards prostate and breast cancer research. A dollar from every delicious choc-coconut charity protein ball is being donated to further research of National Breast Cancer Foundation and Prostate Cancer Foundation of Australia. The "Ballz" also "powered" the 80 participants in PCFA's inaugural Outback 4WD Adventure during October 2018.

GAZMAN's Get into Our Pants campaign achieved a record result in September

2018 with \$5 from each pair of pants sold donated to PCFA. Customers again responded strongly to cashiers' requests to "match" the GAZMAN donation, demonstrating the relevance of this successful campaign to customers.



BMW Motorrad Presentation



John Eales (former Wallabies captain) and John McCoy (UBET Breakfast Show, Radio TAB) at Brisbane BEBL



New Holland Field Day event



Ross Alexander at the Outback 4WD Adventure with YouFoodz balz

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



Blue for Blokes Campaign with Safeman Australia

Last year, Safeman Australia – the largest national independent supplier of Safety Personal Protective Equipment (PPE) and Workwear, decided to embark on a challenge to help raise funds and awareness for prostate cancer in Australia – this was the start of ‘Blue for Blokes’.

Dean Smith, Safeman WA - Sales Manager, said “We recognised that we were in a prime position to positively engage with working men and women in mostly male dominated industries such as mining, construction and oil & gas.”

Blue for Blokes is a campaign that aims to get everyday Aussie men and women wearing official “Prostate Cancer Foundation of Australia” branded Workwear and PPE.

The Blue for Blokes campaign covers a product range where a dollar amount, based on the product sold, is donated back to Prostate Cancer Foundation of Australia.

If you would like to view the product range or want to know more, simply go to blueforblokes.com.au or contact Safeman Australia on 1800 SAFEMAN.



FUNDRAISING AROUND THE COUNTRY

NSW/ACT

Thank you to our donors, sponsors and volunteers for their fundraising efforts in NSW.

Outback 4WD Adventure

Last September we saw 30 teams of 4WD enthusiasts set out from Cobar on the inaugural Outback 4WD Adventure. The group raised almost \$200,000 and along the way took on the biggest sand dune in the Simpson Desert. Congratulations to all participants on a safe and successful event.

NSW Community Fundraising

The Council of Motor Clubs once again fundraised with a major raffle throughout the year. The prizes were drawn at their premier event, the Shannons Sydney Classic at Sydney Motorsport Park in August with over 1900 cars on display. CMC have raised \$55,000 since 2013 for prostate cancer research.

You may not have heard of Trundle, located about 50km north west of Parkes, but in September the community put themselves firmly on the map with the first ever Trundle Testicle Festival. The group chose their name because it had a nice ring to it, and the \$14,500 of funds raised were all donated to PCFA.



Drivers of the 2018 Outback 4WD Adventure digging out of the "Big Red" sand dune



Council of Motor Clubs President Terry Thompson and major sponsor Clive Heath of Cruise Express presenting one of the cheques to PCFA

SA/NT

We are so proud to be supported by many fundraisers across SA and NT.

Katie and Lesley Woolf's Run With Dad attracted over 1000 people pounding the pavement in Darwin on Father's Day. A new children's route was added allowing more families to be involved.

The running theme continued with the Rotary Club of Adelaide's Trailblazer by the Sea where participants ran and walked along the Adelaide foreshore.

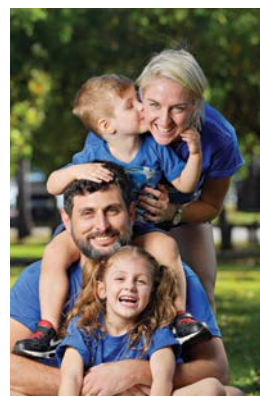
Also in Darwin, over 200 motorbike riders joined Daniel Leather and the Distinguished Gentleman's Ride.

East End Cellars, Mother Vine and The Tasting Room closed off central Adelaide for a massive Melbourne Cup and then a premium tasting celebration for over 1000 enthusiasts at Beer & Bubbles.

The 5-day Adelaide Motorsport Festival in November attracted over 100,000 people on closed street circuits and displays, viewing over 800 rally, classic vintage, veteran and contemporary cars.



From top: At the start of Distinguished Gentleman's Ride in Darwin; Participants in Rotary Club of Adelaide's Trailblazer by the Sea; Run with Dad organiser Katie Woolf with her family (Photo courtesy of News Limited)



QLD

In 2018 we had many of our amazing supporters raising funds and awareness by participating or organising activities such as Lighting up Brisbane Blue, BBQs, golf days, bowls days, baking, cycling, runs, walks, motorcycle rides and even a few superheroes, to name a few.

Shag Islet Cruising Yacht Club Rendezvous

The annual Shag Islet Cruising Yacht Club Vice Commodore's Rendezvous was again held in the beautiful Whitsundays with their members spending a long weekend of fun, frivolity and fundraising over \$80,000 for PCFA.

Qantas It's a Bloke Thing Toowoomba

It's A Bloke Thing Foundation once again raised the bar with international country music entertainer Keith Urban joining the 2018 luncheon in Toowoomba last September. It's A Bloke Thing, partnered with PCFA, raised over \$2M last year as they expanded to Darwin. In 2019 the IABT committee have announced they will hold three lunches in Toowoomba, Darwin and now the Gold Coast.



From top: Story Bridge goes blue for prostate cancer awareness month; Shag Islet Cruising Yacht Club Rendezvous; Keith Urban performs at It's a Bloke Thing Toowoomba

VIC/TAS

We continue to be humbled by the support we receive, be it themed sports rounds, bowls days or fun runs. Our supporters are an extremely loyal and passionate group who are determined to improve men's health, more often than not, a cause close to their heart.

The Charity Boys

Congratulations to our longest running Victorian community fundraisers, The Charity Boys, who held their 12th Gala Dinner in November. This fantastic event continues to attract a great crowd and wonderful generosity raising in excess of \$45,000 for 2018.

Michelin® Australian Motorcycle Grand Prix 2018

For the second consecutive year, Prostate Cancer Foundation of Australia was the official charity partner of the Michelin® Australian Motorcycle Grand Prix 2018 held at Phillip Island last October.

Thank you to the Australian Grand Prix Corporation for the opportunity to raise awareness and vital funds amongst their fan base as well as the organisers of the Barry Sheene Tribute Ride. Special thanks also to volunteers from The Long Ride who helped to fundraise throughout the 3 days at Phillip Island.

In between these were some unique events that embraced great support through different communities and raising funds in a variety of ways including the Reece Group's Scrap Metal for Prostate, Big Plums Blue Run and Marathon for Mike, to name just a few of our wonderful supporters.



Marathon for Mike running in the Melbourne Marathon

WA

A big thanks to the community fundraisers of WA for supporting our cause.

Central Park Plunge

Central Park Plunge in September provided an opportunity to abseil 220 meters or 52 floors from the Central Park building on St George's Terrace in Perth. Raising over \$27,000, thank you to all those who "took the plunge" supported by family members and friends watching below and enjoying live music and MC updates during the descent.

OzInd Golf Club 10th Anniversary Dinner Dance

Atul Garg and Dr Santanu Baruah arranged a dinner dance celebrating the 10th Anniversary of the OzInd Golf Club. The evening was a great success with speakers on prostate cancer, entertainment and fundraising prizes.

Croke Ave Retreat Social Club

Founded by John Wood in 2016, the Croke Ave Retreat provides a space for locals to

gather. The retreat is free of formalities but will always include a good game of darts. Entry proceeds are donated to PCFA and has raised just over \$7000 to date which is a huge effort for a small group.



From top: Taking the plunge at Central Park Plunge; Croke Ave Retreat Social Club

Calendar of upcoming events

Join PCFA across the country

EVENT	DATES	LOCATION
Big Aussie Barbie	Throughout the summer months	Across Australia
Hunt Bunbury	Feb	Bunbury
West Beach Pink and Blue Swim	9 Feb	Adelaide
Classic Cars and Coffee	Feb	Perth
Paddle4Prostate	24 Feb	Adelaide
Pedal for Prostate	24 Feb to 2 Mar	Geelong to Adelaide
Bairnsdale Biggest Ever Blokes' Lunch	1 Mar	Bairnsdale
It's a Bloke Thing Luncheon	5 Mar	Darwin
Newcastle Biggest Ever Blokes' Lunch	29 Mar	Newcastle
Alice Springs Rotary Clubs Gala Dinner	6 April	Alice Springs
 <p>Join us in the Red Centre on the spectacular Larapinta Trail to raise funds and awareness for prostate cancer.</p> <p>The Larapinta Trail is one of Australia's most spectacular bushwalking and trekking experiences. This is a great opportunity to step outside your comfort zone and be part of something bigger.</p>		
It's a Bloke Thing Luncheon	10 May	Gold Coast
The Long Ride	11 to 18 May	Darwin

For more information about upcoming events visit www.pcfa.org.au

DRIVING SUPPORT FOR PROSTATE CANCER AWARENESS.

IN PARTNERSHIP WITH PCFA, BMW GROUP AUSTRALIA
IS PROUDLY RAISING AWARENESS FOR MEN'S HEALTH.



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