

# PROSTATE CANCER FOUNDATION OF AUSTRALIA

2018 – 2019 Annual Report



Prostate Cancer  
Foundation of Australia

# OUR ORIGINS

**In the early 1990s, support for men diagnosed with prostate cancer was limited. This lack of support inspired a committed group of Australian men and their partners to create their own support groups for men going through prostate cancer.**

Thanks to the leading efforts of two Aussie heroes – Roger Climpson OAM, Rotary Club of Lane Cove member and TV personality and his friend Max Gardner AM, things began to change. From humble but determined beginnings, this grassroots support movement evolved to become the Prostate Cancer Foundation of Australia (PCFA).

Today, PCFA has become the peak body for prostate cancer in Australia. Together, we've helped reduce the impact of prostate cancer, investigate new treatments, develop new testing and fund critical research. We've also developed specialist nursing programs, raised awareness of the disease and given new hope to those affected.

And it's all thanks to dedicated volunteers and supporters like you.

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# OUR VISION

**Prostate Cancer Foundation of Australia 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 and their partners and families, while recognising the diversity of the Australian community.

## WE DO THIS BY



### RESEARCH

Promoting and funding world leading, innovative research into prostate cancer



### AWARENESS

Implementing awareness and advocacy campaigns and education programs for the Australian community, health professionals and Government



### SUPPORT

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.**



# CHAIRMAN'S REPORT

**I am honoured to present this report to you as evidence of our impact in 2018–19 of the beneficial and increasing effects that PCFA has on men affected by prostate cancer and their families.**



Mr Steve Callister

Approximately 200,000 Australian men are living today after a prostate cancer diagnosis, 20,000 will be newly diagnosed this year, and – tragically – some 3500 men will die of the disease. These facts make it essential not only to research clinical effects but to also provide true support to enhance the survivorship path of each of these men.

Although there is a lot to achieve, over the past year our achievements have been many – we funded over \$5 million in research grants, helped to engage hundreds of men in clinical trials and research projects, delivered 137 awareness talks, distributed thousands of information booklets, and provided care and support to 8000 new patients and their families thanks to 51 of our dedicated Prostate Cancer Specialist Nurses, located around Australia. The proportion and severity of prostate cancer in the community is such that we are very appreciative to have bilateral support for PCFA from all sides of the Federal Government.

These achievements would not have been possible without the extraordinary support of our community fundraisers and corporate partners, through signature events such as Biggest Ever Blokes Lunch, It's a Bloke Thing, and Big Aussie Barbies. Over 19,000 Australians donated directly to our work during the year, and more than 500 Regular Givers

provided us with a steady stream of funding to rely on.

As a survivor, I began my governance in a Prostate Cancer Support Group. These group members, Ambassadors, and Volunteers provide strength to our aims – connecting us with the community to share their experiences and reflecting our determination not just to beat this disease, but to offer every available support to those affected. For many members of our network, tireless service and loyalty is matched by strength and forbearance through the journey of their own personal survivorship. Many carers and family members also have shown their courage to care for a loved one through the crisis of this serious disease.

To our members, donors, sponsors, and followers – I simply cannot thank you enough.

We have come a long way since the emergence of Australia's first prostate cancer support group in 1993. Together we have changed the landscape for prostate cancer control in this country, and in 2020 we set our sights on new horizons.

I am tremendously pleased to welcome our new CEO, Professor Jeff Dunn AO, to continue to guide us on this path. Jeff has devoted his professional and academic career to cancer control, working hard to earn

his reputation as a World Cancer Leader and distinguished pioneer of psycho-oncological research and psychosocial care. We welcome him, his proven expertise and his future contributions to assist all to achieve our vision.

To my fellow national and state Board Members, past National Chairman Jim Hughes AM and the staff of PCFA, I offer you my deepest appreciation and know that you feel as inspired as I do to reinvigorate our mission each day.

To our Patrons the Governor-General of the Commonwealth of Australia His Excellency General The Honourable David Hurley AC DSC, and state and territory governors His Excellency The Honourable Kim Beazley AC, Her Excellency the Honourable Margaret Beazley AO QC and her husband Mr Denis Wilson, His Excellency The Honourable Paul de Jersey AC, Her Excellency The Hon Linda Dessau AM, Her Honour the Honourable Vicki O'Halloran AO, His Excellency The Honourable Hieu Van Le AO, and Her Excellency Professor The Honourable Kate Warner AM, thank you for your patronage and service, we are honoured to have your support.

PCFA is here to help all those affected by prostate cancer.

**Mr Steve Callister**  
**National Chairman**

# CEO'S REPORT

**Over the past 23 years, thanks to you and others like you, Prostate Cancer Foundation of Australia has generated tens of millions towards saving lives and helping men fight back when prostate cancer strikes. Together we have raised awareness and encouraged conversation, offering hope to men in their darkest hours.**

The growing burden of prostate cancer is unlike any other. Australia has one of the highest incidence rates worldwide, with 1 in every 7 Australian men likely to be diagnosed during their lifetime. Of concern, the incidence of prostate cancer increases more rapidly with age than any other cancer type, whereby the ageing of our population poses significant dilemmas for men, their families, our communities, and the health system.

There is no doubt that the diagnosis of prostate cancer is a major life stress that is often followed by challenging treatment-related symptoms and heightened distress – health concerns that are all too often ignored.

As CEO, I am committed to walking alongside those affected to build capacity and eliminate prostate cancer as a life-threatening and limiting disease for our sons and grandsons.

Having commenced in March 2019, I quickly realised the impressive scale of our collective potential, with Specialist Nurses nationwide, 150 Support Groups, thousands of donors, and millions of Australians who turn to us for evidence-based advice and support every year.

This report is a testimony to them – and you – who make each breakthrough possible.

In the following pages you'll find uplifting stories of outstanding Aussie researchers like Professor Lisa Butler,

a former recipient of PCFA's Young Investigator Award. Lisa is among world leaders in diagnosing, treating, and imaging prostate cancer, rapidly taking game-changing treatments from the lab to the pharmacy.

You'll also read about our three Max Gardner Award recipients – David Merry, Mary Jones, and Tony Maxwell. For them, this cause is deeply personal, and they have demonstrated through their everyday actions that each of us can make a powerful difference in the lives of others – providing support and care that goes above and beyond what would ordinarily seem achievable.

We also share the story of Margie Shearer, a special member of our nursing network based in Cairns. Margie speaks about the great responsibility she feels for providing comfort and care that few others can give, providing men with hope and confidence of safe passage through their prostate cancer journey.

In these pages you'll also discover optimism in reports of our fundraising achievements – with due recognition of the significant difference that community fundraising and corporate partnerships can make.

I am proud to serve as the CEO of Prostate Cancer Foundation of Australia and commend this report to you as a credit to the strength and resilience of our community.

**Professor Jeff Dunn AO  
CEO**



Professor Jeff Dunn AO

# RESEARCH HIGHLIGHTS 2018 – 2019



\$5.28 million in ongoing funding for 28 world-class peer-reviewed Australian prostate cancer research studies.

\$2.15 million investment for two projects:

- 1 Professor Lisa Butler, South Australia.
- 2 Professor Jane Ussher, New South Wales.



48

research blog posts generating 1,945 reactions and 612 shares. These articles describe the latest prostate cancer research results for the Australian prostate cancer community.

## 149 men recruited for the TheraP clinical trial.

This world-leading project explores a better way of treating metastatic prostate cancer, using ground-breaking nuclear medicine to deliver cancer-killing radioactive atoms directly to areas of advanced cancer.



Recruitment for 9 research studies promoted through the Pathfinder Register.

To receive invitations to participate in prostate cancer research studies and trials, join at [pathfinderregister.com.au](http://pathfinderregister.com.au)

# FROM YOUNG INVESTIGATOR TO PROFESSOR

**With your support, Professor Lisa Butler's world-leading research is transforming the lives of men with prostate cancer.**

Early in her career, Lisa travelled to the US to work at the prestigious Memorial Sloan-Kettering Cancer Center. It was there she got her start in prostate cancer research, learning from world-class researchers. With her US colleagues, she discovered a drug that could kill laboratory-grown prostate cancer cells. This discovery led to clinical trials and eventual FDA approval of this drug as a cancer therapeutic.

*"I was intrigued by this cancer, which we know so much about, but remains incurable when in an advanced state. During my subsequent 20 years of research I have known and lost many friends and family members to prostate cancer, which fuels my determination to make an impact in the outcomes of this disease."*

Moving home to Adelaide, Lisa continued her work in prostate cancer research. At the University of Adelaide she was mentored by Australian prostate cancer expert Professor Wayne Tilley. During this time her research career was supported by a Prostate Cancer Foundation of Australia (PCFA) Young Investigator Award.

Lisa has now established a world-leading research laboratory specialising in prostate cancer research. Its successes include the development of a method for growing human prostate tumours in the laboratory in a way that



closely resembles tumour growth in a man. These lab-grown tumours are a good model for studying ways to stop prostate tumour growth. The technique is so successful, it's been adopted by many prostate cancer laboratories across the world.

Using her tumour growth methods, Lisa discovered drugs that could inhibit the growth of prostate tumours. One of these drugs, ribociclib, was so successful that a clinical trial is underway.

**"My challenges revolve around balancing my research, training junior scientists, applying for research funds and developing the careers of the next generation of prostate cancer researchers."**

*"The clinical development and ultimate FDA approval of a new anti-cancer agent was a career highlight for me and has driven my efforts to improve the drug development*

*"pipeline" for prostate cancer to accelerate translation of lab findings towards the clinic."*

Gaining funding for research is crucial for meeting the many challenges involved in building a successful research team. In 2014 Lisa's team won a Movember Revolutionary Team Award of \$3 million, funded through PCFA's Research Program with the generous support of the Movember Foundation. Due to excellent progress, this award

was renewed last year, injecting an additional \$2 million to take Lisa's research

to the next level. This grant supports research focussed on the metabolism of fats by prostate cancer cells, with the aim of improving the diagnosis and treatment of prostate cancer.

# SUPPORT AND COMMUNITY OUTREACH

PCFA's Support and Community Outreach programs work to connect Australians with valuable perspectives, building individual and community capacity for managing prostate cancer and helping to reduce associated distress.

## IN 2018-2019

**137** 

awareness talks were delivered by Ambassadors to workplaces, clubs and other organisations.



43 new articles published on the latest advances in research.

**150+**

Support Groups met regularly.



The Annual Parliamentary Barbeque was attended by over 150 people including the Prime Minister and Leader of the Opposition.



**44**

copies of PCFA's flipcharts for use by Aboriginal and Torres Strait Islander health workers were ordered and dispatched across Australia.

**OVER 12,000**

Prostate cancer information packs were distributed. Our printed versions of evidence-based resources continue to be an important tool for our community. These included:

- 8,654 Localised Prostate Cancer packs
- 2373 Advanced Prostate Cancer packs
- 491 Gay and bisexual
- 991 Younger men



# CELEBRATING THE CONTRIBUTION OF OUR VOLUNTEERS

**This year PCFA estimates over 5,000 volunteer hours contributed to keeping our Support and Community Outreach programs sustainable and accessible. These programs could not operate without the many volunteers who give up their time so generously.**

**To all those involved, thank you.**

## **Max Gardner Awards: Celebrating our volunteers**

Our Support and Community Outreach programs couldn't operate without our many volunteers, who generously contributed an estimated \$250,000 of their time over the last year. Thank you to everyone who selflessly gave their time to keep these programs sustainable and accessible.

Each year, we recognise volunteers who've gone above and beyond to help their community at the Max Gardner Awards. Here are our recipients for 2018.

**Image top:** Professor Jeff Dunn AO and Tony Maxwell. **Image middle:** Dr Michael O'Callaghan, David Merry and Sally Sara. **Image bottom:** Professor Jeff Dunn AO, Mary Jones and Ron Jones.

## **DAVID MERRY**

David's experience with prostate cancer stretches back over 16 years, and his dedication to helping others has never wavered. David has volunteered in many roles, including leading the Prostate Cancer Action Group, acting as a PCFA Ambassador, and representing his peers on various committees. He's given awareness talks to sporting clubs and businesses, and organised information evenings and stalls across South Australia. David's fellow members describe him as a true gentleman and passionate advocate, and wish to highlight his enthusiasm and generosity.

*"I always kept my positivity, and I like to talk to other people about how to get through this."*



## **TONY MAXWELL**

Tony's involvement started with Max Gardner himself, who helped Tony after his diagnosis in 2003. Tony became involved with the Westmead Prostate Cancer Support Group, serving on the NSW Chapter Council and the Support and Advocacy Committee. During a conference, Tony connected with previous Awardee Jim Marshall, which led to the formation of the Advanced Prostate Cancer Support Group. Since then, Tony has taken every opportunity to improve outcomes for others living with advanced prostate cancer. Tony's peers say there are few people that work harder than him and consider it a privilege to know him.

*"I think the fact that we tried to do something for people with advanced prostate cancer is a highlight for me. Prior to our Advanced Group, they were sort of forgotten."*



## **MARY JONES**

Mary and her husband Ron have worked through life with prostate cancer together since Ron's diagnosis back in 2004. Shortly after they received the shocking news, Mary joined the Northern Beaches Prostate Cancer Support Group. Her compassion and generosity saw her step up to help lead the group in 2007. Mary makes sure members are kept up to date with the latest information, and coordinates events that bring the community together for important conversations around prostate cancer. Mary and Ron's positive approach has been an inspiration to other group members.

*"Hearing 'cancer' is a shock and we've dealt with this together... It's one of those things we live through, taking each day as it comes."*



See full interviews here:

[prostate.org.au/maxgardneraward](http://prostate.org.au/maxgardneraward)

# PROSTATE CANCER SPECIALIST NURSING PROGRAM

The Prostate Cancer Specialist Nursing Program was established in 2012 with a small pilot program of 12 nurses.


With generous support from our donors and partners the program has grown to 51 nurses in 46 locations across every state and territory in Australia. Our nurses provide specialist care and support to men and their families at all stages of the disease including diagnosis, treatment, side effect management and aftercare.

We are very grateful for the generous financial support we receive from the Commonwealth Government, community and private donors and our partnerships with organisations such as Dry July, It's A Bloke Thing, Biggest Ever Blokes' Lunches and Profield Foundation.

## IN 2018-2019

**8,000**  
new patients  
supported

**100+**  
Prostate Cancer  
Awareness  
Presentations



**51 NURSES  
IN 46 LOCATIONS**

## GOVERNMENT FUNDING BOOST

**\$17.4** MILLION OVER  
THE NEXT 4 YEARS

Which will take our number of  
commonwealth funded nurses to 62.

# MEET MARGIE SHEARER

**Margie is our Prostate Cancer Specialist Nurse (PCSN) in Cairns. She grew up on a dairy farm in the Misty Mountains region in Far North Queensland. Her parents had been allocated 240 acres of farmland by ballot in the early 1950s, with no running water, electricity or shelter.**

As the seventh of nine children, Margie learned the value of hard work and being a team player early. From the age of five, she milked the cows, tended to the calves and chickens, and was responsible for her own vegetable patch. Her father often had to work away from home when times were tough, which meant everyone in Margie's family had to work even harder.

Margie describes her childhood as a time of poverty, hardship and isolation. But while there were many challenges, she told us she also draws great inspiration from these years, which she describes as being full of "love, compassion, team work, hope, empathy and sacrifice."

Margie drew great inspiration from her mother, a Registered Nurse and accomplished dancer, avid reader and keen sportswoman.

*"My mother went from the capital of Queensland to isolated, remote land," Margie says. "She made all our clothes, managed the farm and actively participated in the school community. She rose admirably to every occasion."*

Margie knows she was blessed to have parents who put such a great emphasis on education, despite their financial hardships.

*"I understood their sacrifices for me, so I was determined to do my best at school and sports, and to do something with my life."*

Margie was the first in her family to complete senior school, and went on to complete a Bachelor of Nursing and post-graduate qualifications in oncology and palliative care nursing.

She realised early in her career that she had a passion for ensuring equity and access to health services, particularly for people who were from remote areas or socially disadvantaged.

This passion and drive led Margie to become active in developing and leading cancer care services and palliative care in Far North Queensland.

Margie helped develop multi-disciplinary tumour meetings and oncology telehealth services, and was heavily involved in the development of the Comprehensive Cancer Centre in Cairns. She lobbied for increased allied health services,



and successfully secured additional dietitian, psychologist, social work and pharmacist support.

In 2014, Margie decided to apply for the new PCSN role at Cairns Base Hospital. She was acutely aware of gaps in men's health services and supports, particularly for men diagnosed with prostate cancer, and saw it as the natural next step in her career.

Margie believes that the best part of her role is interacting with the men themselves.

*"It's a privilege to sit and listen to men tell their story – to hear and try and understand the impact on them and their family," she said. "To use my knowledge, skills and experiences to provide hope for a safe passage along their cancer journey."*

The role comes with many challenges. Margie has a huge catchment area to cover, and cares for a large number of men.

Margie is an advocate of prostate cancer awareness. She has worked with the Queensland Police Service spreading key prostate cancer awareness messages in remote areas, she has presented at numerous conferences across Australia and last August she was invited to speak at the 20th Asia-Pacific Prostate Cancer Conference.

When she's not at work, Margie is an avid sportsperson who competes in touch football at master's games level, trail running, hiking, half marathons and cycling events. She's an inspiration to us all here at PCFA – and a wonderful example of the vital support we can provide thanks to generous people like you.



# COMMUNITY FUNDRAISING

**The legacy of the late Chris McPherson AM, Biggest Ever Blokes' Lunch has been one of our greatest successes in raising awareness and vital funds to support the 20,000 Australian men who are diagnosed with prostate cancer each year.**

Since their inception in 2009 in Shepparton, Biggest Ever Blokes' Lunches have raised over \$5.5 million. More than 39,000 attendees have joined these events, which are now held in 20 locations (and growing) across Australia.

In June this year, the first Biggest Ever Blokes' Lunch in Western Sydney was held. The driving force behind its success was Scott Gartrell – a business leader who for many years has combined his passion for fundraising and community support with his ability to engage his business colleagues and corporate network with worthy causes.

Back in 2007, at the age of 47, Scott was diagnosed with prostate cancer. While seeking information about the disease he came across our website.

*“My father in law died of prostate cancer aged 63 but I did not have history of it in my family. However, as soon as I turned 40, I started to have regular tests. Changes in my PSA test results led to a referral to a*

*urologist who confirmed the presence of multiple tumours,”* Scott said.

Nine years after his diagnosis and treatment, Scott was invited to join our NSW/ACT Board, and his involvement has been crucial to connecting the corporate sector with the mission of PCFA.

Scott has supported our work through his network and particularly via his former employer Lendlease Building. The involvement of business leader Lendlease Building has helped attract other corporate support towards the funding of the TheraP Trial, a ground-breaking nuclear medicine treatment trial for men with advanced prostate cancer.

More recently, aware of the growing population in Western Sydney and the correlation with men in the area diagnosed with prostate cancer, Scott took the initiative of launching the very first Biggest Ever Blokes' Lunch in Western Sydney during Men's Health Week.

As the chair of the organising committee, he played a crucial role in bringing together a terrific group of PCFA supporters, corporate partners, celebrities and speakers to create a legacy event for Western Sydney.

Over 250 women and men attended the event and more than \$60,000 was raised to support the work of PCFA.

When talking about his own experience with prostate cancer, Scott said that two people were



Scott Gartrell and Clare Stapleton

critical in supporting him – his Prostate Cancer Specialist Nurse and his wife Clare.

*“When you go through prostate cancer, you really need the active support of your partner. It is impossible to navigate the disease alone. You need to talk a lot to each other and together face the changes as recovery takes time.*

*The treatment for prostate cancer is something huge and I can say that it took me five years to go back to what is possibly the closest to normal.”*

Scott has become a “go to” person for many men who are now walking the same path. This generous man is happy to answer their questions and try to help them improve their quality of life, as he knows first-hand how challenging it can be at times.

When not advocating on behalf of men with prostate cancer, Scott and his wife enjoy their shared passions of watching cricket, cooking and spending time with their three beloved grandchildren.

# COMMUNITY FUNDRAISING: KEY HIGHLIGHTS

**It's a Bloke Thing Foundation** raised the bar even higher, with international country music legend Keith Urban a surprise guest at its Toowoomba luncheon. Now in its eighth year, the event partnered with PCFA and raised over \$2 million as they expanded their luncheons to include Darwin and Gold Coast, with more to come.



Keith Urban at the It's A Bloke Thing luncheon in Toowoomba

**Biggest Ever Blokes' Lunches** continued to expand across the country and raised over \$1.3 million. New events, with the help of Apex Australia, were held in Brisbane, Noosa, Newcastle, the Gympie Music Muster, Brisbane Valley, Wodonga and Ulverstone, with even more planned next year.



10th Anniversary - Shepparton Biggest Ever Blokes' Lunch

**Larapinta Trek for Prostate Cancer** raised almost \$80,000 thanks to its team of enthusiastic trekkers and their supporters.



Larapinta trekkers

**Big Aussie Barbie** once again attracted hundreds of hosted BBQ events across the country, raising over \$1 million.

PCFA was the official charity partner for the **Michelin Australian Motorcycle Grand Prix**, the **Australian Superbikes Championships**, the **Gympie Music Muster** and **Adelaide Motorsport Festival**, each of which attracted thousands of attendees.

**The Long Ride to Darwin** saw almost 300 motorbike riders raise almost \$250,000, bringing the event's overall donation to PCFA to over \$2 million.



Gail and Chris Dunne OAM

The inaugural **Outback 4WD Adventure** attracted almost 40 cars, which travelled to Broken Hill across the Simpson Desert to raise \$200,000 for prostate cancer research.



Ross Alexander in Birdsville

Over 200 yachts descended on the Whitsundays for the annual **Shag Islet Cruising Yacht Club Rendezvous**, raising over \$100,000.

**Pedal for Prostate** saw participants ride from Geelong to Adelaide by bike, raising over \$27,000. This dedicated bunch have been wonderful supporters of PCFA, and have raised more than \$160,000 over the years.

**Rotary Clubs** throughout the country continued to support PCFA, including **Rotary Club of Lane Cove**, where PCFA began. Clubs such as the **Rotary Club of Devonport North**, which raised over \$100,000 through its annual golf day, have been wonderful fundraisers.

Runners and walkers remain wonderful fundraisers, with people raising money for PCFA at **Run with Dad** events, the **BTing Cancer Walks**, **Trailblazer by the Sea**, **City2Surf**, **Blackmores Running Festival**, **HBF Run for a Reason**, **Run Melbourne**, **Bridge to Brisbane** and more.

We also were supported by paddlers in **Paddle4Prostate**, swimmers in Adelaide's **Pink and Blue Swim and Walk**, plungers in Perth's **Central Park Plunge**, and car enthusiasts at large motoring events such as **Classic Cars and Coffee** and **Shannons Sydney Classic**.

# CORPORATE PARTNERS & PHILANTHROPY

**Changing the game for Australian men affected by prostate cancer is only possible through the support of an amazing team of corporate and philanthropic supporters.**

As men face the challenges of prostate cancer, it can be reassuring to know that some of the largest companies and philanthropists in Australia stand alongside them, determined to help improve outcomes through Prostate Cancer Foundation of Australia.

In laboratories and clinics across Australia, PCFA-funded research efforts are searching for better answers to prostate cancer. In funding this research, the support of Commonwealth Bank, The Mather Foundation, Neil and Norma Hill Foundation, Perpetual and Youfoodz has been invaluable.

As PCFA has worked to expand the reach of our Prostate Cancer Specialist Nurses, the help of organisations such as Dry July, It's a Bloke Thing and The Profield Foundation has allowed us to provide this life-changing support to more men.

Driving awareness of prostate cancer issues and the value of early detection is critical to improving outcomes. This vital message has travelled further over the last 12 months thanks to the support of organisations such as Pirtek, GAZMAN, New Holland, Tabcorp

and Tyrepower, who have used their own networks and resources to spread the word.

A very special example of the impact we can create alongside business is Tyrepower. This is just one of many stories that show how much this cause means to the companies that support it.

## **The Tyrepower executive, and the power of prostate cancer support**

When Rob Smith listened to a colleague bravely talk of his life-saving treatment for prostate cancer at the Tyrepower International Conference in 2018, he had no idea that he would be telling his own prostate cancer story a year later.

As General Manager of Marketing for Tyrepower Queensland, Rob had been instrumental in Tyrepower's sponsorship of PCFA's campaign to deliver powerful prostate cancer messages in public washrooms around the country, reaching an audience of millions each year. He was proud that his organisation had been such a passionate advocate of these prostate cancer awareness messages since 2015.

However, at just 54 years of age, Rob was completely unprepared when he received the devastating news that he had aggressive prostate cancer and would have to undergo surgery.

During the months of gruelling treatment that followed, Rob met someone whom he credits with getting him through those tough times: Chris McNamara, Prostate



Cancer Specialist Nurse at Greenslopes Private Hospital in Brisbane. When the challenges of prostate cancer felt insurmountable, Rob found Chris' support to be invaluable.

It was also a great solace to Rob to have Chris once again by his side as he shared his prostate cancer experience at the 42nd Tyrepower International Conference, held in April this year at Port Douglas.

**“I couldn't have gotten through all of these experiences without Chris' support. No bloke should have to face prostate cancer without a Prostate Cancer Specialist Nurse like Chris. It's unthinkable that some men will face this alone.”**

Colleagues were moved by Rob's powerful story and raised funds for PCFA through a Big Aussie Barbie in the shade of palm trees in Port Douglas.

Fortunately, due to his diligence, Rob's cancer was detected early and he has now been declared cancer free. His recovery continues, however, and Rob is glad to have Chris' continued support when he needs it.

# FLAGSHIP CORPORATE & COMMUNITY PARTNERS

## Major Partners

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CommonwealthBank



## Corporate Partners

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## Corporate Supporters

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## Philanthropic and Community Partners

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# MAJOR DONORS: LIFE'S AN ADVENTURE

**Nick Mather, Managing Director and CEO of DGR Global is a geologist and renowned businessman with more than 30 years-experience in the resource and energy sector.**

He is passionate about geology, environment and looking for his next big adventure. Judy Mather, has participated in adventurous fundraising events like the Yukon Dog Sledding Adventure, the Great Wall of China Charity Trek and more recently, PCFA's Larapinta Trek with their eldest son Sam.

Judy and Nick have been supporting PCFA as individual donors and through their family foundation since 2011. Judy, who manages the Mather Foundation, is focused on providing strategic support to organisations for the best possible outcome. The Mather Foundation's vision is to see a world where every person has the opportunity to live a healthy, productive life.

*"Community support has always been a priority for us. When Judy and I see a compelling project that requires funding and that is expected to have a positive impact, we like to learn more about it,"* Nick said.



PCFA National Chairman Steve Callister, PCFA Chair QLD Board Emeritus Professor Judith Clements AC, Judy Mather and Nick Mather

*"For several years we have been supporting Prostate Cancer Foundation of Australia and more recently our focus has been on research projects as we are convinced that the work of researchers and their teams will lead to breakthroughs for the benefit of men affected by prostate cancer and those who care about them,"* he said.

Nick and Judy are committed to continue their support to PCFA providing world leading research and supporting thousands of men and families affected by prostate cancer. When Nick expressed their interest in funding research through their Mather Foundation, there was an opportunity to fund a project to improve an existing treatment for patients diagnosed with prostate cancer who were undergoing radiotherapy.

As a result, Nick and Judy joined our community of major donors, generously giving more than \$98k towards the research initiative *"Smart radiotherapy: killing more prostate cancer by stimulating immune*

*responses"* – a project that will enable to give the same dose of radiation and have a higher killing effect of cancer cells while minimising the destruction of healthy cells.

Initial outcomes indicate the biggest benefit was better preservation of normal tissue while retaining the killing of the cancer cells. Researchers also found the delivery of smart radiotherapy was feasible and practical by demonstrating it on a patient prototype.

This ground-breaking work would not have been possible without the generous donation of Mather Foundation. We thank Nick & Judy Mather for their contribution towards this specific project and their continued support over the years.

As part of the PCFA family, Nick and Judy have attended numerous events to support our work, they have joined lab visits and were guests at our Governor General Thank You event in Sydney.



# THANK YOU

Whether you've chosen to support PCFA by volunteering, donating, or working to beat prostate cancer – thank you. Your ongoing support makes it possible to us to continue our vital research into the disease, and make sure the 200,000 men living with it are living well.

Our hundreds of volunteers support our work in a wide variety of roles as Ambassadors, Support Groups leaders, National and State Directors. We also depend on everyone who volunteers in administration, at fundraising and awareness events, for specific projects, and more. To all of you who give your time so selflessly, we express our heartfelt thanks.

We are also deeply grateful to everyone who supports us by making donations, including cash gifts, regular gifts, gifts in kind, and pro bono work. This includes our individual and corporate donors, Rotary Clubs across the country, the Australian Government, trusts and foundations, and community fundraisers. Thank you so much for your outstanding generosity.

Our work to beat prostate cancer and support Australian men and their families would be impossible without the hard work of medical researchers, Prostate Cancer Specialist Nurses, the scientific community, and our staff. We can't thank you enough for your incredible contributions.

We remain humbled by the kindness and compassion of everyone who shares our dedication to reducing the impact of prostate cancer on Australian men, their partners and families. None of our work would be possible without you, and we're so grateful to have your support.



**\$13.7m**  
Total Income

**1,760**  
COMMUNITY  
FUNDRAISERS

**12,987**  
Individual  
Donors



**12,300**  
Participants in major  
fundraising events



**386,456** Website Visitors

**29,506** Social Media Followers

**3,640** Media Mentions

# BOARDS & PATRONS

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Helen Dundon

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## PATRON-IN-CHIEF

His Excellency General the Honourable David Hurley AC DSC (Retd)  
Governor-General of the Commonwealth of Australia

## PATRONS

Joint Vice Regal Patrons Her Excellency the Honourable Margaret Beazley AO QC and Mr Dennis Wilson

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Kate Warner AM, Governor of Tasmania

His Excellency the Honourable Paul de  
Jersey AC, Governor of Queensland

The Honourable Kim Beazley AC, Governor  
of Western Australia

During the year we received support from 19,569 donors including community fundraisers, corporates, estates, individuals and trusts and foundations. To all of them we express our most sincere thanks for making an enormous difference in the lives of Australian men and their families. Our major supporters are listed below.

#### Community Fundraisers

Apex Australia

Rotary Australia

#### NSW & ACT

Balmain Sports Medicine

Biggest Ever Blokes' Lunch Newcastle

Biggest Ever Blokes' Lunch Wagga Wagga

BT Financial BThing Cancer Walk

Bush Flyers Down Under

Classic Ladies Foundation

Council of Motor Clubs Inc

Don Bastone

Outback 4WD Adventure

The Horizon Committee Inc

The Long Ride

TLA Worldwide

Trundle Testicle Festival

#### VIC & TAS

Apex Club of Ulverstone Inc.

Apex Club of Wodonga

Baw Baw Big Blokes Inc

Bendigo Biggest Ever Blokes' Lunch

Biggest Ever Blokes' Lunch Ballarat

Biggest Ever Blokes' Lunch Melbourne

Casey Cardinia Biggest Ever Blokes' Lunch

East Gippsland Biggest Blokes Inc.

Institute of Water Administration

Latrobe Biggest Ever Blokes' Lunch

Mildura Biggest Ever Blokes' Lunch

Pedal For Prostate

Shepparton Biggest Ever Blokes' Lunch

The Charity Boys

Wellington Biggest Ever Blokes' Lunch

#### QLD

Biggest Ever Blokes' Lunch Brisbane

Gympie Music Muster

It's a Bloke Thing Foundation

Noosa Prostate Association

Shag Islet Cruising Yacht Club

Wild Dogs Postie Ride

#### SA, NT & WA

Adelaide Motorsport Festival

Classic Cars and Coffee

Krystal Dunn

Run with Dad

West Beach Surf Lifesaving Club

Whisky Live (multiple states)

#### Corporates

Adelaide Airport

Australian Grand Prix Corporation

Good2Give Australia

Hare & Forbes Pty Ltd

Hitachi Construction Machinery (Australia) Pty Ltd

J.J. Richards & Sons Pty Ltd

Motorcycling Australia

Sandown Greyhound Racing Club

Subway Restaurants

Versace Timbers

#### Estates

Estate of the Late Peter L Ellul

Estate of the Late Wayne Robert Hawkes

Estate of the Late Andrew Middleton

Estate of the Late Michael Leslie Robertson

Estate of the Late James Simpson Love

#### Individuals

Robert Brakspear

Robin McCosker

Luigi Piccone

The Late Allan Rowling

Guy and Margy Smith

Tim Stollznow

DC Yeung

#### Trusts and Foundations

50-50 Foundation

Gambling Community Benefits Fund

Mann Family Settlement

Montgomery Foundation Pty Ltd

Neil & Norma Hill Foundation

Pethard Tarax

RobMeree Foundation

The Chrysalis Foundation

The David Mactaggart Foundation

The Derham Green Fund

The Haggarty Foundation

The Lionel & Yvonne Spencer Trust

The Mather Foundation

The Profield Foundation

The Stan Perron Charitable Foundation Ltd

The Wales Family Foundation

West End Community Fund

# FINANCIAL HIGHLIGHTS 2018/19

The audited consolidated financial report for the year ended 30 June 2019 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 Prostate Cancer Foundation of Australia (PCFA) during the 2018/19 financial year continued our 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:**

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#### EVENTS

*including The Big Aussie Barbie and community fundraising events*

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#### TRUSTS AND FOUNDATIONS

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#### INDIVIDUAL GIVING

*including direct mail, major gifts, monthly pledges and bequests*

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#### GOVERNMENT AND OTHER GRANTS

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#### CORPORATE PARTNERSHIPS

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Total fundraising and grant income from these sources was \$12.4 million. Other income represented \$1.3 million sourced from interest and dividends, revenue from contracts with customers and donations in kind, bringing the total income to \$13.7 million.

In addition, PCFA has a contingent asset of \$1 million relating to income from the Movember Foundation.

PCFA continued to benefit from support provided by the Movember Foundation. The funds provided by Movember and The Distinguished Gentleman's Ride, It's A Bloke Thing Foundation and Can4Cancer, a CommBank Foundation initiative, provided valuable support for PCFA's research program. The Department of Health continued to provide support for PCFA's Prostate Cancer Specialist Nursing Program.

Income from other community fundraising activities such as the Biggest Ever Blokes' Lunches remained an important source of funds. Community involvement in and support of fundraising activities events raised income of \$3.0 million in 2018/19 (\$2.8 million in 2017/18).

Trusts and Foundations and Corporate Partnerships provided a significant source of income, as in previous years. Major gifts, in the form of 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 at 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 2019, the cash investments amounted to \$10.6 million (\$6.4 million at 30 June 2018). During the 2018/19 financial year PCFA benefited from investment income of \$0.1 million (\$0.1 million in 2017/18).**

**Fundraising costs \$2.3 million, or 18% of fundraising and grant income.**

PCFA endeavours to control costs and benefit from donated goods and services whenever possible. Direct fundraising costs were \$2.3 million or 18% of fundraising and grant income (\$2.4 million or 18% of fundraising and grant income in 2017/18).

**Future commitments to research grant funding and Prostate Cancer Specialist Nursing Program of \$8.8 million.**

At 30 June 2019, the future commitments to research grant funding and to the Prostate Cancer Specialist Nursing Program amounted to \$2.3 million and \$6.5 million respectively (\$3.8 million and \$8.5 million respectively at 30 June 2018).

# We sincerely thank all donors and supporters who generously made a contribution during 2018/19.

## Distribution of fundraising and grant income in 2018/19

Income	Income (\$M)	% of Income
Major events	1.4	11%
Community fundraising	3	25%
Government & other grants	4	32%
Corporate donations	1.3	10%
Direct mail	1.2	10%
Donations	0.9	7%
Trusts & foundations	0.4	3%
Major gifts	0.2	1%
	<b>12.4</b>	<b>100%</b>

## Allocation of expenses in 2018/19

Expenses	Expenses (\$M)	% of expenses
Research grants	2.2	16%
Specialist nursing program	4.5	33%
Direct fundraising expenses	2.3	17%
Administration employee benefit expenses	1.6	12%
Direct awareness activity expenses	0.5	4%
Direct support group expenses	0.6	4%
Other operating expenses	1.8	14%
	<b>13.5</b>	<b>100%</b>

# FINANCIAL HIGHLIGHTS 2018/19

## Financial Position as at 30 June 2019

Balance sheet	Amount (\$M)
Assets	11.2
Liabilities	9.0

## Trend Tables (\$M)

	2018/19	2017/18	2016/17
<b>Income</b>			
Government & other grants	3.9	2.4	1.8
Fundraising	8.5	10.8	10.3
Other revenue	1.3	0.9	0.7
<b>TOTAL INCOME</b>	<b>13.7</b>	<b>14.1</b>	<b>12.8</b>
<b>Expenses</b>			
Administration employee benefit expenses	1.6	1.6	1.7
Direct fundraising expenses	2.3	2.4	2.0
Direct support group expenses	0.6	0.4	0.6
Research grants	2.2	3.7	3.4
Specialist Nursing Program	4.5	2.9	0.4
Direct awareness activity expenses	0.5	0.7	1.0
Other Operating Expenses	1.8	2.0	1.8
<b>TOTAL EXPENSES</b>	<b>13.5</b>	<b>13.7</b>	<b>10.9</b>
<b>NET CURRENT YEAR SURPLUS/DEFICIT</b>	<b>0.2</b>	<b>0.4</b>	<b>1.9</b>
<b>Total Equity as shown on Balance Sheet</b>	<b>2.2</b>	<b>2.9</b>	<b>2.5</b>

**With your support we will  
continue our promise of a  
bright new quest for prostate  
cancer survivors of today  
and tomorrow.**



# YOUR SUPPORT ENABLES US TO DELIVER LIFE-SAVING RESEARCH, AWARENESS AND SUPPORT.

Together we can reduce  
the burden of prostate  
cancer on Australian men  
and the community.

Please help us make a difference –  
donate via [pcfa.org.au](http://pcfa.org.au) or call us on  
1800 22 00 99.

If we can assist you or a man in  
your life – please reach out.

ABN: 31 521 774 656



Prostate Cancer  
Foundation of Australia

