



Prostate Cancer
Foundation of Australia

Annual Report 2019-20



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Chairman & CEO's Report

In 2019-20 we set our sights on new horizons for Australian men and families impacted by prostate cancer, vowing to grow our knowledge and funding to improve survivorship outcomes and make a difference at the local level, Australia-wide.

We are proud to report on our progress.

Against the odds of a global pandemic, our financial performance for 2019-20 resulted in an operating surplus of \$876,613, reflecting strong demand for our services and a high level of community confidence in our work. Importantly, we dedicated more than \$2 million game-changing prostate cancer research and delivered life-changing care and support to over 12,000 new patients via our Prostate Cancer Specialist Nursing Service. We also distributed 14,000 information brochures to men, their families, and the community, improving understanding of prostate cancer and its impacts.

Major achievements this year included the announcement of 25 new Prostate Cancer Specialist Nurses to be recruited in new locations around Australia in 2020-21, and 15 new nurses in 2021-22, thanks to confirmation of \$23 million over three years in funding support for Prostate Cancer Specialist Nurses from the Federal Government. These nurses complement our community-funded nurses and will increase the total number of Prostate Cancer Specialist Nurses in the community from 48 to 90 by 2022. Notably, 43 per cent of our nurses are in regional areas, helping to address lower survival rates in regional areas of the country. We are pleased to have resounding community and cross-party support for our Prostate Cancer Specialist Nurses, who have established a world-leading reputation for service excellence.

This year we also surpassed a significant milestone in the growth of our Online Community, celebrating 5,000 members who are part of a strongly connected peer support network that grows each day.

On the ground, our Prostate Cancer Support Group Network continued to play a vital role in our work, providing a connection with the community that only those with a lived experience of prostate cancer can provide. Network Members worked every day to fight the disease in their own towns, serving as powerful advocates for our cause and engaging others in our mission.

In response to the COVID-19 pandemic, we rapidly mobilised support for Australian men and families living with prostate cancer, providing access to Prostate Cancer Specialist Nurses via telehealth consultations, and dispatching real-time medical information and updates to support our community during one of the toughest periods in Australia's history.

An emergency appeal in May helped to raise over \$500,000 for PCFA to establish a new Telenursing Service, which will be launched in early 2021. This much-needed service will provide men and families with expert care and information, wherever they live in Australia.

Survivorship continued to be a core focus of PCFA's work, with 229,000 men alive today after a diagnosis of prostate cancer. During the year, we brought together a multi-disciplinary expert panel to better understand the nature of prostate cancer survivorship in the Australian context. Importantly, our findings emphasised the urgent need for survivorship care that encompasses the health and wellbeing of men from the point of diagnosis onwards, recognising the physical, psychosocial, spiritual and economic impacts of cancer, which can be long-lasting.

Arising from this research, we developed the Prostate Cancer Survivorship Essentials Framework to provide guidance to policy makers, clinicians, health care workers, and the community. This work will be ongoing in 2020-21 and into the future.

Each of these accomplishments were made possible by the articulation of a new set of strategic priorities, PCFA's Blue Sky Vision. The vision provides us with a compass to guide our contribution and mission, identifying three strategic focus areas which are deemed to be of greatest importance to our work in the community:

1. To be Australia's leading charity fund for Australian-based prostate cancer research.
2. To protect the health of existing and future generations of men in Australia.
3. To improve quality of life for Australian men diagnosed with prostate cancer and their families.

Each focus area aligns with operational activity across the pillars of PCFA's mission – these being research, awareness, and support. The statement also embraces refreshed wording of the Vision and Mission, laying out a bold target to eliminate avoidable deaths from prostate cancer in our lifetime, while ensuring the highest quality of support and care is available to those affected.

This target recognises the unmistakable centrality of the community to our work, acknowledging our founders and heritage, reaffirming our ongoing commitment to a proud tradition of grassroots advocacy and engagement.

To our volunteers, supporters, sponsors, fundraisers, donors, corporate partners, and collaborators – thank you for growing our impact.

To our Support Network Members – thank you for being our voice in the community.

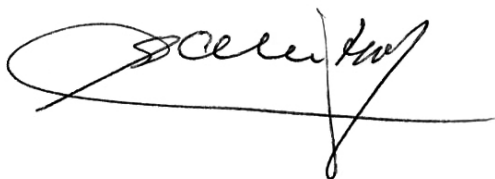
To our Prostate Cancer Specialist Nurses – thank you for your tireless dedication to supporting men and families through their darkest hours.

To our National and State Board Members and PCFA staff – thank you for enabling us to deliver on the mission.

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 Mr Dennis 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.

Ultimately, PCFA's Blue Sky Vision is all about people. When one of our fathers or sons gets prostate cancer, we need to be there. And we need to inspire others to help us defeat this disease.

16,741 Australian men will be diagnosed with prostate cancer this year, and 3,152 will die of the disease. Our work is dedicated to them.



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National Chairman



Professor Jeff Dunn AO
Chief Executive Officer



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His Excellency The Honourable Kim Beazley AC, Governor of Western Australia



Thank You

During the year we received support from thousands of people, including fundraisers, corporate partners, community groups, foundations, and extraordinary individuals who left a legacy to Prostate Cancer Foundation of Australia in their Wills. [We thank you.](#)

These incredible organisations and groups provided significant support for our work:

