



Breast
Cancer
Network
Australia
1998 – 2018

IMPACT STATEMENT/
ANNUAL REPORT 2018

CELEBRATING 20 YEARS

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BCNA is there for Australians affected by breast cancer.

We strive to help people feel less alone during their treatment and beyond. We support, inform, represent and connect people and our vision is a better journey for all Australians with breast cancer.

DID YOU KNOW?

AN AVERAGE OF 8 PEOPLE WILL DIE FROM BREAST CANCER.

TODAY

50

Australians will be diagnosed with breast cancer.

THIS YEAR



18,087 women

&

148 men



will be diagnosed with breast cancer.

About **3,128** women and **28** men will die from breast cancer.

Breast cancer is the most common cancer diagnosed in Australian women – their risk of being diagnosed by age 85 is



The number of women and men being diagnosed with breast cancer in Australia is increasing

1 IN 8



AUSTRALIA HAS ONE OF THE BEST BREAST CANCER SURVIVAL RATES IN THE WORLD. INCREASING SURVIVAL IS DUE TO EARLIER DIAGNOSIS AND THROUGH SCREENING AND IMPROVED TREATMENTS.

MESSAGE FROM CHAIR



2018 marks the 20th anniversary since the founding of Breast Cancer Network Australia by Lyn Swinburne AM in 1998.

BCNA, and breast cancer treatment and care, have come a long way in those 20 years and, as Chair of the BCNA Board, I have much pleasure in thanking and congratulating all those who have made a contribution.

2018 has seen many achievements.

In June, BCNA released its landmark *State of the Nation* report at Parliament House, Canberra. In what is the biggest study of its kind, the *State of the Nation* report is the culmination of two years' work gathering information from more than 15,000 Australians affected by breast cancer about their access to treatment and care. It highlights what it means to receive the best possible care. The report identified some great improvements – including increasing survival rates and the adoption of patient-centred care – but found a concerning disparity of care still exists across the country. The report will provide the backbone for BCNA's advocacy work for years to come.

In August, we held two conferences in Melbourne – the Plan B Survivorship conference for people diagnosed with early breast cancer, and the Plan C conference for those with metastatic breast cancer. More than 500 people attended the two conferences and, in a first for BCNA, the Plan B Conference was live-streamed across Australia. This allowed us to extend the reach and provides a model for growing our online presence in coming years.

Also in August, and coinciding with the conferences, the fifth *Field of Women* was held at the Melbourne Cricket Ground (MCG). More than 12,000 breast cancer survivors, family members and friends gathered on the MCG to form the symbolic shape of the BCNA Pink Lady. As is usual for Field of Women events, it was a moving ceremony which brought moments of both joy and reflection to those present. I acknowledge the long-standing partnership BCNA has with the Melbourne Football Club and the AFL, which allows us to bring this event to life.

In October, we were excited to launch our new My Journey online tool. This digital tool will replace the My Journey Kit as the cornerstone of our information for all people with breast cancer. It provides breast cancer information that is tailored to a person's individual needs, including the type of breast cancer they have, the stage of their breast journey and demographics such as age and location. The tool will continue to be developed over coming years and its potential is only capped by our imaginations.

Finally, I would like to acknowledge the leadership provided by CEO Christine Nolan, who retired in February after three years in the role. Over that time, Christine oversaw a number of significant advocacy successes and an expansion of BCNA services, including transforming BCNA's call centre into a true helpline. We wish Christine well in her retirement. The BCNA Board was thrilled to appoint long-term BCNA staff member Kirsten Pilatti as the new CEO.

BCNA has made a significant impact on the lives of people living with a breast cancer diagnosis over the last 20 years. This progress has been driven by our network of consumers, health professionals and government and having the strength to speak out.

“

It is an incredible honour for me to lead BCNA. We have a wonderful 20 year legacy which I will build on, while working to meet the changing needs of those affected by breast cancer. I want to continue to be the trusted source of information and support for those who need us while being bold and strong in our voice to affect change.”

– Kirsten Pilatti, BCNA CEO

SECTION ONE

ADDRESSING INEQUITY

One

OUTLINING BEST POSSIBLE CARE

BCNA's trailblazing *State of the Nation* report, the result of almost 15,000 members sharing their breast cancer experiences, plus interviews with health professionals, showed treatment and care have improved greatly in the past 20 years but key gaps remain.

The culmination of an 18-month project – the largest Australian study of its kind – the report was launched by Federal Health Minister, the Hon. Greg Hunt, at Parliament House in Canberra in June.

Among the gaps the report outlines, are:

- a shortage of breast care nurses, particularly for those with metastatic breast cancer
- disparities of care and poorer survival rates for those in rural, regional and remote areas
- the financial burden of breast cancer, particularly for those in the private health system
- a lack of access to allied care providers, such as psychologists, lymphoedema practitioners, physiotherapists and social workers
- poor communication and information from some doctors about out-of-pocket costs, fertility treatment options, clinical trials and follow-up care
- extra challenges for some groups diagnosed with breast cancer, including young women and Aboriginal and Torres Strait Islander people
- waits of up to five years for breast reconstruction surgery in Far North Queensland
- stories of being dismissed by GPs as “too young to have breast cancer” if aged under 40.

The *State of the Nation* report provides a blueprint for BCNA's work for years to come.

View the report via the BCNA website:

bcna.org.au/about-us/advocacy/research-reports/state-of-the-nation-report



“

It is clear that BCNA's mission is as relevant now as it was in 1998 when we were founded. We will not stop until every woman or man diagnosed with breast cancer receives the very best treatment, care and support possible.”

– Kirsten Pilatti, BCNA CEO

two

ADDRESSING THE GAPS

The report's launch led to national media coverage about BCNA and its services, and strengthened relationships with senior government ministers and opposition members of Parliament. It also drew recognition from other cancer organisations, creating opportunities for collaborations on key recommendations, such as out-of-pocket costs and lymphoedema services.

Responding to the report, Health Minister the Hon. Greg Hunt announced three Government commitments:

- I. Bill shock to be reduced by the establishment of a government web portal to help people understand out-of-pocket costs for common breast cancer tests and treatments.
- II. A promise to list on Medicare any breast cancer tests and treatments recommended by the Medical Services Advisory Committee.
- III. To work with state and territory governments to improve access to lymphoedema compression garment subsidies and create a national standard.



three

INFLUENCING POLICY MAKERS

BCNA regularly makes submissions to government bodies and reviews government decisions and initiatives, responding when appropriate.

Announced in the 2018 Federal Budget, we were instrumental in influencing the fast approval of the PBS listing of ribociclib (Kisqali) for first-line treatment of metastatic breast cancer.

Following lobbying by BCNA, the Federal Government also announced that an item number would be created and fast tracked for 3-D mammography, allowing women to receive a Medicare rebate for this screening.

four



COMBATTING BILL SHOCK

For many years BCNA has been advocating for reduced out-of-pocket costs for people diagnosed with breast cancer. In 2018, working closely with the Consumers Health Forum of Australia, and together with other organisations including the Australian Medical Association – we raised concerns about the issue of ‘bill shock’ – the high, often unexpected out-of-pocket costs Australians affected by breast cancer pay for their treatment and care.

In 2018, BCNA collaborated with Cancer Council Australia, the Prostate Cancer Foundation and CanTeen to develop an ‘Informed Standard of Financial Consent’. The standard asks health professionals to advise upfront on fees and charges, so that people can determine the out-of-pocket costs they would incur before making decisions about their treatment and care.

We provided a submission to the Federal Government’s inquiry into the private health insurance reform measures, with the focus on the ways that proposed changes would affect the cost of breast cancer treatment. In the submission, BCNA welcomed the news that breast reconstruction surgery would be included in bronze level health insurance policies. However, we called for the introduction of a special category for radiotherapy treatment, including out-patient delivered services, to be included in health insurance policies.

five

TAKING ON DELAYS FOR BREAST RECONSTRUCTION SURGERY

The *State of the Nation* report identified an unacceptable level of delay for breast reconstruction surgery in Far North Queensland. BCNA was concerned that women had been waiting for many years for surgery. The stories collected as part of the *State of the Nation* report, of feeling disfigured by mastectomy surgery and then waiting upwards of five years for reconstructive surgery, highlighted significant flaws in service provision and referral pathways, particularly affecting regional and remote areas.

BCNA worked closely with the Queensland State Government and Queensland health services to increase the financial investment into breast reconstruction, to ensure greater access for the women of Far North Queensland.

SECTION TWO

THE WORK WE DO

is

DELIVERING ON OUR MISSION

In 2018, we continued the delivery of our key services to people impacted by breast cancer.

- Our free telephone Helpline, the first point of personal connection with BCNA for those seeking information and support, received over 1,000 calls each month. The number of calls increases year on year and callers include people diagnosed with breast cancer as well as partners, family members, friends and colleagues. The Helpline team provides understanding, guidance and personalised information plus referral to other resources. The nature of calls received helps shape our advocacy and programs.
- In 2018 we debuted our new-look *The Beacon* magazine, which now incorporates The Inside Story which was dedicated to people with metastatic cancer.
- BCNA distributed 13,243 My Care Kits free of charge to women who had breast cancer surgery in 2018. The kits, which contain a specially designed Berlei bra and soft forms plus information to help recovery, are a special gift at a challenging time.
- Calls were made to breast care nurses to explore local issues affecting people with breast cancer and build on our knowledge base from the *State of the Nation* report.

“

Thanks so much for the opportunity to chat. It was just what I needed! You reinforced that I am not alone and that I was being completely logical in my thought process!”

– Helpline caller



“

When we speak to people living with metastatic breast cancer they tell us they feel overlooked or invisible and their disease is largely misunderstood. To address this, the refreshed Beacon will better represent all of our members by including content about metastatic breast cancer.”

– Kirsten Pilatti, BCNA CEO

CONNECTING THE COMMUNITY

We delivered 15 metropolitan and regional forums in 2018, providing information for almost 1,600 people diagnosed with breast cancer and their supporters. These forums have been attended by well over 18,000 people since they began in 2004.

Our Plan B Survivorship conference sought to deliver information and practical tips to help participants to live well beyond breast cancer, while our concurrent Plan C Survivorship conference provided a space for people living with metastatic breast cancer. More than 400 people attended the Plan B conference, representing a diverse cross-section of the Australian community. Around 90 people were able to attend the Plan C conference, which was driven by the family of active BCNA member and Community Liaison, Marie Pandeloglou.

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The forum was unbelievably helpful and I thoroughly enjoyed every moment of it. The information and support was great, and made me realise I am not alone.”

**-Forum attendee,
Kate**



eight

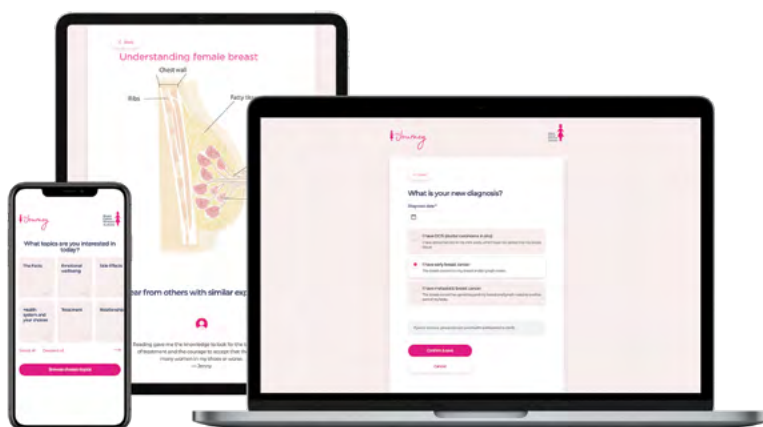
BROADENING OUR IMPACT

We increased the reach and impact of our face-to-face events by offering live-streaming of key events, including the Plan B Conference and Young Women's Conference. As well as providing national reach, our live-streamed events have served as resources for people who choose to view the content on-demand. The live stream of our Plan B conference saw 404 views both live and on-demand, while our Young Women Conference saw 107.

We also ran our first webcast: 'Just diagnosed: what's next?' with 713 people tuning in live and on-demand to receive practical tips about the information needed to get through a breast cancer diagnosis, as well as guidance on how to make the best treatment decisions.

In 2018, we launched our online work and breast cancer hub; extending our services beyond only those diagnosed with breast cancer. The hub provides tailored content for the people managing breast cancer patients, people who are colleagues of someone with breast cancer or self-employed people with a breast cancer diagnosis.

In October, we also soft-launched the digital version of the *My Journey Kit*, our My Journey online tool. The My Journey online project has been overseen by an expert, multidisciplinary advisory group and includes the most evidence-based, up-to-date information available.



PEER TO PEER SUPPORT

Our Online Network is just one example of how BCNA changes peoples' lives. Available 24/7, it is a popular support community and demonstrates how vital peer to peer connection is for people living with a breast cancer diagnosis.

In 2018, we reached a total of 19,095 people who had joined the Online Network since its launch in 2010. With members across Australia, an average of 573 people logged in per month and 224 of them posted; with many members preferring to read the content rather than post.

The Online Network is a vibrant and active community, with discussions ranging from newly diagnosed, survivorship, metastatic breast cancer, test treatments and side effects and supporting someone living with breast cancer.

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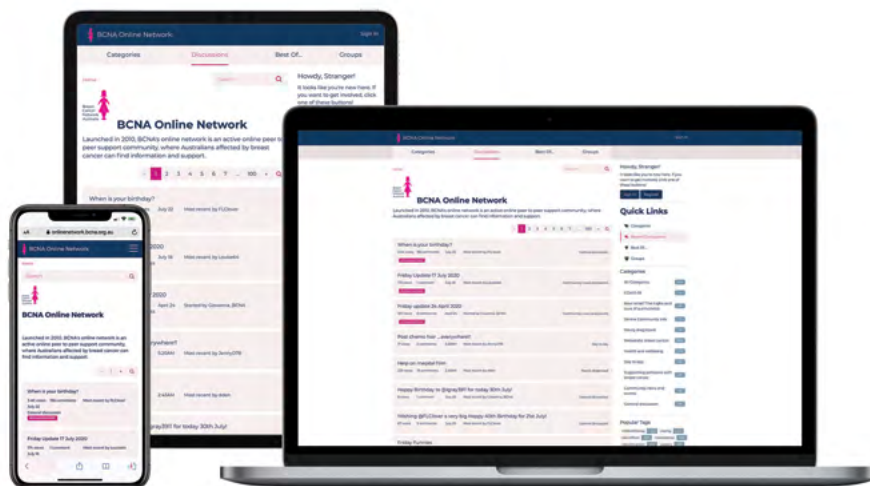
Our Online Network is an important resource for those affected by breast cancer; providing a safe and inclusive space for sharing experiences and finding information, support and most importantly, understanding.”

- Marianne Tome, BCNA's member service manager

“

Breast cancer diagnosis is a shock and sends you reeling. This site has been a lifesaver as far as helping me to cope with the diagnosis and treatment and being able to ask for information from those who have/are going through it. Ask your questions, vent your rage, reach out for understanding, enjoy the laughs.”

- Online Network user



SECTION THREE

REPRESENTING ALL AUSTRALIANS

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SPEAKING UP FOR YOUNG WOMEN

Each year, around 850 women under age 40 are diagnosed with breast cancer.

We ran our Young Women's Think Tank in June, bringing together a diverse group of 18 young women from every Australian state and territory, with diagnoses ranging from Ductal Carcinoma In Situ (DCIS) to metastatic breast cancer. During the half-day Think Tank, the women discussed the challenges that they face and ways that BCNA could better connect with young women to help manage these challenges.

It revealed the top unmet needs for women under 40 were mental health care, sensitivity from health professionals, preserving fertility during treatment and financial support.

In October, we ran our Young Women's conference, seeking to provide young women with an opportunity to learn more about the information and support that is available to younger women with breast cancer, and to connect with other young women to feel less alone. Sixty-five young women, their partners and friends, attended the conference.

Out of the Think Tank, BCNA has formed a Young Women's Advisory Group that will work to continue to improve the way we engage with young women who have been diagnosed with breast cancer.



“

I just wanted to say thank you so much for organising the Think Tank and inviting me to be a part of it. It was an amazing experience and being so fresh to the cancer experience, it personally helped me a lot. I hope I was able to help BCNA too, I know all the other young women there had some very important insights.”

– Think Tank participant, Alice

eleven

CONSULTING ON UNIQUE NEEDS

We continued our practice of consulting closely with BCNA members and health professionals to ensure we acutely understand the distinct needs of a person living with a metastatic breast cancer diagnosis. Through forums, the Online Network, Helpline calls, information sessions and surveys, we seek to understand the barriers and challenges to accessing services that people with metastatic breast cancer face.

We produced two new booklets for people with metastatic breast cancer – *Planning Ahead* and *When Someone You Love has Metastatic Breast Cancer*.



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UNDERSTANDING SPECIFIC CHALLENGES

BCNA joined forces with community health organisation ACON, Cancer Council NSW, CanTeen, the National LGBTI Health Alliance, Prostate Cancer Foundation of Australia, Western Sydney University and others in a project to explore the experiences of cancer survivorship and care among members of the LGBTIQI community. The project will examine the perspectives of cancer survivors, their carers and professional stakeholders to inform targeted patient and carer resources and recommendations for cancer care policy and service delivery.

In order to expand the reach of our messaging, we worked with culturally and linguistically diverse local communities to understand their specific challenges following a breast cancer diagnosis. We translated a range of our key resources into Macedonian and Serbian and worked with the community and a network of health professionals to distribute the resources. This work bolstered our existing suite of information available in many languages.

CULTURALLY WELCOMING

In 2018, we established our Aboriginal and Torres Strait Islander Advisory Group. This group gave a moving Welcome to Country at our Field of Women event held in Melbourne in August, featuring the possum skin cloak that was made in 2017 through a project BCNA hosted in conjunction with Peter MacCullum Cancer Centre.

BCNA-funded weaving workshops for Aboriginal and Torres Strait Islander women diagnosed with breast cancer led to an installation being gifted to Brisbane's Mater Hospital. On display in the oncology ward, it creates a culturally welcoming space.

In addition, BCNA provided 23 bursaries to enable Aboriginal and Torres Strait Islander women to attend the Plan B Survivorship conference.



SECTION FOUR

OUR PEOPLE AND SUPPORTERS

fourteen

TAKING A SEAT AT THE TABLE

BCNA's Seat at the Table program trains and supports people who have been diagnosed with breast cancer to work as consumer representatives with breast cancer researchers, advisory committees, policy makers and service providers across Australia, ensuring that the diverse views, needs and experiences of people affected by breast cancer are taken into account in decision making.

BCNA Consumer Representatives represent the views and experiences of hundreds of thousands of women who have gone through, or will go through, the challenges of breast cancer.

In 2018, BCNA Consumer Representatives sat on a range of committees, including Cancer Australia's Breast Cancer Advisory Committee, and contributed to funding applications and research projects. These include a project aimed at optimising the early detection of breast cancer and a study assessing patient reported outcome measures in women with breast cancer.

In addition, BCNA's Strategic Advisory Group informs and supports our work on behalf of women and men and their families. The group is made up of health professionals who work in a wide range of cancer-related fields. BCNA thanks the members for their ongoing support: Dr Mustafa Khasraw, Dr Gillian Lamoury, Assoc Prof Michael Penniment, Prof Andrew Spillane, Dr Susan Fraser, Assoc Prof Meagan Brennan, Ms Kerry Patford, Prof Phyllis Butow, Prof Jane Turner, Assoc Prof Wendy Raymond, Dr Vivienne Milch, Dr Magda Simonis, Prof Fran Boyle, Prof Christobel Saunders, Prof Bruce Mann and Prof Dorothy Keefe.



“

Having been involved for many years, I have found the interaction I have had with BCNA, research projects and media etc very rewarding. I have always been treated with respect, and am proud to be a consumer rep for BCNA.”

- BCNA Consumer Representative

fifteen



AMPLIFYING OUR WORK

2018 saw BCNA partner with some prominent Australian and international personalities to spread the word about breast cancer.

Brisbane Lions AFL star and BCNA Pink Sports Day Ambassador Jarrod Berry, along with his brothers and mates, raised more than \$53,000 for BCNA by shaving their heads in memory of Jarrod's late mother, Jedda Berry.

Hugh Greenwood, Adelaide Crows AFL player, joined the ranks of our BCNA Pink Sports Day Ambassadors and wore pink laces on his footy boots to raise awareness of breast cancer.

Sole survivor of the 1997 Thredbo landslide, Stuart Diver, became an ambassador for BCNA after his second wife, Rosanna, died from breast cancer. Stuart spoke at our 2018 Pink Lady Luncheons in Sydney and Brisbane.

In 2018, long-time BCNA supporter Berlei partnered with international tennis legend Serena Williams to record her own version of the Divinyls' hit song 'I Touch Myself' to encourage early detection of breast cancer.

sixteen

THOSE WHO GIVE BACK

Over 30 volunteers supported BCNA's work in 2018, helping with major events such as the Field of Women and other projects including the Work and Breast Cancer project, health professional engagement and fundraising efforts.

We held our inaugural Thank You Day for our key volunteers – calls were made to 445 women to thank them for their hours of volunteering to help those diagnosed and living with breast cancer.



“

Volunteers bring a wonderful energy and passion to BCNA. We would be lost without the vital contribution of our volunteers who help us in the office and during events.”

– Carissa McQualter, member services officer, BCNA



“

I volunteer at BCNA because having received their support during my own breast cancer journey, I want to ensure all those diagnosed and their families have access to the same support information that I was fortunate enough to have.”

– Maree, BCNA volunteer



seventeen

YOU ARE NOT ALONE

In what was a spectacular and moving event, almost 12,000 breast cancer survivors, family members and friends formed the shape of the Pink Lady silhouette on the Melbourne Cricket Ground for our fifth Field of Women event. This event aims to visually represent the more than 18,000 Australians expected to be diagnosed with breast cancer in 2018. Held prior to the Melbourne vs Sydney AFL match on 12 August and available to view live on Facebook, the Field of Women provided a national platform for breast cancer awareness and highlighted the important voice and support provided all Australians affected by breast cancer by BCNA. A daytime event in 2018 after previous night time Fields enabled a family festival to be incorporated in the gardens surrounding the MCG and saw a significant increase in attendance and participation by families and children this year.

Inspirational speakers included two-time breast cancer survivor Jo Francis and BCNA CEO Kirsten Pilatti. A solemn silence replaced the usual stadium cheering as loved ones were honoured and remembered. A hauntingly beautiful rendition of 'I'll Stand By You' was performed by Bonnie Anderson as a flying pink lady attached to a giant heliosphere balloon passed over the crowd, floating through the air and reaching down towards the group. The balloon symbolised the important support and reach of BCNA.

“

For women, men and families affected by breast cancer, the Field is an opportunity to come together and stand together, show their support for others affected, reflect on their own journey and remember and pay tribute to those they may have lost. Participating in a Field of Women is an incredibly moving experience and for many survivors and families affected, has become a rite of passage and an event to look forward to being a part of.”

- Carmen Mullenger, BCNA's project manager for Field of Women 2018

INVESTMENT IN OUR WORK

Key government funding announcements in 2018 included:

- The Federal Government announced BCNA would receive \$430,000 to enable us to continue our Seat at the Table program. The Program trains individuals diagnosed with breast cancer to represent the broad views, needs and experiences of people affected by breast cancer.
- The Queensland Government and Queensland Health increased investment in Far North Queensland to address the long waiting periods for breast reconstruction.

We thank Cancer Australia for its ongoing commitment to supporting the needs of men and women with breast cancer, particularly those in rural and regional areas, with funding provided to BCNA through the Supporting Women in Rural Areas Diagnosed with Breast Cancer program.

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FUNDRAISING: THE HIGHLIGHTS

Thank you to our major partners and supporting partners for their continued and wonderful support. Our foundation partner is Bakers Delight and our major partners are Berlei, Sussan, Red Energy and Australian Paper (Reflex). We are fortunate to also have support from other partners who make significant donations, and supporters and product partnerships, plus many individuals who make generous donations.

Special fundraising events in 2018 included:

- The Sydney and Brisbane Pink Lady Luncheons were sold out. These significant events include long-term supporters and generate new contacts for BCNA.
- BCNA CEO Kirsten Pilatti, Board deputy chair Michael Happell and corporate supporters took part in the inaugural BCNA CEO Outback Challenge; trekking the Larapinta Trail in Alice Springs.
- Alliance Airlines' Hangar2Hangar cycling challenge saw 15 Alliance Airlines staff members complete a 430km bike ride through North Queensland to raise \$63,000 for BCNA.
- More than 6,000 women and girls took part in the third Carman's Women's Fun Run. The Catani Gardens in St Kilda, Victoria, shone with pink and black t-shirts and bright pink tutus. The event raised more than \$207,000.
- The 14th annual Bakers Delight Pink Bun campaign raised more than \$1.5 million in just three weeks.





twenty

CELEBRATING TWENTY YEARS

Two decades of supporting and advocating for Australians with breast cancer were celebrated with special functions during the year.

In April, Victorian Governor the Honourable Linda Dessau AC hosted a reception at Government House marking the beginning of the celebrations. BCNA founder Lyn Swinburne AM, Victorian Health Minister Jill Hennessy, Olympic legend, breast cancer survivor and BCNA ambassador Raelene Boyle AM MBE, the BCNA board, CEO and supporters and volunteers, were among those who attended.

The South Australian Governor the Honourable Hieu Van Le AC also hosted an event at Government House, Adelaide, to pay tribute to BCNA's South Australian volunteers.

In October, Breast Cancer Awareness Month, BCNA hosted a special tribute event replicating the inaugural Field of Women in 1998, with a mass planting of pink lady silhouettes on the lawns of Old Parliament House in Canberra. This was attended by Members of Parliament including Treasurer Hon. Josh Frydenberg, Shadow Minister for Health Catherine King and the Hon. Greg Hunt. An information forum for our members in the ACT and surrounds was held in Old Parliament House.

BOARD MEMBERS



KATHRYN FAGG
Chair

Kathryn is a member of the board of the Reserve Bank of Australia and Note Printing Australia, as well as three ASX-listed company boards – Boral, Incitec Pivot and Djerriwarrh Investments. In addition, she is president of Chief Executive Women, chairman of the Melbourne Recital Centre and is on the board of the Australian Centre for Innovation. She is a former chairman of Parks Victoria. As a Fellow of the Academy of Technology and Engineering, she chairs the Industry and Innovation Forum. Prior to becoming a nonexecutive director, Kathryn enjoyed an extensive senior executive career in banking, manufacturing and logistics across Australia, New Zealand and Asia, after commencing her career as a petroleum engineer with Esso Australia and working as a management consultant with McKinsey & Co. She was awarded an honorary doctorate in engineering by the University of Queensland and in business by the University of New South Wales. Kathryn was diagnosed with inflammatory breast cancer in 2012.



MICHAEL HAPPELL
Deputy Chair

Michael is an independent non-executive director. His current directorships include the Melbourne Cricket Club (Vice President), Supra Capital Pty Ltd (Chairman), MyProsperity Pty Ltd and Arctic Intelligence Pty Ltd. Previously Michael was a partner at PwC for 24 years. He was Chairman of PwC Australia and a member of the PwC Global Board. Other former directorships include Scotch College and Lauriston Girls School. Michael has three daughters and is married to Tatty, who is a breast cancer survivor.



RAELENE BOYLE, AM MBE

Raelene represented Australia in track and field at three Olympic Games. She won three Olympic silver medals, seven Commonwealth gold medals and two Commonwealth silver medals. In 1974, Raelene was made a Member of the Order of the British Empire (MBE) in recognition of her outstanding sporting achievements. She was made a Member of the Order of Australia in 2007, in recognition of her work with cancer organisations, particularly BCNA. In 2013, she was named in Australia's Top 100 Sportswomen of All Time. Raelene is one of the National Trust's 100 Living Treasures, a member of the Australian Track and Field Hall of Fame and one of the Sport Australia Hall of Fame's 39 Legends of Australian sport. Raelene was diagnosed with breast cancer in 1996.



PROFESSOR BRUCE MANN

Bruce trained as a surgeon in Melbourne and then as a breast specialist at Memorial Hospital in New York. He came back to Melbourne in 1998 as a consultant surgeon, and was appointed Director of the Breast Service at Royal Melbourne and Royal Women's Hospital in 2007, and Director of the Breast Tumour Stream of the Victorian Comprehensive Cancer Centre in 2015. He has been active in many organisations, including Cancer Australia, the Royal Australasian College of Surgeons, the Clinical Oncological Society of Australia, and Breast Cancer Trials. His interests relate to systems for optimal breast cancer care and research to tailor the extent of breast cancer treatment to the individual patient.



MEGAN JAMES

Megan is the Chief Executive Officer at Australian Data Centres. She has an Advanced Diploma of Marketing in business and marketing. She has worked in IT since 1998, with her experience covering software, hardware, storage and the data centre market. Megan has a passion for starting new businesses, seeing them evolve and setting future strategic directions. Her current role involves providing solutions to the Australian Government and commercial enterprises with a key interest in technology and security. She moved to Canberra in 2014 to give the business a greater focus. Megan has a passion for health and wellbeing and is involved with her children in AFL, swimming and athletics. Megan was diagnosed with breast cancer in 1996 and again in 2012. She also sits on the Board as Vice President for Women in IT and Communications.



PROFESSOR JACINTA ELSTON

Jacinta is an Aboriginal woman from Townsville who has worked in Aboriginal and Torres Strait Islander health in higher education for more than two decades. In her current role, she is Pro Vice-Chancellor (Indigenous) at Monash University. Jacinta was diagnosed with breast cancer in 2003.



PROFESSOR DOROTHY KEEFE PSM

Dorothy is a medical oncologist living in Adelaide. She has a longstanding research interest in gut toxicity from cancer treatment, which has broadened over the years into an interest in supportive care in cancer more generally. Dorothy has a keen interest in patient advocacy and so BCNA is a beloved organisation for her. She brings to the Board her medical and research knowledge, as well as her system reform and leadership skills.



DEBBIE SMITH

Debbie has been a partner with PwC for more than 10 years. She is the Managing Partner for Queensland, leading a team of 700 people. She has an extensive background in audit and governance, and works with organisations in the public and private sectors. Debbie also sits on the Board of St Margaret's Anglican Girls School. She has two children and is a breast cancer survivor.



LISA MONTGOMERY

With almost 35 years experience in the consumer lending and finance sectors, Lisa Montgomery is a respected leader, commentator and consumer advocate within the Australian financial services industry. Lisa has held chief executive roles in both public and privately held companies and is a regular host of Sky News Business Channel's Your Money, Your Call where she appears as a consumer finance and property specialist. In 2012, Lisa was diagnosed with breast cancer and subsequently retired from her role as Chief Executive Officer of Resi Mortgage Corporation. She continues to enjoy her 'encore' career as a strategic business adviser, finance specialist and passionate public speaker. She is a foundation committee member of the Sydney chapter of the Hunter Medical Research Institute (HMRI) and also holds the role of Senior Counsel at Finder.com.au.



CLARE POWER

Clare has been a partner with PwC for more than 10 years. She is Assurance Partner in the Melbourne office, with a focus on risk, controls and governance. She is the lead Internal Controls partner across a number of major Australian companies. Clare has three sons and balances work with family. She is a member of the St Kevin's College Toorak Audit Committee. Clare lost her mother to breast cancer and prior to having children volunteered at the Peter MacCallum Cancer Centre in Melbourne.



PROFESSOR FRAN BOYLE, AM

Fran is a Professor of Medical Oncology at the University of Sydney and is involved in the care of women with breast cancer at the Mater Hospital in North Sydney, and in teaching and research. She is also the Medical Director of the Pam McLean Communications Centre at the University of Sydney, training health professionals in better communication. Fran is a member of the Scientific Advisory Committee of Breast Cancer Trials and represents Australia and New Zealand on the Board of the International Breast Cancer Study Group. In 2008, Fran was appointed as a Member of the Order of Australia for her contributions to breast cancer research, policy, education, advocacy and care.

PATRON

THE HONOURABLE DAME QUENTIN BRYCE, AD CVO

I've watched this very special organisation go from strength to strength across the past two decades. From supporting an individual through her own journey, to advocating for change on behalf of many thousands, Breast Cancer Network Australia has made an incomparable difference in the lives of women with breast cancer.



FINANCIAL REPORT 2018

Our financial performance improved significantly as a result of restructuring in late 2017 and again in 2018.

BCNA's operations for the 2018 year resulted in a deficit (before comprehensive income) of \$199,625, compared with 2017 deficit of \$1,287,919. No income tax is payable.

Due to a continued increase in the numbers of people diagnosed, the demand for BCNA's support and services continued to grow, as did the need for our advocacy and policy to support those affected by breast cancer. Through our *State of the Nation* report, we strengthened our advocacy work, advocating on behalf of Australians affected by, or at risk of, breast cancer and working to set the best possible treatment and care standards, with continued focus on metastatic patients and younger women. The release of our *State of the Nation* report; the success of our Survivorship and Metastatic Breast Cancer conferences in August; the support of our Field of Women event at the MCG; and finally the launch of our My Journey online tool, digitising many of our hard copy information resources, ensured our profile remained high and the effect of our advocacy remained strong.

The Australian Government has continued its financial support of the following programs: *My Journey Kit*, *Hope & Hurdles* and *Supporting Women in Rural Areas Diagnosed with Breast Cancer* (through Cancer Australia), as well as the digitisation of the *My Journey Kit* and *Hope & Hurdles*.

The organisation continues to maintain a relatively significant investment portfolio, with capital allocated to listed and non-listed investments, including managed funds, listed investment companies and hybrid securities, despite needing a divestment of \$500,050 early in 2018 to fund operations, following a divestment to \$468,164 late in 2017. These investments form part of specific long term investment funds, the objective of which is to support the long term sustainability of the organisation, using the income generated to support spending on BCNA's programs.

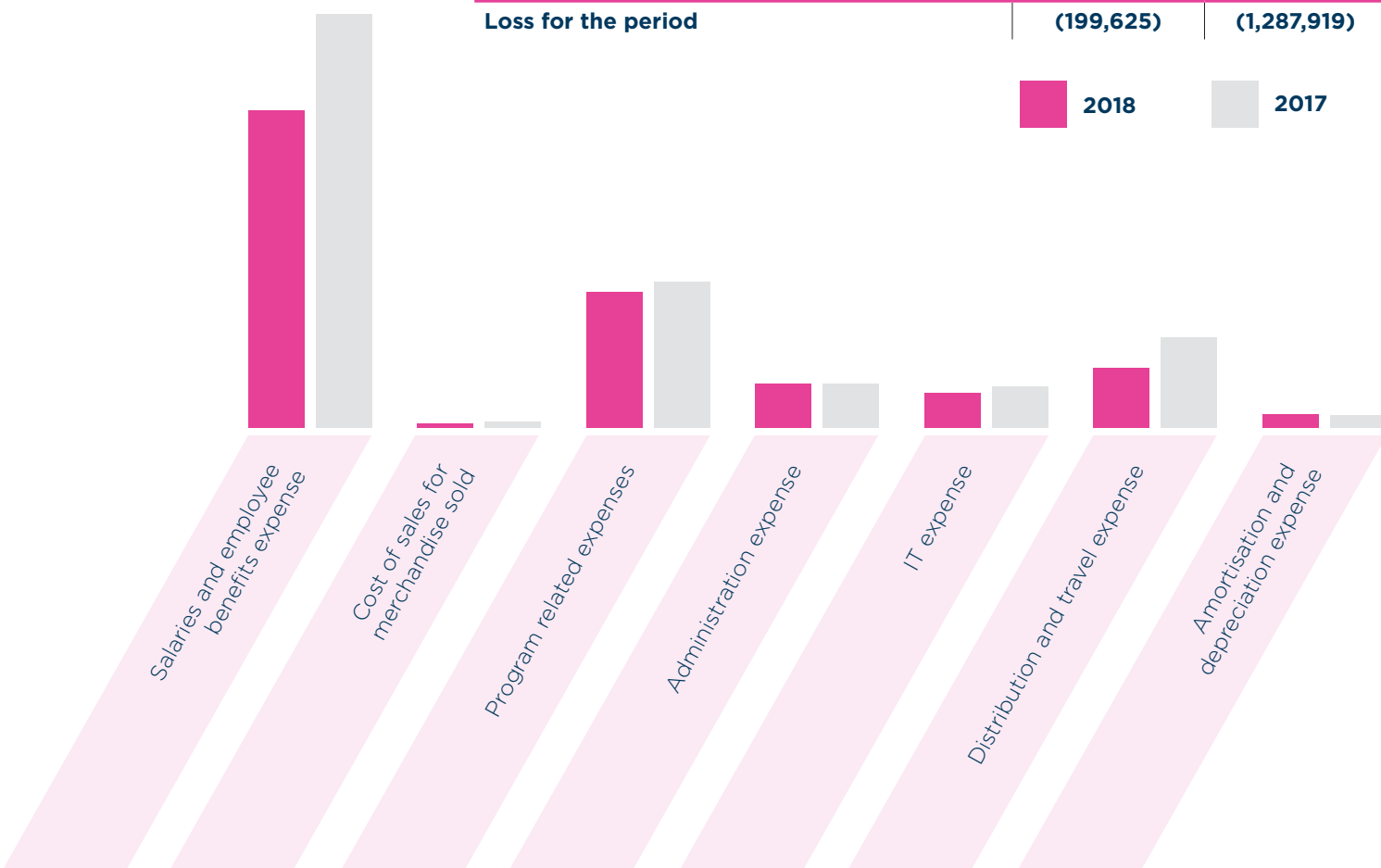
Pink Bun
campaign
\$1,601,737

Fundraising
\$1,033,591

Merchandise
sales
\$144,203

REVENUE	2018	2017
Revenue from continuing activities		
Donations	2,983,366	2,531,034
Corporate sponsorship and licensing	1,062,843	933,689
Government funding/ other grants	561,795	1,054,750
Fundraising	1,033,591	1,203,119
Bakers Delight Pink Bun campaign	1,601,737	2,135,741
Ticket sales	153,215	301,155
Merchandise sales	144,203	146,294
Other comprehensive income		
Interest and dividends	227,606	241,375
Gain on sale of investments	-	31,609
Other	65,796	69,869
Total revenue	7,834,152	8,648,635

EXPENSES	2018	2017
Salaries and employee benefits expense	(4,190,511)	(5,466,944)
Cost of sales for merchandise sold	(50,221)	(73,498)
Program related expenses	(1,790,095)	(1,925,598)
Administration expense	(580,777)	(576,262)
IT expense	(454,470)	(540,788)
Distribution and travel expense	(788,906)	(1,193,585)
Amortisation and depreciation expense	(178,797)	(159,879)
Loss for the period	(199,625)	(1,287,919)



OUR PARTNERS

BCNA Foundation Partner



BCNA Major Partners



HOW TO GET INVOLVED

ATTEND A BCNA EVENT

From our annual luncheon series to major events such as the Field of Women, our events bring people together to help make a difference.

CONNECT WITH OTHERS

Join our Online Network to connect with others affected by breast cancer.

DONATE

Make a one-off donation, set up a regular monthly donation or leave a gift in your will.

GIVE BACK WHILE YOU WORK

Workplace giving brings employers and staff together to support BCNA. It is an easy and convenient way to donate via pre-tax payroll deductions.

SPEAK OUT

BCNA Consumer Representatives represent the views of Australians affected by breast cancer in a wide range of forums, while Community Liaisons speak about their personal experiences with breast cancer in their local communities.

HOLD A FUNDRAISING EVENT

A Pink Lady event can be anything from a simple afternoon tea to a fancy cocktail party. A Pink Sports Day is the perfect way for local sporting clubs to show their support.

HELP WITH RESEARCH

If you have been diagnosed with breast cancer, join our Review & Survey Group so you can be involved in research.

PARTNER WITH US

We nurture relationships with selected organisations and individuals to help strengthen our network. Contact BCNA to find out how we can work together.

PINK UP!

Add a touch of pink to your life and show your support for BCNA by shopping online at bcnashop.org.au.

SET A PERSONAL GOAL

From fun runs to overseas adventures, we have some great ways you can take on a challenge while supporting BCNA.

To find out more, visit bcna.org.au or call **1800 500 258**

