

# Impact Report 2021-2022.



Reducing the rate and impact of  
cancer for all South Australians.

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# Contents.

## Page

- 1** A word from our Board Chair and Chief Executive
- 2** Through your support, we've been able to achieve incredible things
- 4** Putting your generosity to work
- 6** Empowering people to reduce their cancer risk
- 8** Researching new ways to better detect, treat and live beyond cancer
- 9** Our new home for all South Australians impacted by cancer
- 10** Supporting families impacted by cancer when they need it most
- 12** We couldn't do what we do without your support
- 14** The people behind the scenes
- 15** Thank you to our Board
- 16** Thank you to our community supporters

**Cancer Council SA acknowledges the Kurna people as the traditional custodians of the land on which we live and work. We pay respect to elders past and present, and acknowledge and respect the Kurna peoples' spiritual, physical, and emotional connection to their country. We also extend that respect to all Aboriginal and Torres Strait Islander people.**

# A word from our Board Chair and Chief Executive.

Every day, we are driven by our purpose: **to reduce the rate and impact of cancer for all South Australians.**

The past year has seen us deliver on this purpose through innovative prevention programs, life-changing support services and vital cancer research initiatives.

There is so much for our supporters and staff to be proud of in 2021-2022. This year has been one of great progress and success for Cancer Council SA. We have continued to support South Australians across every stage of their cancer experience and construction of our new integrated cancer building at 202 Greenhill Road has significantly progressed.

As we reflect on the year, we are so proud of our achievements, some of which include:

- Providing **27,500** nights of accommodation for regional people needing to stay in Adelaide for cancer treatment.
- Our nurses made more than **5,000** connections, supporting people through our 13 11 20 telephone service.
- Funding over **\$2 million** of world class cancer research.
- Our community of **1200** amazing volunteers gave their time and energy to South Australians impacted by cancer.

- Our SunSmart program protected children and teachers across almost **800** South Australian schools, childcare centres and out of school hours facilities.
- Securing **\$400,000** in funding from the State Government for our new Tackling Tobacco Program, helping at risk people quit smoking.

This amazing impact is only possible due to our wonderful supporters, staff and volunteers. Cancer Council SA relies on the generosity of the South Australian community to fund our vital work, and the past year has seen our community stand up like never before. We are also proud to employ around 100 passionate people who are driven to make a real difference for South Australians impacted by cancer.

Whether it's hosting a morning tea, selling fresh daffodils or dressing up as 50s icon Marilyn Monroe, the support of our community this past year has been incredible, and has meant that we are able to deliver programs and services that make a real difference.

Thank you so much for what you have helped to make possible this year. We simply could not do the work that we do without people like you.



**Kerry Rowlands**  
Chief Executive  
Cancer Council SA



**Karlene Maywald**  
Board Chair  
Cancer Council SA

# Through your support, we've been able to achieve incredible things.

As a not-for-profit, Cancer Council SA relies on the support of the community to do our vital work. Here's just a snapshot of what our community made possible this year:

AUGUST

We raised more than **\$240,000** through Daffodil Day to fund vital cancer research projects right here in South Australia. That's the equivalent of funding a Cancer Council Beat Cancer Project Early Career Fellow for three years.

OCTOBER

Cancer Council SA Ambassador and face of the Marilyn Jetty Swim, Sarah Tinney, was nominated for an Australian of the Year Local Hero Award. To date, Sarah and her incredible Marilyns have raised more than **\$820,000** for South Australians impacted by cancer.

JANUARY

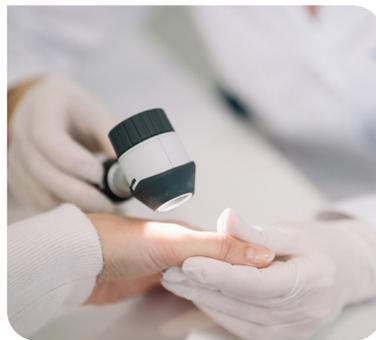
Together with SA Health, Cancer Council SA invested **\$2 million** into cancer research through the Cancer Council Beat Cancer Project. The research, which ranged from cancer prevention and early detection through to treatment, will help to save South Australian lives.

FEBRUARY

Cancer Council SA launched the Dermoscopy Grant Program, which offers local GPs the chance to receive a fully funded dermatoscope (a microscope for detecting skin cancers) alongside additional training to detect skin cancers early.

MAY

More than 1,600 South Australians had a 'cuppa for a cause' by attending an Australia's Biggest Morning Tea event, raising nearly **\$1 million** for South Australians impacted by cancer.



## The impact of cancer:

**3,800**

South Australians lose their life to cancer every year.

**1 in 2**

Australians will be diagnosed with cancer by the age of 85.

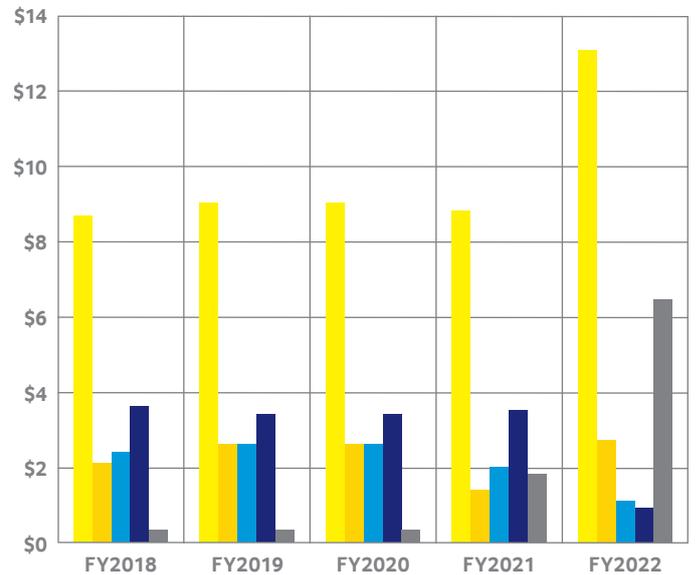
**31**

New cases of cancer are diagnosed in South Australia every day.

# Putting your generosity to work.

Every day, Cancer Council SA is working on new and innovative ways to help reduce the rate and impact of cancer on all South Australians through our prevention, research and support programs. But we can't do it alone. Our work is only possible because of the generous support of the South Australian community.

## Where the money comes from\*



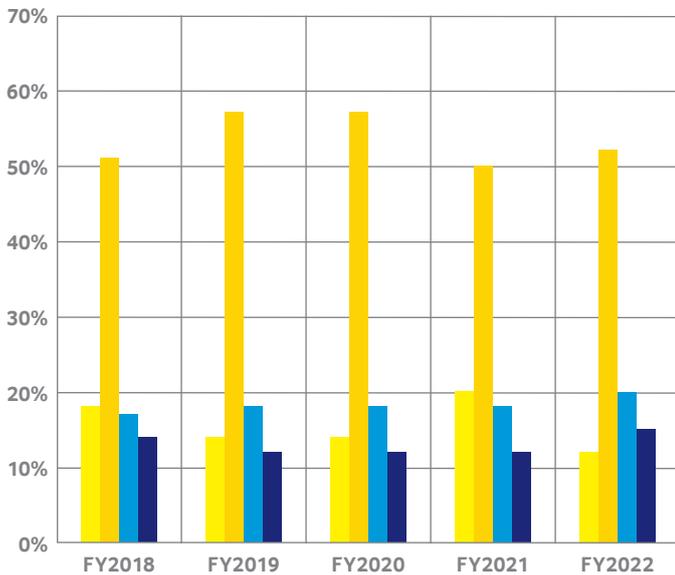
■ Fundraising and Gifts in Wills 
 ■ Investments 
 ■ Accommodation 
 ■ Administered Program Funding/Grants 
 ■ Other

\*\$ in millions.

# \$13.3m

This year, our community raised \$13.3 million for South Australians impacted by cancer.

### How we put the money to work\*



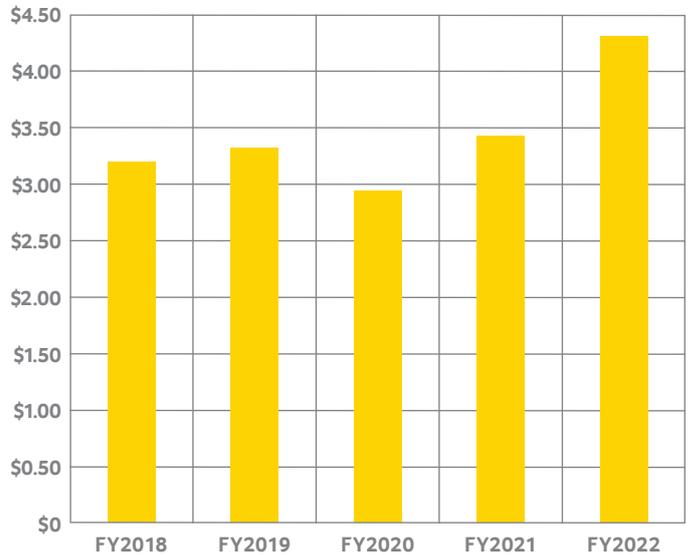
■ Research 
 ■ Cancer Control 
 ■ Fundraising 
 ■ Communications and Governance

\*Percentage of every dollar spent.

# \$15.4m

This year, we invested **\$15.4 million** into delivering programs and services that will reduce the rate and impact of cancer in our community.

### Dollars raised for every \$1 invested in fundraising



**2022 saw our strongest return on fundraising investment for five years, reflecting strong income from gifts in wills and through our direct mail appeals.**

# \$4.32

In the past year, for every **\$1 invested into fundraising, we raised \$4.32** to invest in research, prevention and support programs for South Australians impacted by cancer.

# Empowering people to reduce their cancer risk.

**It is estimated that around one-third of cancers in Australia are caused by common and avoidable risk factors. This equates to around 42,000 new cases of cancer every year.**

Finding cancer early and taking steps to prevent it occurring are two of the most effective ways to reduce the impact of cancer in our community. Cancer Council SA is a leader in providing evidence-based cancer prevention, information and education to help South Australians cut their cancer risk.

**Empowering local GPs with skin cancer training that saves lives**

The Dermoscopy Grant for GPs, funded through the generous support of the South Australian community, offers local GPs the chance to receive a fully funded dermatoscope—a specialised microscope for the skin—alongside additional training, to help detect skin cancers early.

This results in more lives saved, less unnecessary procedures and more people accessing resources where they are most needed.



**“DERMOSCOPY HAS BECOME PART OF MY DAILY PRACTICE IN THIS RURAL LOCATION AND RECEIVING THE DERMATOSCOPE MAKES THAT POSSIBLE.”**

Dr Stephan Van Eeden,  
The Medical Clinic, Millicent

# 25

In the past year, **Cancer Council SA** granted **25 dermatoscopes** to South Australian GPs to support early skin cancer detection.



## Protecting children and educators from harmful UV radiation

Cancer Council SA’s SunSmart Schools and Early Childhood Program supports almost 800 South Australian schools, early childhood centres and out of school hours care (OSHC) services to develop and implement best-practice sun protection. This national program is the only one of its kind in the country and is only made possible through the generous support of the South Australian community.



**“HERE AT FRASER PARK PRIMARY SCHOOL PRE-YEAR 6, BECOMING SUNSMART HAS BEEN A STRAIGHT-FORWARD, POSITIVE EXPERIENCE. WE HAVE BUILT THE ELEMENTS OF WEARING SUNSMART CLOTHING, HATS, APPLYING SUNSCREEN AND SEEKING SHADE INTO OUR DAILY ROUTINE, AND OUR PRESCHOOL CHILDREN ARE HAVING LOTS OF RICH CONVERSATIONS WITH EDUCATORS AROUND WHY THIS IS IMPORTANT.”**

Kimberly Rathjen, School Principal at Fraser Park Primary School Pre-Year 6

**124,000**

This year, the SunSmart Schools and Early Childhood Program protected 124,000 South Australian children and their educators from harmful UV radiation.

## Tackling Tobacco

Alarmingly, smoking still remains South Australia’s leading cause of preventable death and disease with 10.6 per cent of South Australians smoking daily.

Rates of smoking are disproportionately higher amongst people with mental illness and from disadvantaged communities.

Our new Tackling Tobacco program will help people at-risk quit smoking by providing tools, resources and hands-on support.



**“WE KNOW THAT INVESTMENT IN LOCAL PROGRAMS AND SERVICES IS KEY TO DRIVING DOWN SMOKING RATES. THESE TYPES OF PROGRAMS DON’T CURRENTLY EXIST IN SOUTH AUSTRALIA, WHICH IS WHY I BELIEVE ‘TACKLING TOBACCO’ IS SO IMPORTANT.”**

Billie Bonevski, Professor of Public Health and Behavioural Science at Flinders University

### Advocacy success

In 2022, Cancer Council SA successfully secured commitment from the State Government to co-fund \$400,000 in our Tackling Tobacco Program to help those at greatest risk.

# Researching new ways to better detect, treat and live beyond cancer.

Since 2011, Cancer Council SA and SA Health have come together to invest more than \$35 million into cancer research through the Cancer Council Beat Cancer Project.

This collaboration has the support of the three major South Australian Universities, alongside South Australian Health and Medical Research Institute (SAHMRI) and SA Health, and is one of a kind in Australia.

The Cancer Council Beat Cancer Project remains the single biggest source of cancer research funding in the state outside of the Federal Government. For every dollar raised since 2011, over \$6 has been invested into local, life-saving cancer research activities.

Cancer survival rates in Australia for some of the most common cancers such as breast and bowel have increased by as much as 36 per cent. Outcomes like this are only possible through breakthrough research, which Cancer Council SA is committed to continue funding.



**“OUR HOPE IS THAT, THROUGH SUPPORT FROM CANCER COUNCIL’S BEAT CANCER PROJECT, WE CAN CHANGE HOW WE TREAT MYELOMA AND IMPROVE OUTCOMES AND QUALITY OF LIFE FOR PATIENTS. I AM VERY HONOURED TO BE**

**AWARDED A CANCER COUNCIL BEAT CANCER FELLOWSHIP. THIS FUNDING IS SO IMPORTANT FOR RESEARCHERS, PARTICULARLY EARLY CAREER RESEARCHERS LIKE MYSELF, TO SUPPORT OUR WORK.”**

Dr Melissa Cantley, University of Adelaide and SAHMRI

**Cancer Council SA is proud to administer the Peter Nelson Leukaemia Research Fellowship Fund on behalf of Marjorie Jackson-Nelson. To date, the fund has invested more than \$5million into South Australian leukaemia research, with Dr Laura Eadie from SAHMRI the current recipient of the Fellowship.**

**In the past year, together with SA Health, Cancer Council SA invested \$2 million into cancer research through the Cancer Council Beat Cancer Project.**

**Our Behavioural Research team has also been part of more than 20 other research and evaluation projects this year.**

**Since its inception in 2011, for every \$1 raised, over \$6 of research activities are conducted through the Cancer Council Beat Cancer Project.**

# Our new home for all South Australians impacted by cancer.

Since 2020, Cancer Council SA has been building a new home at 202 Greenhill Road for all South Australians impacted by cancer.

Combining 120 rooms of supported accommodation alongside cancer research, prevention and support programs, and built by local South Australian company Sarah Constructions, the building will be the first of its kind in the country, creating the next generation of cancer care for South Australians today, tomorrow and in the future.

The building is set to welcome guests from November 2022 and will make a real, life changing difference to every South Australian facing a cancer diagnosis.

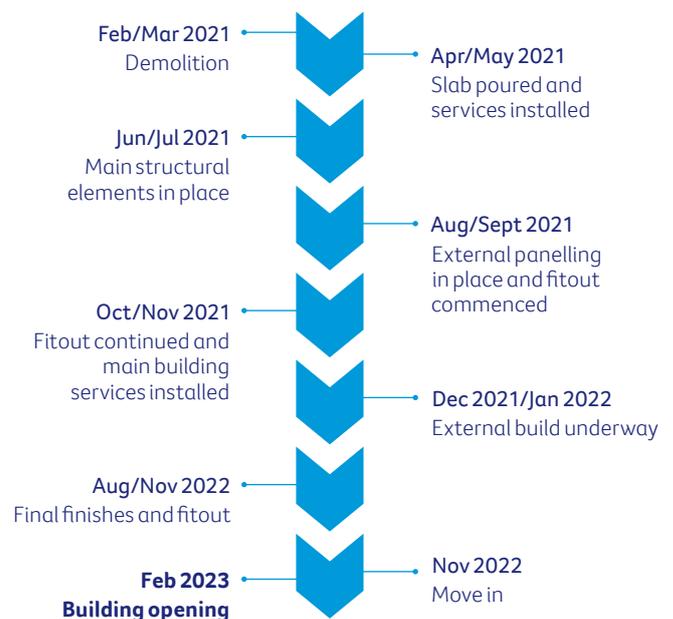


**“THE WAY THEY TREAT EVERYONE AND CARE SO MUCH AT THE LODGE REALLY DID MAKE SUCH A DIFFERENCE. THEY HELPED ME LEARN TO TAKE EVERY DAY AS IT CAME AND TRY AND STAY POSITIVE.”**

Scott, guest at Cancer Council’s Greenhill Lodge

**27,500**

In the past year, we provided over 27,500 nights of accommodation for regional South Australians needing to come to Adelaide for their cancer treatment.



**Thank you to the South Australian Government for their support of this once in a generation project.**

# Supporting families impacted by cancer when they need it most.

**At Cancer Council SA, we believe that no one should face cancer alone. Our support programs ensure that we're there for every South Australian impacted by cancer when they need us.**

## Providing vital counselling support

Every year, hundreds of South Australians turn to our qualified, highly experienced counsellors to support them and their loved ones through a cancer diagnosis. To enable us to best meet the needs of people impacted by cancer and ensure we can continue to be there for people when they need us most, we welcomed a new Nurse Counsellor, Kirsty, to our service offering in 2021. Studies show that a Nurse Counsellor can effectively deliver evidence-based supports.

Because of the community's generosity, our counselling team is able to support people impacted by cancer to understand and manage the range of different emotions they may be experiencing.

## Ensuring cancer information and support is just a phone call away

Through **Cancer Council 13 11 20 Information and Support**, experienced cancer nurses can provide information and support across the entire cancer experience, from diagnosis to treatment and beyond.

Our cancer nurses can provide a listening ear, offer emotional support, help answer questions, guide people to relevant and trustworthy information, and connect callers with a range of other services and supports including accommodation, counselling, financial assistance, legal services and support groups.



**“THE CANCER COUNCIL NURSES AT THE OTHER END OF THE PHONE WERE BRILLIANT AS I NEEDED SOMEONE TO TALK TO WHO WASN'T FAMILY AND COULD HELP ME TO NAVIGATE MY OWN EMOTIONS WHILST HELPING MY FAMILY**

**THROUGH SUCH A HORRIBLE TIME.”**

Paula Blackwell, carer

## 900+

More than 900 **counselling sessions** were delivered to individuals to support them through their cancer experience.

## 5,000+

In the last year, our **Cancer Council 13 11 20 Nurses** made more than **5,000 connections** with South Australians seeking cancer information and support.



## Making support accessible to those who need it most

Cancer Council SA provides a dedicated cancer nurse at Flinders Medical Centre for people impacted by cancer attending the breast clinic, undergoing chemotherapy, or attending an appointment.

Our Outreach Nurse Polly is onsite three days a week at Flinders to help people living with cancer and their loved ones better understand their diagnosis, guide them through the support services available and listen when they are having a challenging day.



**“I’M NOT INJECTING PEOPLE OR PROVIDING ANY PHYSICAL TREATMENTS; THESE PATIENTS ARE ENDURING ENOUGH OF THAT. I’M SOMEONE OUTSIDE OF THAT SPACE. WE CAN PROVIDE A LOT OF SUPPORT FOR PEOPLE, INDIVIDUALS AS WELL AS FAMILIES, AND THAT’S WHY WE’RE HERE.”**

Polly, Outreach Nurse

## Connecting people through a cancer experience

Through Cancer Council’s free and confidential telephone support service, Cancer Connect, those going through cancer, their carer or loved ones, are linked by phone to a trained volunteer with a similar cancer experience who can listen to concerns and provide support.

In the last year, we continued to build on our Cancer Connect Program, with a new group of Cancer Connect Volunteers onboarded to help roll out the program to even more South Australians who need it.



**“WE ALL NEED TO FEEL LOVED, CARED FOR AND UNDERSTOOD AND WE GAIN SO MUCH FROM GETTING SUPPORT FROM SOMEONE WHO HAS TRAVELLED THAT JOURNEY BUT ALSO HAS THE SKILLS TO HELP.”**

Malcolm, Cancer Connect Volunteer

**116,000+**

Over 116,000 resources were distributed to the community about cancer prevention, information and support.

**10,440**

Cancer Connect volunteers provided over 10,440 minutes of one-to-one, telephone-based peer support to people impacted by cancer.

# We couldn't do what we do without your support.

A huge thank you to our inspiring community of supporters who change lives every day.



## 270+

In December, more than 270 golfers took on the ultimate golfing challenge, raising over \$138,000 for South Australians impacted by cancer.



Thanks to our incredible supporters, this year's Tax Appeal featuring Scott Collins' story, raised a huge \$201,700 to ensure those in regional areas will have the support they need across every stage of their cancer experience.



## 200

This year, 200 fundraisers were inspired to Do It For Cancer and shave or colour their hair, complete a challenge, or host an event while raising more than \$307,000 for South Australians impacted by cancer.



**"I CATER FOR ALL MY NURSING FRIENDS WHO ARE SHIFT WORKERS. IT'S BECOME MORE LIKE AN OPEN HOUSE THAN A MORNING TEA! IT'S A LOT OF WORK, BUT I LOVE IT..."**

Denny McCloud (right), Australia's Biggest Morning Tea host

## 1,600+

This year more than 1,600 Australia's Biggest Morning Tea hosts, raised nearly \$1 million for South Australians impacted by cancer.



**200+**

On Daffodil Day, over 200 **event and branch volunteers** raised **\$244,000** through selling fresh daffodils to the South Australian community.



**100+**

Throughout January 2022, more than 100 South Australian **riders** took part in the **Ride for a Reason Distance Challenge** and raised more than **\$108,000** for South Australians impacted by cancer.



**“I JUST LOVE EVERYTHING ABOUT RELAY FOR LIFE. AS HARD AND EMOTIONAL AS IT IS, IT’S SUCH A BEAUTIFUL THING WHEN EVERYONE COMES TOGETHER.”**

Kim Lessue, Adelaide Relay For Life 2022 participant



**“EVERY SINGLE MARILYN WHO TAKES PART IS AN INSPIRATION AND IS HELPING FAMILIES LIKE OURS—SO THANK YOU.”**

Penni (far left), Marilyn Jetty Swim participant

**914**

Throughout the year, **914 participants** took part in **five Relay For Life events** across South Australia.

**300+**

More than 300 **women (and a few men!)** participated in the Marilyn Jetty Swim in February 2022—dressed head to toe as 50s icon Marilyn Monroe—and raised over **\$160,000**, taking their fundraising total to more than \$820,000 since the swim began in 2014.

# The people behind the scenes.

Thank you to the more than 1,200 incredible volunteers who generously give their time, energy and skills to help us support those in our community impacted by cancer.

Thank you also to the almost 100 staff members who are united behind our purpose to reduce the rate and impact of cancer through best practice prevention, research and support.



**“IT PROBABLY TAKES ABOUT FIVE MINUTES TO MAKE ONE PROSTHESIS. I HAVE LITTLE SESSIONS EVERY NOW AND AGAIN IN BETWEEN MY OTHER SEWING PROJECTS. IT’S JUST ONE LITTLE THING THAT I CAN DO TO HELP. I THINK IT’S IMPORTANT**

**TO VOLUNTEER AND HELP OUT SOMEWHERE. WE SHOULD ALL DO IT.”**

Michele, breast prosthesis sewing volunteer



In the past year, 1,252 volunteers supported Cancer Council SA.

Volunteers attended 71 events and filled 702 roles.

Our volunteers dedicated 6,688 hours through Cancer Council SA to support South Australians.

# Thank you to our Board.

**Cancer Council SA is fortunate to have a volunteer Board comprised of a highly committed group of people from diverse professional backgrounds.**

On behalf of every South Australian impacted by cancer, thank you for your dedication and commitment to achieving a cancer free future.

**The Hon. Karlene Maywald**  
Board Chair

**Ms Jennifer Richter AM**  
Deputy Chair

**Ms Rosey Batt**  
Director

**Professor Fran Baum AO**  
Director

**Mr Jim Birch AM**  
Director

**Ms Nicolle Rantanen Reynolds**  
Director

**Mr Jason Russo**  
Director

**Professor David Watson**  
Director

We would also like to recognise Cancer Council SA's Executive team, who is committed to supporting every South Australian impacted by cancer through leading our prevention, research and support programs.

**Kerry Rowlands**  
Chief Executive  
**Lucy Ayre**  
General Manager  
Finance and Governance

**Toby Evans**  
General Manager  
Digital

**Carol Moore**  
General Manager  
Quality and Risk

**Julie Pennetta**  
General Manager  
People, Safety and  
Culture

**Laleh Rej**  
General Manager  
Support and Research

**Sally Warner**  
General Manager  
Strategy, Engagement  
and Communication

# Thank you to our community supporters.

We simply couldn't do the work that we do without the generous support of our South Australian community partners. Because of you, we are able to reduce the rate and impact of cancer in our community.



## Cops for kids

Cops for kids is a registered children's charity run by a dedicated group of current and former South Australia Police employees from metropolitan and country areas. Thanks to their generous support, Cancer Council SA was able to purchase comforters for children who are staying away from home in our supported accommodation at Greenhill Road.



## Foodland

Foodland's Cancer Awareness Month is a campaign that aims to generate awareness and raise funds for cancer prevention, research and support in South Australia. Thanks to the support of Foodland, this year's Cancer Awareness Month raised over \$23,000 for those impacted by cancer.

Foodland have been long term supporters of Cancer Council SA through a range of campaigns and initiatives, including their annual Cancer Awareness Month and Daffodil Day fundraisers. Our partnership is an example of two South Australian organisations coming together to make a real difference for our community.



## RAA

This year, the Giving Back Committee from RAA chose Cancer Council SA as their health charity. The Committee ran events throughout the year including hosting an Australian Biggest Morning Tea and selling flowers on Daffodil Day.



## Beyond Bank

Through a partnership with Beyond Bank, Cancer Council SA supporters are able to fundraise while earning a competitive interest rate on their savings through the Beyond Bank Community Reward Account.

The more money supporters save, the more money Beyond Bank donates back to Cancer Council SA.

**“THIS INITIATIVE HAS BEEN IN PLACE FOR A NUMBER OF YEARS NOW, AND IN THE MOST RECENT FINANCIAL YEAR, OUR COMMUNITY PARTNERS SHARED OVER \$630,000 IN REWARD PAYMENTS. WE WERE THRILLED THAT CANCER COUNCIL SA WAS ABLE TO GENERATE CLOSE TO \$12,000 THIS TIME AROUND AND LOOK FORWARD TO CONTINUING TO WORK IN PARTNERSHIP TO GROW THIS NUMBER IN THE COMING YEARS.”**

Head of Community, Sustainability, and Communications  
– Shane Farley



## SA Power Networks Employee Foundation

The SA Power Networks Employee Foundation was established in 2006 and enables employees, their families and friends to make a positive contribution to the lives of people in our community through volunteering, fundraising and philanthropy.

The Employee Foundation has been long term supporters and Cancer Council SA was thrilled to be chosen as their key charity partner again this year. The Foundation went above and beyond, holding a number of events including an Australia’s Biggest Morning Tea, running Daffodil Day and March Charge fundraisers and hosting raffles for staff, raising over \$59,000 for those impacted by cancer.

**Thank you to these, and all our community supporters, for their generosity throughout the past year.**

# We're here for all South Australians.

**Our purpose is to reduce the rate and impact of cancer through best practice prevention, research and support.**

**We are here for all South Australians impacted by cancer and provide the following services.**

## **People with cancer**

We provide practical and professional support services for people with cancer. Our 13 11 20 telephone and web chat service is there for all South Australians, providing information, support and a listening ear.

## **Carers and families**

We have a wide range of information and support programs, including our 13 11 20 telephone and web chat service, for all South Australians impacted by cancer.

## **Regional South Australians**

We have accommodation services for regional people who need to come into Adelaide for their cancer treatment.

## **Cancer research**

We raise the funds that make research breakthroughs possible.

## **Health professionals**

We have information and support services where health professionals can refer those impacted by cancer.

## **Government**

We help advance policy and legislation changes by being a source of expert information and the voice of the community.

## **Future generations**

We work to create a future where cancer is no longer feared but seen as a preventable and manageable disease.

For confidential information and support about cancer, Monday to Friday, 9.00 am until 5.00 pm:

- call Cancer Council **13 11 20**<sup>\*</sup>
- chat online at **cancersa.org.au**
- email **askanurse@cancersa.org.au**

Interpreting service available **131 450**<sup>\*</sup>

<sup>\*</sup>Cost of a local call.

Do you have feedback for us?  
Email **feedback@cancersa.org.au** - we value hearing from you.

