

Annual Review

2023/24



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Acknowledgement of Country

Cancer Council Australia acknowledges the Traditional Custodians of the lands and waters on which we work and live across Australia. We pay our respects to Elders past and present.

Aboriginal and Torres Strait Islander people are disproportionately affected by cancer. We are committed to working in genuine partnership with Aboriginal and Torres Strait Islander organisations and communities to focus on improving cancer prevention, treatment, and care.

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Our vision: a cancer-free future for all Australians



Reducing the incidence and impact of cancer for all

Cancer remains one of the leading causes of death in Australia. The reality is that almost **one in two** Australians will be diagnosed with cancer by the age of 85.

As one of Australia's leaders in cancer control, our mission remains to work to reduce the incidence and impact of cancer for all Australians.

There's power in partnership

We believe that collaboration drives excellence. Our work proudly spans all facets of cancer care; from prevention and early detection, to support, advocacy, and research.

Cancer Council Australia and the eight State and Territory Cancer Councils together form the Cancer Council Federation. We are united in our shared goal to create a cancer-free future. We work with the Australian Government, other like-minded organisations, health professionals, and passionate individuals committed to improving cancer outcomes.

We collaborate with the State and Territory Cancer Councils to advance our shared goals. Alongside our generous supporters and volunteers together we work to:

- ✦ Find new ways to detect and treat cancer.
- ✦ Prevent as many cases of cancer as possible, with programs that encourage and educate Australians to lead healthier lifestyles.
- ✦ Advocate on behalf of those who need Cancer Council most, influencing laws, policies and services to improve cancer control and promote equitable access to cancer care and support.

If you're looking for information, support or services offered in your area, visit us at cancer.org.au or call on **13 11 20**

A message from our Chair

Professor Hugh Harley, Chair,
Cancer Council Australia



Welcome to the Annual Review for the 2023/24 financial year, highlighting our progress and achievements in our mission to reduce the impact of cancer on all Australians.

As the nation's sole cancer charity working across every type of cancer, our Australian mission is unique. I am incredibly proud to collaborate with the eight State and Territory Cancer Councils, bringing our resources, expertise, and voices together for a future where cancer is no longer a threat.

The Australian Government's ongoing support has been instrumental in advancing our mission, enabling us to roll out vital and life-saving initiatives.

With the introduction of the Public Health (Tobacco and Other Products) Bill 2023, Cancer Council and the broader public health sector collaborated to support the reform of Australia's national tobacco control laws. The new legislation will be pivotal in reducing tobacco-related harm and nicotine addiction and will see Australia in a world-leading position in tobacco control.

In response to Australia's vaping crisis, Cancer Council Australia helped build a coalition of organisations and voices to support effective restrictions on the access and supply of e-cigarettes. Built on proactive engagement with Parliamentarians across the political spectrum

and on a social media campaign to mobilise the public to write to their representatives, this initiative gained significant traction. The success of these efforts contributed to the enactment of the legislation in June 2024, marking a major milestone in our mission to protect young people from the harms of vaping.

Another significant achievement was the Australian Government's funding to support the Australian Cancer Nursing and Navigation Program. This is by far the largest single Federal Government funding we have ever received, and we are extremely grateful for that support. Our shared vision is to make Australians' cancer journey more accessible and less daunting, especially as this is a program of collaboration with so many different cancer organisations and carers. We share more information on these exciting initiatives later in this review.

Finally, we are very proud of the Australian Government's financial support enabling us to share SunSmart messages with Australians through both traditional and social media. Our communications team has proven themselves both creative and agile in responding to changes in how Australians listen to such messages, with impressive evidence that these messages are being heard.

I want to record our thanks to Professor Tanya Buchanan for her three years as Chief Executive. One price of having a talented CEO is that new opportunities open up for them and we wish Tanya every success in her new role as CEO of Dementia Australia. Tanya's advocacy and visionary leadership secured essential Australian Government support and funding for public health and cancer initiatives, creating a lasting legacy.

I am especially pleased that Mark Nevin joined Cancer Council Australia as CEO in August 2024, bringing us the benefit of his international experience in executive leadership roles within public health and health system reform. I would also like to acknowledge the outstanding work of Megan Varlow, who acted as our interim CEO during the transition period. The Board appreciates Megan's energy, deep subject expertise, and trusted relationships across the cancer and public health disciplines. I am particularly grateful for her wise counsel.

The year's progress stands as testament to collective effort and to the generosity of countless Australians. I extend Cancer Council's deepest gratitude to our dedicated staff and volunteers, our generous donors, our valued partner organisations, and the broader

healthcare community. Most importantly, I acknowledge the many Australians impacted by cancer, whose strength fuels our unwavering commitment to a future without cancer.

Lastly, I extend my sincere thanks to my fellow Directors, whose efforts have been greatly supported by the entire Cancer Council Australia team. I also express my deep appreciation to the teams across each State and Territory Cancer Council for their invaluable work.



A message from our CEO

Megan Varlow, Interim CEO,
Cancer Council Australia



This year has been both rewarding and exciting for us all here at Cancer Council Australia.

I am deeply grateful for the significant contributions of our entire team, and leadership of our former CEO, Professor Tanya Buchanan who left Cancer Council Australia this year to lead Dementia Australia. Her tireless efforts in cancer control, particularly in tobacco control, have set a high standard for our work.

It is with great pride that I served as interim CEO during this transition period, and I am thrilled to welcome Mark Nevin as our new CEO. We are excited to embark on this new chapter with him at the helm.

I am honoured to work alongside our dedicated staff at Cancer Council Australia, as well as my colleagues in the States and Territories, our Chair Professor Hugh Harley, the Board, and other public health and cancer organisations. Together, we are driving innovation and improving cancer control and care.

The commitment and contributions of the Cancer Council Australia team have been evident through several significant achievements this year:

- ✦ We successfully launched a national skin cancer prevention campaign in partnership with the Australian Government, addressing the harmful social norms related to sunbathing among young adults aged 18-30.

Additionally, we delivered another behaviour change campaign focused on men over 40, promoting essential sun protection measures.

- ✦ In November 2023, we saw the introduction of the Public Health (Tobacco and Other Products) Bill 2023. This landmark legislation simplifies, modernises, and future-proofs Australia's tobacco control laws, marking a critical step forward in reducing tobacco-related harm and nicotine addiction.
- ✦ At the end of June 2024, new e-cigarette legislation was enacted, restricting access and usage. This is significant progress for Australia in protecting young people from the harms of vaping and nicotine addiction.
- ✦ The announcement of the Australian Cancer Navigation Nursing Program delivered a significant policy milestone, as we secured substantial funding to further our mission to reduce the inequities in cancer care and help people navigate the complex health system.
- ✦ We developed and delivered another innovative integrated bowel cancer screening campaign in partnership with the Australian Government, which significantly boosted participation in the National Bowel Cancer Screening Program and will undoubtedly save lives.

The trust that Australians place in Cancer Council Australia is a privilege and a responsibility. It compels us to advocate for those in greatest need and at the most critical time in their lives.

“

I am proud of our persistent work in policy development, government relations, and advocacy and campaigns. In collaboration with other leading public health and cancer organisations, we represent, advocate, and support over one million Australians living with cancer, and champion the cancer prevention needs and priorities of the entire population.”

As we approach the next federal election, our goal is always to put cancer control on the agenda of all political parties. Building on our advocacy work in 2023/24, we will continue to work towards policy commitments that will prevent cancer cases and provide for better cancer outcomes for years to come.

The accomplishments of 2023/24 reflect the strength of our collective efforts, and the ongoing dedication of everyone involved.

Thank you for your continued support and commitment to our mission.



Our collective impact

Prevention

Stopping cancer before it starts.

At least **one in three** cancer cases could be prevented by addressing cultural, environmental, commercial or personal factors, so we develop programs that encourage and empower Australians to lead healthier lifestyles and help reduce their cancer risk.

Learn more



Be SunSmart. **Save your skin.**



The **Save Your Skin** campaign, aimed at men aged 40+, saw an average

27%↑
increase in intention to use sun protection.



SLIP



SLOP



SLAP



SEEK



SLIDE

In partnership with the Department of Health and Aged Care, the **2023 National Bowel Cancer Screening Program Campaign**

aimed to save lives by increasing early-stage bowel cancer detection and prevention.

After seeing the campaign,

120,685 additional kits were returned and a

330% surge in reminders set to do the test.



**SKIN CANCER
END THE
TREND**

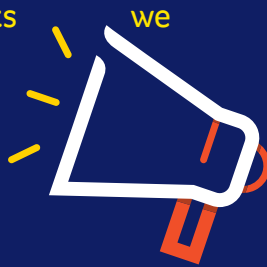
The **End The Trend** skin cancer awareness campaign changed attitudes and sparked real action, resulting in a

74%↑
increase in young Australians planning to use sun protection.

Advocacy

Leveraging our trusted voice and expertise to advocate for all Australians.

Through strategic efforts we drive impactful changes in laws and policies, aiming to significantly reduce cancer risks and improve outcomes.



[Learn more](#)

We put cancer control and care on the national agenda. This year, Cancer Council Australia delivered

53 submissions to the Australian Government and Parliament



Support

Here for all Australians, affected by all cancers, across every state and territory.

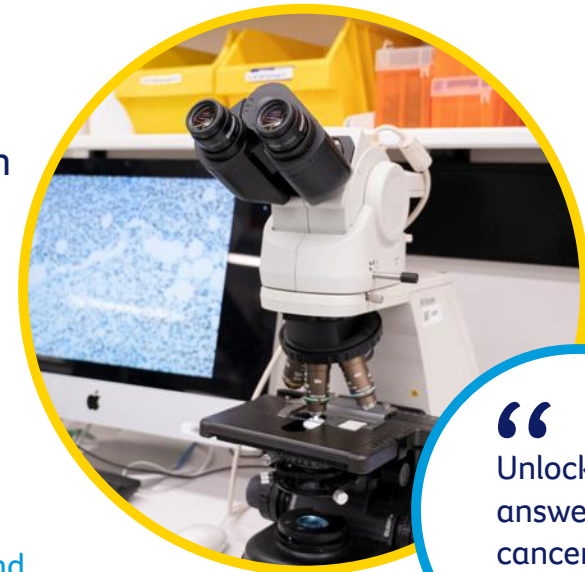
Cancer Council Australia, alongside the States and Territories provide a comprehensive range of support services for all Australians.



Research

Together, Cancer Councils champion cutting-edge research by funding and empowering world-class researchers.

Cancer Councils' collaborative efforts passionately advocate for continuous investment in groundbreaking research, demonstrating its pivotal role in unravelling the complexities of cancer, driving prevention strategies, and pioneering treatments.



“Unlocking the answers to a cancer-free future.”

[Learn more](#)

Highlights of the year

Strengthening tobacco control

Cancer Council Australia's commitment to strengthening tobacco control is resolute as we continue to support Australia's ambitious target of reducing tobacco use to **below 5% by 2030**.

Despite notable progress in driving down smoking rates, tobacco continues to be the leading preventable cause of death, disability, and cancer in the country. Current projections estimate that 250,000 people will die from smoking-related cancers between 2020 and 2044.

Given the vaping crisis in Australia, our primary goal is to prevent a new generation from becoming addicted to nicotine, and to sustain our efforts in combatting the public health crisis caused by tobacco. Cancer Council Australia took a pivotal role, with support from the State and Territory Cancer Councils and partnered with other public health and medical organisations to campaign against the dangers of tobacco, and to reinforce the efforts from the Australian Government to improve tobacco control in Australia.




Alecia Brooks, Chair of Cancer Council's Tobacco Issues Committee talking to ABC TV.

Australia's dangerous vaping epidemic threatens to undo decades of progress in tobacco control, particularly given the findings that young people who vape are more likely to start smoking.

Research revealed that

1 in 3 
teenagers have tried vaping

1 in 5 
young adults vape

 e-cigarette usage continues to rise across all age groups

**TEENS WHO
VAPE ARE 3X
MORE LIKELY TO
START SMOKING.**

Get vapes out of kids' hands.



Extinguishing e-cigarettes

Cancer Council Australia's approach during 2023/24 was to champion reforms that would protect young Australians from addiction to nicotine and tobacco products, specifically by restricting illegal access to e-cigarettes.

We developed and executed a comprehensive government relations campaign focused on curbing the importation of non-prescription e-cigarettes, banning all single use disposable vapes, and introducing new measures to reduce the appeal and use of all e-cigarettes, previously marketed with colourful packaging and fruity flavours.

Our executive team's skills were crucial to the campaign's success, as they effectively engaged with politicians to secure their support, highlighting the significant value Cancer Council Australia offers its members and the cancer control sector.

We briefed politicians across the political spectrum on the proposed reforms using a comprehensive toolkit of campaign assets. These were distributed to State and Territory Cancer Councils and the public health and medical sector to amplify our message and support calls to action through their own channels.



Our targeted social media campaign asked Australians to write to their Senators and federal Members of Parliament backing these vaping reforms, resulting in over 2,000 community generated letters.

On 26 June 2024, Cancer Council Australia's hard work paid off as we welcomed new legislation, banning the sale of vapes in retail stores and strengthening and enforcing the prescription pathway for e-cigarettes.



“

Today marks a great shift towards ending the vaping crisis in Australia. Senators have listened to the concerns of communities, parents, and health experts and taken the necessary step towards stopping the sale of vapes in retail stores, united in their intent to protect children.”

*Anita Dessaix, Chair of Cancer Council's
Public Health Committee*



Protecting Australians from the harms of smoking

Over the past 30 years, smoking in Australia has fallen by 60% through a comprehensive range of tobacco control measures. These include effective price control, hard-hitting anti-smoking campaigns, advertising restrictions and other policy reforms.

In 2011, Australia became the world's first country to introduce plain packaging, which contributed to the largest percentage decrease in tobacco prevalence in Australia. However, over the following decade, Australia witnessed limited government investment and minimal progress in tobacco control, providing commercial actors the opportunity to exploit the Australian landscape, jeopardising decades of progress.

Cancer Council Australia has worked closely with other public health and medical organisations, undertaking considerable efforts to drive action from the Government and turn the tide on Australia's action on tobacco control. We engaged the expertise of key researchers, presented the latest evidence on tobacco use and health harms in Australia to

decision makers, and leveraged key relationships and influence with policy makers to build momentum and support policy reform.

Cancer Council Australia also supported the work of priority population programs, such as Tackling Indigenous Smoking, to ensure that action is taking place in groups where there is an inequitable burden of disease. We welcomed the **\$30m** provided to **Quit Support**, the **\$141m** dedicated to the **Tackling Indigenous Smoking Program** and **\$63m** for a **public education campaign on smoking and e-cigarette use**.



Professor Tanya Buchannan, former Cancer Council Australia CEO, with Professor Tom Calma AO, National Coordinator, Tackling Indigenous Smoking



We want to live in a world where young Australians are kept safe from the harms of tobacco and e-cigarettes.



A breath of fresh air for Australia's tobacco laws

Through persistent advocacy of public health and medical organisations, Australia has now seen comprehensive action on tobacco control for the first time in more than a decade. In the last two years, the Australian Government has shown a significant commitment to reinvigorating action in tobacco control, and taken steps to modernise, streamline and strengthen our national tobacco laws.

In November 2023, Cancer Council Australia welcomed the introduction of new tobacco legislation, the Public Health (Tobacco and Other Products) Bill 2023. This is crucial in preventing and further reducing harm caused by tobacco products and nicotine addiction, and will simplify, modernise and help bring down smoking rates.

The new legislation will:

- ✦ Update and improve graphic health warnings.
- ✦ Require health promotion inserts in packs and pouches.
- ✦ Standardise the size of tobacco packets and products.
- ✦ Prevent the use of additives that make tobacco products more palatable to new users.
- ✦ Standardise the design and look of filters.
- ✦ Limit the use of appealing names that imply reduced harm.
- ✦ Ensure that restrictions on advertising extend to e-cigarettes.
- ✦ Collect information on tobacco sales volumes, product contents, and promotional activities vital to understanding the effects of industry marketing strategies and the effectiveness of regulation.

Highlights of the year

End The Trend: a national skin cancer prevention campaign

Challenging suntanning norms

In collaboration with the Australian Government, our End The Trend skin cancer campaign was developed primarily to shift harmful social norms and unhealthy attitudes to suntanning among young Australians.



Despite melanoma being one of Australia's leading causes of cancer-related deaths, Australia's persistent glamorisation of suntanning, and deeply ingrained suntanning culture continues to pose significant risks to young people.

With messaging carried by publishers, social media influencers, and other brand partners, the campaign sought to challenge unhealthy attitudes to suntanning, the normalisation of a suntan, and the belief that having a suntan makes you more attractive.

We understood attitudes weren't going to change overnight, so we developed a strategic

behaviour change model - designed to gradually shift cultural perceptions, change attitudes and promote healthier behaviour, which rolled out from November 2023 to April 2024.



“
I see the influencers and people on Instagram & TikTok glorifying tanning... I'm living proof of the repercussions.”
—
Sam Smith, World Champion Swimmer

A new audience

Our research highlighted young adults are at high-risk of sun damage. Despite their strong knowledge and understanding of sun protection, nine in ten adults aged 18–30 still suntan – either intentionally or unintentionally. Further research established that the poor sun protection behaviours among this audience were primarily a result of unhealthy attitudes driven by unhelpful social norms.

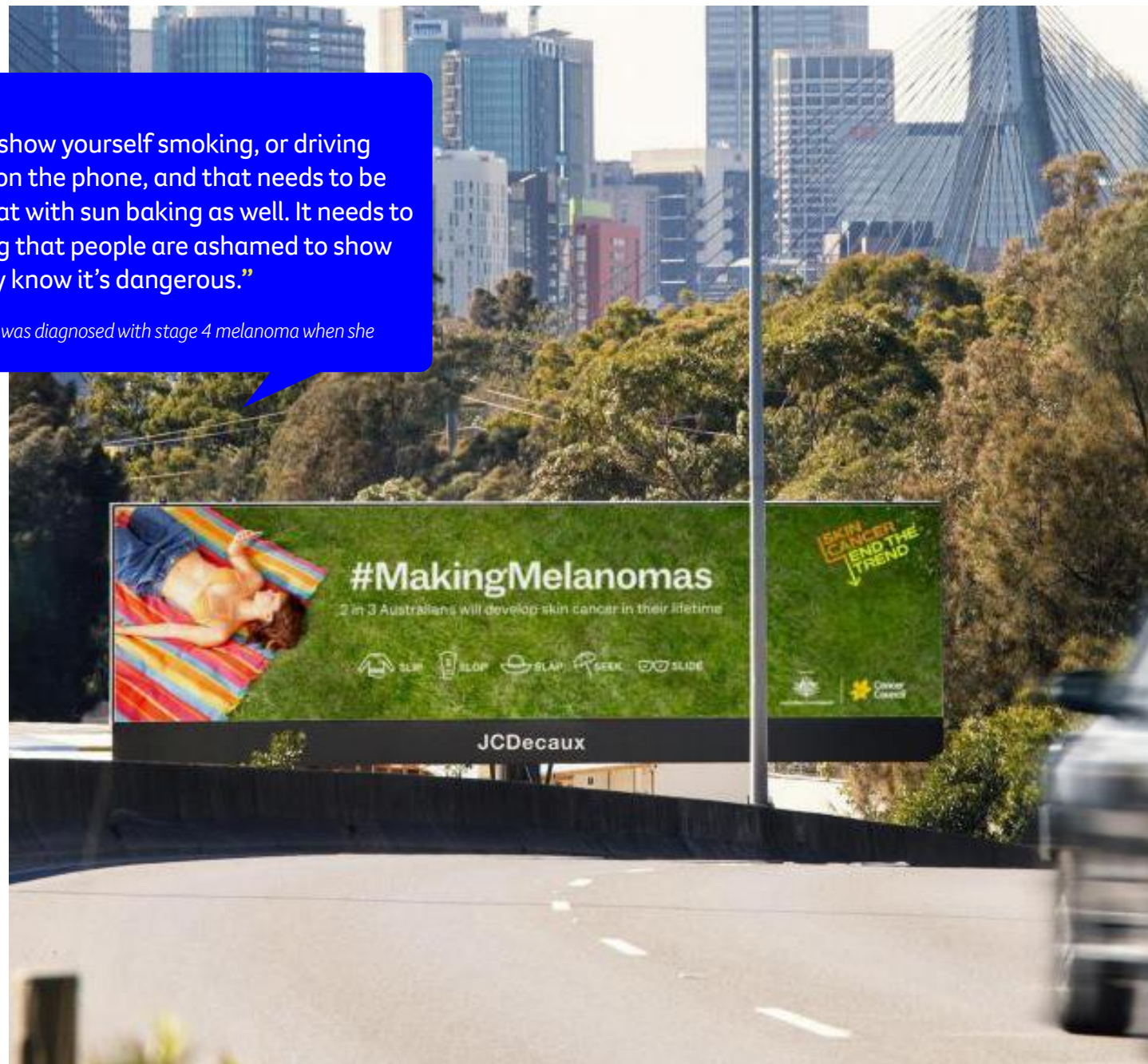
Our research revealed two significant challenges in communicating with young adults. Firstly, they are more influenced by how they look and social capital than by the health risks associated with skin cancer. Secondly, traditional advertising has limited impact on younger audiences, who are also sceptical of messages from Cancer Council and the Australian Government; especially those that directly confront established suntanning norms or challenge their attitudes, which have been shaped by media, social media, celebrities, influencers, and brands.

Our challenge was to influence and relate to this audience in a way that would resonate with them.

“

It’s taboo to show yourself smoking, or driving while you’re on the phone, and that needs to be where we’re at with sun baking as well. It needs to be something that people are ashamed to show because they know it’s dangerous.”

—
Courtney Mangan was diagnosed with stage 4 melanoma when she was just 29.



The campaign

We developed a multi-faceted campaign strategy, which spanned six months of activity over three strategic phases, harnessing the power and influence of third-party voices to prime our audience and ultimately create real behavioural change.

Stage one sought to ‘address cultural norms’ by modelling and championing new attitudes, through trusted and aspirational voices. The objective of stage two was to ‘erode attitudes’ by further questioning dominant cultural norms in beauty and fashion. Crucially, these weren’t messages that could be delivered by Cancer Council or the Australian Government. We have no place talking to perceptions of beauty, so these phases were led by the most influential players in the audiences’ lives. Only then could stage three begin, the ‘finalise conversion’ stage, when the behaviour shifts would occur.

Our activity broadly included:

✦ A mix of ‘micro’ and ‘mega’ influencers:

We engaged a broad mix of beauty, fashion, and sports influencers who modelled sun protective behaviours as part of their daily social media content.

✦ Publishers and partners:

Key media publishers and partners were mobilised to reach and engage young adults. They showcased the desirability of sun safe ‘looks’ via articles, features and social media posts – all authored by influential fashion and beauty opinion leaders.

✦ Survivorship stories:

We published content sharing the stories of three young skin cancer survivors across Meta, YouTube and the campaign microsite.

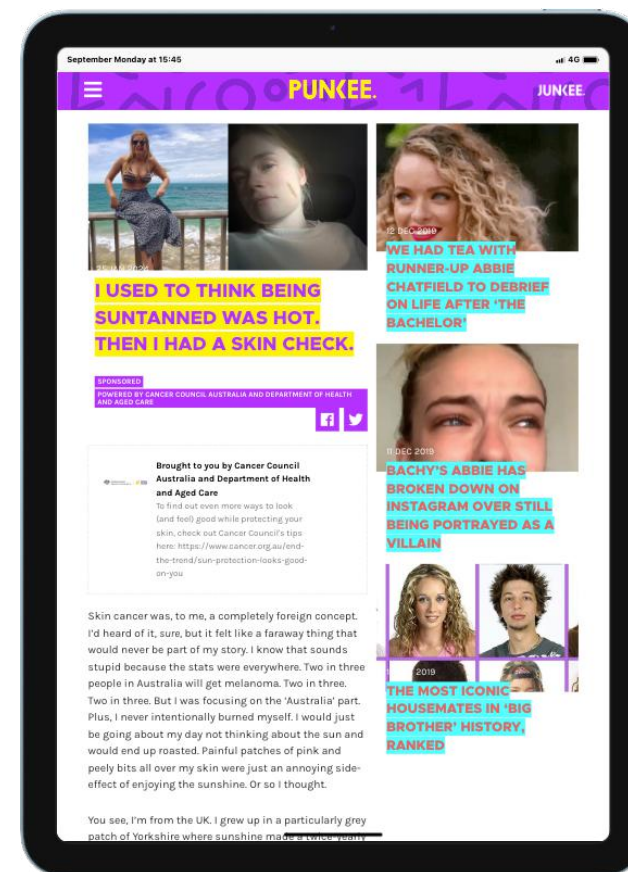
✦ Brands and publisher partnerships:

We developed messaging that encouraged our target audience to question the belief that suntanning is desirable. This included a presence at the Laneway Festivals, a collaboration with Australian hip-hop artist JK-47 to record a new SunSmart anthem, and a partnership with leading online fashion retailer The Iconic.

✦ Branded adverts and content:

Once the audience had been primed, *End The Trend* branded messages launched across Facebook, Instagram, TikTok, Snapchat, Spotify, YouTube, Google Ads, catch-up TV, and a range of out of home formats.

SKIN
CANCER
END THE
TREND



Working with publishers such as Punkee, we told real-life stories of young people who had unhelpful attitudes towards suntanning and then experienced skin cancer.

The results

<p>Reach:</p>	<p>The campaign achieved remarkable success, surpassing our initial targets. We reached over 6.8 million Australians aged 18-30, or 92% of our target audience.</p>
<p>Campaign recall:</p>	<p>Our research found that 82% of 18-30 year olds recall seeing at least one aspect of the campaign, which can be largely attributed to influencer and media partnership activity and the value of using third party voices.</p> <p>Those that recalled several campaign elements were significantly more likely to perceive shifts in suntanning norms compared to 12 months ago – signalling that young Australians exposed to the campaign are noticing a shift in tanning culture: 52% believe social media influencers reject a tan or use sun protection more, compared to 12 months ago.</p>
<p>Changing behaviours:</p>	<p>The campaign shifted attitudes which drove real behaviour change. Our research found a 74% increase in those planning to use sun protection, and an average 33% increase in reported sun protection behaviour among those highly exposed to the campaign messaging compared to those who were not exposed.</p>



Awards: The End The Trend campaign has so far received a prestigious industry award, winning 'Outstanding Patient Campaign' at the *Australian Patients Association Awards 2024*.



These results show our campaign started to **change not only how young people think about sun protection - but also how they act.**



Young people applying sunscreen at the Laneway Festival



Highlights of the year

Save Your Skin: men aged 40+

Saving the lives of men aged 40-59

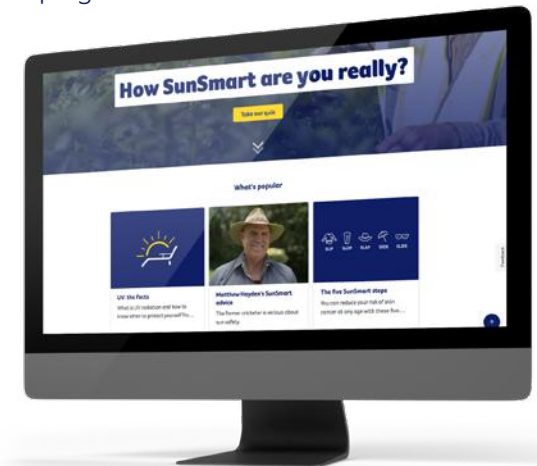
Skin cancer currently accounts for 80% of newly diagnosed cancers, however it is one of Australia's most common and most preventable cancers.



For the second year running, the Australian Government requested we bring our expertise, as one of Australia's most trusted charities, to partner with them on a National Skin Cancer Prevention Campaign targeting men over the age of 40.

Often called our national cancer, Australia has the highest rate of skin cancer in the world, with approximately two in three Australians diagnosed during their lifetime. It's estimated that around 2000 Australians will die from melanoma each year, and that men are almost twice as likely as women to die from melanoma.

Our *Save Your Skin* campaign was specifically aimed at men over 40, with the goal of addressing their poor understanding of sun protection behaviours and reducing their risk of developing skin cancer.



“

The research shows Australian men are not being safe in the sun; despite 80% of men surveyed agreeing that if they regularly protected themselves from the sun, they can avoid skin cancer.”

—
Megan Varlow, interim CEO,
Cancer Council Australia



“

I still see the ongoing damage that the sun has done to my skin over time. I'll be getting regular checks for the rest of my life. I'm a dad with two young daughters. I want to be here as long as I can for them.”

—
Casey Barnes, Australian country
rock musician was diagnosed with
melanoma at 44.

The campaign

Our objectives were to expand their understanding of how sun protection measures reduce the risk of skin cancer, increasing their personal intention to adopt the five Sun Smart behaviours and the proportion who self-report being more sun safe.

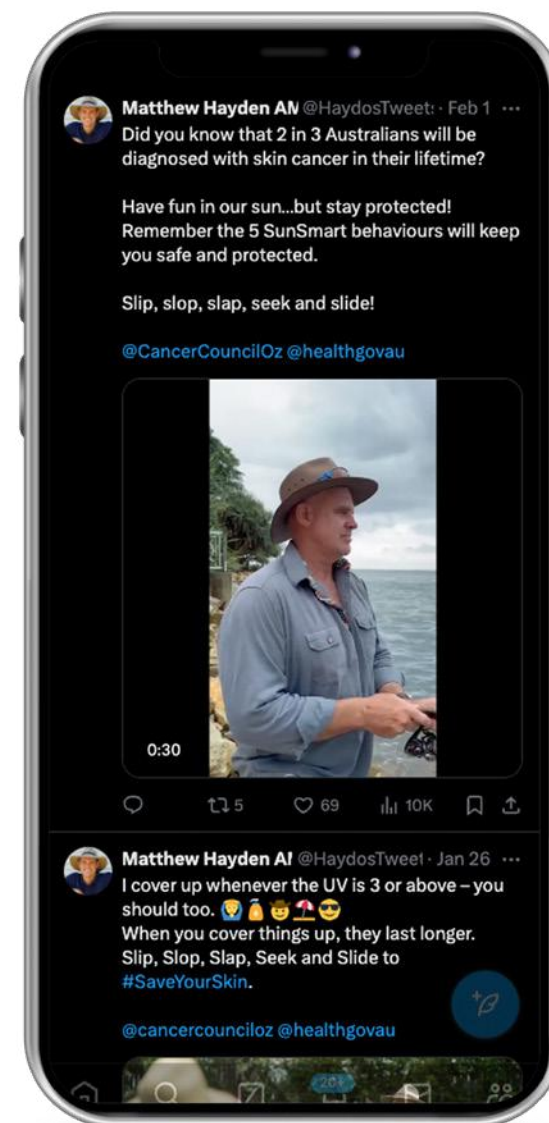
The campaign launched during National Skin Cancer Action Week 2023 with a press release issued by the Minister for Health and Aged Care, Mark Butler, reaching around 1.8 million people nationally.

We developed and delivered a fully integrated marketing communications strategy which leveraged partnerships with major media networks and platforms, including Channel 7, who broadcast the Test Cricket and were a natural fit to reach men over 40.

Throughout the test series onscreen visuals and video content aired during play and ad breaks and resulted in 1,700 on-air mentions. Our television advertising campaign exceeded its reach targets both in metropolitan and regional areas, successfully connecting with more than 3 million men over the age of 40.

Once again, we continued our collaboration with cricket legend Matthew Hayden to maximise his influence and reach. Matthew made an appearance on Weekend Sunrise, where he shared his personal experience with skin cancer and stressed the importance of SunSmart

practices for men over 40. His dedication to skin cancer awareness, coupled with our ongoing partnership, resulted in several posts across his extensive social media network. These efforts delivered impressive additional value, engaging a total of 280,000 followers and generating 3,200 interactions, including likes, shares, and comments.





Matthew Hayden interviewing The Hon Anika Wells, Minister for Aged Care and Sport at the Test Cricket on Channel 7



The results

* Reach:

The campaign reached over 3.1million men over 40.

* Campaign recall:

The campaign achieved 60% prompted campaign recall – the same levels as the 2022/23 campaign, but with a smaller budget.

* Changing behaviours:

The campaign results showed that we were able to shift attitudes among the target audience. Those that recalled multiple campaign elements saw an average **27% increase** in intention to use sun protection, compared to those that did not recall the campaign.



Matthew Hayden on Weekend Sunrise.

Highlights of the year

Tackling bowel cancer

Bowel cancer is Australia's second-biggest cancer killer, claiming the lives of around 100 Australians every week - but 90% of cases can be successfully treated if caught early.

The campaign

In its second year running, Cancer Council Australia continued its partnership with the Australian Government on the delivery of a National Bowel Cancer Screening Program Campaign. The population-based program aims to reduce deaths from bowel cancer by detecting early signs of the disease and improving outcomes.

Building on the success of the 2022 campaign, the 2023 campaign stretched the running period of activity to 33 weeks to accommodate for hot zone-impacted populations. Hot zones refer to areas with a monthly average temperature above 30°C, where participants are encouraged to do their test when the weather is cooler to aid in the accuracy of the tests.

The campaign leveraged the existing Get2it creative and elevated the brand platform to create a more dynamic call to action. A new creative suite was also developed to run across a range of media channels, including TV, digital and social, print, radio media integrations, out of home, creative activations and talent-led opportunities.

“

It is scary to think that if I hadn't done the test and the tumour not been detected, I probably would have found out once I had symptoms, which could have been too late”

—
Erik Carapetian took the National Bowel Cancer Screening test after receiving it the mail when he turned 50.

The creative suite across both culturally and linguistically diverse, and Aboriginal and Torres Strait Islander audiences was advanced to:

- * Include new in-language creative TV ads, increasing relatability with target audiences.
- * Address the time sensitivity of completing the test and the unique challenges faced.

84,000

lives can be saved by

2040 if we can increase and sustain NBCSP participation at 60%.





“

Because if I left it a bit longer,
I don't think i would be sitting
here today.”

—
*Major Lancelot “Moogy” Sumner, AM, sharing
his experience of bowel cancer and The National
Bowel Cancer Screening Program*

The results

- ✦ **Consideration and participation intent, measured via reminders set increased by 300% year on year.**

In fact, using bespoke functionality on the campaign microsite more than 40k reminders were set, surpassing the 2022 benchmark of 9.3k.

- ✦ **Boosted awareness with journalist Mark Beretta as our ambassador.**

The spike in website traffic and reminders set in August correlate to the Channel 7 integration activity, featuring Mark as an influential talent.



- ✦ **Maximised opportunity for priority audiences to complete the test.**

Launching the campaign in April 2023 maximised the opportunity for target audiences to complete the test as the window of testing for hot zones is limited to April, May, and June and in certain areas, up to August.

- ✦ **News media integration was a huge success.**



We delivered over 4 million impressions during the FIFA Women's world cup semifinals for a homepage takeover across news.com.au.

- ✦ **Extension of priority audience creatives.**

We developed in-language-specific TV ads for speakers of Mandarin, Cantonese and Arabic to increase readability. We again partnered with Indigenous-owned and led creative agency 33 Creative to generate new video assets for Aboriginal and Torres Strait Islander peoples to highlight the test's effectiveness.

120,685

additional kits were returned across all regions of Australia



- ✦ **Grassroots events increased engagement and positive feedback.**

14 intimate community events and two large scale events had over 300 attendees.

- ✦ **Reminders played a key role in participation.**

Over 90% of participants said reminders were helpful in completing the test.



What's happening now?

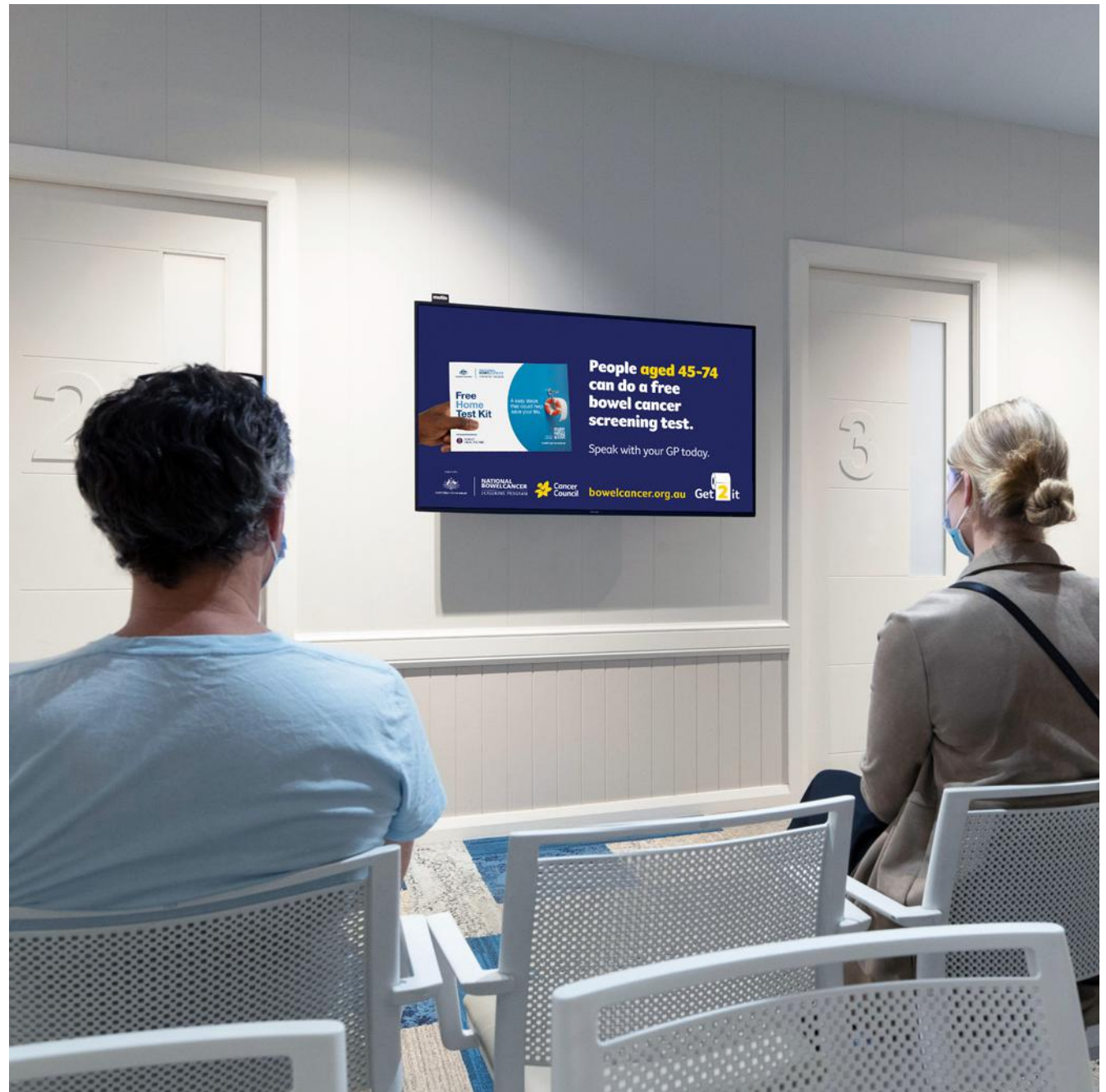
In 2024, Cancer Council Australia is delivering another bowel cancer screening campaign in partnership with the Australian Government. We will build on our successes in the previous two years to drive even greater impact and advance this life-saving mission.

Following on from the updated 2023 national colorectal cancer clinical guidelines, endorsed by the National Health and Medical Research Council (NHMRC), the 2024 National Bowel Screening Program will start at the age of 45 years instead of 50 years.

“

The evidence shows that offering Australians aged 45 to 49 the chance to take part in bowel screening, would help detect more cancers earlier, and save more lives.”

—
Professor Karen Canfell AC, Chair of Cancer Council's Cancer Screening and Immunisation Committee and Director of the Daffodil Centre



Highlights of the year

Reconciliation Action Plan

Cancer Council Australia has refreshed our Reconciliation Action Plan which has been approved by Reconciliation Australia, demonstrating our formal commitment to advancing reconciliation with Aboriginal and Torres Strait Islander communities.



Working to improve cancer-related outcomes with and for Aboriginal and Torres Strait Islander peoples.”

While we have seen significant progress overall in Australian cancer survival rates, we acknowledge the work needed to improve the equity of cancer outcomes for all people affected by cancer.



Aboriginal and Torres Strait Islander people have a 10% higher incidence of fatal, screen-detectable and preventable cancers, that are often diagnosed at more advanced stages, with complex comorbidities.

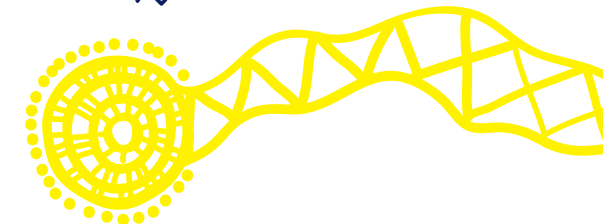
To improve cancer outcomes for Aboriginal and Torres Strait Islander peoples and non-Indigenous Australians, Cancer Council Australia will:

- ✦ Work in partnership with the Australian Department of Health and Aged Care to increase participation in cancer screening programs (bowel, breast, and cervical) by Aboriginal and Torres Strait Islander peoples.

- ✦ Conduct and utilise research about the health inequities faced by Aboriginal and Torres Strait Islander peoples and utilise the findings to advocate for appropriate changes to the health system.
- ✦ Work with Indigenous communities through our partner organisations to ensure that all cancer information and support we provide to Aboriginal and Torres Strait Islander peoples are accessible and culturally appropriate.
- ✦ Build relationships with Aboriginal and Torres Strait Islander organisations who can assist in distributing this information directly to communities.

For us to achieve our vision, we recognise the work we need to do as an organisation to ensure we are supporting the National Reconciliation Movement.

Reconciliation Action Plan



Gubi Gubi doctor, Joel Wenitong and
Wiradjuri woman Simone Jordan



Looking ahead

Skin cancer: shifting attitudes and saving lives

Our hope is that the tides are beginning to turn on suntanning culture in Australia. We welcome our partnership with the Australian Government to strengthen the work that we started in advancing the prevention and early detection of skin cancer.

We look forward to continuing to support the work underway and to establishing a roadmap towards optimising early detection of skin cancer.



Bowel cancer: encouraging early detection

Our objective is to continue to increase participation in the program - when bowel cancer is caught early, **over 90% of cases** can be successfully treated.

“

Get2It is a behavioural tagline that, when repeated, keeps screening top of mind.”



In 2024, Cancer Council Australia is delivering a third National Bowel Cancer Screening Program Campaign alongside the Australian Department of Health and Aged Care.

Together with the Australian Government, **we are encouraging Australians aged 45-74 to Get2it** and participate in the NBCSP. Our remind-and-reinforce strategic approach has proven effective in previous years, especially for the large portion of our audience who intend to participate but don't always get around to it.

Cancer Control Policy

We will continue to advocate for progress in cancer control policy across the cancer continuum.

Tobacco: driving down smoking rates

We are proud of the incredible shared effort from the public health and medical sector and the reforms that have been achieved nationally in Australia. We look forward to working with the Australian Government on the implementation of vaping reforms as well as on the monitoring and evaluation of the National Tobacco Strategy.

We will continue advocating for enhancements to tobacco control nationally, particularly for equitable action and programs to reduce the persistent gap that exists between Aboriginal and Torres Strait Islander peoples' and non-Indigenous peoples' smoking rates.

Over the coming 12 months we will be focusing on halting the rising rates of obesity to reduce the prevalence of obesity-related cancers, increasing participation in the National Bowel

Cancer Screening Program, reducing the financial burden of cancer, and progressing implementation of priorities from the Roadmap to Liver Cancer Control.

Navigation: streamlining care

Cancer outcomes in Australia are among the best in the world, but they are not experienced equitably by all Australians. The fragmented way healthcare can be delivered in Australia can increase morbidity, heighten distress, and increase out-of-pocket costs, especially for people with complex needs.

Navigation will address inequity, particularly for

- * Aboriginal and Torres Strait Islander People
- * People living in rural and remote Australia
- * LGBTQIA+ people
- * People from culturally and linguistically diverse (CALD) backgrounds

The improved service will be a response to an over-complicated health system. As part of the care coordination process, it helps

people navigate their way through the system and access community, social and psychosocial services that can address personal barriers to optimal care. It's about

- ✓ The right services
- ✓ The right order
- ✓ The right time
- ✓ The right setting

Navigation leverages Cancer Council Australia's trusted brand and expertise in delivering information and support across the cancer experience.

It will grow and enhance the support provided by Cancer Council's 13 11 20 free information and support service and websites.



Board and Governance

Our Board, Governance, and Committees

Under our Constitution, the Board is made up of:

- * An independent Chair appointed by the Board
- * A nominee from each State and Territory member organisation
- * Three additional nominees, one each from NSW, Queensland and Victoria, nominated by the respective member board
- * A Consumer Director, appointed by the Board
- * A nominee from the Clinical Oncology Society of Australia

Cancer Council Australia is a company limited by guarantee, incorporated under the Corporations Act 2001 and the Australian Charities and Not-For-Profits Commission Act 2012. Ultimate responsibility for the governance of the company rests with the Board of Directors. Cancer Council's governance charter outlines how the Board meets that responsibility.

The Board met six times in 2023/24. The Annual General Meeting was held in November 2023.

Our Board's committees

We have three Board committees:

- * The Finance, Risk and Audit Committee.
- * The Governance Committee.
- * The Executive Committee.



Our people

As a small organisation, we pride ourselves on fostering a supportive, social and collaborative culture. We were delighted to win a **Xref Best Workplace Award** again in 2023 and are proud to be an employer of choice.





Financial Review

Cancer Council Australia's work is funded by its eight Members, the State and Territory Cancer Councils. In 2023/24 Cancer Council Australia received \$7.68m in annual subscriptions from State and Territory Cancer Council's to cover all operating costs.

Cancer Council Australia receives revenue from a range of external sources and this revenue falls into three main categories.

Grants

The first main category of this revenue is grants received from funding bodies, such as the Australian Government, to undertake specific activities or campaigns. In 2023/24, a total of \$12.20m in such grant income was received. The largest grants received were from the Australian Government to run the Bowel Cancer Screening Communication Program and the National Skin Cancer Prevention Communication Program. We are also a lead agency in the delivery of the Australian Government's Australian Cancer Navigation and Nursing Program. We work closely with the State and Territory Cancer Councils in undertaking work financed by grant income, including formally sub-contracting some of the grant work to these Cancer Councils. In 2023/24, we subcontracted \$385k of government grant funding to State and Territory Cancer Councils.

Supported by



Australian Government



Donations, gifts and bequests

The second main category of revenue received from external sources is donations, gifts and bequests received by Cancer Council Australia. Where the gift or bequest does not specify how Cancer Council Australia should use the funds, we distribute the funds to our Members (i.e. the State and Territory Cancer Councils) according to an agreed set of criteria. For instance, bequests are allocated to the State or Territory in which the donor was a resident at the time of their death. For other donations and gifts, where residence cannot be ascertained, funds are distributed to our Members based on the State or Territory share of Australia's population. All income received in this category is distributed to Members.

Cancer Council licensing or royalties

The third main category of revenue received from external sources is licensing or royalty income associated with the use of the Cancer Council brand. All income in this category is distributed to our Members either as per the express direction of the licensees or if no direction, then based on the State or Territory share of Australia's population.

The funds we distribute to the State and Territory Cancer Councils are used for local research, prevention, advocacy and support services.

The financial arrangements between Cancer Council Australia and its State and Territory Members are governed by a Funding and Distribution Agreement. This Agreement is reviewed regularly due to legislative changes, governance standards, and stakeholder feedback and expectations.



Thank you for your support

Together, we'll get closer to a
cancer free future, sooner.

cancer.org.au

