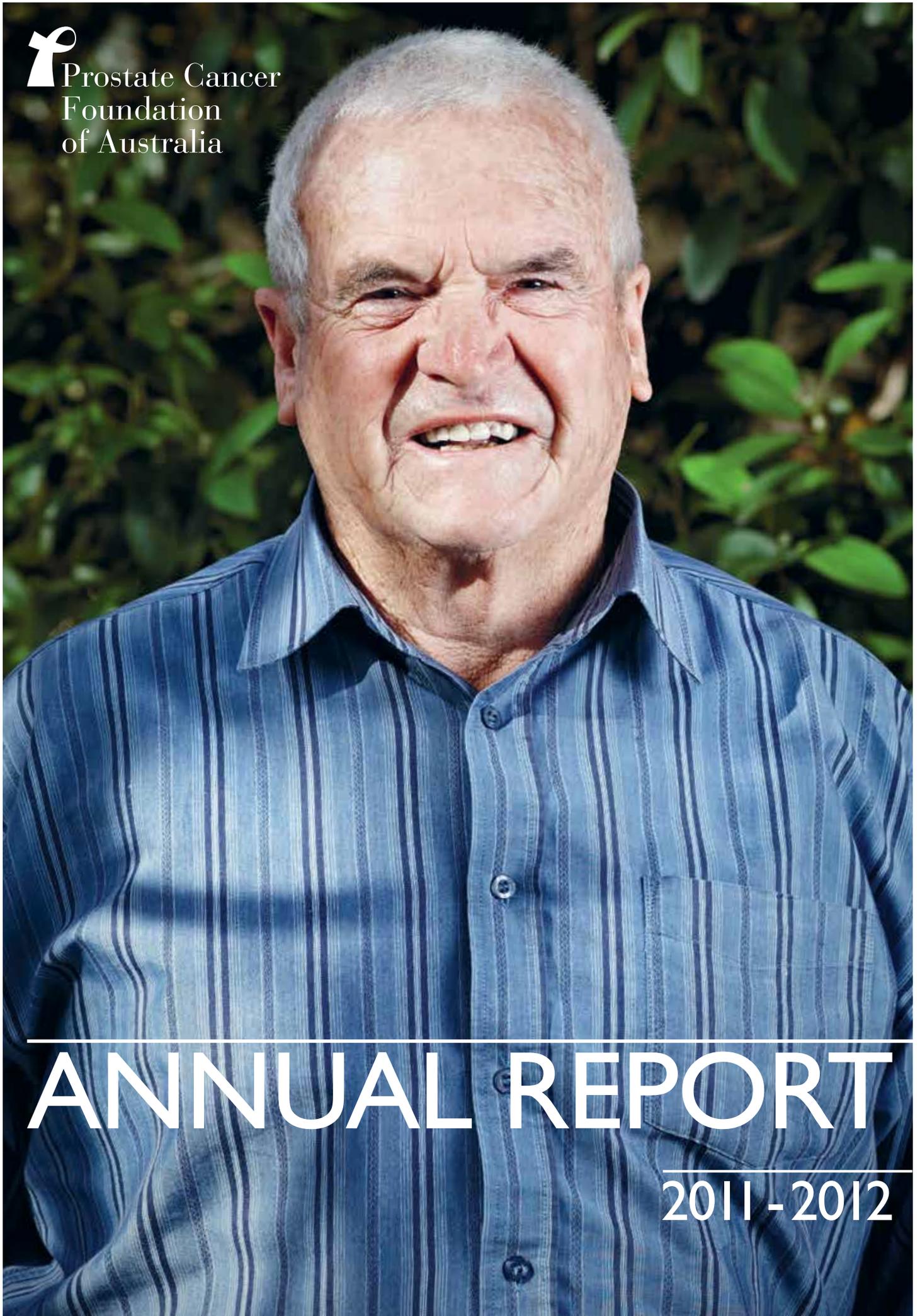




Prostate Cancer  
Foundation  
of Australia



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# ANNUAL REPORT

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2011-2012

COVER PHOTO:

*Frank Hanlon*

Prostate Cancer Survivor

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EXECUTIVE  
SUMMARY

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# OUR VISION, MISSION & VALUES

**Prostate Cancer Foundation of Australia (PCFA) is the peak national body for prostate cancer in Australia. We are dedicated to reducing the impact of prostate cancer on Australian men, their partners, families and the wider community.**

We do this by:

- *Promoting and funding world leading, innovative research into prostate cancer*
- *Implementing awareness campaigns and education programs for the Australian community, health professionals and Governments*
- *Supporting men and their families affected by prostate cancer, through evidence-based information and resources, support groups and Prostate Cancer Specialist Nurses*

PCFA receives Government funding for specific projects and relies on the generosity of individuals, the community and partnerships, such as those with The Movember Foundation and Commonwealth Bank, to carry out our essential work.

PCFA's five values are:

- *Integrity*
- *Optimism*
- *Compassion*
- *Respect*
- *Commitment*

## *Accountability*

PCFA operates under the charitable fundraising legislation, as prescribed by each individual State in Australia and associated regulations, including Corporations Law. PCFA has been granted endorsement as a tax-deductible gift recipient under Subdivision 30-BA of the *Income Tax Act 1997* by the Australian Commissioner of taxation.

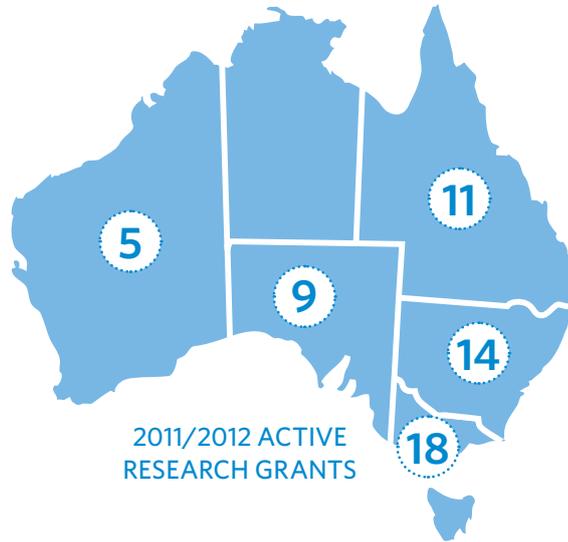
# HIGHLIGHTS

WITH THE VERY GENEROUS SUPPORT OF MOVEMBER



57

Excellent RESEARCH PROJECTS WERE FUNDED ACROSS AUSTRALIA



WE LAUNCHED



AUSTRALIA'S FIRST PROSTATE CANCER SPECIALIST NURSING SERVICE PLACING 13 NURSES IN LOCATIONS AROUND AUSTRALIA IN EVERY STATE AND TERRITORY

THE RESULTS OF PCFA'S

# 10<sup>TH</sup> ANNIVERSARY

Community Attitudes Survey



PUBLISHED IN A REPORT

*Research, Awareness, Support: Ten Years of Progress in Prostate Cancer*

IF YOU'VE DISCOVERED YOU'VE GOT PROSTATE CANCER YOU'RE NOT ALONE.

DISTRIBUTION OF MORE THAN **50,000** TAKE-AWAY CARDS THROUGH THE **CONVENIENCE** ADVERTISING CAMPAIGN

THE NUMBER OF **AFFILIATED SUPPORT GROUPS** IN EVERY STATE AND TERRITORY ACROSS AUSTRALIA GREW TO

135

PCFA embarked on a significant collaboration with the National Health and Medical Research Council, Cancer Council Australia and the various medical colleges and other expert groups to develop national evidence-based clinical guidelines on PSA testing and management of test detected prostate cancer.

*Once developed, these guidelines will be a national and international first.*



*“It is with much pleasure that I present my first report as National Chairman of PCFA. Taking over the role from Graeme Johnson in May 2012 was indeed a great honour and a privilege for me, as was serving as his Deputy for six years. His mentoring over that period has proved to be invaluable.”*

The year has again been one of significant change and achievement due in no small way to Graeme's leadership and our wonderful volunteers and staff at all levels across the country.

During the year we recognised a number of very special people for their outstanding individual contributions to PCFA:

#### **Life memberships**

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Emeritus Professor  
Dexter Dunphy AM

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Peter Hledik

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Graeme Johnson

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Patricia Watson

#### **PCFA Awards**

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Chris McPherson

---

The Hon Wayne Swan MP

#### **Max Gardner Awards**

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Daryl Hyland

---

Max Shub

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John Stead

In June 2012, at a Special Meeting, PCFA adopted an amended Constitution, which reflects a streamlining of the National Board composition and National Committees. In particular, the Support & Advocacy Committee was renamed National Support Groups Committee (NSGC) to reflect its focus on support services for men and their families affected by prostate cancer. The membership of NSGC was also streamlined to

the Chairmen of each of the five Chapter Councils plus Chairman of the Committee who is a National Director.

2012 also saw changes to and strengthening of PCFA's State Boards. We are pleased to welcome Roz Baker as Chair of the Western Australia State Board, Professor Judith Clements as Chair of the Queensland State Board, and Peter Gebert as Chair of the Victoria & Tasmania State Board.

I would like to thank and acknowledge the contributions of Jim Freemantle and Des Grogan who retired as Western Australia and Victoria & Tasmania Chairman respectively and in so doing retired from the National Board plus former National Chairmen, Patricia Watson and Graeme Johnson who both made very significant contributions to PCFA, also retiring from the National Board.

PCFA is indeed extremely fortunate to receive fantastic support from an army of volunteers which includes the ever expanding support group network, directors, committee members and supporters of every kind. I specifically need to acknowledge the wonderful support I receive from Deputy National Chairman, Jim Hughes AM who served as Queensland State Chairman before taking up his current role.

Under the professional leadership of our CEO, Dr Anthony Lowe, and his talented management team, PCFA further strengthened the rigour and evidence-base for our advocacy work and engagement across our diverse group of stakeholders and supporters

by bringing new skills, methodologies and approaches into the organisation.

This evidence-based approach was borne out in PCFA/Cancer Council Australia's joint initiative to develop national clinical practice guidelines for PSA testing and management of test-detected prostate cancer. PCFA is working closely with our medical colleagues, Cancer Australia, National Health and Medical Research Council (NHMRC), Cancer Councils, public health experts and epidemiologists on this initiative. This led to PCFA representatives participating on the NHMRC and PCFA/Cancer Council Australia expert advisory panels on PSA testing.

I am personally very encouraged by this collaboration as it represents the greatest potential for ending the debate on testing and delivering the most likely benefits to men across the country.

Our engagement with government at both State and Federal levels and with other key stakeholders in the prostate cancer space is reaping significant benefits. I am looking forward to the challenges ahead and to working closely with our colleagues to continue to make progress on these important issues.

Similarly, the 10th Anniversary launch of PCFA's Community Attitudes Survey provided an important platform for us to celebrate the contribution we have made to the prostate cancer arena over the past decade and to continue to advocate for new

services, increased funding and greater community understanding of the needs of men and their families dealing with prostate cancer.

Perhaps a highlight of the year was the official launch of PCFA's Prostate Cancer Specialist Nursing Service, the first such service in Australia. This incredibly valuable program would not be possible without the support of The Movember Foundation. This program demonstrates the tangible benefits that come from the great partnership between our two organisations for Australian men and families affected by prostate cancer.

I would like to thank PCFA's many wonderful supporters, including The Movember Foundation, Commonwealth Bank, Qantas and the many other individuals and organisations that support us both financially and by donating their time. Our work as the peak national body for prostate cancer in Australia to fund research, raise awareness and provide support to men and their families affected by prostate cancer would not be possible without their very generous support.



**David Sandoe OAM**  
National Chairman



*“I am pleased to report that 2011-12 was a year of positive development in all aspects of PCFA’s work.”*

## Research

During the year, with the very generous support of The Movember Foundation, we provided funding to 57 excellent research projects in five States across Australia. The ultimate aim of PCFA’s research program is to find a cure for prostate cancer – the second most common cause of cancer deaths in Australian men.

In the meantime, we need to discover better diagnostic markers; better treatments; better preventative measures; and to improve outcomes for men and their families living with prostate cancer.

To date PCFA’s research program has resulted in a high level of innovation and increased Australia’s prostate cancer research capacity. For example:

- Novel research into a vaccine that teaches our immune system to fight cancer is successfully being conducted at the Mater Institute by Dr Kristin Radford and will soon enter clinical trials
- A novel concept developed by Associate Professor Martin Lackmann at Monash University has led to the discovery of an antibody based drug which has also entered clinical trials
- Research conducted by Professor Mary Haines and her team at the Sax Institute aims to improve evidence based care for locally advanced prostate cancer via a randomised phased trial.

These and other PCFA research projects show great potential for improved treatment options for men with prostate cancer.

## Awareness

In September 2012, the results of PCFA’s 10th anniversary community attitudes survey were published in a report entitled *Research, Awareness, Support: Ten Years of Progress in*

*Prostate Cancer.* The research was conducted in March and April 2012.

We found that Australian men see prostate cancer as the single most important health issue they face and one of the top five health issues for the community at large. We were extremely pleased to see that PCFA's efforts to raise awareness and knowledge of prostate cancer are paying off with a 12% increase in the percentage of men who feel informed about the disease over the past decade.

Awareness and knowledge of the PSA test has also increased and with more than 40% of men now being tested every year. However, we also found that almost 40% of men believe the advice they receive about testing is confusing. The need for clear and consistent advice about testing, supported by every medical college and all other interested parties, is evident.

I am pleased to report that PCFA is working in collaboration with National Health and Medical Research Council, Cancer Council Australia and the various medical colleges and other expert groups to develop national evidence-based clinical guidelines on PSA testing and management of test detected prostate cancer. Once developed, these guidelines will be a national and international first.

### Support

In our community attitudes survey we also found that almost one quarter of men who have been diagnosed with or are undergoing further investigation for prostate cancer contacted a support organisation and found it to be a very valuable source of information and support. Pleasingly, prostate cancer support groups were very highly rated by participants in the survey, with an average satisfaction score of 8 out of 10. However, we also found that men lack knowledge of support services

and need health professionals to be more active in guiding them to appropriate information and support.

With funding from the Federal Government through Cancer Australia, PCFA continues to strengthen and grow our national network of affiliated support groups. I am pleased to report that we now have 135 affiliated support groups in every State and Territory across Australia, including two support groups in Melbourne and Sydney specifically for gay and bisexual men. Many new support groups are currently planned and we expect to increase the number substantially over the coming year.

On 3rd May, with the very generous support of Movember, we launched Australia's first Prostate Cancer Specialist Nursing Service. This three year pilot program has placed 13 specialist nurses in every State and Territory, with a mix of metropolitan, rural and regional hospital locations and in both the public and private systems. The specialist nurses will help those affected by prostate cancer by:

- Providing a point of contact and support for patients and carers
- Assisting patients to access services in their hospital and in their community both during and after treatment
- Providing reliable information about diagnosis and treatment plans
- Coordinating care wherever a patient is in their cancer journey.

### Thank you to our supporters

PCFA's work would not be possible without our many wonderfully generous supporters and volunteers who contribute their time and money to the cause. In particular, I would like to acknowledge the very generous support of our major benefactor, The Movember Foundation.

Movember provided \$5 million of funding for PCFA's research program; and \$1.1 million of additional funding for the first part of the Prostate Cancer Specialist Nursing Service, bringing Movember's total funding for the nursing service to \$3.6 million.

I would also like to thank Commonwealth Bank for their support as major sponsor of our September fundraising and awareness campaign, The Big Aussie Barbie. Commonwealth Bank staff at branches around Australia generously contributed their time to raise awareness of prostate cancer and funds for PCFA. Commonwealth Bank is PCFA's longest standing partner and it is a partnership of which PCFA is very proud.

PCFA also received very generous support from Pirtek through the Pirtek Fishing Challenge and other fundraising initiatives. This year 6,500 anglers competed in the Pirtek Fishing Challenge with 100% of entry fees going directly to PCFA.

Finally, I would like to give my heartfelt thanks to Chairman David Sandoe OAM, Deputy Chairman Jim Hughes AM, the National Board, State Boards and National Committees, and the thousands of support group members and Ambassador speakers around Australia who generously contribute their time supporting men and their families affected by prostate cancer and raising awareness of the disease. Together we can be justifiably proud of PCFA's work in research, awareness and support.

*Anthony Lowe*

**Dr Anthony Lowe**  
Chief Executive Officer

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## Think Tank – Research Program Strategy 2013 and Beyond

On the 24th February 2012, PCFA held a Think Tank to review the strategy of its Research Program and plan for the future. This Think Tank brought together leading Australian prostate cancer researchers, community members, representatives from prostate cancer funding bodies, PCFA's Research Advisory Committee members and PCFA Research Program staff to discuss current and emerging needs of prostate cancer funding in Australia.



Above: Prostate Cancer Researchers in the Epigenetics Research Group Cancer Program Garvan Institute of Medical Research

The overall objective of the Think Tank was to identify a clear long term research funding strategy for consideration by PCFA's National Board. This strategy will provide the basis for a priority-driven National Prostate Cancer Research Action Plan. Individual discussion groups were comprised of PCFA Research Advisory Committee members; community members; men affected by prostate cancer; research funding organisation representatives; prostate cancer researchers and clinicians and PCFA executive team members. More than 42 participants assessed the values of the Research Program, its impact, strengths, gaps and challenges ahead. Four themes were identified as key to the future growth and development of the Research Program:

### Funding

A need to grow PCFA's funding base for research to enable funding clinical

trials, epidemiology, psychosocial and multidisciplinary research. Made possible via increased internal fundraising efforts.

### Collaboration

A need to develop a collaborative approach to Government funding for Australian Prostate Cancer Research Centres and a desire for greater collaboration internationally, possibly with reciprocal funding for training and research; and a desire for greater multi-disciplinary collaboration.

### Diversification

A desire for greater emphasis on clinical trials, clinician researchers, translational research, psycho-oncology and other non-basic science research areas via broadening our research program to include priority areas such as social science research, and establishing expert driven sub-committees.

### Priority Driven

The main theme in addition to setting priorities to drive diversification, was consumer driven priorities perhaps via establishing a consumer sub-committee.

One of the most discussed themes of the day was collaboration. Participants were of the unanimous view that PCFA needs to develop a collaborative approach between the main prostate cancer research groups in Australia to ensure their collective research standing and International competitiveness. Further, there was a strongly held view that collaboration between groups will be essential to securing further Federal Government funding for Australian Prostate Cancer Research Centres and the subsequent success of these Centres' productive outcomes from the funding.

## Collaborative Roundtable

*“Collaboration is necessary for most if not all research projects and programs”*

Following feedback from senior prostate cancer researchers, PCFA hosted a Round Table to discuss and agree on the optimal structures and processes to facilitate collaboration between groups.

The Collaborative Research Roundtable discussion took place in Melbourne on 20th April 2012 and it was attended by the following senior researchers:

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**Professor Anthony Costello**

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**Professor Colleen Nelson**

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**Professor Frank Gardiner AM**

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**Professor Gail Risbridger**

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**Professor John Mills**

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**Professor Judith Clements**

---

**Dr Lisa Butler**

---

**Professor Peter Leedman**

---

**The Late Professor Rob Sutherland AO**

---

**Dr Scott Williams**

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**Professor Suzanne Chambers**

---

**Dr Renea Taylor**

---

**Professor Wayne Tilley**

PCFA's CEO, Dr Anthony Lowe, Chairman of PCFA's National Board Mr David Sandoe OAM and Director of Research Programs, Dr Miranda Xhilaga were also present.

Senior researchers discussed the positive impact of funding allocations via PCFA's Research Program in the last five years and the current grant schemes, and put forward their thoughts and suggestions for the future strategy of the program. The meeting reached consensus on two main points:

1. That collaboration was necessary for most if not all research projects and programs.
2. That a specific grant scheme to foster and/or reward collaboration, with sufficient funds to back such a multi-site, multi-disciplinary collaboration, is a good idea.

## Dr Fatima Valdes Mora

Epigenetics Research  
Group Cancer Program,  
Garvan Institute of  
Medical Research



## Annual Research Update Meeting 2012: Our Research – Your future

*The theme of the ARU “Our Research – Your Future” was chosen to reflect PCFA’s and OCA’s strong mutual belief that investing in research today will secure a world free of cancer tomorrow.*

**This year, in its fourth year running, PCFA partnered for the first time with Ovarian Cancer Australia (OCA) to deliver the most exciting Annual Research Update yet.**

This year’s ARU was a highly interactive forum with the greatest emphasis on informing men and women with or without prostate or ovarian cancer and their families about prostate and ovarian health as well as prostate and ovarian cancer research related issues from diagnosis to treatment.

This ARU aimed to:

- Disseminate prostate and ovarian research results and research in progress to our major corporate sponsors and individuals affected by these diseases;
- Provide a rich and stimulating environment for individuals affected by prostate and ovarian cancer to directly ask research related questions;
- Allow our individual donors and major corporate sponsors to see the impact their donations have had on the men and women living with the diseases.

The 2012 ARU was held in Melbourne on May 24th. Moderated by media personality Julie McCrossin, this was a one day meeting, where presentations by researchers were delivered in everyday language and panel discussion topics were chosen to accommodate some of the most important emerging issues in the field. The meeting was attended by 102 men and women living with either prostate or ovarian cancer and their carers, researchers and corporate sponsors.

The theme of the ARU “Our Research – Your Future” was chosen to reflect PCFA’s and OCA’s strong mutual belief that investing in research today will secure a world free of cancer tomorrow.

Professor Mark Frydenberg and A/Prof. Martin Lackmann gave an update on two different research topics: progress in the Victorian prostate cancer registry project and results of an antibody based new drug that can potentially fight solid tumours such as the cancer of the prostate. Both projects are funded by Movember. Movember Young Investigator Dr Addie Wotten, Dr David Pook and palliative nurse Mary Leahy sat amongst other members of the discussion panel and answered questioned posed by the audience.

## 2011 Annual Funding Round

In the 2011 funding round PCFA received 88 new applications for funding. Of these submissions, 75 were eligible for funding based on the criteria outlined for each grant scheme.

On Friday, 21 October 2011, PCFA's Research Advisory Committee gathered to deliberate on research funding allocation 2011-2014. Following the RAC recommendations, the National Board approved total funding of \$4,550,000 to 15 grants in five categories:

Movember Young Investigator Grants

Movember Concept Grants

Movember New Direction Development Awards

Movember Equipment Grants

Cancer Australia Priority-driven Collaborative Cancer Research Scheme

### CATEGORY 1

#### Movember Young Investigator Grants 2012 and beyond

##### Y10911 Dr Mitchell Lawrence, Monash University, VIC

The behaviour of prostate cancer cells is regulated by their surrounding environment known as the stroma. The stroma has been proposed as a therapeutic target, but it is a diverse mix of cells that needs to be specifically targeted. Dr Lawrence's new data show that not all stromal cells are equal; a subset of stromal cells exhibit features of adult stem cells and promote the formation of prostate cancer. Therefore, the goal of this project is to directly isolate this potent subpopulation of cells from tumour tissue and study their role in prostate cancer progression.

##### Y11611 Dr Helen Pearson, Melbourne University, VIC

Loss of cell polarity is a characteristic of cancer whereby the disordered orientation of cells results in unorganised tissue structures where cells have gained the ability to pile on top of each other or migrate away. The mechanism underlying this phenomenon remains unclear. Dr Pearson has described a previously unrecognised role for genes that control cell polarity in prostate tumor formation and growth. She proposes that planar cell polarity proteins play a tumour suppressive role in the prostate. In this grant proposal, she describes experiments to test this hypothesis and to dissect the molecular mechanisms of this event, thus providing a novel route for therapeutic intervention and improving our understanding of prostate aetiology.

*Co-funded by Cure Cancer Australia Foundation.*

##### Y12011 Dr Jason Dowling, CSIRO Australian e-Health Research Centre, QLD

External beam radiation therapy is a major and successful treatment for prostate cancer. However treatment side effects can include rectal bleeding, rectal urgency, incontinence, erection problems and inflammation of the bowel. MRI allows the borders of the prostate, rectum and bladder to be identified with greater precision than CT scans. The aim of this project is to reduce treatment side effects by using MRI scans for treatment planning. Building on his previous work, Dr Dowling will identify the boundaries of these organs from MRI scans with a very high level of accuracy and develop treatment plans based on the MR information alone. This is a first step towards next generation combined MRI-linear accelerator treatment machines.

*Co-funded by Cure Cancer Australia Foundation.*

##### Y10707 Dr Jeff Holst, Centenary Institute, NSW

L-type amino acid transporters such as LAT1 and LAT3 mediate the uptake of essential amino acids. In their recent paper Holst et al showed that prostate cancer cells coordinate the expression of LAT1 and LAT3 in order to maintain sufficient levels of leucine needed for mTORC1 signalling and cell growth. Inhibiting LAT function was sufficient to decrease cell growth and mTORC1 signalling in prostate cancer cells. Overall results show how prostate cancer cells respond to demands for increased essential amino acids, by coordinately activating amino acid transporter pathways vital for tumour outgrowth. Their recent (unpublished) work has extended these results using a bioluminescent tumour model developed last year, showing that knockdown of LAT1 or LAT3 inhibits tumour growth.

## CATEGORY 2

## Movember Concept Grants

**CG0611 Prof Roger Daly,  
Garvan Institute of Medical  
Research, NSW**

A particular gene rearrangement is found in about half of all prostate cancers. This is known to promote prostate cancer development, but how this occurs is unclear. This project aims to resolve this issue by using a new, high-throughput technology that characterises in a global fashion all of the regulatory signals within a cancer cell. Since blocking these signals may stop cancer cells growing or spreading throughout the body, the project may lead to new treatments for prostate cancer.

**CG1111 A Prof Louis Rendina,  
University of Sydney, NSW**

Very few options exist in the treatment and imaging of advanced prostate cancer, and the demand for new, tumour-specific drugs that can

target malignant prostate cancer is increasing. This project will investigate the possibility of using a completely new class of drug for the targeting of a protein known as TSPO which is found in high abundance in prostate tumour cells and it also plays several important roles in the progression of the disease.

**CG1511 A Prof Ross Hannan,  
University of Melbourne, VIC**

Despite advances in diagnostic and treatment strategies for prostate cancer, there is urgent need for new therapeutic approaches that improve survival and even cure the disease. The group has developed a completely new strategy for the treatment of cancer based on disruption of the cellular mechanisms that control protein synthesis. In collaboration with a drug company, Dr Hannan and co have developed the world's first small molecule selective inhibitor

(CX-5461) of this process. This project aims to establish the efficacy of these inhibitors to treat prostate cancer in a pre-clinical setting.

**CG1611 A Prof Wayne Phillips,  
University of Melbourne, VIC**

Metastatic prostate cancer is currently poorly understood and as a result there is no known therapeutic intervention that can cure prostate cancer once it has metastasized. Activation of the PI3K signalling cascade is frequently activated in human primary prostate tumours and is almost always deregulated in metastatic prostate cancers. The aim of this project is to understand the role of PI3K pathway activation in the biology of prostate tumour formation and metastasis and to develop a novel pre-clinical model for generating and testing new therapeutic strategies for the treatment of prostate cancer.

## CATEGORY 3

## Movember New Directions Development Awards

**NDDA1311 Prof Ian Davis,  
Ludwig Institute for Cancer  
Research, VIC**

Prostate cancer is known to depend on male sex hormones but it also relies on other hormones including female sex hormones, which are also present in men. The effects of these hormones can have important effects on how the cancer behaves. Prof. Davis will use a novel scanning technology called PET to study how one of these female sex hormones attaches to prostate cancer cells in the test tube as well as in animal experiments. This could lead to better ways of scanning for prostate cancer in the future and might also suggest new ways of treating it.

**NDDA1511 Prof Daniel Galvao,  
Edith Cowan University, WA**

The presence of bone metastases has excluded participation of cancer patients in exercise programs because of concerns of bone fragility fracture. However, this group of patients often have developed significant physical impairments from prior and continuing hormone treatment that is increased by subsequent and more intensive interventions such as chemotherapy. This project will determine the safety and efficacy of a tailored exercise program in prostate cancer patients with bone metastases.

**NDDA1811 Dr Elizabeth Williams,  
Monash Institute of Medical  
Research, VIC**

Once prostate cancer progresses from localised disease it is essentially incurable. Dr Williams will identify differences between cancers that only have a short response to anti-androgen therapy and those that will have prolonged response. This is will provide evidence to underpin the development of new therapies for advanced prostate cancer.

## 2011 Annual Funding Round (continued)

### CATEGORY 4

#### Movember Equipment Grants

**EG0311 Dr Luc Furic,  
Monash University, VIC**

To accelerate validation of new potential biomarkers and to assess the efficacy of new compounds to fight prostate cancer it is necessary to have a consistent imaging analysis platform that allows comparisons between samples and the capacity to quantitate rapidly changes in molecular markers. Dr Furic and other investigators at Monash University are aiming to purchase an Aperio ScanScope CS (Digital slide scanner) with operating software and server.

**EG0711 Prof Robert Newton,  
Edith Cowan University, WA**

Exercise is now well established as a medicine for prevention and management of prostate cancer. For example, men with existing prostate cancer who are physically active have a 49% lower risk of dying from any cause and 61% lower risk of dying from their prostate cancer. The Actigraph system is the gold standard for measurement of physical activity and will provide a valuable research tool to evaluate the effectiveness of programs designed to increase

physical activity in prostate cancer patients. Prof Newton is aiming to purchase an Actigraph Physical Activity Monitoring System, which he will share with Prof Galvao and others in the course of an already funded project.

### CATEGORY 5

#### Cancer Australia Priority-driven Collaborative Cancer Research Scheme (PdCCRS)

**1029901 Prof Robert Newton,  
Edith Cowan University, WA**

Pharmaceutical suppression of testosterone is increasingly being used for treatment of prostate cancer. However, side effects include bone loss, increased body fat, loss of muscle, depression, distress and reduced quality of life. This project will determine if initiating exercise therapy at the same time as hormone therapy can reduce if not prevent these toxicities, ultimately resulting in reduced morbidity and mortality for men with prostate cancer.

**1032970 Dr Grant Buchanan  
Freemasons Foundation Centre  
for Mens Health, SA**

The prostate consists of ductal epithelial cells embedded in a supportive matrix. New evidence suggests that changes in the supportive matrix are a major component of prostate cancer progression. This project will investigate the prostatic structural matrix as a means of earlier diagnosis of prostate cancer progression and new ways to approach therapy.

**\$4.55M**  
FUNDING ALLOCATED TO  
**15 RESEARCH GRANTS**  
FOR 2011 - 2014



## Movember Partnership

From its inception in 2007, the PCFA Movember partnership has achieved some significant outcomes for prostate cancer in Australia. Most significantly, PCFA's Research Program has evolved to being recognised as a world-class program that supports the very best Australian research into prostate cancer.



*“PCFA’s Research Program has evolved to being recognised as a world-class program that supports the very best Australian research into prostate cancer.”*



PCFA would like to recognise the Movember Foundation as a key funder of its National Research Program and National Prostate Cancer Specialist Nursing Service

In the last five years, through a competitive peer review process, and clear funding strategy, the program has awarded more than \$32M to 136 projects nationwide of which 57 remain active.

To date, the research program has delivered the following outcomes:

- Funding has resulted in a high level of innovation and increased Australian prostate cancer research profile. Novel research approaches towards a vaccine that teaches our immune system to fight cancer is successfully being conducted at the Mater Institute by Dr Kristin Radford and will soon enter clinical trials. A novel concept developed by Associate Professor Martin Lackmann at Monash University has led to the discovery of an antibody based drug which has now entered clinical trials. These research projects are showing great potential for improved treatment options for men with prostate cancer.
- The increased profile of prostate cancer research nationally and internationally has helped to ensure that prostate cancer research has a place on the policy agenda and raises community and philanthropic awareness. Professor Mary Haines and her team at the Sax Institute are currently working towards improving evidence based care for locally advanced prostate cancer via a randomised phased trial. The results of this study will be of immediate use to ensure men with high risk prostate cancer will more quickly receive appropriate evidence based cancer care.
- The availability of seed funding has increased research capacity that might otherwise remain immature. Movember Young Investigator Luke Selth at Dame Roma Mitchell Laboratories has identified microRNAs that are novel markers of prostate cancer and is now testing whether these markers can distinguish between aggressive and insignificant prostate cancer. This will be a great step forward in improving the diagnosis and subsequent appropriate treatment of the disease.
- Undertaking prostate cancer research in Australia means results can be readily applied locally. Results obtained from Prof Daniel Galvao’s research at the Edith Cowan University has facilitated the use of exercise as an important strategy to mitigate treatment side effects and improve the quality of life in Australian prostate cancer survivors. Prof Galvao is currently conducting one of the largest clinical trials that focuses on the exercise benefits in prostate cancer patients undergoing long-term androgen deprivation therapy.

With the support of Movember our quest for more research and discovery will continue until we achieve our shared goal of reducing the impact of prostate cancer on the community and changing the face of men’s health.



*Rodney Lowe*  
Prostate Cancer Ambassador  
*and Evita Lowe*

The expansion of awareness and education activities at PCFA since January 2012 has eventuated in a revised structure. This new structure will ensure sustainability as well as directions for evidence based resource development and intersectoral collaborations.

## Awareness and Education Committee

This year, the structure of PCFA Awareness and Education Committee was revised under the chairmanship of Dr David Malouf. Subsequently, formal requests were made to key medical colleges and medical craft groups to recommend a representative from their organisation for the newly formed PCFA Medical Advisory Committee.

## PCFA Medical Advisory Committee

We are delighted to have the following representatives on the PCFA Medical Advisory Committee:

- Medical Oncology Australia  
– **Dr Elizabeth Hovey**
- Urological Society Australia and New Zealand (USANZ)  
– **Professor Mark Frydenberg**
- Royal Australian College of General Practitioners (RACGP)  
– **Professor Christopher Del Mar**
- The Royal College of Pathologists  
– **Associate Professor Paul MacKenzie**
- Royal Australian and New Zealand College of Radiologists, Faculty of Radiation Oncology Genito-Urinary Group (FROGG) – **Associate Professor Scott Williams**

PCFA appreciates and values the assistance of these organisations and individuals.

## Awareness and Education Team

The creation of an Awareness and Education team in PCFA means a stronger focus on addressing:

- community and health professional education about prostate cancer
- community engagement activities that meet international and national best practice standards
- the production of relevant and evidence-based resources for diverse groups in the community affected by prostate cancer
- collaborative projects with other agencies and organisations concerned about increasing awareness and education about personal, family, and community issues that result after a prostate cancer diagnosis.

## PCFA Ambassador Program

This year, several pieces of research were conducted to improve the sustainability and effectiveness of the PCFA Ambassador program. The research covered:

- Ambassadors' experiences of the program
- experiences of organisations who engaged PCFA Ambassadors
- analysis of the local government areas across Australia with highest numbers of men in 45+ aged group
- mapping the local government analysis with prevalence of prostate cancer and locations of PCFA Ambassadors and support groups.

The research conducted resulted in a revision of administrative support structures for the PCFA Ambassador program, the establishment of strategic priorities for increasing the number of Ambassadors, and the development of a presentation series giving both Ambassadors and organisations more choice.

## Cancer Australia Funding

The importance of Cancer Australia funding for the development of evidence-based information resources over the next two years for younger men with prostate cancer, men with advanced prostate cancer, partners and carers of men with prostate cancer, gay and bisexual men, Aboriginal and Torres Strait Islander men and men from culturally and linguistically diverse groups means a broader suite of resources are in development incorporating strategic approaches to dissemination.

A report completed by Zest Health Strategies delineated a quality appraisal of current resources, and provided recommendations based on the results from interviews and focus groups with relevant consumer groups and health professionals about information and resource needs.

In addition, PCFA expanded this work further by commissioning research projects such as an audit of prostate cancer resource needs through La Trobe University, and a consultation with Aboriginal and Torres Strait Islander men conducted by Mibbinbah Limited (a health promotion organisation working with Aboriginal and Torres Strait islander men across Australia).

## Advocacy Structures For New Treatments

The cost of many treatments for prostate cancer can be unaffordable for many families. The importance of obtaining listings for treatments through relevant schemes such as the Pharmaceutical Benefits Scheme (PBS) assists men, their families, and health care providers.

This year, PCFA has been developing a strategic focus for advocacy activities with members of the Awareness and Education Committee, the PCFA Medical Advisory Committee, the Awareness and Education team, our consumer network of support group leaders/members and Ambassadors working collaboratively on advocacy projects with key government, non-government and private organisations.

## Pride in Diversity

PCFA became a member of the employer based organisation Pride in Diversity and participated in the Australian Workplace Equality Index for the first time as one of the first not-for-profits to participate. This provides the opportunity for PCFA to review achievements annually in relation to workplace equality.

## Tomorrow Counts

In October, 2012 the launch of the Tomorrow Counts website and book occurred at Parliament House, Canberra. This project was a collaboration between PCFA, Janssen-Cilag, and Ethical Strategies. It raises awareness about the importance of 'tomorrow' in the lives of those affected by prostate cancer. The website at [www.tomorrowcounts.com.au](http://www.tomorrowcounts.com.au) encourages men, their family and friends to write their own stories, upload their own videos and photos as they tell about their own experiences with prostate cancer and why tomorrow counts. This project provides opportunity for those affected by prostate cancer to communicate their experiences to others.

## Movember Australian Survivorship Action Plan (ASAP)

PCFA had unique opportunities this year to collaborate with Movember on the development of its global survivorship action plan by attending the meeting of Movember's international partners in Los Angeles, and through collaborative workshops in Melbourne to develop relevant and sustainable Australian projects to assist people affected by prostate cancer. The contacts made at this meeting have continued to flourish as resources and project ideas are shared across centres and services in other countries.

## What's Next

This year the focus has been on developing the platform for PCFA awareness and education activities to achieve sustainable community engagement. The focus for next year will be the development and roll out of a wide range of evidence-based and understandable resources funded by the Australian Government through Cancer Australia to diverse groups of men, their families and friends. This will also broaden the reach of PCFA activities through expanding the range of partner organisations in government, non-government, not-for-profit and community sectors with whom we will collaborate.

# 10 Years of Progress in Prostate Cancer



Left: PCFA Chairman David Sandoe OAM, CEO Dr Anthony Lowe with The Hon. Melinda Pavey, New South Wales Parliamentary Secretary for Regional Health at the launch of the Community Attitudes Survey at the State Library of New South Wales.

This year PCFA celebrated the 10th anniversary of its Community Attitudes Survey, with the publication of a report entitled ‘Research, Awareness, Support: Ten Years of Progress in Prostate Cancer’.

The launch of the survey results and publication was a significant milestone for PCFA as it showcased the impact the organisation has had in driving awareness and understanding of prostate cancer in the community. It is also a measure of how things have changed over the last decade and where we need to focus our efforts going forward.

The survey revealed that Australian men see prostate cancer as the single most important health issue they face and one of the top five health issues for the community at large. We were extremely pleased to see that PCFA's efforts to raise awareness and knowledge of prostate cancer are paying off with a 12% increase in the percentage of men who feel informed about the disease over the past decade.

Awareness and knowledge of the PSA test has also increased with more than 40% of men now being tested every year. However, we also found that almost 40% of men believe the advice they receive about testing is confusing. The need for clear and consistent advice about testing, supported by every medical college and all other interested parties, is evident.

*“We found that almost one quarter of men who have been diagnosed with, or are undergoing further investigation for prostate cancer contacted a support organisation and found it to be a very valuable source of information and support.”*

Pleasingly, prostate cancer support groups were very highly rated by participants in the survey, with an average satisfaction score of 8 out of 10. However, we also found that men lack knowledge of support services and need health professionals to be more active in guiding them to appropriate information and support.

*Our thanks to Bayer who generously sponsored the report and launch event.*





*Members of the Sydney  
Adventist Hospital Prostate  
Cancer Support Network  
Facilitated Discussion Group*

This has been an exciting year at PCFA with the organisation experiencing significant change and development, particularly in the Affiliated Support Groups Network.

*“Roughly, a third of the Funding Agreement resourcing was specified to ‘Improve and Grow’ the network of PCFA Affiliated Support Groups.”*

We grew from 110 to 135 PCFA Affiliated Support Groups, the Support and Advocacy Committee to the National Board was restructured into the National Support Groups Committee, a new National Manager of Support Groups was appointed in August 2011 and soon thereafter, the \$3.9 million Funding Agreement with the Federal Government through Cancer Australia was signed in September 2011. Roughly, a third of the Funding Agreement resourcing was specified to ‘Improve and Grow’ the network of PCFA Affiliated Support Groups.

Working alongside PCFA Affiliated Support Groups whilst they continued their dedicated work supporting men, partners and families affected by prostate cancer in local communities across the country, PCFA staff and volunteers commenced work on building evidence based practice and training resources for affiliated groups. With assistance from the Federal Government funding through Cancer Australia; PCFA has been able to boost its support for affiliated groups by placing a Support Group and Outreach Program Coordinator (SG&O) in the WA, QLD, VIC/TAS and NSW/ACT Chapters. (Central Chapter is scheduled for placement early next year.)

Since their appointment, the SG&O Coordinators have been working closely with the network of Affiliated Support Groups in their regions to commence the creation, development and delivery of evidence based training and support to the network of group leaders. This work aims to build on the already existing skills and experience of affiliated group leaders. The grant has enabled significant capacity for

the organisation and means PCFA can provide another layer of support and professionalism to supportive care delivery to those affected by prostate cancer nationally.

We have reached some key strategic milestones this year – strong foundational work upon which to build. A population based needs analysis was conducted to assist in identifying, by local government area, where men are in the country and where men are that have been diagnosed with prostate cancer. This body of work will help us to target our efforts and services to areas where more men, carers and families are affected by the disease.

We have collaborated with our academic peers to enable a survey to be utilised in communicating with our medical and health professional colleagues about the merits and strengths of peer led and community led prostate cancer support groups. The support group leader survey will be finalised in September 2012.

Also, key elements of support group governance, such as the Affiliation Agreement, Volunteer policies, Support Group Leader Handbook and Support Group Leader Training packages have all been researched and entered the first phase of development. These resources will all be finalised by the end of 2012.

It has been a year of important progress and has laid the foundation to continue to develop our evidenced based approach to strengthening and extending the impact of our Affiliated Support Group Network.

Support Group Advertising Campaign



This year PCFA launched a high intensity national advertising campaign that will promote the availability and benefits of PCFA's information, education resources and affiliated support groups.

*“The main aim of the campaign is to encourage men and their families affected by prostate cancer to take action and get in touch with their local support group.”*

Starting at the end of July 2012, and running two years, the campaign features A4 posters and take-away cards in public conveniences right across Australia.

As part of the national campaign, the area around 20 support groups will be heavily targeted for a trial period to see if this is an effective way to change men's help seeking behaviours. The 20 support groups were chosen at random to cover a cross section of urban, suburban and rural locations. PCFA set up a dedicated 1300 number for the campaign and phones are manned by experienced volunteers drawn from PCFA's Affiliated Support Group Network. The aim is to ensure that everyone who calls the 1300 number will speak directly to someone who understands from firsthand

experience the issues faced by men and their families affected by prostate cancer. The volunteers will put callers in touch with their local support group.

At the time of writing, the campaign has achieved some significant awareness milestones in distributing over 50,000 takeaway cards detailing how PCFA support services could be accessed.

We will be carefully evaluating the success of the campaign from focus group testing the advertisements, through to analysis of call volumes, nature of enquiries and ultimately attendance at support groups. The evaluation will assist us in refining a model that can be used more broadly in future.

## Max Gardner Award Recipients 2011-2012

Daryl Hyland

Max Shub

John Stead

## PCFA Affiliated Support Group Network

### CENTRAL AUSTRALIA (SA/NT) AFFILIATED GROUPS

Adelaide Hills PCSG

Alice Springs PCSG

Barossa PCSG

Darwin Prostate Support Awareness  
Group - Prosper

Gawler PCSG

Limestone Coast PCSG

McLaren Districts PCSG

Mitcham PCSG

Murray Bridge PCSG

PCS - City of Onkaparinga Group

Port Pirie PCSG

Proshelp - Katherine PCSG

Prostate (Cancer) Support Awareness  
Adelaide Group

Prostate Cancer Action Group  
(S.A.) Inc.

Riverland PCSG

Whyalla PCSG

### NSW/ACT AFFILIATED GROUPS

Bathurst PCSG

Broken Hill PCSG

Central Coast PCSG

Cessnock PCSG

Clarence Valley PCSG

Coffs Harbour PCSG

Concord PCSG

Dubbo PCSG

Dural PCSG

Gloucester PCSG

Goulburn & District PCSG

Great Lakes PCSG

Griffith PCSG

Hastings Prostate Cancer  
Support Network

Illawarra PCSG

Inverell PCSG

Monaro PCSG

Mudgee PCSG

Nepean/Blue Mountains PCSG Inc.

Newcastle/Hunter Mater PCSG

Northern Beaches PCSG

Northlakes Central Coast PCSG

Orange PCSG

Prostate Cancer Support Group  
ACT Region

Raymond Terrace PCSG

Royal North Shore Hospital  
Cansupport PCSG

Royal Prince Alfred Hospital PCSG  
(Day Group)

Royal Prince Alfred Hospital PCSG  
(Evening Group)

Shine A Light Group for  
Gay/Bisexual Men

Shoalhaven PCSG

Southern Highlands PCSG

St George PCSG

St Vincents PCSG

Sydney Adventist Hospital Prostate  
Cancer Support Network  
- Educational Presentations  
(Evening Group)

Sydney Adventist Hospital Prostate  
Cancer Support Network  
- Facilitated Group Discussion  
(Day Group)

Tamworth PCSG

Tomaree PCSG

Wagga Wagga PCSG

Warialda Community Support Group

Westmead PCSG

Wisemans Ferry Cancer  
Support Group

Younger Men Central Coast PCSG

**QLD AFFILIATED GROUPS**

Beenleigh & Districts PCSG  
 Brisbane Partners Of Men With Prostate Cancer  
 Brisbane Prostate Cancer Support Network  
 Bundaberg & District PCSG  
 Capricorn Coast Prostate Support & Awareness Group  
 Central Gold Coast PCSG  
 Central QLD Prostate Support & Awareness Group  
 Far North Queensland (Cairns) PCSG  
 FNQ (Cairns) Partners Prostate Cancer Support Group  
 Gladstone & District PCSG  
 Glass House Country PCSG  
 Gold Coast North Prostate Cancer Support & Awareness Group  
 Gold Coast Prostate Cancer Partners Support Group  
 Gympie & District PCSG  
 Hervey Bay PCSG  
 Ipswich PCSG  
 Mackay & District PCSG  
 Maryborough PCSG  
 North Burnett PCSG  
 North West QLD PCSG  
 Northern Rivers Evening PCSG  
 Northern Rivers Day PCSG  
 Northern Tablelands PCSG  
 Prostate Awareness Twin Town & Tweed Coast  
 QLD Advanced PCSG (Telephone Group)  
 Redcliff PCSG  
 Sunshine Coast PCSG  
 Toowoomba PCSG

Townsville PCSG

Whitsunday Prostate Awareness & Support Group

**VIC/TAS AFFILIATED GROUPS**

Albury Wodonga PCSG  
 Ararat & District PCSG  
 Bairnsdale Prostate & Partners Support Group  
 Ballarat & District PCSG  
 Bass Coast PCSG  
 Bayside PCSG  
 Bendigo & Districts PCSG  
 Devonport PCSG  
 Diamond Valley PCSG  
 Eastern Shore PCSG  
 Essendon PCSG  
 Frankston & District PCSG  
 Gay Melbourne Prostate Cancer Group  
 Geelong Prostate Support Group  
 Greater Launceston PCSG  
 Hobart PCSG  
 Kerang & Districts PCSG  
 Kyabram & District Prostate Support Group  
 Latrobe Valley Prostate Support Group  
 Launceston PCSG  
 Melmarsh PCSG  
 Mornington Peninsula Prostate Support Group  
 North West Tasmania PCSG  
 Orbost PCSG  
 PCSG Bellarine Peninsula  
 Prostate Cancer Partners SG  
 Bently Bayside  
 Prostate Heidelberg  
 Prostate Melbourne Support Group  
 Prostate Support Group Warrnambool

Prostate Waverley

Ringwood PCSG

Shepparton & District PCSG

St Arnaud PCSG

Sunraysia Prostate Support Group

Swan Hill Prostate Support Group

Westgate Region PCSG

Yarra Valley PCSG

**WA AFFILIATED GROUPS**

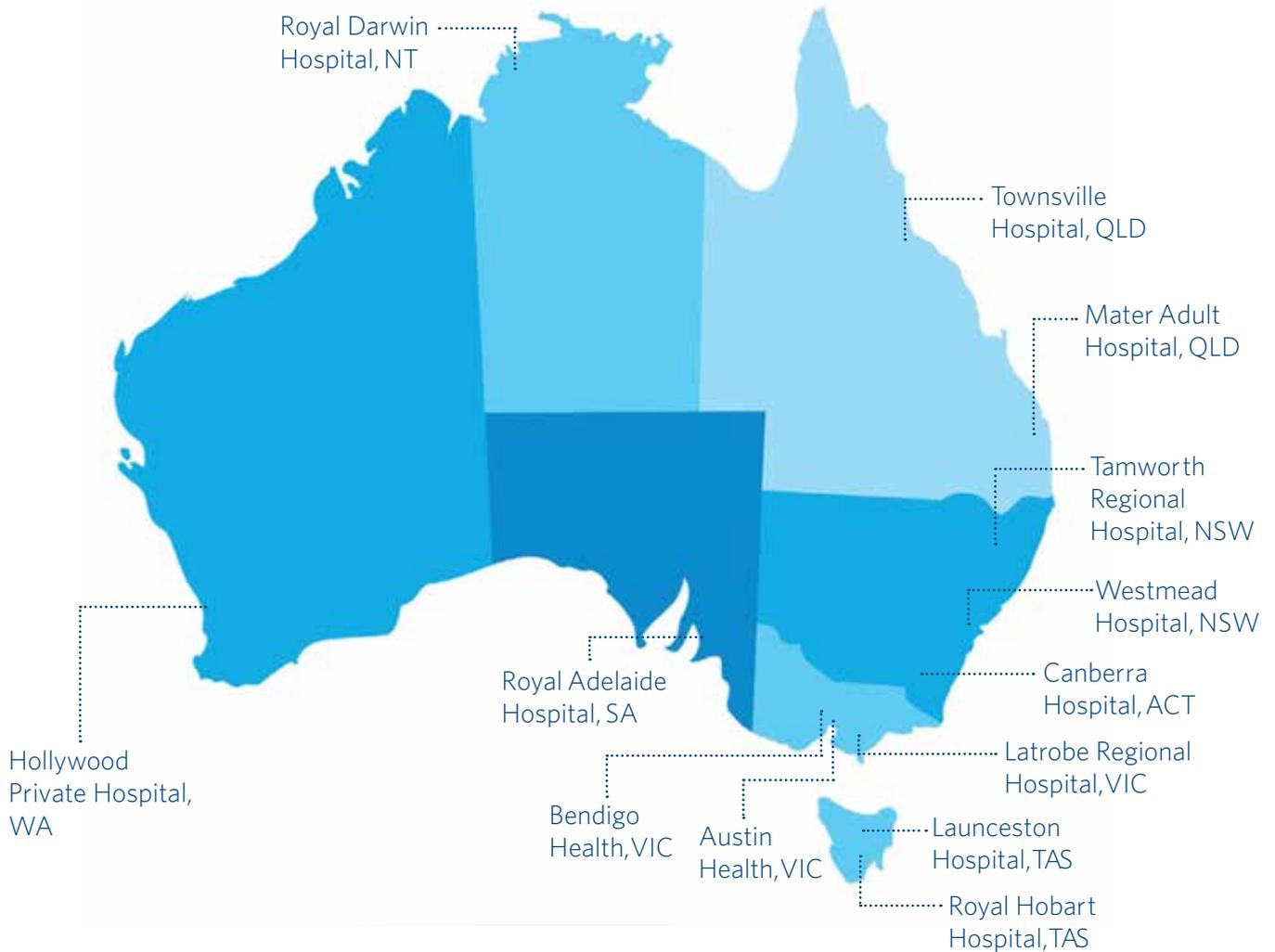
Albany PCSG  
 Blackwood Districts PCSG  
 Bunbury District PCSG  
 Busselton PCA&SG  
 Citiplace Advanced PCSG  
 Fremantle PCSG  
 Geraldton PCSG  
 Prostate Cancer Support Association Inc  
 Southsiders PCSG  
 Western Suburbs PCSG

# Prostate Cancer Specialist Nursing Service



PCFA would like to recognise the Movember Foundation as a key funder of its National Research Program and National Prostate Cancer Specialist Nursing Service

LOCATIONS OF THE FIRST 13 SPECIALIST NURSES



*“The Specialist Nursing Service is already having a significant impact at a local level with already over 2000 contacts with patients being recorded since the service commenced earlier this year.”*

**13** SPECIALIST NURSES PLACED AROUND AUSTRALIA

Available for those affected by **ALL STAGES OF PROSTATE CANCER**



May 2012 saw the official launch of the Prostate Cancer Specialist Nursing Service. Proudly funded by The Movember Foundation with additional funding support through Wyllie Fellowship, this innovative program is the first of its kind in Australia.

The program has placed 13 Prostate Cancer Specialist Nurses in all States and Territories across Australia as part of this three year pilot program. PCFA provided funds directly to the host hospitals who were successful in their applications to participate in this program.

Support generously provided by Qantas enabled PCFA to bring the Nurses together from all across the country for their initial training in their new roles. This two day event was held at the Melbourne Convention and Exhibition Centre and provided training to the Nurses on all aspects of prostate cancer and specialist nursing care. We are grateful to the clinicians and experts in the field who kindly donated their time to participate in this training.

We are also grateful to Abbott Australasia and AMS for supporting the event. The event offered the Nurses a forum to learn from recognised experts in the field of prostate cancer care as well as the opportunity meet their peers, and now feel established as part of a national team. PCFA is maintaining this commitment to support the nurses' throughout the pilot with a structured professional development program which includes mentorship, team teleconferences and ongoing training. The Specialist Nurses are available for those affected by all stages of prostate cancer, from diagnosis onwards. They provide men with a central point of contact and can help men and their carers navigate through the large

number of cancer services, as they work in partnership with both clinical and supportive care staff in their locales. They also provide men with reliable information about all aspects of prostate cancer care and are helpful to those making decision over their treatment plans and also those managing the effects of treatment.

This Specialist Nursing Service is already having a significant impact at a local level with already over 2000 contacts with patients being recorded since the service commenced earlier this year.

## Trish Husband

Prostate Cancer Specialist Nurse,  
Townsville Cancer Centre,  
Townsville Hospital, QLD



## PCFA Nursing Grants and Awards

### Barry Collins Travel Scholarships

The recipients of the 2011/12 Barry Collins Travel Internships were Deborah Stokes and Sharon Stephen.

Deborah is a Clinical Nurse Specialist at the William Buckland Radiotherapy Centre at Alfred Health, Victoria.

Deborah used her grant to travel to the United Kingdom to visit the Urology Department at Guys and St Thomas' Hospital, London.

There she spent time with the Nurse Practitioner team learning more about Nurse Led Clinics which are aimed at improving access to care for those affected by prostate cancer.

Sharon Stephen is a Continence Clinical Nurse Consultant at St John of God Hospital in Perth, WA. Sharon travelled to the Peter MacCallum Cancer Centre in Melbourne where she spent time in theatre observing laparoscopic surgery, observed practice in the Nurse Led clinics and also had the opportunity to visit the Australian Cancer Survivorship and Information Centre. This experience has enabled Sharon to reflect on her own practice and improve the care she delivers in her role in Western Australia.

### Nurses Education Grants

Ian Henderson, from Royal Hobart Hospital, Tasmania and Lisa Ferri, from Hollywood Private Hospital in Perth, Western Australia, were the recipients of the 2011/12 Nurses Education Grants. Both nurses used these grants to undertake a program of study in prostate nursing care, through a correspondence course delivered by Latrobe University. Both Ian and Lisa have progressed since undertaking this study and now are both employed as Prostate Cancer Specialist Nurses in their respective hospitals as part of the PCFA program.

### Nurses Conference Grants

PCFA was also proud to support nurses in the general community to further their knowledge in prostate cancer care, by providing 20 full time registrations to the 2011 Australian Prostate Cancer Conference at the Melbourne Convention and Exhibition Centre. This annual event brings together experts in the field from across Australia to discuss the management of prostate cancer.

COMMUNITY  
PARTITION

M-

Y

CIPA-



During November each year, the global community unites to raise vital funds and awareness for men's health, specifically prostate cancer and male mental health.



854,000 global participants in 2011



AUD \$124 million raised worldwide in 2011



Global movement across 21 countries



Global participants almost doubled since 2010!



[au.movember.com](http://au.movember.com)



[/MovemberAustralia](https://www.facebook.com/MovemberAustralia)

## Movember – A Global Movement



Since its humble beginnings in Melbourne, Australia, Movember has grown to become a truly global movement inspiring millions of Mo Bros and Mo Sistas to participate.

Today, Movember runs official campaigns in 21 countries around the world, including Australia, New Zealand, the USA, Canada, the UK, South Africa, Ireland, Finland, the Netherlands, Spain, Denmark, Norway, Belgium and the Czech Republic, Singapore and Hong Kong.

In addition, Movember is aware of Mo Bros and Mo Sistas supporting the men's health cause across the globe, from Russia to Dubai, Rio de Janeiro to Mumbai, and everywhere in between.

No matter the country or city, Movember will continue to work to change established habits and attitudes men have about their health, to educate men about the health risks they face, and to act on that knowledge, thereby increasing the chances of early detection, diagnosis and effective treatment.

In 2011, over 854,000 Mo Bros and Mo Sistas around the world got on board, raising AUD \$124 million for men's health, specifically prostate cancer and male mental health.

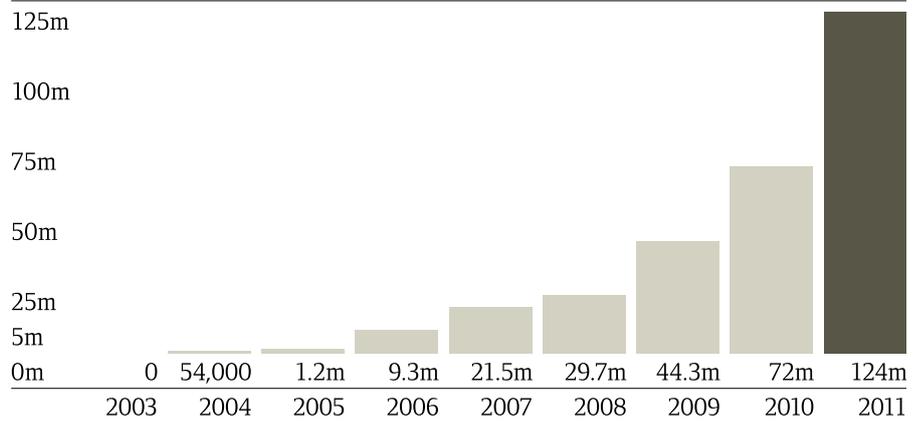
Big steps have been taken towards changing attitudes and habits relating to men's health around the world but there is still much to be done to catch up with the women's health movement.

Via the moustache, Movember aims to fulfill its vision of having an everlasting impact on the face of men's health, by continuing to spark conversation and spread awareness of men's health each year.

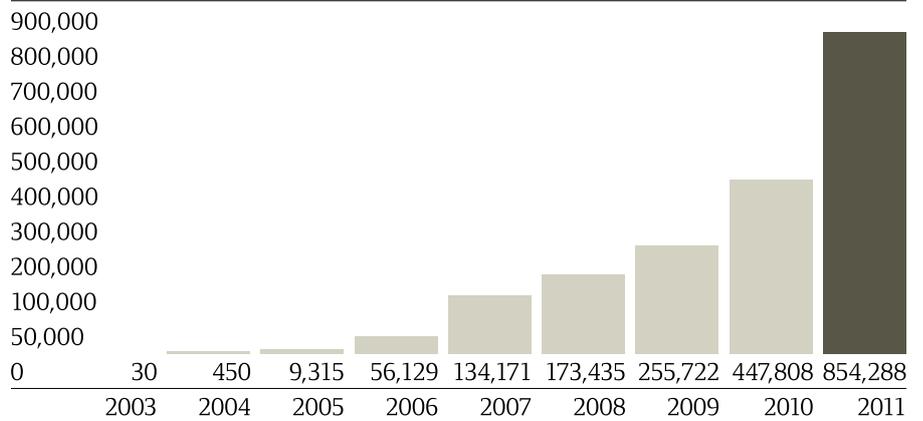


*“Movember will continue to work to change established habits and attitudes men have about their health, to educate men about the health risks they face, and to act on that knowledge, thereby increasing the chances of early detection, diagnosis and effective treatment.”*

**GLOBAL FUNDS RAISED \$302 MILLION (FIGURES IN AUD)**



**GLOBAL REGISTRANTS 1.9 MILLION MO BROS & MO SISTAS**





September is the International Prostate Cancer Awareness month, and the month Australia unites to host Barbies to raise funds and awareness for PCFA.



500 Barbies registered



AUD \$600,000 raised



Guinness World Record for the longest BBQ in the world!



16% increase in fundraising from previous year



[bigaussiebarbie.com.au](http://bigaussiebarbie.com.au)



[/pcf1](https://www.facebook.com/pcf1)

## Big Aussie Barbie 2011 – ‘Keep Your Sausage Sizzling’



The 2011 national Big Aussie Barbie campaign continued to attract great support across community and corporate Australia with more than 500 barbies registered for the month of September, International Prostate Cancer Awareness month.

The cheeky campaign creative featuring the slogan ‘Keep Your Sausage Sizzling’ was driven by a television commercial featuring Australian icon Dame Edna at the Barbie. The drive behind the new campaign was to encourage the community to respond to Dame Edna’s call to host a barbie, raise funds for PCFA and most importantly start a conversation about men’s health, specifically prostate cancer.

With the continued support of major sponsor Commonwealth Bank, the campaign kicked off on September 1st with a bold attempt at taking the Guinness World Record for the longest period of uninterrupted barbecuing. Starting at 7am on the Thursday morning, in the shadow of Sydney’s beautiful St Mary’s Cathedral the national launch of the campaign continued non-stop for twenty six and a half hours until 9:30am the

following morning, breaking the record for the longest BBQ in the world.

The event provided a great platform to build awareness and support for the campaign as well as providing a wonderful vehicle for sponsor, volunteer and staff engagement.

PCFA State offices followed the national launch with state based launch activities to drive awareness and participation in the campaign. Melbourne’s Lord Mayor Robert Doyle helped launch the campaign in Federation Square which drew widespread media coverage including Channel 10, 3AW, SBS and Sky News.

Bunnings Warehouse also got behind the campaign offering Support Groups the opportunity to fundraise and build awareness at local store barbies across the country. Together Bunnings and Support Group Barbie activities raised more than \$60,000 for the campaign.

## BUTCHERS KNOW HOW TO HOST GREAT BBQS

*“We participated in the Big Aussie Barbie for the first time in 2011. We wanted to show support for one of our staff members who had suffered from prostate cancer, and as butchers, we know how to host a great BBQ!”*

*“We held the BBQ at our shop in Westfield North Rocks with a BBQ inside the centre and outside in the car park. We were overwhelmed with the support from Westfield, local members of Prostate Cancer Foundation of Australia and the public.”*

*“We loved the website tracker and set a goal of \$5000. We had a lot of fun posting photos and sharing our growing donations. We exceeded our donation expectations and had a ball doing so!”*

BEEF BULLION, NORTH ROCKS



Our thanks to the following organisations for their generous contribution to the 2011 campaign:

**Major Sponsor:****Campaign Supporters:**


---

 Macquarie Radio Network

---

 Mitchell & Partners

---

 Bunnings

---

 Barbecues Galore

---

 Val Morgan

---

 Pirtek

---

 Qantas

---

 Farmoz

The campaign also attracted some well-known Australian personalities including celebrity Chef Ben O'Donoghue, Angry Anderson, actor Les Hill, cricketer Nathan Bracken and Darryl Brohman from The Footy Show, who himself had a personal experience with prostate cancer.

The results of the September campaign were the best to date with a 16% increase in fundraising on the previous year, raising more than \$600,000 for PCFA's programs. This included a very generous contribution of sponsorship and staff fundraising

of \$200,000 plus significant donations of food to support the launch activity from the major sponsor Commonwealth Bank. Staff around the country raised funds and awareness through branch based barbies as well as cook-off with celebrity chef, Ben O'Donoghue.

PCFA would like to acknowledge the tremendous ongoing support of Commonwealth Bank. Their support of the campaign has been vital to the Big Aussie Barbie's success, helping to drive awareness and engagement amongst the community.



An annual event in April, people across Australia go fishing to help fight prostate cancer. With a \$20 entry fee, competitors catch, photograph and submit their photo for judging and for a chance to win prizes.



6,500 anglers in 2012



AUD \$130,000 raised



Pirtek provided over \$400,000 to PCFA over 4 years



[pirtekfishingchallenge.com.au](http://pirtekfishingchallenge.com.au)



[/Pirtekfishing](https://www.facebook.com/Pirtekfishing)

## Pirtek



In 2009 Pirtek approached PCFA with a concept that would not only see the development of the nation's largest fishing challenge but would also see a fundraising initiative returning more than \$100,000 annually to PCFA in just four years.

Pirtek is Australia's leading provider of hydraulic and industrial hose products and services and PCFA has been supported through a range of activities by Pirtek since 2009 with the Fishing Challenge being specifically developed to provide an ongoing fundraising and awareness platform for PCFA.

With estimates of more than 120,000 men in Australia currently living with prostate cancer, and a workforce and customer base in a predominantly industrial male environment Pirtek identified that an association with PCFA would be a good fit for them – the challenge was to make the activity self-sustaining and capable of growth without distracting significantly from their core business.

Developed by racing and fishing identity Michael Guest and his wife Lisa, the Challenge is now an annual event in April each year with people across Australia encouraged to go "fishing to help fight prostate cancer". It attracts mums, dads, kids and grandparents – chasing species from Golden Perch to Barramundi in each State and Territory. Competitors catch, photograph and send the photo to the website for judging and to be eligible for the prize pool.

The event has grown incrementally since 2009. The 2012 Pirtek National Fishing Challenge held on Sunday April 15 attracted more than 6500 anglers with a prize pool valued at more than \$130,000 from sponsors including



Evinrude, Berkley, Lowrance, Roman, BCF, Ocean Kayak and BLA. The full entry fee of \$20 for each competitor was generously donated by Pirtek to PCFA for a total donation of \$130,000.

Pirtek also supports PCFA in other areas of their operations. As the naming rights sponsor of the Parramatta Eels in the National Rugby League, Pirtek took the opportunity during the match against Sydney Roosters in August 2012 to not only present the cheque, but also aid in the awareness push of PCFA by replacing its logo on the front of the jersey for the match with the PCFA logo. The jerseys were also auctioned on-line as part of the ongoing fundraising efforts.

The partnership with PCFA is supported by Pirtek at a national level, plus through the 92 strong franchise network across the country with many of them supporting PCFA's national campaigns like the Big Aussie Barbecue and also Movember.

Collectively Pirtek's support has provided more than \$400,000 to PCFA over the four years. This support is invaluable to PCFA in providing critical funding to advance vital research, raising awareness and provide practical support to men diagnosed with prostate cancer and their families. PCFA is privileged to have such a committed partner in Pirtek - in engaging their staff, customers and the community

in their fund and awareness initiatives they have contributed significantly to our outreach and impact in the community.

*“Pirtek’s support is invaluable to PCFA in providing critical funding to advance vital research, raising awareness and provide practical support to men diagnosed with prostate cancer and their families.”*

# COMMUNITY PARTNERSHIPS



## Community Fundraising Highlights

NSW & ACT

2011

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

### Thank You Supporters

Community support for PCFA has been evident right across NSW and the ACT with events and initiatives raising vital funds and awareness through the hard work and support of individuals, groups and organisations.



### City to Surf and Blackmores Running Festival – Running For Their Lives

In 2011, two major running events in Sydney saw fundraisers for PCFA through Sydney events – the Sun Herald 2011 City2Surf presented by Westpac and the 2011 Blackmores Running Festival, raising more than \$100,000 for PCFA .

By reaching out to the PCFA supporter community, the number of people running for PCFA doubled and with support services provided for fundraisers through personalised engagement and an outreach program, fundraising results to PCFA increased by more 300% on the previous year's activity.

PCFA staff attended both events and for Blackmores recruited 30 volunteers to offer Powerade and encouragement to over 5,000 runners who passed the PCFA manned drink station during the event , including PCFA runners and supporters.

### Sydney Markets Foundation – A Fruitful Relationship

Now in its third year of support for PCFA, Sydney Markets auctioned off the first box of mangoes for the season to provide support for their charity partners. The box of 12 mangoes from the Northern Territory went under the hammer at the annual event with Greengrocers United putting in the successful bid of \$30,000, and with other fundraising activity on the day organised by the Sydney Markets Mango Committee, PCFA received \$23,938.

### My Plates Blue Plates Campaign Launched

In 2011 NSW Roads Minister Duncan Gay announced the PCFA and RTA Blue Number Plate Partnership which contributes to helping men and their families affected by prostate cancer. The partnership between PCFA and My Plates sees \$15 from the sale of blue plates and \$50 from prestige blue plates in NSW donated to the PCFA. After a successful first year the RTA extended the partnership until June 30, 2012.

### Veolia

In September Veolia offered us the opportunity to brand one of their buses for the month – the bus was used at a number of high profile events including the Longest BBQ and the Pirtek Parramatta Eels match.

2012

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE



### Dragonboat Regatta

A group of prostate cancer survivors took part in the Dragonboat Regatta at Darling Harbour. This annual event, organised by Dragons Abreast Australia, is a major cancer fundraiser. The Prostate Dragons were sponsored in very large part, by PCFA this year.

This is the 4th year in which the Prostate Dragons have taken part in the regatta, along with their partners and families. The two teams competed in four races each and performed very well, gaining three 1st places and four 2nd places in their heats.

A feature of the day was the social race between the Dragons Abreast ladies and the Prostate Dragons.

This year, for the first time, the Prostate Dragons were invited to take part in the "Flowers on the Water" ceremony, held each year to celebrate the lives of those who are no longer with us. A very moving ceremony, hundreds of rose petals were cast onto the waters of Cockle Bay. This was a special moment for both breast and prostate cancer survivors as they joined hands and hearts to pay tribute.

### The Long Ride 2011

In November 2011 one of PCFA's largest community fundraising events set off from all points of the nation and set their bikes towards Sydney for The Long Ride 2011. This bi annual fundraising initiative encourages motorbike riders from all over Australia to join and help make a contribution to the community in fighting prostate cancer and supporting PCFA.

With more than 200 riders converging on Darling harbour at its close, the event raised more than \$180,000 and has become a signature community event for PCFA. Funds raised through the Long Ride are being directed to the development of support services for men and their families affected by prostate cancer.



### PCFA Thanks NSW & ACT Supporters

In March, PCFA was privileged to have the use of the residence of the Prime Minister, Kirribilli House, for the annual PCFA NSW and ACT thank you event. The residence provided a spectacular setting where PCFA recognised and thanked those who have played a significant role in supporting its work. Presentations were made to major corporate supporters including Commonwealth Bank, Pirtek and Farnoz. There were also awards for community fundraisers and those who have contributed to PCFA Support Group development over the years.

### Country Women's Association Support for PCFA

In May, in their 2nd year of significant support, the Country Women's Association of NSW provided to PCFA a cheque of \$41,385 bringing to a total their support for PCFA of \$78,385 in two years. With the cheque came the privilege of PCFA addressing the 700 NSW CWA delegates at their National Conference at Blacktown to thank them for their fundraising efforts over the past two years.



## Community Fundraising Highlights

VIC & TAS

2011

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

### Thank You Supporters

Throughout the year community supporters hosted a wide range of fundraising activities in Victoria and Tasmania. Our sincere thanks go to the many community fundraisers who volunteer their time and energy in supporting us. Whilst some activities are one off events, many have become annual events with structured committees

Many businesses have focused on supporting their local community and engaging staff and customers by supporting PCFA. In Victoria and Tasmania, we extend our sincere thanks to all of our corporate supporters including Drummond Golf, Reece Australia, Henry Bucks, The Good Guys and McDermott Australia.



### Biggest Ever Blokes Lunch

The concept of the Biggest Ever Blokes lunch was conceived by a passionate PCFA supporter, Chris McPherson (pictured left), in Shepparton four years ago. What started as one annual event each year in Shepparton for PCFA has now grown to annual lunches across rural and regional Victoria attended by over 3,000 people in Shepparton, Bairnsdale, Echuca, Bendigo, Ballarat and Baw Baw.

These events raise significant funds for PCFA all thanks to the passion and dedication of the external organising committees, who work tirelessly. Plans are well underway to extend the lunches across Victoria, and extending in 2013 to Tasmania and other parts of Australia.

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

**Run for Dad**

With sporting enthusiasts across the states, the inaugural Run for Dad took place in Bendigo on Father's Day. Many other amazing individuals also participated in the popular Run Melbourne and Melbourne Marathon to raise funds for PCFA.



**CMSF Golf Day**

The Superlife committee formed by the superannuation industry and supported by the Australian Institute of Superannuation Trustees each year support PCFA at their annual conference and golf day, with over 1,000 superannuation professionals digging deep to raise funds.



**The Charity Luncheon Group Annual Dinner and Simons Ball**

The Charity Luncheon Group and Simons Ball are annual dinner events in Melbourne and Hobart respectively that continue to dance the night way and raise vital funds.

**The Male Bag Ride**

In order to raise awareness, 25 guys will ride their Honda 110cc Ex-Postie bike on an adventure of a lifetime: The Male Bag Ride. PCFA admires the committee and team for their efforts and training that will enable them to set off from Perth back to Melbourne in one week.



# COMMUNITY PARTNERSHIPS



## Community Fundraising Highlights

QLD

2011

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



### Shag Islet Cruising Yacht Club Annual Rendezvous

Hundreds of Vice Commodores from all over the world descended on the Gloucester Passage in the Whitsundays, to raise money for PCFA. SICYC event organiser Ken Thackeray said he was "blown away by the response."

"It's like a phenomenon that's got a life of its own," Ken said.

A fleet of more than 140 boats participated in the event with more than 450 people attending the "Parrots Head Party" at Montes Reef Resort.

An additional event - a pirate party was held at the Dingo Beach pub, with the combined events bringing a huge

tourist presence to the communities of Hydeaway Bay and Dingo Beach.

Ken Thackeray thanked SICYC's vice commodores for their willingness to support PCFA. "They're just a fantastic bunch of people and besides the fact they have a good time, they're very willing to put their money to a good cause," he said.

Ken said SICYC would definitely be back next year in the last week of August "to do it all again."

"Next year we'll have a Polynesian festival theme. The event will always change - it will grow and grow and we'll be pushing the entertainment parameters to make sure it's an event that's always well-attended by our vice commodores," he said



### Corporate Rugby Tens Carnival

Organisers of the hugely successful Corporate Rugby Tens have been supporting PCFA over the last four years. Founded Ryan Molloy and John Slater the tournament offers the business world a chance to tackle their corporate rivals in a round-robin competition while raising funds for charity partner PCFA.

"We knew after the success of the first year that this event was only going to go one way. We have got a fair few guys who play club rugby so the standard is pretty good," Ryan Molloy, now based in Melbourne, said. "People do take it seriously and want to win the cup."

According to John Slater they're also willing to dig deep for the charity partner. John and Ryan are eyeing similar tournaments in Sydney and Melbourne for 2013.

2012

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

### Southport Sharks Corporate Lunch

This annual Sportsman's Lunch is held in the Clubs function room with Sam Kekovich presiding over the event formalities. Southport Sharks Club CEO Dean Bowtell said the clubs members were proud to do their bit to support worthy causes.

"Southport Sharks has always had a focus on giving back to the community. We support many local causes as well as prostate cancer. However our membership is very focussed on men's health issues."

Equipment for the Gold Coast University Hospital Children's Emergency Department, donations to Little Souls early intervention services to children and Volunteering Gold Coast have all featured in the Southport Sharks community giving.

However the Clubs commitment to prostate cancer has been evergreen. As Sam Kekovich would say, "You know it makes sense."



### Southside Sport and Community Club Big Prostate Breakfast

Southside Sport and Community Club did their bit for prostate cancer by raising funds and breaking down taboos by holding their annual Big Prostate Cancer Breakfast, which entertains fundraisers and promotes awareness of the disease.

On event day all staff work as volunteers, entertainers perform free of charge, raffle prizes are donated by local businesses and even the food is kindly donated by suppliers. As a result, 100% of money received is donated to PCFA.



### The Adonis Society Ball

This year's Ball was a spectacle like no other. Held at the Queensland Maritime Museum on the banks of the Brisbane River the event resembled more of a Hollywood A-list party than a historical naval site.

Twenty young professionals, who make up the Adonis Society, hosted the Gentlemen's Ball. Tickets to the annual black tie bash are hotly sought after each year, making it one of the premier events on Brisbane. The ball is an opportunity for the gents' committee to raise funds for two charities close to their hearts - PCFA and Youngcare.

Ball president Gordon Lewis said from its inception in 2005, the Ball's committee had always maintained its purpose of raising awareness of men's health. "We've continued to exceed all expectations and that is credit to the young men who make up this committee." Gordon steps down as president this year but says he's excited to leave on such a high after one of the best Gents' Balls on record.





## Community Fundraising Highlights

WA

2011

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

### Lotterywest Grant

PCFA WA was successful in an application for a Lotterywest Grant to support a new office refurbishment. The new office fit-out will provide capacity for PCFA in the delivery of its support and outreach work in the community. The new layout provides a board room, a meeting room and three work stations in an open plan arrangement. We thank Lotterywest for their generous support.

### Chevron City to Surf

The Chevron City to Surf for Activ is WA's largest community sporting event, raising funds for many charities. Participation in this event is possible at different levels, depending on your fitness level, and it is very family focused. For the first time, PCFA had runners in this prestigious running festival. The WA office sent PCFA runner's packs to those who registered to run for PCFA. Their efforts raised a significant amount of funds and awareness for PCFA's work.



### Roughrider Rudling Golf Day

Roughrider Rudling Golf Day was a fantastic day on the golf greens for all involved. Giles Partners Chartered Accountants and Interwest Financial Services held this golf day in honour of Peter Rudling, a former client of both Giles Partners and Interwest, who lost his life to prostate cancer.

This inaugural event was held at Mount Lawley Golf Club and was a wonderful success, raising funds and awareness within the financial services industry of prostate cancer. This event has been established as an annual event with all proceeds going to Prostate Cancer Foundation of Australia.

### Perth to Margaret River Cycle

Another first for WA was the Perth to Margaret River Cycle. The event will also be held annually providing a great platform for both fundraising and raising awareness.

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE



**Whisky Live Perth**

This first time event in Perth was a tremendous success. Raising much needed funds and laying good ground work for the event to be delivered annually in Perth and other states.



**The Mates 500 Relay**

In March 2011 six mates from Manjimup, Tim Lyster, Heath East, Anthony Stubberfield, Mat Johnston, Wayne Barnden and Paul Omodei set off on a 500 kilometre relay through many shires and towns in the South West of WA.

The event ran over 4 days and awareness evenings were held along the way with some fantastic celebrity speakers and ambassadors helping to promote the cause.

This event raised a large amount of funds for Regional Men's Health and Prostate Cancer Foundation and helped raise considerable awareness about men's health issues in the local communities.

This year, 2012, the same six mates ran an additional 500km, i.e. 1000km, through 22 towns and 16 shires, raising awareness along the way.



# COMMUNITY PARTNERSHIPS



## Community Fundraising Highlights

SA & NT

2011

JULY

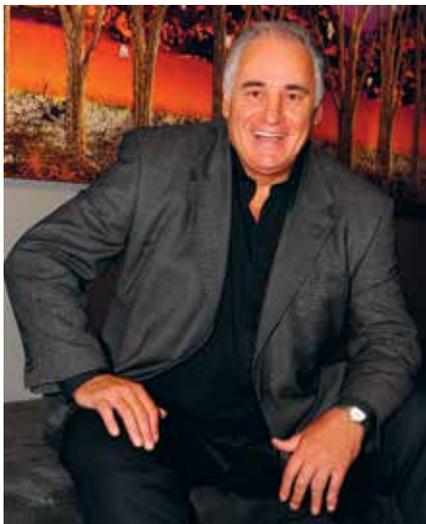
AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



### Coonawarra Vignerons Association

The bond between the Coonawarra Vignerons Association was strengthened with the attendance of David and Pam Sandoe at their Barrel Series Wine Auction. Again PCFA were the sole beneficiaries of the evening.

### The Adelaide Hunt Club Melbourne Cup Luncheon

The Adelaide Hunt Club Melbourne Cup Luncheon is legendary in the Adelaide business community. PCFA sourced over 25 major auction and silent auction items to raise money in a stylish, action packed day.



### Robern Menz

Family owned Robern Menz teamed with Channel 9 and Triple M to raise awareness and funds with Menz Giant FruChocs by turning their iconic packaging blue and donating proceeds from sales. A significant donation of advertising boosted sales in delicatessens, cinemas, On The Run convenience stores and petrol stations; every Coles, Woolworths, Foodland and IGA across the state. The cause which was supported by media, sporting, arts, business and community celebrities and VIP's.

### Advertiser Sunday Mail Foundation

A good relationship continued with the Advertiser Sunday Mail Foundation. 2011 saw a significant donation from the annual Grand Final Luncheon, while 2012 saw participation in the annual Famous Faces Luncheon with Sam Kekovich appearing on behalf of PCFA.

### National BBQ Campaign

Locally, over 1000 kilos of sausages were donated by From Nature Pastoral Co. hundreds of loaves of bread by Bakers Delight, soft drinks by Schweppes and mushrooms by the Australian Mushroom Growers Association. The Master Butchers Association distributed PCFA collateral to every butcher shop in the state, all working collaboratively to make the SA BBQs a success.

2012

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

**February**

February saw the start of regular lunches by the Urban Development Institute of Australia – SA and a very different organization, the Adelaide Beer and Beef Club. PCFA worked with both to secure raffle items for every event, also ensuring PCFA information was distributed.



**Mad March**

Mad March as it is known in Adelaide saw PCFA involved with Bicycle SA in the Boileau Velo Adelaide Family Fun Ride, the Clipsal 500 car race and an inaugural Winestate Magazine tasting at The Arkaba Hotel.



**The Good Guys**

Following a golf day at Mt Osmond Golf Club in April, The Good Guys nominated PCFA as their charity of choice for the financial year 2012/2013. PCFA now has presence not only at the entrance of each store where the donation bins are situated but also at the till area, where local and national newsletters are distributed and large donation tins collect money from the sale of PCFA blue pins and wrist bands.

**The Australian Balloon Association**

The Australian Balloon Association ran an enormous black tie dinner to mark the anniversary of the sinking of the Titanic. PCFA worked closely with the committee for over a year and secured financial support. In a first for Port Lincoln Sam Newman entertained a capacity crowd at The Port Lincoln Hotel and committees were established in Murray Bridge and Victor Harbour for like fundraisers.

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# BOARDS & COMMITTEES



Marketing & Fundraising Team  
- Erika Garcia, Fiona Ziebell not pictured



Finance & Operations Team

## *National Board*

Chairman: David Sandoe OAM  
Deputy Chairman: Jim Hughes AM  
Roz Baker  
Steve Callister  
Peter Gebert - appointed October 2012  
David Gregory - to November 2012  
Des Grogan - retired September 2012  
Chris Hall  
Dr David Malouf  
Professor Villis Marshall AC  
Professor John Mills  
John Palmer  
Tony Sonneveld OAM  
Associate Professor Phillip Stricker

## *Finance & Operations Committee*

Chairman: Chris Hall  
Jim Hughes AM  
David Sandoe OAM  
Graeme Johnson  
John Palmer  
Dr Anthony Lowe  
Helen Falconer

## *Marketing & Fundraising*

Chairman: Steve Callister  
Lisa Cheng  
Dr Anthony Lowe

## *Awareness & Education*

Chairman: Dr David Malouf  
Margaret Bennett  
Dr Anthony Lowe  
Dr Tim Wong - from November 2012  
David Sandoe OAM  
Associate Professor Phillip Stricker  
Julie Sykes

## *Research*

Chairman: Professor John Mills  
Dr Bruce Kynaston  
(Consumer Representative)  
Associate Professor Richard Pearson  
Professor Suzanne Chambers  
Professor Robert (Frank) Gardiner AM  
Associate Professor Howard Gurney  
Associate Professor Susan Henshall  
Associate Professor Lisa Horvath  
Professor Peter Leedman  
Professor Robert Newton

## *National Support Group Committee*

Chairman: David Gregory  
John Friedsam  
Terry Harbour  
Terry Koltasz  
Dr Bruce Kynaston  
Dr Anthony Lowe  
Bill Richmond  
Terry Wheeler



Awareness & Education Team



Support & Nursing Team

### State Boards

#### **New South Wales & Australian Capital Territory State Board**

Chairman: Tony Sonneveld OAM

Neil Adams

Charlie Barnett  
(Rotary representative)

Jack Fraenkel

Peter Haylen

Dr Michael Izard

Dr Philip Katelaris  
- to February 2012

The Hon. Jim Lloyd

Mike McClellan

David Nomchong

Graeme Postlethwaite  
- from February 2012

Marty Rhone

Lyn Thurman

Terry Wheeler  
- to February 2012

#### **Victoria & Tasmania State Board**

Chairman: Des Grogan  
- to September 2012

Darren Alexander

Mike Brady

Don Casbault

Peter Gebert  
- Chairman from October 2012

Karen Olesnicky

Johnathan Oppy

John Preston

David Schmidt

Geoff Underwood

Steve Whelan

#### **Western Australia State Board**

Chairperson: Roz Baker

Terry Koltasz

Jeffery Leach - from February 2012

Adrian Lester - from June 2012

Dr Kenneth Michael AC

Bill Munro - from October 2011

Dr Siobhan Ng

Dr Tom Shannon

Morgan Soloman - from June 2012

#### **Queensland State Board**

Chairman: Jim Hughes  
- to June 2012

Don Baumber

Warren Cameron  
(Rotary representative)

Professor Judith Clements

Dr Bruce Kynaston

Ian Smith

#### **South Australia & Northern Territory State Board**

Chairman: Professor Villis Marshall AC

Margie Andrewartha

Michael Barrett

Nick Bolkus

Michael Brock

Helen Dundon

Peter Hurley

Justin Jamieson

Jeff Roberts

Dr Peter Sutherland

Will Taylor

Steven Trigg

Dr Dick Wilson  
(Rotary representative)

# STAFF



NSW/ACT Team



SA Team



WA Team

- Emilia Hay not pictured

## *Executive*

<b>Dr Anthony Lowe</b>	Chief Executive Officer & Company Secretary
<b>Kelly Foster</b>	Executive Assistant

## *Research*

<b>Dr Miranda Xhilaga</b>	Director of Research Programs
<b>Anne Maerz</b>	Research Program Coordinator

## *Awareness and Education*

<b>Margaret Bennett</b>	National Manager Awareness and Education
<b>Angela Pearce</b>	Senior Project Officer ( <i>to September 2012</i> )
<b>Dr Tim Wong</b>	Senior Project Officer ( <i>from November 2012</i> )
<b>Tracy McCown</b>	Project Officer Ambassador Program and Projects

## *Support*

<b>John Friedsam</b>	National Manager Support Groups
<b>Evan Kallipolitis</b>	NSW/ACT Support Group and Outreach Program Coordinator
<b>Amanda Pomery</b>	VIC/TAS Support Group and Outreach Program Coordinator
<b>Lorraine Hagaman</b>	QLD Support Group and Outreach Program Coordinator
<b>Emilia Hay</b>	WA Support Group and Outreach Program Coordinator
<b>Carla Demos</b>	Administration Assistant - Support & Advocacy
<b>Charlotte Houghton</b>	Support Group Project Administrator

## *Nursing*

<b>Julie Sykes</b>	Director of Nursing
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VIC / TAS Team  
 - Amanda Pomery not pictured

QLD Team

*Marketing & Fundraising*

<b>Lisa Cheng</b>	Head of Marketing & Fundraising
<b>Janett Hanisch</b>	Individual Giving Manager <i>(from November 2012)</i>
<b>David Nevin</b>	Corporate Partnerships Manager <i>(from September 2012)</i>
<b>Wendy Farrow</b>	NSW / ACT State Manager
<b>Cassandra Birch</b>	NSW / ACT Events & Office Coordinator
<b>Graeme Higgs</b>	QLD State Manager
<b>Paula Truesdale</b>	QLD Events & Office Coordinator
<b>David Rhodes</b>	VIC / TAS State Manager
<b>Kendra Overall</b>	Acting VIC / TAS State Manager <i>(from October 2012)</i>
<b>Tracey Cullen</b>	VIC / TAS Events & Office Coordinator
<b>Cate Harman</b>	WA State Manager
<b>Belinda Katz</b>	WA Events & Office Coordinator
<b>Karyn Foster</b>	SA State Manager <i>(from October 2012)</i>
<b>Parisa Mayel</b>	Online Manager <i>(from October 2012)</i>
<b>Erika Garcia</b>	Campaign Manager
<b>Carla Torell</b>	Publications Coordinator <i>(maternity leave from March 2012)</i>
<b>Fiona Ziebell</b>	Publications Coordinator <i>(from March 2012)</i>
<b>Tim Slater</b>	Supporter Services Manager <i>(to November 2012)</i>
<b>Adrian Mitchell</b>	Data & Supporter Services Manager <i>(from November 2012)</i>
<b>Yvonne Lui</b>	Donations Processing Assistant
<b>Connie Cameron</b>	Supporter Care Assistant

*Finance & Operations*

<b>Helen Falconer</b>	Financial Controller
<b>Lynn Li</b>	Accountant
<b>Elsa Chow</b>	Finance Officer
<b>Ross Anderson</b>	Customer Service & Database

*Human Resources*

<b>Priya Subrahmanyam</b>	Manager, Human Resources
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# FINANCIAL HIGHLIGHTS

The audited consolidated financial statements for the year ended 30 June 2012 are included in this report. These financial highlights are intended to provide an overview of the financial statements and to highlight matters of interest. They are not intended to replace or modify the content of the separate audited consolidated financial statements.

FUNDRAISING INCOME

**UP 15%**  
TO **\$12.2M**

PCFA has seven categories of fundraising income:

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**Movember**

**Events** - including *The Big Aussie Barbie* and community fundraising events

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**Individual Giving** - including direct mail, monthly pledges and bequests

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**Government and Other Grants**

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**Trusts and Foundations**

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**Corporate Partnerships**

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**Merchandise Sales**

PCFA's fundraising income increased by 15% from \$10.6 million to \$12.2 million for the year ended 30 June 2012. The distribution between categories was as follows:

FOR THE YEAR ENDED 30 JUNE 2012	Income (\$'000)	Percentage of Fundraising Income (%)
Movember	6,100.0	49.9
Events	2,399.4	19.6
Individual Giving	1,483.8	12.2
Government and Other Grants	1,310.0	10.7
Trusts and Foundations	493.5	4.1
Corporate Partnerships	400.9	3.3
Merchandise Sales	28.7	0.2
<b>Total</b>	<b>12,216.3</b>	<b>100.0</b>

The Federal Government through Cancer Australia provided \$1.3 million of funding to strengthen and grow PCFA's Affiliated Support Group Network; develop evidence-based information and educational resources for men and their families affected by prostate cancer; and to devise and implement easily accessible web based resources through internet based social networking tools.

The extremely strong level of community involvement and support continued with events raising \$2.4 million.

PCFA continued to benefit from the very generous support of The Movember Foundation. This year Movember donated \$5 million to support PCFA's research program and \$1.1 million of additional funding for PCFA's Prostate Cancer Specialist Nursing Service, bringing Movember's total funding for the service to \$3.6 million.

Donations from individuals were also strong with solid growth in PCFA's direct mail program. Individual giving from donations, direct mail, monthly pledges and bequests totalled \$1.5 million.

### **Investments of \$15.9 million**

PCFA raises in full the amount required to fund research grants before committing to funding. The funds raised are then invested over the duration of the grant period and released in periodic intervals.

PCFA's investment policy is to hold short term funding requirements on deposit at Commonwealth Bank where they are available for immediate withdrawal without penalty. The balance of funds is invested in Commonwealth Bank term deposits. In addition, PCFA has a small managed investment portfolio with Macquarie. PCFA is in the process of selling down the managed investment portfolio.

At 30 June the cash investments amounted to \$15.1 million and the managed investment portfolio amounted to \$0.8 million.

Overall, PCFA benefited from investment income of \$847,823.

### **Fundraising costs \$0.9 million, or 7% of fundraising income**

PCFA endeavours to control costs and to benefit from donated goods and services wherever possible. Direct fundraising costs were \$0.9 million, or 7% of fundraising income.

### **Future commitments to research grant funding and Prostate Cancer Specialist Nursing Service of \$12.8 million**

At 30 June 2012 future commitments to research grant funding and the Prostate Cancer Specialist Nursing Service amounted to \$9.4 million and \$3.4 million respectively.

# DIRECTOR'S REPORT

Your directors present their report together with the consolidated financial statements of the Group, which comprises Prostate Cancer Foundation of Australia Limited and its controlled entity Prostate Cancer Foundation of Australia (PCFA) for the year ended 30 June 2012.

## Directors

The names of each person who has been a director during the year and to the date of this report are:

<b>Mr Graeme Johnson</b> - Chairman	Resignation as Chairman effective from 23/2/2012
<b>Ms Rosalind Baker</b>	Appointed 4/8/2011
<b>Mr Steve Callister</b>	
<b>Mr Jim Freemantle</b>	Resignation effective 27/10/2011
<b>Mr David Gregory</b>	
<b>Mr Des Grogan</b>	
<b>Mr Chris Hall</b>	
<b>Mr Jim Hughes AM</b>	
<b>Dr David Malouf</b>	
<b>Professor Villis Marshall AC</b>	
<b>Professor John Mills</b>	
<b>Mr John Palmer</b>	
<b>Mr David Sandoe OAM</b>	Appointed Chairman from 23/2/2012
<b>Mr Tony Sonneveld OAM</b>	
<b>Associate Professor Phillip Stricker</b>	
<b>Ms Patricia Watson</b>	Resignation effective 23/02/2012

Directors have been in office since the start of the year to the date of this report unless otherwise stated.

## Company Secretary

Dr Anthony Lowe held the position of Company Secretary at the end of the financial year.

## Principal Activities

The principal activity of PCFA during the financial year was to raise awareness and attract widespread financial support for the work of PCFA to:

- fund research into the causes, detection, diagnosis and improved treatment of prostate cancer;
- provide information, support and counselling to those affected by prostate cancer; and
- raise community awareness of the incidence of prostate cancer, thereby encouraging earlier detection and more effective treatment of the disease.

During the 2011/12 financial year PCFA commenced the Specialist Nursing Program with funds provided from November and also commenced the project "Supporting men with Prostate Cancer through evidence-based resources and support" with funds provided from the Australian Government.

## Operating Result

The operating (deficit) / surplus of PCFA for the year ended 30 June 2012 amounted to \$(980,983), (2011: \$(2,952,052)).

## Dividends

PCFA is limited by guarantee and is not permitted to pay dividends.

## Review of Operations

PCFA's operations for the year resulted in a deficit of \$980,983 (2011 deficit of \$2,952,052) after the approval of research grants and

specialist nursing program totalling \$8.21 million (2010/11 \$8.04 million). PCFA deliberately allocated funds to the Specialist Nursing Program and has undertaken the activities funded by the Australian Government in order to expand the activities that are consistent with PCFA's mission of reducing the impact of prostate cancer on the Australian community.

A detailed review of operations can be found in the annual report which accompanies this financial report.

## Significant Changes in State of Affairs

No significant changes to PCFA's state of affairs occurred during the financial year.

## After Balance Date Events

No further matters or circumstances have arisen since the end of the financial year which significantly affected or may affect the operations of PCFA, the results of those operations, or state of affairs of PCFA in future financial years.

## Future Developments

PCFA expects to maintain the present status and level of operations and hence there are no likely significant developments in PCFA's operations.

## Environmental Issues

PCFA's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a State or Territory.

## Objectives

PCFA's objectives are:

- Be the peak independent body driving research into prostate cancer
- Improve early detection rates
- Be known as the best source for support and information regarding prostate cancer
- Be a sustainable organisation capable of delivering the mandate now and in the future

To achieve these aims PCFA has continued to fund high quality research through its national grants programme, as noted above, promoted and supported the establishment of additional support groups which, nationally, now number in excess of 100, and raised awareness of prostate cancer through the production of several new publications and our regular newsletter, all of which are accessible via the PCFA website.

## Options

No options over issued shares or interests in PCFA were granted during or since the end of the financial year and there were no options outstanding at the date of this report.

## Information on Directors

### Mr David Sandoe OAM

- Dip. BIA, MBA, ANZIF (Fellow) CIP, MCMI, FAIM, FAICD

David is the National Chairman of PCFA, Chairman of Foundation Diane and Co-leader of the Sydney Adventist Hospital - Prostate Cancer Support Group. He has also held various board and committee roles with Cancer Voices NSW, Cancer Voices Australia, PCFA's - Support and Advocacy Committee - Public Awareness and Education Committee and the NSW Board, the Institute of Magnetic Resonance Research, Cancer Council of NSW and the Cancer Institute's NSW Oncology Group - Urology.

He is General Manager and a Principal of Finity Consulting Pty Limited, an Australasian specialist general and health insurance actuarial and management consulting practice. David is a former President of the Australian & New Zealand Institute of Insurance and Finance and a former National President of the Swiss Australian Chamber of Commerce and is an honorary life member of both organisations.

### Ms Rosalind Baker

Rosalind (Roz) Baker was born in Zimbabwe where she built a successful real estate and export company for 20 years. Arriving to live in Australia 17 years ago, Roz used her entrepreneurial spirit to integrate into Perth's business community, becoming a property developer as well as a practicing business broker, assisting migrants to find businesses and investments. An active member of Perth Rotary Club she won a Paul Harris Award for work with emerging young business leaders. This led her to chairing the board of the Advantage

Foundation dedicated to advancing young entrepreneurs. Roz became the Rotary representative on the WA Board of PCFA following her husband's affliction with Prostate Cancer, and was subsequently invited to become the chair upon the retirement of Jim Freemantle. Also a certified counsellor, Roz gives public and private talks to couples about personal relationships following prostate cancer. Her qualifications include CEO in family hotel business in Zimbabwe; Registered Estate Agent and Proprietor, Member of REI Zimbabwe; Diploma in Business Management (Real Estate) WA 1998 and Certified Counsellor (Australia) 2000.

### Mr Steve Callister

- B.Bus., M.B.A., FCPA, FAICD, FAIM

Steve is Managing Director and Partner of an import wholesale company, dealing with all major retailers in Australia and New Zealand. Convenor of St Vincent's Prostate Cancer Support Group. Former roles include Chairman of the NSW SAC, delegate to the National SAC and Chairman to the NSW Board. Steve became Chairman of PCFA's Marketing and Sponsorship Committee of the National Board in May 2009.

### Mr Jim Freemantle

- B.Ec., MBA

Currently holds the following positions - Deputy Chairman of Racing & Wagering WA, Director, MDA National Insurance Pty Ltd, Member Western Australian Planning Commission, Central Perth Planning Committee, Member of the Swan River Trust, Chairman of WA Board of

PCFA, Trustee - Anglican Diocese of Perth, Director - Dairy W.A.

Jim is a Fellow of the Australian Institute of Company Directors and the Australian Institute of Banking & Finance. Jim was CEO of Home Building Society from 1995 - 2003. Jim previously held various senior positions in banking (NAB, Australian Bank, Elders IXL) and corporate consulting.

### Mr David Gregory

David worked as National Sales Manager, Golden Poultry Farming Industries, Ingham's Enterprises, Goodman Fielder and others prior to setting up as a Food Broker to the Foodservice Industry. David worked as a volunteer for the Cancer Council Tasmania, & has had the role of Convenor of the Hobart Support Group and was elected to the VIC/TAS Chapter Council (Deputy Chairman) and as SAC Representative for Tasmania. He was further elected to the Chair of the National Support & Advocacy Committee in 2010 and the Chair of the newly formed National Support Groups Committee in January 2012.

### Mr Desmond Grogan

- Dip.C.E., M.Eng. Sc., Fellow VPELA

Des Grogan retired from the Consulting Engineering practice he founded after a career as a Civil & Traffic Engineer. At retirement the practice had grown to a multi-disciplinary group of 120 people with offices in Brisbane and Melbourne where it was the largest traffic engineering group in Victoria.

Des joined the Victorian PCFA board in late 2005 and was trained as an

ambassador in the pilot study initiated by the PCFA.

#### **Mr Chris Hall**

- B.Comm. (Hons), CA

Chris joined the Board of PCFA in May 2007 as Finance Director. He is a partner and member of the National Executive Committee of KPMG, having previously been a board member. He was also a member of the Australian Auditing and Assurance Standards Board, until January 2011.

#### **Mr Jim Hughes AM**

- GAICD, Snr Assoc. ANZIF

Jim Hughes has held senior positions in the insurance industry throughout Australia over many years and is actively involved in community activities. He is a Senior Associate of the Australian and New Zealand Institute of Insurance and Finance and a Graduate of the Australian Institute of Company Directors. He also lectures on corporate risk management and business strategy formulation on behalf of the Australian Institute of Company Directors. Jim is a Director of Youi Insurance. He is Chairman of the Apex Foundation of Australia and a Life Governor of the Apex Clubs of Australia. Jim is currently the Deputy National Chairman of PCFA.

#### **Mr Graeme Johnson**

- LLB (Hons), BA (Hons)

Former National Chairman (from 26 October 2006 to 21 February 2012) of PCFA and Inaugural Victorian Chairman, Graeme is a solicitor and former partner of national law firm, Allens Arthur Robison. Graeme now runs his own

legal practice specialising in acting for sporting bodies and venue operators, professional service providers and the entertainment industry.

#### **Dr David Malouf**

- MBBS, FRACS (Urol)

Dr David Malouf graduated from the University of Sydney in 1990. He completed his Urology training in Sydney prior to undertaking a Fellowship year at the Hammersmith Hospital in London, specialising in surgical oncology and renal transplantation.

His special interests include uro-oncology, brachytherapy for prostate cancer, erectile dysfunction and the management of urinary tract calculi.

He is the Immediate Past President of the Urological Society of Australia and New Zealand and the past Chair of the Australian and New Zealand Association of Urological Surgeons. Dr Malouf is the Chair of the Awareness and Education Committee of the Prostate Cancer Foundation of Australia.

He serves on the Board of the Australasian Brachytherapy Group and is a Director of the British Journal of Urology International. In addition to being a member of the Urological Society of Australia and New Zealand, Dr Malouf is a member of the European Association of Urology, the American Urological Association and an Honorary Member of the British Association of Urological Surgeons.

He is a clinical teacher at the University of New South Wales Medical School and is a VMO at St George Hospital, Hurstville Private Hospital and The Mater Private Hospital.

#### **Professor Villis Marshall AC**

- MBBS, MD (Adel), FRACS

General Manager of the Royal Adelaide Hospital, Clinical Professor of Surgery Adelaide University, International Director of the Order of St John, Chairman of the Australian Cancer Network for the development of guide lines for the management of local and advanced prostate cancer. Past President of the Urological Society of Australia and New Zealand and Kidney Health Australia. He was also a Director of surgical and specialty service at the Royal Adelaide Hospital and Director Freemason's Centre for Men's Health.

#### **Professor John Mills**

- SB (Chicago), MD (Harvard), FACP, FRACP, ARCPA

John is a specialist physician, internationally-recognized scientist and biotech businessman. He currently holds positions as the Professor of Medicine, Epidemiology & Microbiology, Monash University; Professor of Microbiology, RMIT; Consulting Physician, Alfred Hospital and several positions on biotechnology venture capital and company boards. From 1992 to 2002 he was Director of the Burnet Institute for Medical Research and Public Health. Prior to immigrating to Australia he was Professor of Medicine, Microbiology, Laboratory Medicine and Clinical Pharmacy at the University of California, San Francisco. He is the Director of Research and Development at Tissupath Specialist Pathology; in that position he has co-authored 4 research papers on prostate cancer since 2010.

## Information on Directors (continued)

### Mr John Palmer

- B.A, B.Sc. App (Building) Class 1 Hons, FAIM, FAIB, MIAA, Chartered Builder, JP.

John is a Past President of the Rotary Club of Lane Cove and a Rotarian of 35 years. In 1997 he was the second Chairman of PCFA. He is a retired Associate Lecturer University of Technology Sydney. John is a Chartered Builder and the owner and sole director of Building Durability Pty Ltd, T A Taylor (Aust) Pty Ltd and Research & Applied Technologies Pty Ltd. His personal expertise includes extensive knowledge and experience in the durability of buildings and building materials, in concrete spalling investigation analysis and repair, in waterproofing diagnostics and rectification methodology, in structural facade maintenance and repairs and in historic building conservation. In 1991 John established a joint venture with and was a Board Member of the TIANAO Building Repair Materials Institute in Tianjin China until 2002.

### Mr Tony Sonneveld OAM

- Dip. Met. RMIT

As a qualified Metallurgist, Tony has held several managerial / directorship positions in construction related businesses around Australia, New Zealand and South East Asia over the past 40 years. He has honorary memberships in Australian Institute for Non Destructive Testing, International Committee for NDT, Officer Training Unit Scheyville Army Association and has received many industry awards.

Tony is a 9 year survivor with advanced metastatic prostate cancer and treats every day is a bonus. In August 2007, Tony joined the NSW Board of PCFA as a Consumer

Advocate and Ambassador Speaker to actively promote prostate cancer awareness, education and fund raising and became NSW Chairman in May 2009. He is a member of Cancer Voices NSW, ANZUP Consumer Advisory Panel and participates in the Cancer Council NSW Strategic Research Partnership Grants Consumer Review of Applications.

### Associate Professor Phillip Stricker

- MBBS (New South Wales) (Honours), FRACS

A/Prof Phillip Stricker is an international expert on the management of prostate cancer. He has the largest experience in Australasia in prostate cancer surgery, both open and robotic; with over 4500 cases performed almost 900 robotic. In the area of prostate cancer he initiated brachytherapy in Australasia, initiated robotic surgery in New South Wales, developed one of the safest techniques in prostate biopsy with the transperineal technique, and has focused on personalised and tailored therapy for all patients with prostate cancer for over 20 years. He developed the DVD "So How Do I Choose" for patients with prostate cancer.

His current interests are in maximizing clinical outcomes, new forms of therapy and imaging and perfecting surgical techniques to maximize potency in prostate cancer. In addition to this, he has been an integral part of education to GPs and the public in the areas of prostate cancer with his book written with Prof. Phelps, now in its third edition, as well as currently serving as the chairman of the Education and Awareness Subcommittee for the Prostate Cancer Foundation of Australia.

He is chairman of the Department of Urology at St Vincent's campus in Sydney and the director of the St Vincent's Prostate Cancer Centre of which he is also chairman of the Fellowship Training Program and is an inaugural director of the National Board of the Prostate Cancer Foundation of Australia.

### Ms Patricia Watson

For more than 25 years Patricia has worked in management roles in the media, whilst serving as a Director and office-bearer of multiple not-for-profit organisations, including a period as President and Chairman of The Australian Museum. She is now Head of Business Affairs for Great Southern Film and Television. Until she moved to New Zealand in October 2006, Patricia was Chairman of PCFA.

## Meetings of Directors

During the year, 4 meetings of directors were held. Attendances by each director were as follows:

<b>Directors Meetings attended</b>	<b>Eligible to attend</b>	<b>Number</b>
Mr David Sandoe OAM	4	4
Ms Rosalind Baker	4	3
Mr Steve Callister	4	4
Mr Jim Freemantle	1	1
Mr David Gregory	4	4
Mr Des Grogan	4	3
Mr Chris Hall	4	2
Mr Jim Hughes	4	4
Mr Graeme Johnson	4	4
Dr David Malouf	4	3
Professor Willis Marshall AC	4	2
Professor John Mills	4	3
Mr John Palmer	4	4
Mr Tony Sonneveld OAM	4	3
Associate Professor Phillip Stricker	4	2
Ms Patricia Watson	2	2

## *Indemnifying Officers or Auditor*

During or since the end of the financial year PCFA has not given an indemnity or entered into an agreement to indemnify, or paid or agreed to pay insurance premiums for any officer or auditor of PCFA except as follows:

PCFA has paid premiums to insure directors against liabilities for costs and expenses incurred by them in defending any legal proceedings arising out of their conduct while acting in the capacity of director of PCFA, other than conduct involving a wilful breach of duty in relation to PCFA. The amount of premium paid was \$4,400.

## *Proceedings on Behalf of PCFA*

No person has applied for leave of Court to bring proceedings on behalf of PCFA or intervene in any proceedings to which PCFA is a party for the purpose of taking responsibility on behalf of PCFA for all or any part of those proceedings. PCFA was not party to any such proceedings during the year.

## *Auditor's Independence Declaration*

The lead auditor's independence declaration for the year ended 30 June 2012 has been received and can be found on page 8 of the directors' report.

Signed in accordance with a resolution of the Board of Directors.



**Chris Hall**

Director

Dated this 31st day of October 2012  
Sydney, NSW

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# AUDITOR'S INDEPENDENCE DECLARATION

## *Auditor's Independence Declaration to the Directors of Prostate Cancer Foundation of Australia Limited (ABN 42 073 253 924)*

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2012, there have been:

1. no contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
2. no contraventions of any applicable code of professional conduct in relation to the audit.



**Mark Driessen**

Partner  
WalterTurnbull

Dated this 31st day of October 2012  
Sydney, NSW

# CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30 JUNE 2012	Note	2012	2011
		\$	\$
Revenue	3	13,211,425	11,749,023
Administration employee benefit expenses		(1,489,869)	(1,250,170)
Direct fundraising expenses		(915,127)	(436,303)
Direct support group expenses		(707,023)	(786,094)
Research grants & Specialist		(8,211,278)	(8,042,151)
Direct awareness activity expenses		(969,269)	(2,681,631)
Project and other administration expenses		(1,875,695)	(1,479,534)
Loss on sale of financial assets		(24,147)	(25,192)
Deficit before income tax		(980,983)	(2,952,052)
Income tax expense	1(m)	-	-
Deficit after income tax		(980,983)	(2,952,052)
<i>Other Comprehensive Income</i>		(55,656)	(7,815)
Loss on revaluation of available for sale financial assets			
<b>Total comprehensive income for the year</b>		<b>(1,036,639)</b>	<b>(2,959,867)</b>

The accompanying notes form part of these consolidated financial statements.

# CONSOLIDATED STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2012	Note	2012	2011
		\$	\$
<b>ASSETS</b>			
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	5	15,095,467	15,839,935
Trade and other receivables	6	3,962,978	2,714,541
Other current assets	7	452,294	153,329
Inventory	8	103,871	-
<b>TOTAL CURRENT ASSETS</b>		<b>19,614,610</b>	<b>18,707,805</b>
<b>NON-CURRENT ASSETS</b>			
Financial assets	9	930,089	1,290,456
Plant and equipment	10	212,183	212,863
Leasehold Improvements	10	8,756	-
<b>TOTAL NON-CURRENT ASSETS</b>		<b>1,151,028</b>	<b>1,503,319</b>
<b>TOTAL ASSETS</b>		<b>20,765,638</b>	<b>20,211,124</b>
<b>LIABILITIES</b>			
<b>CURRENT LIABILITIES</b>			
Trade and other payables	11	769,090	336,635
Research grants payable	12	5,840,289	7,262,775
Specialist Nursing Program payable	12	1,137,493	-
Short term provisions	13	55,477	115,866
<b>TOTAL CURRENT LIABILITIES</b>		<b>7,802,349</b>	<b>7,715,276</b>
<b>NON-CURRENT LIABILITIES</b>			
Trade and other payables	11	25,851	-
Research grants payable	12	3,618,737	4,368,087
Specialist Nursing Program payable	12	2,237,792	-
Long term provisions	13	65,678	87,882
<b>TOTAL NON-CURRENT LIABILITIES</b>		<b>5,948,058</b>	<b>4,455,969</b>
<b>TOTAL LIABILITIES</b>		<b>13,750,407</b>	<b>12,171,245</b>
<b>NET ASSETS</b>		<b>7,015,231</b>	<b>8,039,879</b>
<b>EQUITY</b>			
Reserves	14	(134,353)	(90,688)
Retained earnings		7,149,584	8,130,567
<b>TOTAL EQUITY</b>		<b>7,015,231</b>	<b>8,039,879</b>

The accompanying notes form part of these consolidated financial statements.

# CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 30 JUNE 2012	Note	Retained Earnings	Asset Revaluation	Total
		\$	\$	\$
<b>Balance at 30 June 2010</b>		<b>11,082,619</b>	<b>(104,556)</b>	<b>10,978,063</b>
Total comprehensive income		(2,952,052)	(7,815)	(2,959,867)
Reserve written back on realisation of financial assets		-	21,683	21,683
<b>Balance at 30 June 2011</b>		<b>8,130,567</b>	<b>(90,688)</b>	<b>8,039,879</b>
Total comprehensive income		(980,983)	(55,656)	(1,036,639)
Reserve written back on realisation of financial assets		-	11,991	11,991
<b>Balance at 30 June 2012</b>		<b>7,149,584</b>	<b>(134,353)</b>	<b>7,015,231</b>

*The accompanying notes form part of these consolidated financial statements.*

# CONSOLIDATED STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2012	Note	2012	2011
		\$	\$
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>			
Receipts and contributions from the public and government		10,678,920	12,158,181
Payments to suppliers and employees		(5,774,712)	(7,314,965)
Research grants & Specialist Nursing paid		(7,007,829)	(5,402,194)
Interest and distributions received		1,096,825	1,222,686
Net cash (used in) / generated by operating activities	19	(1,006,796)	663,708
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>			
Proceeds from investments		307,294	354,018
Payments for investments		(14,724)	(70,460)
Payments for plant and equipment		(54,667)	(11,050)
Proceeds from disposal of plant and equipment		24,440	-
Net cash generated in investing activities		262,328	272,508
Net increase in cash held		(744,468)	936,216
Cash at the beginning of the financial year		15,839,935	14,903,719
<b>Cash at the end of the financial year</b>	5	<b>15,095,467</b>	<b>15,839,935</b>

The accompanying notes form part of these consolidated financial statements.

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2012

## Note 1: Statement of Significant Accounting Policies

### Reporting Entity

Prostate Cancer Foundation of Australia Limited (the Company) is a company domiciled in Australia, the sole activity of which is to act as the corporate trustee of Prostate Cancer Foundation of Australia (the Trust). The consolidated financial statements as at and for the year ended 30 June 2012 comprise the Company and the Trust, collectively referred to as PCFA. PCFA is a not for profit entity.

### Basis of Preparation

The financial report is a general purpose financial report that has been prepared in accordance with Australian Accounting Standards (including Australian Accounting Interpretations), the *Corporations Act 2001*, the *Charitable Fundraising Act 1991* and its associated regulations.

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in a financial report containing relevant and reliable information about transactions, events and conditions.

Material accounting policies adopted in the preparation of this financial report are presented below and have been consistently applied unless otherwise stated.

The financial report has been prepared on an accruals basis and is based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets and financial assets. All amounts are stated in Australian Dollars and in presenting the financial report are rounded to the nearest dollar.

### (a) Revenue

Fundraising proceeds, bequests and donations are accounted for when received and when PCFA is legally entitled to the income.

Movember income is accounted for on an accrual basis as part of its arrangements with an external agent.

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

All revenue is stated net of the amount of goods and services tax (GST).

### (b) Contributions

PCFA receives non-reciprocal contributions from the Government. These contributions are recognised at the fair value upon receipt at which time an asset is taken up in the Statement of Financial Position and revenue in the Statement of Comprehensive Income.

### (c) Plant & Equipment

Plant and equipment are measured on the cost basis, less depreciation and impairment losses. The carrying amount of plant and equipment is reviewed annually by directors to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the asset's employment and subsequent disposal. The expected net cash flows have been discounted to their present value in determining their recoverable amounts.

Plant and equipment that have been contributed at no cost, or for nominal cost, are valued at the fair value of the asset at the date it is acquired.

### Depreciation

The depreciable amount of all fixed assets is depreciated on a diminishing value basis over the asset's useful life to PCFA commencing from the time the asset is held ready for use.

Leasehold improvements are depreciated over the unexpired period of the lease.

The useful life applied for each class of depreciable assets is:

Class of Fixed Asset	Useful Lives
Computer equipment	1-5years
Office furniture and equipment	10-20years
Leasehold improvement	3-5years

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at each balance sheet date. Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are included in the Income Statement.

### (d) Leases

Leases of fixed assets, where substantially all the risks and benefits incidental to the ownership of the asset, but not the legal ownership, are transferred to PCFA are classified as finance leases.

Finance leases are capitalised, recording an asset and a liability equal to the present value of the minimum

lease payments, including any guaranteed residual values.

Leased assets are depreciated on a straight line basis over their estimated useful lives where it is likely that PCFA will obtain ownership of the asset. Lease payments are allocated between the reduction of the lease liability and the lease interest expense for the period.

Lease payments for operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expenses on a straight-line basis over the lease term.

Lease incentives under operating leases are recognised as a liability and amortised on a straight-line basis over the life of the lease term.

## **(e) Financial Instruments**

### **Initial recognition and measurement**

Financial assets and financial liabilities are recognised when PCFA becomes a party to the contractual provisions of the instrument. For financial assets, this is equivalent to the date that PCFA commits itself to either purchase or sell the asset (i.e. trade accounting is adopted). Financial instruments are initially measured at fair value plus transactions costs except where the instrument is classified "at fair value through profit or loss" in which case transaction costs are expensed to profit or loss immediately.

### **Classification and subsequent measurement**

Financial instruments are subsequently measured at either fair value, amortised cost using the effective interest rate method or cost. Fair value represents the amount for which an asset could be exchanged or a liability settled, between knowledgeable, willing parties. Where available, quoted prices in an active market are used to determine fair value. In other circumstances, valuation techniques are adopted.

Amortised cost is calculated as:

- i. the amount at which the financial asset or financial liability is measured at initial recognition;
- ii. less principal repayments;
- iii. plus or minus the cumulative amortisation of the difference, if any, between the amount initially recognised and the maturity amount calculated using the effective interest method; and
- iv. less any reduction for impairment.

The effective interest rate method is used to allocate interest income or interest expense over the relevant period and is equivalent to the rate that exactly discounts estimated future cash payments or receipts (including fees, transaction costs and other premiums or discounts) through the expected life (or, when this cannot be reliably predicted, the contractual term) of the financial instrument to the net carrying amount of the financial asset or financial liability. Revisions to expected future net cash flows will necessitate an adjustment to the carrying value with a consequential

recognition of an income or expense in profit or loss.

#### **(i) Financial assets at fair value through profit or loss**

Financial assets are classified at 'fair value through profit or loss' when they are held for trading for the purpose of short-term profit taking, or where they are derivatives not held for hedging purposes, or when they are designated as such to avoid an accounting mismatch or to enable performance evaluation where a group of financial assets is managed by key management personnel on a fair value basis in accordance with a documented risk management or investment strategy. Such assets are subsequently measured at fair value with changes in carrying value being included in profit or loss.

#### **(ii) Loans and receivables**

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market and are subsequently measured at amortised cost.

#### **(iii) Held-to-maturity investments**

Held-to-maturity investments are non-derivative financial assets that have fixed maturities and fixed or determinable payments, and it is PCFA's intention to hold these investments to maturity. They are subsequently measured at amortised cost.

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2012

## Note 1: Statement of Significant Accounting Policies (continued)

### (iv) Available-for-sale financial assets

Available-for-sale financial assets are non-derivative financial assets that are either not capable of being classified into other categories of financial assets due to their nature, or they are designated as such by management. They comprise investments in the equity of other entities where there is neither a fixed maturity nor fixed or determinable payments.

Available-for-sale financial assets are classified as non-current assets.

### (v) Financial liabilities

Non-derivative financial liabilities (excluding financial guarantees) are subsequently measured at amortised cost.

### Fair Value

Fair value is determined based on current bid prices for all quoted investments. Valuation techniques are applied to determine the fair value of all unlisted securities, including recent arm's length transactions, reference to similar instruments and option pricing models.

### Impairment

At each reporting date, PCFA assesses whether there is objective evidence that a financial instrument has been impaired. In the case of available-for-sale financial instruments, a prolonged decline in the value of the instrument is considered to determine whether impairment has arisen. Impairment losses are recognised in the Income Statement.

### Derecognition

Financial assets are derecognised where the contractual rights to receipt of cash flows expires or the asset is transferred to another party whereby PCFA no longer has any significant continuing involvement in the risks and benefits associated with the asset. Financial liabilities are derecognised where the related obligations are either discharged, cancelled or expired. The difference between the carrying value of the financial liability, which is extinguished or transferred to another party and the fair value of consideration paid including the transfer of non-cash assets or liabilities assumed is recognised in profit or loss.

### (f) Impairment of Assets

At each reporting date, PCFA reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the Income Statement.

Where the future economic benefits of the asset are not primarily dependent upon on the assets ability to generate net cash inflows and when PCFA would, if deprived of the asset, replace its remaining future economic benefits, value in use is depreciated cost of an asset.

Where it is not possible to estimate the recoverable amount of an assets class, PCFA estimates the recoverable amount of the cash-generating unit to which the class of assets belong.

Where an impairment loss on a revalued asset is identified, this is debited against the revaluation reserve in respect of the same class of asset to the extent that the impairment loss does not exceed the amount in the revaluation reserve for that same class of asset.

### (g) Research Grants

Research grants are expensed through the Income Statement and recognised as a liability when PCFA has a present obligation (legal or constructive) as a result of a past event, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation.

It is considered that upon Board approval of the research grants and notification of success to the grant applicant, PCFA is constructively obliged to fund the grants whereby an economic benefit will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation.

### (h) Specialist Nursing Program

Specialist Nursing Program payments are expensed through the Income Statement and recognised as a liability when PCFA has a present obligation (legal or constructive) as a result

of a past event, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation.

It is considered that upon Board approval of the placement application and notification of success to the applicant organisation, PCFA is constructively obliged to fund the contract whereby an economic benefit will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation.

#### **(i) Employee Benefits**

Provision is made for PCFA's liability for employee benefits arising from services rendered by employees to balance sheet date. Employee benefits, expected to be settled within one year, together with benefits arising from wages, salaries and annual leave which may be settled after one year, have been measured at the amounts expected to be paid when the liability is settled. Other employee benefits, payable later than one year, have been measured at the net present value. Contributions are made by PCFA to employee superannuation funds and are charged as expenses when incurred.

#### **(j) Cash and Cash Equivalents**

Cash and cash equivalents include cash on hand, deposits held with banks with a maturity of six months or less, other short-term highly liquid investments and bank overdrafts.

#### **(k) Accounts Receivable and other debtors**

Accounts receivable expected to be collected within 12 months are classified as current assets. All other receivables are classified as non-current assets. Accounts receivable are initially recognised at fair value.

#### **(l) Goods and Services Tax**

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the Balance Sheet are shown inclusive of GST. The amount of GST recoverable from or payable to the ATO is included with other receivables or payables in the Statement of Financial Position. Cash flows are presented in the Statement of Cash Flows on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

#### **(m) Income Tax**

No provision for income tax has been made as PCFA is exempt from income tax under Division 50 of the *Income Tax Assessment Act 1997*.

#### **(n) Provisions**

Provisions are recognised when PCFA has a legal or constructive obligation, as a result of past events, for which it is

probable that an outflow of economic benefits will result and that outflow can be reliably measured. Provisions recognised represent the best estimate of the amounts required to settle the obligation at reporting date.

#### **(o) Comparative Figures**

Where required by Accounting Standards, comparative figures have been adjusted to conform with changes in presentation for the current financial year.

#### **(p) Accounts payable and other payables**

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by PCFA during the financial year which remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

#### **(q) Critical Accounting Estimates and Judgements**

The directors evaluate estimates and judgements incorporated into the financial report based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within PCFA.

#### **Key Estimates - Impairment**

PCFA assesses impairment at each reporting date by evaluating conditions

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2012

## Note 1: Statement of Significant Accounting Policies (continued)

specific to PCFA that may be indicative of impairment triggers. Recoverable amounts of relevant assets are reassessed using value-in-use calculations which incorporate various key assumptions.

### **Key judgements - Available-for-sale investments**

PCFA maintains a portfolio of managed funds with a carrying value of \$930,089 at reporting date. Should investment prices decline in value for an extended period of time, PCFA has determined that such investments will be considered for impairment in the future.

### **(r) New Accounting Standards for Application in Future Periods**

#### **Adoption of new Australian Accounting Standard requirements**

No accounting standard has been adopted earlier than the application data as stated in the standard. No new accounting standards, amendments to standards and interpretations issued by the Australian Accounting Standards Board that are applicable in the current period are assessed to have material financial effect on PCFA.

### **Future Australian Accounting Standard requirements**

New standards, amendments to standards and interpretations that are applicable to future periods have been issued by the Australian Accounting Standards Board. It is assessed that adopting these pronouncements, when effective, will have no material impact on future reporting periods.

### **(s) Basis of Consolidation**

Subsidiaries are entities controlled by the Group. The consolidated financial statements incorporate the assets and liabilities of all subsidiaries as at 30 June and results for the year then ended. Intragroup balances and transactions, and any unrealized income and expenses arising, are eliminated in preparing the consolidated financial statements.

## Note 2: Fundraising Appeals Conducted During the Financial Year

The following disclosures for the current period are included to comply with the *Charitable Fundraising Act 1991*.

During the financial year PCFA raised funds primarily through:

- Solicited corporate and general donations;
- Gifts and bequests; and
- Charity events such as Movember.

RESULTS FROM FUNDRAISING APPEALS	2012	%	2011	%
	\$		\$	
Gross income from fundraising and donations	12,216,383		10,561,098	
Total cost of fundraising	(915,127)	7%	(436,303)	4%
<b>Net surplus from fundraising</b>	<b>11,301,256</b>	<b>93%</b>	<b>10,124,795</b>	<b>96%</b>
Total income	13,211,425		11,749,023	
Total expenditure	14,192,408		14,701,075	
Total payments to support services, awareness activities, projects and research	9,602,268		11,509,876	
Payments to support services, awareness activities, projects and research as a percentage of total income	73%		98%	
Payments to support services, awareness activities, projects and research as a percentage of total expenditure	67%		78%	

Further information on the application of the net surplus from fundraising and other income is contained in the Statement of Comprehensive Income and the Statement of Cash Flows.

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2012

## Note 3: Revenue

	2012	2011
	\$	\$
Revenue from government and other grants	1,310,000	180,395
Fundraising revenue:		
- Donations	524,093	590,031
- Corporate donations	400,938	1,058,892
- Major gifts	249,144	487,243
- Direct mail	710,531	405,233
- Movember	6,100,000	5,000,000
- Major events	2,399,447	2,359,972
- Trusts and foundations	493,501	426,377
- Merchandise sales	28,729	52,955
	12,216,383	10,561,098
Other revenue	147,219	36,458
Share Bequest portfolio	-	218,871
Interest and dividends received	847,823	932,596
<b>Total revenue</b>	<b>13,211,425</b>	<b>11,749,023</b>

## Note 4: Net (Deficit) / Surplus for the Year

	2012	2011
	\$	\$
Net (Deficit)/ Surplus for the year has been determined after the following expenses:		
Project - Specialist Nursing program	219,538	-
Project - Supporting men with prostate cancer through evidence-based resources and support	915,544	-
Depreciation		
- Furniture and equipment	19,407	20,739
- Leasehold Improvements	2,744	-
Employee benefits expense	2,111,891	1,940,188
Rental expense on operating leases	330,154	311,799
Auditor Remuneration		
- Audit services	40,000	37,000
- Other audit services re government grant acquittal	2,200	1,500
	<b>42,200</b>	<b>38,500</b>

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2012

## Note 5: Cash and Cash Equivalents

	2012	2011
	\$	\$
<b>CURRENT</b>		
Cash at bank	15,093,417	15,837,445
Cash on hand	2,050	2,490
	<b>15,095,467</b>	<b>15,839,935</b>

## Note 6: Trade and Other Receivables

	2012	2011
	\$	\$
<b>CURRENT</b>		
Accounts receivable	242,023	31,370
Movember income receivable	3,600,000	2,500,000
Interest receivable	17,989	119,772
GST receivable	102,966	48,495
Other receivables	-	14,904
	<b>3,962,978</b>	<b>2,714,541</b>

Other than the balances outlined above, PCFA does not have any material credit risk exposure to any single receivable or group of receivables. PCFA does not hold any financial assets whose terms have been renegotiated, but which would otherwise be past due or impaired. There are no balances within trade receivables that contain assets that are not impaired and are past due.

## Note 7: Other Current Assets

	2012	2011
	\$	\$
Accrued income	187,243	-
Prepayments	265,051	153,329
	<b>452,294</b>	<b>153,329</b>

## Note 8: Inventory

	2012	2011
	\$	\$
<b>CURRENT</b>		
Inventory (at cost)	103,871	-

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2012

## Note 9: Financial Assets

	2012	2011
	\$	\$
<b>NON CURRENT</b>		
<i>Available-for-sale financial instruments:</i>		
Managed investment portfolio	843,354	1,009,416
Direct share portfolio	-	210,580
	843,354	1,219,996
<i>Held to Maturity financial instruments:</i>		
Rental deposits	86,735	70,460
	<b>930,089</b>	<b>1,290,456</b>

Available-for-sale financial assets comprise of investments in managed funds and listed trusts and listed shares. There are no fixed returns or fixed maturity dates attached to these investments. A gain or loss on an available-for-sale financial asset is recognised directly in equity, through the statement of changes in equity, except for impairment losses and foreign exchange gains and losses, until the financial asset is derecognised, at which time the cumulative gain or loss previously recognised in equity shall be recognised in profit or loss. PCFA does not hold these assets for trading or for short term profit making.

Held to maturity financial assets comprise of bank deposits held.

## Note 10: Plant & Equipment and Leasehold Improvements

	2012	2011
	\$	\$
Plant and equipment		
At cost	328,954	310,227
Less accumulated depreciation	(116,771)	(97,364)
<b>Total plant and equipment</b>	<b>212,183</b>	<b>212,863</b>

	2012	2011
	\$	\$
Leasehold Improvements		
At cost	11,500	-
Less accumulated depreciation	(2,744)	-
<b>Total plant and equipment</b>	<b>8,756</b>	<b>-</b>

Movements in Carrying Amounts	Plant and equipment	Leasehold improvement
<b>2011</b>	\$	\$
Balance at the beginning of the year	222,552	-
Additions at cost	11,050	-
Disposals	-	-
Depreciation expense	(20,739)	-
<b>Carrying amount at end of year</b>	<b>212,863</b>	<b>-</b>
<b>2012</b>		
Balance at the beginning of the year	212,863	-
Additions at cost	43,167	11,500
Disposals	(24,440)	-
Depreciation expense	(19,407)	(2,744)
<b>Carrying amount at end of year</b>	<b>212,183</b>	<b>8,756</b>

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2012

## Note 11: Trade and Other Payables

	2012	2011
	\$	\$
Trade creditors and accruals	646,561	238,311
Short-term employees benefits	148,380	98,324
	<b>794,941</b>	<b>336,635</b>
<i>Financial liabilities at amortised cost classified as trade and other payables.</i>		
Trade and other payables		
- Total current	769,090	336,635
- Total non-current	25,851	-
	794,941	336,635
Less short term employee benefits	(148,380)	(98,324)
<b>Financial liabilities as trade and other payables</b>	<b>646,561</b>	<b>238,311</b>

## Note 12: Research Grants & Specialist Nursing Program Payable

	2012	2011
	\$	\$
<b>CURRENT</b>		
Research grants payable	5,840,289	7,262,775
Specialist Nursing Program payable	1,137,493	-
<b>NON CURRENT</b>		
Research grants payable	3,618,737	4,368,087
Specialist Nursing Program payable	2,237,792	-
	<b>12,834,311</b>	<b>11,630,862</b>

Research grants payable relate to 57 (2011:63) approved applications to which PCFA are presently committed. These will be paid over the next 4 financial years according to the agreed letters of offer.

Specialist Nursing Program payable is based on funds received from or committed by Movember during previous financial years and retained for this purpose. Contracts have been awarded to provide nurses in hospitals at various locations around Australia and funds also set aside for evaluation of the program. These funds are to be expended over several years.

## Note 13: Provisions

	2012	2011
	\$	\$
Long service leave	13,514	14,852
Nursing education	34,611	95,000
Lease incentive	73,030	93,896
	<b>121,155</b>	<b>203,748</b>

2012	Long service leave	Nursing Education	Lease incentive
	\$	\$	\$
<b>Analysis of Total Provisions</b>			
Opening balance at 1 July	14,852	95,000	93,896
Additional provisions raised during year	-	27,056	-
Amounts used	(1,338)	(87,445)	(20,866)
<b>Balance at 30 June</b>	<b>13,514</b>	<b>34,611</b>	<b>73,030</b>

### *Provision for long-term employee benefits*

A provision has been recognised for employee entitlements relating to long service leave. In calculating the present value of future cash flows in respect of long service leave, the probability of long service leave being taken is based on historical data. The measurement and recognition criteria relating to employee benefits have been included in Note 1 to this report.

### *Provision for Nursing education*

A provision has been recognised for amounts provided for education purposes for nurses. These claims are expected to be settled in the next financial year. The provision is based on funds received from an endowment.

### *Provision for Lease incentive*

The company entered into a new operating lease for PCFA's Sydney headquarters on 1 January, 2011 for a period of 4 years. PCFA received a rent free incentive of \$104,395 in the form of rent, outgoings and parking. This incentive will be amortised over the life of the lease.

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2012

## Note 14: Reserves

### Asset Revaluation Reserve

This reserve records the revaluation of financial assets classified as available-for-sale, which is the difference between the asset's carrying value and market value at balance sheet date. The opening balance of the reserve at 1 July 2010 has been reduced by \$187,106 through a transfer to retained earnings. The transfer relates to available-for-sale assets which were realised in previous periods.

	Retained Earnings	Asset Revaluation Reserve	Total
	\$	\$	\$
Previously reported balance at 30/6/2010	11,269,725	(291,662)	10,978,063
Adjustment	(187,106)	187,106	-
<b>Restated balance at 30/6/2010</b>	<b>11,082,619</b>	<b>(104,556)</b>	<b>10,978,063</b>

## Note 15: Capital and Leasing Commitments

### (a) Operating lease commitments

	2012	2011
	\$	\$
<i>Non-cancellable operating leases contracted for but not capitalised in the financial statements.</i>		
Payable - minimum lease payments		
- not later than 12 months	314,375	267,095
- later than 12 months but not later than 5 years	517,348	724,066
- greater than 5 years	-	-
	<b>831,723</b>	<b>991,161</b>

The property lease commitments are non-cancellable operating leases contracted for but not capitalised in the financial statements within a three year term. No capital commitments exist in regards to the operating lease commitments at year-end. Increase in lease commitments are in line with the lease agreements at an increase of 4% upon each anniversary date. PCFA are able to renew the term of operating leases for a further three years upon termination of the current lease period.

### (b) Capital commitments

PCFA have no capital commitments that require disclosure in this report.

## Note 16: Contingent Liabilities and Assets

There were no contingencies to note as at the reporting date.

## Note 17: Events After Balance Sheet Date

Subsequent to 30 June 2012, PCFA approved at its October 2012 National Board meeting research grants totalling approximately \$4,000,000 to be paid over the next four years. No other matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of PCFA, the results of those operations, or the state of affairs of PCFA in subsequent financial years.

## Note 18: Key Management Personnel Compensation

	Short-term benefits		Post-Employment Benefits	Other Long Term Employee Benefits	Total
	Salary & Fees	Other	Superannuation	Long Service Leave Accrual	
<b>2012</b>					
Total Compensation	183,752	-	16,538	-	200,290
<b>2011</b>					
Total Compensation	246,447	-	15,633	821	262,901

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2012

## Note 19: Cash Flow Information

Reconciliation of cashflow from operations with (deficit)/ surplus from ordinary activities after income tax.

	2012	2011
	\$	\$
Deficit from ordinary activities	(980,983)	(2,952,052)
<i>Non-cash flows</i>		
Share bequest	-	(218,871)
Loss on Sale of Financial Assets	24,147	25,192
Depreciation	22,151	20,739
<i>Changes in assets and liabilities</i>		
(Increase)/decrease in receivables and other assets	(1,248,437)	1,268,991
Increase in other current assets	(298,965)	(8,392)
Increase in inventory	(103,871)	-
Increase in program & grants payable	1,203,449	2,639,957
Increase/(decrease) in trade and other payables	458,306	(284,442)
(Decrease)/increase in provisions	(82,593)	172,586
	<b>(1,006,796)</b>	<b>663,708</b>

## Note 20: Related Party Transactions

There were no related party transactions to note during the period.

## Note 21: Financial Risk Management

PCFA's financial instruments consist mainly of deposits with banks, local money market instruments, short-term investments, accounts receivable and payable and leases.

The totals for each category of financial instruments, measured in accordance with AASB 139 as detailed in the accounting policies to these financial statements, are as follows:

	Note	2012	2011
		\$	\$
<b>Financial Assets</b>			
Cash and cash equivalents	5	15,095,467	15,839,935
Trade and other receivables	6	3,262,978	2,714,541
Available-for-sale financial instruments	9	843,354	1,219,996
Held to maturity financial instruments	9	86,735	70,460
		<b>19,288,534</b>	<b>19,844,932</b>
<b>Financial Liabilities</b>			
Financial Liabilities at amortised cost	11	646,561	238,311
- Trade and other payables			
		<b>646,561</b>	<b>238,311</b>

### Financial Risk Management Policies

The PCFA Finance and Operations Committee meet on a regular basis to assist PCFA in meeting its financial targets, whilst minimising potential adverse effects on financial performance. Future cash flow requirements are reviewed on a regular basis.

PCFA does not have any derivative instruments at 30 June 2012.

#### (a) Interest rate risk

Exposure to interest rate risk arises on financial assets and financial liabilities recognised at reporting date whereby a future change in interest rates will affect future cash flows or the fair value of fixed rate financial instruments.

At 30 June 2012 PCFA is not exposed to any material interest bearing liabilities.

#### (b) Liquidity Risk

Liquidity risk arises from the possibility that PCFA might encounter difficulty in settling its debts or otherwise meeting its obligations related to financial liabilities. PCFA manages liquidity by monitoring forecast cash flows and ensuring that adequate cash reserves are maintained.

The table that follows reflects an undiscounted contractual maturity analysis for financial liabilities.

Cash flows realised from financial assets reflect management's expectation as to the timing of realisation. Actual timing may therefore differ from that disclosed. The timing of cash flows presented in the table to settle financial liabilities reflects the earliest contractual settlement dates.

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2012

## Note 21: Financial Risk Management (continued)

	Within 1 Year		1-5 Years		Over 5 Years		Total contractual cash flow	
	2012 \$	2011 \$	2012 \$	2011 \$	2012 \$	2011 \$	2012 \$	2011 \$
<b>Financial Liabilities due for payment</b>								
Trade and other payables (excluding estimated annual leave)	620,710	238,311	25,851	-	-	-	646,561	238,311
<b>Total expected outflows</b>	<b>620,710</b>	<b>238,311</b>	<b>25,851</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>646,561</b>	<b>238,311</b>
<b>Financial Assets - cash flows realisable</b>								
Cash and Cash Equivalents	15,095,467	15,839,935	-	-	-	-	15,095,467	15,839,935
Trade and other receivables	3,962,978	2,714,541	-	-	-	-	3,962,978	2,714,541
Held to Maturity investments	86,735	70,460	-	-	-	-	86,735	70,460
Available-for-sale investments	-	-	-	-	843,354	1,219,996	843,354	1,219,996
Total anticipated inflows	19,145,180	18,624,936	-	-	843,354	1,219,996	19,988,534	19,844,932
<b>Net (outflow) / inflow on financial instruments</b>	<b>18,524,470</b>	<b>18,386,625</b>	<b>(25,851)</b>	<b>-</b>	<b>843,354</b>	<b>1,219,996</b>	<b>19,367,824</b>	<b>19,606,621</b>

**(c) Credit Risk**

PCFA does not have any material credit risk exposure to any single receivable under financial instruments entered into by PCFA.

**(d) Price risk**

PCFA is not exposed to any material commodity price risk.

**Net Fair Values**

The net fair values of all financial assets and liabilities approximate their carrying value. The accounting policies, terms and conditions of these items are the normal commercial policies, terms and conditions adopted by businesses in Australia.

The aggregate net fair values and carrying amounts of financial assets and financial liabilities are disclosed in the balance sheet and in the notes to the financial statements.

**Sensitivity analysis**

No sensitivity analysis has been performed for interest rate risk as PCFA is not materially exposed to fluctuations in interest rates.

No sensitivity analysis has been performed for foreign exchange risk as PCFA is not materially exposed to fluctuations in foreign currency rates.

## Note 22: Foundation Details

The registered office and principal place of business of PCFA is:

Level 3, 39-41 Chandos Street  
St Leonards, New South Wales, 2065

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2012

## Note 23: Parent Entity Financial Information

The individual financial statements for the parent entity show the following aggregate amounts:

	2012	2011
	\$	\$
<b>Balance Sheet</b>	-	-
Current Assets	-	-
Total Assets	-	-
Current Liabilities	-	-
Total Liabilities	-	-
Shareholders' Equity	-	-
Profit or Loss for the year	-	-
<b>Total Comprehensive Income</b>	-	-

Prostate Cancer Foundation of Australia Limited (ABN 42 073 253 924), a company limited by guarantee, is the corporate trustee for its only controlled entity, Prostate Cancer Foundation of Australia (ABN 31 521 774 656).

Prostate Cancer Foundation of Australia Limited is incorporated under the *Corporations Act 2001*. If it is wound up, the constitution states that each member is required to contribute a maximum of \$10 each towards meeting any outstanding and obligations of PCFA. As at 30 June 2012 the number of members was 99 (2011: 91)

## Directors' Declaration

The directors of PCFA declare that:

1. the consolidated financial statements and notes, as set out on pages 9 to 31, are in accordance with the *Corporations Act 2001*:
  - (a) comply with Australian Accounting Standards and the Corporations Regulations 2001; and
  - (b) give a true and fair view of the financial position as at 30 June 2011 and of the performance for the year ended on that date of PCFA.
2. in the directors' opinion there are reasonable grounds to believe that PCFA will be able to pay its debts as and when they become due and payable.
3. pursuant to Schedule 1, Section 7(3) of the NSW Charitable Fundraising Regulations 2008;
  - (a) the Consolidated Statement of Comprehensive Income is drawn up so as to give a true and fair view of income and expenditure of PCFA for the year ended 30 June 2012 with respect to fundraising appeals;
  - (b) the Consolidated Statement of Financial Position and Statement of Cash Flows are drawn up so as to give a true and fair view of the state of affairs of PCFA as at 30 June 2012 with respect to fundraising appeals;
  - (c) the provisions of the *Charitable Fundraising Act 1991* and the regulations under the Act and the conditions attached to PCFA have been complied with for the year ended 30 June 2012; and
  - (d) the internal controls exercised by PCFA are appropriate and effective in accounting for all income received and applied by PCFA from any of the fundraising appeals.

This declaration is made in accordance with a resolution of the Board of Directors.



**Chris Hall**

Director

Dated this 31st day of October 2012  
Sydney, NSW

# INDEPENDENT AUDITOR'S REPORT

## *Report on the financial report*

We have audited the accompanying financial report of Prostate Cancer Foundation of Australia Limited (the company), which comprises the balance sheet as at 30 June 2012, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, a summary of significant accounting policies, other explanatory notes and the directors' declaration for the Prostate Cancer Foundation of Australia (the consolidated entity). The consolidated entity comprises the company and the entities it controlled at the year's end or from time to time during the financial year.

## *Directors' responsibility for the financial report*

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error. In Note 1, the directors also state, in accordance with Accounting Standard AASB 101 Presentation of Financial Statements, that the financial statements comply with Australian Accounting Standards (including Australian Accounting Interpretations).

## *Auditor's responsibility*

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

Our procedures include reading the other information in the Annual Report to determine whether it contains any material inconsistencies with the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

## *Additional Scope pursuant to the Charitable Fundraising Act 1991*

In addition, our audit statements have been prepared for the members of the company in accordance with Section 24(2) of the *Charitable Fundraising Act 1991*. Accordingly we have performed additional work beyond that which is performed in our capacity as auditors pursuant to the *Corporations Act 2001*. These additional procedures included obtaining an understanding of the internal control structure for fundraising appeal activities and examination, on a test basis, of evidence supporting compliance with the accounting and associated record keeping requirements for fundraising appeal activities pursuant to the *Charitable Fundraising Act 1991* and Regulations.

It should be noted that the accounting records and data relied upon for reporting on fundraising appeal activities are not continuously audited and do not necessarily reflect after the event accounting adjustments and the normal period end financial adjustments for such matters as accruals, prepayments, provisioning and valuation necessary for period end financial statement preparation.

The performance of our audit included a review of internal controls for the purpose of determining the appropriate audit procedures to enable an opinion to be expressed on the financial statements. This review is not a comprehensive review of all those systems or of the system taken as a whole and is not designed to uncover all weaknesses in those systems. The audit opinion expressed in these statements pursuant to the *Charitable Fundraising Act 1991* and regulations has been formed on the above basis.

### **Independence**

In conducting our audit, we have complied with the independence requirements of the *Corporations Act 2001*.

### **Qualification**

It is not always practicable for the company to establish accounting control over all forms of donations prior to receipt of these funds and accordingly it is not possible for our examination to include procedures which extend beyond the amounts of such income recorded in the accounting records of the company.

### **Qualified Auditor's opinion pursuant to the Corporations Act 2001**

In our opinion, except for the effects, if any of the qualification set out above:

- (a) the financial report of Prostate Cancer Foundation of Australia Limited is in accordance with the *Corporations Act 2001*, including:
  - (i) giving a true and fair view of the consolidated entity's financial position as at 30 June 2012 and of its performance for the year ended on that date; and
  - (ii) complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001; and
- (b) the financial report and notes also comply with Australian Accounting Standards as disclosed in Note 1.

### **Qualified Auditor's Opinion pursuant to the Charitable Fundraising Act 1991**

In our opinion, except for the effects, if any of the qualification set out above:

- (a) The financial report of Prostate Cancer Foundation of Australia limited gives a true and fair view of the consolidated financial result of fundraising appeal activities for the financial year ended 30 June 2012
- (b) The consolidated financial statements have been properly drawn up, and the associated records have been properly kept for the period from 1 July 2011 to 30 June 2012, in accordance with the *Charitable Fundraising Act 1991* and its regulations; and
- (c) Money received as a result of fundraising appeal activities conducted during the period from 1 July 2011 to 30 June 2012 has been properly accounted for and applied in accordance with the *Charitable Fundraising Act 1991* and its Regulations.



**Mark Driessen**

Partner  
WalterTurnbull

Dated this 31st day of October 2012  
Sydney, NSW

THA

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YOU



# THANK YOU

PCFA relies on the generosity of the community, companies and individuals to advance its research, raise awareness and provide support to men diagnosed with prostate cancer and their families. PCFA sincerely thanks all donors and supporters who generously made a contribution during the 2011/2012 financial year.

Listed below are the individuals who contributed \$1,000 or more, and companies and community fundraisers who gave \$5,000 or more.

## Rotary

In 1996 the members of the Rotary Club of Lane Cove established the Prostate Cancer Research Foundation Ltd. The company merged in 1999 with the Australian Prostate Cancer Foundation which was also founded in 1996, and the Association of Prostate Cancer Support Groups, which was established in 1988, and changed its name to Prostate Cancer Foundation of Australia Limited on 12 July 1999. Since this time, the organisation has grown tremendously to become the peak body for prostate cancer in this country. Like its Founders, the organisation is dedicated to making an impact on the lives of men with prostate cancer and their families. PCFA would like to acknowledge Rotary for its ongoing commitment to the organisation and its mission.

Rotary Club of Altona  
Rotary Club of Ararat  
Rotary Club of Armidale  
Rotary Club of Armidale Central  
Rotary Club of Armidale North  
Rotary Club of Beecroft  
Rotary Club of Belrose  
Rotary Club of Belvoir-Wodonga Inc  
Rotary Club of Bentleigh Moorabbin Central  
Rotary Club of Berwick  
Rotary Club of Boonah  
Rotary Club of Camberwell  
Rotary Club of Campbelltown  
Rotary Club of Castle Hill  
Rotary Club of Charles Sturt Grange  
Rotary Club of Cockburn  
Rotary Club of Coonabarabran  
Rotary Club of Crookwell  
Rotary Club of Crows Nest  
Rotary Club of Devonport North Inc  
Rotary Club of Devonport South-East  
Rotary Club of Fitzroy  
Rotary Club of Goolwa  
Rotary Club of Gosford North  
Rotary Club of Grenfell

Rotary Club of Grovedale  
Rotary Club of Gunnedah  
Rotary Club of Hillarys  
Rotary Club of Inverell  
Rotary Club of Jindalee  
Rotary Club of Kaniva  
Rotary Club of Kariang/Somersby Inc  
Rotary Club of Kempsey West Inc  
Rotary Club of Lane Cove  
Rotary Club of Leeton  
Rotary Club of Lockhart  
Rotary Club of Loxton Inc  
Rotary Club of Margaret River  
Rotary Club of Maryborough  
Rotary Club of Morwell  
Rotary Club of Mount Druitt  
Rotary Club of Murrurundi  
Rotary Club of Narrabri  
Rotary Club of Narromine  
Rotary Club of Noosa  
Rotary Club of North Sydney  
Rotary Club of Nowra  
Rotary Club of Perth  
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