

PROSTATENEWS

REDUCING THE IMPACT OF PROSTATE CANCER

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CLIMBING AFRICA'S HIGHEST PEAK FOR PROSTATE CANCER

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Welcome from the Chairman



During this Festive Season may I thank all our supporters for your hard work during 2016. Prostate Cancer Foundation of Australia continues to expand its Research, Awareness and Support services across Australia through the work of yourselves. So thank you! It is with your ongoing help that we can carry the torch on behalf of men and their partners and families affected by prostate cancer.

Recently our Patron in Chief, His Excellency, General the Honourable Sir Peter Cosgrove AK MC (Retd), met with our Deputy Chairman Steve Callister and myself to affirm his personal support for the work of PCFA. It is wonderful to have such staunch support from such an auspicious Australian. We have much work to do and look forward to expanding our programs even further during 2017.

With best wishes
Jim Hughes AM, National Chairman.

Message from the CEO



It is with great sadness that in this edition of Prostate News we farewell two stalwarts of Prostate Cancer Foundation of Australia, Tony Sonneveld and Roger Northam. After their diagnoses, both Tony and Roger dedicated themselves to helping other men and their families in a similar position through advocacy, community outreach, activities and support groups.

Tony was particularly active in the campaign to get docetaxel (Taxotere) listed on the Pharmaceutical Benefits Scheme.

Looking back on recent developments in new drugs for men with advanced prostate cancer it seems incredible that this happened as recently as November 2007. Prior to that very little help was available to men for whom androgen deprivation therapy had ceased to be effective.

Roger was very active in the Geelong Prostate Cancer Support Group and subsequently the Victorian Chapter.

Tony and Roger will be sadly missed, but their contributions to the prostate cancer movement will be long lasting.

Associate Professor Anthony Lowe,
Chief Executive Officer.

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Vale Tony Sonneveld OAM



At age 70 former PCFA National Director, Chairman of the NSW/ACT board and Honorary Life Member, Tony Sonneveld OAM, sadly passed away on 13 November 2016.

Diagnosed with prostate cancer in 2003, Tony used his own experience to actively promote prostate cancer awareness, education and fund raising.

On May 3, 2006, on his 60th birthday, Tony found he had metastatic cancer of his bone structure and spent the last ten years advocating for further research into the disease, and lobbying for the government to provide better and more affordable treatment options for those with advanced disease.

Despite his diagnosis, Tony lived life to the full, including tackling the Kokoda track, countless ski trips, climbing Mount Kilimanjaro, hang gliding, participating in arduous cycling events and attending countless events to represent PCFA.

Tony was a tireless campaigner for prostate cancer and will be sadly missed by all at PCFA. He will be remembered for his dedication to helping those with prostate cancer, his amazing energy, positivity and passion.

Our thoughts are with his wife, Viv, sons Michael and Mark, and daughter Rebecca.

Vale Roger Northam



The Geelong Prostate Support Group is very saddened by the passing of Roger Northam in October 2016.

Roger's prostate cancer story began very routinely with a radical prostatectomy in 2009 and further treatment followed with an unsuccessful conclusion. Roger was strongly drawn to the idea of assisting other men in a similar position, and became actively involved in the operation of the Geelong Prostate Support Group, and later joined the Victorian PCFA Chapter.

He participated in a wide range of community education and advocacy forums at the local and state levels.

Roger's contribution to the Geelong Prostate Support Group Facilitator Group, and the membership in general was enormous. His presence will be sadly missed, but the benefit of his contribution will be long lasting.

Dear Roger, Rest in Peace.
Geelong Prostate Support Group

2016 funded research

Our Research office has been very busy in 2016. With generous support from Movember, Distinguished Gentleman's Ride, It's a Bloke Thing and the help of our community, we have again funded competitive projects in all areas of the cancer journey, from prevention to diagnosis and treatment. Our National Research Program received 42 stellar applications for the John Mills Young Investigator Award and New Concept Grant categories.

Following rigorous peer review, experts in the field and our Research Advisory Committee (RAC) recommended funding for the top nine applications.

Here are the successful projects from the 2016 funding round:

New Concept Grants

Prof Melissa Southey, University of Melbourne
Heritable epigenetic risk factors for prostate cancer

For the majority of prostate cancer-prone families, the gene or DNA change that increases the risk is unknown. We have recently discovered new inherited risk factors for breast cancer that are modifications of DNA (epigenetics). This project aims to identify similar DNA modifications that are risk factors for prostate cancer. Understanding the genetic and epigenetic causes of inherited prostate cancer will lead to new opportunities for early detection and treatment.

A/Prof Jose Polo, Monash University
A predictive computational framework for targeted reprogramming of castrate resistant prostate cancer

Our research group specialises in a process called Cellular reprogramming, which changes the identity of cells. This process is limited by finding the right genes to switch on or off, which is time-consuming. We have recently developed a powerful software that can predict the best genes to change. Prostate tumours reprogram themselves, switching off many "prostate genes" and activating "tumour genes". We will use our software to predict which genes need to be switched on or off to reprogram the cancer cells back into normal prostate cells.

A/Prof Lisa Butler, The University of Adelaide
Next-generation prostate cancer therapies based on precision nanomedicines

An important step towards a "magic bullet" has been the development of nanomedicines. These nanomedicines allow efficient trafficking of drugs to improve treatment and reduce side effects. We will investigate a new prostate cancer treatment that delivers multiple drugs directly to prostate tumour cells.

Prof Derek Hart, ANZAC Research Institute
Therapeutic vaccination for prostate cancer using mRNA loaded blood dendritic cells

We can train the immune system to fight cancer by vaccinating patients using specialised white blood cells, called dendritic cells. We have developed new methods to isolate these cells from patients and present prostate cancer targets to the patient's own immune system so that it will attack their cancer. We will optimise our vaccine and select a new immune releasing "checkpoint inhibitor" to combine with our dendritic cell vaccine in a future clinical trial.

A/Prof Rohan Davis, Griffith University
High-content screening of small molecule inhibitors from nature that target prostate cancer metabolism

This project proposes to screen and evaluate a library of 472 novel compounds that were isolated from Australian plants, fungi and marine organisms. Compounds that inhibit metabolic pathways critical for prostate cancer growth and survival will be chosen. This project will identify new inhibitors from nature, providing knowledge for future large-scale screens and helping develop new anticancer agents.

Prof Roger Daly, Monash University
A new approach for characterising stromal interactions in prostate cancer and identifying therapeutic targets

Interactions between tumours and cells called cancer-associated fibroblasts drive the progression of advanced prostate cancer. This project will use a new method to analyse the chemical signals that occur during this interaction. We aim to learn which signals instruct the tumour's cells to grow and spread. Drugs can then be developed to inhibit these signals.

**A/Prof Derek Richard,
Translational Research Institute
Targeting genomic stability
in prostate cancer**

Early detection provides the best chance of survival from prostate cancer, however once the disease has moved to other parts of the body it is incurable. This project tests a new drug that specifically targets the genome of prostate cancer cells potentially providing a new tool for the treatment of this disease.

John Mills Young Investigator Awards

**Dr Ian Johnson,
University of South Australia
Altered endosome trafficking in
prostate cancer**

There is new evidence that the process by which nutrients are moved and recycled inside a cell changes during cancer. This project will investigate how nutrients are trafficked around and recycled inside prostate cancer cells. By determining the crucial trafficking changes in prostate cancer cells, new biomarkers and drug targets can be discovered.

**Dr Marianna Volpert,
Queensland University of Technology
Targeting Neuropilin-1 to inhibit
the adaptive response to
androgen deprivation**

This project will study the function of the Neuropilin-1 protein in prostate cancer, which is associated with metastasis and cancer recurrence after androgen-deprivation therapy and chemotherapy in patients. The results may lead to an improved ability to control the growth of metastatic prostate cancer and sensitise them to chemotherapy.



Trish's African Trek to Support Prostate Cancer

No mountain is high enough to deter our Prostate Cancer Specialist Nurse from Townsville Hospital Trish Husband from her quest to support men with prostate cancer.

Trish took part in the Save-A-Man: Mt Kilimanjaro Challenge 2016 which sees participants endure a gruelling six-day, 72-kilometre trek to the top of Africa's highest peak while raising vital funds for PCFA. Trish was one of nine Australians who participated in 2016's challenge.

Trish said: "Climbing Mt Kilimanjaro was the biggest challenge of my life but it's nothing compared to the challenges that men with prostate cancer face each day."

"My role at the Townsville Hospital is to support men with prostate cancer so I often see just how devastating this disease can be. Whenever I started to doubt myself all I needed to do is think about my patients and it gave me the fuel I needed to power on."

She was preparing for the trek for five months by climbing mountains around Townsville and focusing on healthy eating. "I was told the biggest hurdle would be altitude sickness and the slow pace we will need to take," she said. "From a personal-health perspective I've never felt better."

In addition to the much-needed funds, she was glad to be raising awareness of the disease.



Prostate Cancer Specialist Nurse Christopher McNamara helps Queensland Police Service

In 2016 Chris McNamara, our Prostate Cancer Specialist Nurse at Greenslopes Private Hospital, Brisbane, helped Senior Constable Steve Lindsey of the Springfield police dog squad through the fight of his life.

Steve was terrified that he would follow a similar fate as his father, who had passed away from prostate cancer 26 years ago. Steve said that meeting Chris helped prepare him for his fight against prostate cancer. Steve found it difficult to read the resources supplied to him at diagnosis but found solace in the phone calls made to Chris prior to his treatment.

Steve mentioned that once he spoke to a dedicated specialist nurse, he was able to have all of his questions answered and fears about treatment were put to rest. Steve underwent a robotic prostatectomy and six weeks post-operatively returned to work on modified duties. Steve has since returned to full operational duties with his new Police Dog, Leo.

Through the ongoing support and connection Steve made with Chris during his treatment and into his survivorship,

Chris was asked to deliver an educational forum on prostate cancer with the Queensland Police Service (QPS). Chris was invited to speak at an education day at the QPS's headquarters in Brisbane on resources and awareness of prostate cancer.

Chris was joined by Dr John Yaxley (Urologist), who spoke of the treatment methods and screening of prostate cancer and Steve, who spoke of his own personal experience with cancer and the positive influence the Prostate Cancer Specialist Nurse had on his journey. The education day was held at the headquarters of the Queensland Police Service and delivered to not only the 400 officers in attendance but also recorded and delivered at health education training events through QPS training centres across Queensland.





**BE A MATE
AND JOIN OUR TEAM
TODAY**



**MATES
AGAINST
PROSTATE
CANCER**

**PROSTATE
CANCER
KILLS
3,300 MEN
EVERY YEAR**

Why regular gifts are so important

By making a regular gift, you'll help save more men's lives while reducing the impact prostate cancer has on Australian families. That's because regular gifts give us the ongoing and dependable income we need to plan for the long term and ensure continuity of our services to reach more men who need us today and tomorrow.

Regular giving is a smart way to give:

- It is quick and simple
- It is flexible so you can start, stop and change your gift anytime
- It is easy to manage for you and for us

Please help the 200,000 men and families living with prostate cancer - and the 20,000 more who will be diagnosed this year.

Here's how you can sign up:

Complete and return the enclosed form in the reply paid envelope or mail to:

PCFA PO Box 499 St Leonards NSW 1590

Call: 1800 220 099 or (02) 9438 7000

Email: donations@pcfa.org.au

Queenslanders needed for study into law at end of life

Queenslanders are being urged to take part in an Australian-first study to better understand community engagement with law at the end of life.

The study, led by Queensland University of Technology (QUT) and Cancer Council Queensland (CCQ), is the first attempt to assess whether Australians understand and/or act upon their legal right to participate in decisions about medical treatment for themselves, or for their loved ones at the end of life.

CCQ spokesperson Katie Clift said the study needed input from both cancer patients and family members.

“Australian law requires that informed consent about medical treatment be given prior to treatment, and that patients participate in decisions about their healthcare,” Ms Clift said.

“However, there are major barriers to this kind of participation, particularly at the end of life.

Making crucial decisions, such as continuing aggressive treatment or entering palliative care, requires knowledge and understanding from patients and carers about their legal rights.

This project seeks to understand the community’s knowledge of law at the end of life, and how that affects the ability of patients and their families to make decisions about treatment.

The study will address a significant issue of access to justice for a vulnerable group of patients at a time of immense stress, within a complex health system.

We’re asking for patients and families affected to take part in our study, to improve understanding of medical decision-making, including what support would assist Australians in making complex decisions.”

Adult cancer patients with a diagnosis of terminal cancer, and adult family members (including bereaved family members) of adults with terminal cancer are invited to take part in the national study.

Queenslanders can find out more by contacting Dr Rachel Feeney at QUT on 3365 2505, or rachel.feeney@qut.edu.au.

“Cancer Council works hard to support all Queenslanders affected by all cancers, throughout every stage of the cancer journey,” Ms Clift said.

“If you or a loved one needs support or a listening ear, please call 13 11 20 – our cancer information and support line.”

Around 26,000 Queenslanders are diagnosed with cancer each year, and about 8600 die from the disease.

More information about Cancer Council Queensland is available at www.cancerqld.org.au or Cancer Council’s 13 11 20.

Support & Community Outreach

Union for International Cancer Control (UICC) World Cancer Congress: 31 Oct – 3 Nov 2016, Paris

Held every two years, the World Cancer Congress is the leading international conference on cancer. A record 3,260 delegates attended representing 139 countries covering practitioners, cancer control experts, advocates and consumers.

The theme of the congress was Mobilising Action Inspiring Change. Sessions highlighted the need for implementation of national and global cancer care policies and guidelines that are sustainable, accessible to all and consider the economical and societal impact.

Presentations captured the shift to managing cancer as a chronic disease and adapting successful strategies implemented in the global management of HIV. We were proud to participate in the congress with presentations delivered by Professor Suzanne Chambers on the history of prostate cancer support groups in Australia and Amanda Pomery on qualities of cancer support group leaders.



Calendar Reminder

World Cancer Day – 4 February

For further information please visit www.worldcancerday.org/

Fair Day (NSW) – 19 February

For further details please visit www.pcfa.org.au/events

Max Gardner Award

Congratulations go to Jim Marshall, Ian Fisk and Gabrielle Moran OAM who were awarded the 2016 Max Gardner Award for Distinguished Service. Each has made an outstanding and significant contribution to reducing the impact of prostate cancer on the Australian community and we collectively thank them for their ongoing commitment to the cause. Further information on each recipient is available on our website www.pcfa.org.au/about-us/awards/max-gardner-award/



Max Gardner Award 2016 Recipient: Jim Marshall



Max Gardner Award 2016 Recipient: Gabrielle Moran OAM



Max Gardner Award 2016 Recipient: Ian Fisk

Living Well After Treatment, SA Public Event

A large audience which included members of local support groups, enjoyed an honest and open personal account of the prostate cancer experience from Les Burdett OAM, former Adelaide Oval Cricket Curator.

The event program focused on available supports and local research for men living with prostate cancer, with an interesting panel discussion from local experts. Sally Sara, Prostate Cancer Specialist Nurse from Southern Adelaide Local Health Network provided a valuable contribution to case discussions highlighting the need for information and psychosocial support. Our resources and information were provided during the breaks in collaboration with SA Prostate Cancer Clinical Outcomes Collaborative, Cancer Council SA, Continence Foundation of Australia, Cancer Voices and University of South Australia.



Prostate Cancer: Living Well After Treatment community event in Adelaide.

From top: Les Burdett OAM; PCFA's Amanda Pomery & Prostate Cancer Specialist Nurse, Sally Sara

The Prostate Update

Kaye Pedretti, our local Prostate Cancer Specialist Nurse in Bunbury, Western Australia organised The Prostate Update in October 2016 to inform local GPs, urologists, oncologists, nurses and other clinicians in the area of the latest information on PSA guidelines, radiation treatment and available supportive services.

Speakers included Mike Pether, Urologist; Sid Baxi, Radiation Oncologist, Genesis Care; Emilia Hay, PCFA, and Kaye Pedretti, Prostate Cancer Specialist Nurse. The informative evening saw 35 clinicians attending.



PCFA's Emilia Haye and Prostate Cancer Specialist Nurse Kaye Pedretti

National Support & Community Outreach Committee

Following the establishment and induction of the new National Support & Community Outreach Committee (NSCOC), members have begun providing consultation to assist planning for 2017. A key strategy for broadening support and outreach services through Online Community was discussed with feedback provided on key aims, messaging, and content relevant to the needs of the broader prostate cancer community.



Ambassador Update

2017 is shaping up to be a fantastic year for our Ambassadors, with the brand new Ambassador presentations to be launched in early 2017. The new presentations are evidence-based, timely and up-to-date, and have been professionally designed. This will give Ambassadors the tools they need to deliver informative and eye-catching presentations to organisations and workplaces.

The new presentation, entitled Prostate Cancer: What You Need to Know, will feature important information on awareness, early detection, statistics, and our work. It can be customised by the speaker to include information on treatment options, or details for partners and carers, in order to meet the needs of the audience. We are sure the new materials will be well-received by the community. Thanks to everyone who has provided input and guidance into the redevelopment.

In other Ambassador news, we have launched an initiative to work more closely with Rotary Clubs nationwide, which has led to a marked increase in Ambassador speakers visiting Rotary Clubs. As Rotarians have played such an important role in the founding of PCFA, we encourage Clubs to host speakers, in order to educate their members about the importance of prostate cancer awareness.

Ambassador event updates:

- On 28 September, Federal Member for Shortland, Pat Conroy, hosted a Prostate Cancer Afternoon Tea, and kindly invited our Ambassadors along, to spread the message of awareness amongst Shortland constituents. Ambassadors Garry Minto and Gary Herrett attended, in Cardiff (NSW), and delivered a presentation to the group, which was very well-received. We'd like to thank Gary and Garry for attending, and the office of Pat Conroy for their fantastic support.
- On 25 September, Ambassador Kerry White attended an outing with the men's group of the Armajun Aboriginal Health Services to visit the Goonooigall State Conservation Area, near Inverell (NSW). After a bushwalk and BBQ, Kerry delivered an Ambassador talk using our flipchart, Know about your prostate - prevention and living well. The talk was very well-received, with many questions being asked about the topic. Thanks to Kerry and to the men's group for including time to discuss prostate cancer on their recent outing in the beautiful Australian bush.



The Armajun Aboriginal Health Services men's group and PCFA Ambassador Kerry White shared a BBQ while discussing prostate cancer.

Support & Community Outreach

Across Australia, support groups continue to come together to provide opportunities for men and their families to connect with one another and raise awareness of prostate cancer in the community.

Welcome to the **Wimmera Prostate Cancer Support Group** in Victoria, which formed following a prostate cancer forum held by Wimmera Australians in Retirement in June 2016. The group has since met on the fourth Wednesday of each month with guest speakers including Gaye Corbett, local Cancer Support Nurse, Chris Scott, CEO of Wimmera Health Care Group and Emma Kealy, local Member of Parliament. In August 2016 the group held an Information Forum with over 200 members of the local community attending.

In South Australia the **Barossa Valley Prostate Support Group** proudly hosted an information event for the community. The event featured a presentation from Continence Nurse, Kath Gribble who was asked many questions from the audience

around responding to side effects of treatment and how partners could help. Kevin O'Shaughnessy, a Prostate Cancer Researcher & Nurse from the University of South Australia also spoke, highlighting how important partners were in responding to their men and recognising their own grieving as the couple relationship had changed so dramatically.

Toowoomba Prostate Cancer Support Group in Queensland has collaborated with Live Well Australia to raise awareness of prostate cancer amongst employees at the new Acland Coal Mine. Throughout November 2016, members of the group shared their individual journey with approximately 300 employees during meal breaks. The response to the talks was most encouraging and the mine staff were unanimous in their appreciation of the efforts of the group.

Orange Prostate Cancer Support Group hosted an information stand at this year's Australian National Field Day in Orange, NSW. New Holland Tractors provided valuable assistance by sharing their site with the group. Over the three days members of the group handed out information bags and spoke to numerous visitors from all over NSW. Lindy Ostini, the Prostate Cancer Specialist Nurse from Orange Hospital was also in attendance

and was able to advise a number of families on prostate related problems.

The **Northern Beaches Support Group** in NSW hosted Big Aussie Barbie Family Fun Day in September 2016 with the purpose to not only raise funds, but also start the conversation about prostate cancer. The daylong event included a full program of performers, a Classic Car display, market stalls and of course a big sausage sizzle!

In Western Australia the **Southsider's Prostate Cancer Support Group** has been actively raising awareness of prostate cancer in their community and has hosted two information stalls at local shopping centres. Members of the group spoke to men and women of all ages about prostate cancer and handed out our What You Need to Know about Prostate Cancer leaflet. The Southsiders Group will visit more local shopping centres to host information stalls in 2017.

Visit our website www.pcf.org.au for further information on upcoming awareness and information events and details to connect with your nearest prostate cancer support group.



Rockhampton Prostate Cancer Support Group hosting their Big Aussie Barbie



Hervey Bay Prostate Cancer Support Group's Seniors Expo



Parkes Prostate Cancer Awareness and Support Group's Bowling Day



Northern Beaches Prostate Cancer Support Group hosting their Big Aussie Barbie



Inverell Prostate Cancer Support Group's Information Night



Nepean Blue Mountains Support Group and their Prostate Dragons Team

SA

In a collaboration with the city of Charles Sturt, we have created a new event, Paddle For Prostate, which will be held on 22 January 2017. The event will have people on stand-up paddleboards and kayaks, in canoes and on surf skis joined by dragon boats and surf lifesaving teams, paddling around Delfin Island

in West Lakes. This flotilla of fun in the sun will make a splash with great prizes for dress-ups and owners of homes on the foreshore encouraged to decorate in PCFA blue. The event will also be supported with donations from Westfield West Lakes and Adelaide Canoe Works.



WA

Rough Rider Rudling Golf Day in Western Australia

Giles Partners hosted their annual golfing event at the Western Australian Golf Club in honour of their past client Peter Rudling who sadly lost his life to prostate cancer in November 2016. Jason Giles and staff do a fantastic job running this event each year, raising awareness of prostate cancer and funds for us.



Amy Ward & Jason Giles

Save a Man Mt Kilimanjaro Challenge

Eight inspired climbers committed to take up the challenge to climb Mt Kilimanjaro in November 2016, and raised funds in support of us. Thank you to each of you for your dedication to our cause.



PCFA team camp on Mt Kilimanjaro

VIC

A special thanks to PACCAR Parts, their dealer network and clients for their fantastic support during the highly successful 2016 Parts for Parts campaign. The 2016 Biggest Ever Blokes Lunch (BEBL) events proved a spectacular success again, with 13 events held through Victoria and the city of Wagga Wagga (NSW). Thanks to all those involved for their continuing support and dedication to PCFA.

Early in 2017 we have a number of large events, East Gippsland BEBL, the fourth instalment of Pedal for Prostate, and Murray Meander for the final run to the sea. A safe journey for all those involved.



QLD

The 2016 Shag Islet Cruising Yacht Club (SICYC) Rendezvous was a huge success, raising significant funds for prostate cancer awareness and research.

The club's key focus continues to be the support of men and their families affected by prostate cancer. This year over 200 yachts enjoyed a fantastic program culminating with "Hands Across the Blue" (HATB). During HATB participating members assembled in the waters of the Gloucester passage holding hands in the shape of the P of our logo. The special guest for Rendezvous 2016 was Distinguished Professor Judith Clements AC. Judith addressed the assembled formation recognising the continued support provided by SICYC over the past 7 years. The Rendezvous was covered by Channel 7 Creek to Coast.



NSW/ACT

For the past two years the Freemasons of NSW/ACT have been supporting us by fundraising throughout their lodges and raising awareness of prostate cancer.

All monies donated have funded information resources that have been provided to men

and their families living with prostate cancer in the NSW/ACT community.

The next stage of this incredible partnership is to provide educational talks within the 269 lodges through the PCFA ambassador program in 2017.



Big Aussie Barbie

Hundreds of Big Aussie Barbies were fired up across Australia in 2016. Together we have raised \$1 million with funds still coming in. This could not have been achieved without the incredible support from our BBQ hosts, and our Big Aussie Barbie partners, Commonwealth Bank of Australia (Major Sponsor), Harley-Davidson Australia, Bowls Australia and numerous Bowls clubs around the country. We also thank our Big Aussie Barbie Ambassador Matthew Hayden for his continued support throughout the campaign.

We hosted community Big Aussie Barbies throughout September in Sydney, Melbourne, Adelaide and Perth, receiving a great response from the public. This

year we encouraged BBQ hosts to share their stories to motivate and inspire others. Nadina Bross was one of them who shared her story of why she fundraised for us this year:

“My father passed away from prostate cancer in 2005, so I thought hosting a Big Aussie Barbie with a group of friends and family would be an opportunity to raise awareness and funds for PCFA, but it’s also a great way to honour and remember dad. Hosting a BBQ for prostate cancer was really important for us because too many men are affected by this disease and it’s a chance to remind those we care about, to visit their doctor and have a chat about prostate cancer.”



Thank you Commonwealth Bank of Australia

A big thank you to our major sponsor Commonwealth Bank of Australia (CBA). Throughout the month of September CBA's head office in Sydney was illuminated in blue to mark Prostate Cancer Awareness Month. CBA branches were decorated in blue throughout September and also raised funds for prostate cancer.

For the second year in a row, CBA Sydney hosted the *CBA Masterchef Challenge*. The challenge required CBA teams to compete against each other in raising the most amount of funds, as well as creating a winning dish for the Masterchef cook off!

Congratulations to the winning team for the second year running, CBA Business and Private Banking.

MAJOR SPONSOR



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Host an Australia Day Big Aussie Barbie

There's nothing more Aussie than firing up the barbie with friends and family! So this Australia Day, why not make your BBQ a Big Aussie Barbie and help support the 200,000 Aussie men affected by prostate cancer.

Sign up or donate at www.bigaussiebarbie.com.au

BMW Group Australia is Driving Awareness of Prostate Cancer

In March 2016, BMW Group Australia proudly announced a new partnership with Prostate Cancer Foundation of Australia (PCFA). The aim of this partnership is to drive awareness of prostate cancer through a collection of initiatives that engage the Group's broad audience.

The BMW Group Australia team launched straight into an internal awareness programme during Men's Health Week. These initiatives aimed to reduce stress and promote a healthy lifestyle – the very foundations of Men's Health Week.

September's Big Aussie Barbie was next, with two staff barbecues hosted at BMW's head office. The PCFA name was now top of mind, staff were highly engaged and attendance set a new benchmark.

The Big Aussie Barbie campaign also rolled out across BMW, MINI and BMW Motorrad networks with dealerships encouraged to host an event. Motorline BMW led the way, auctioning a Bathurst drive day experience which was secured by a BMW owner and prostate cancer survivor. If ever there was a need to justify this partnership, this was it!

After months of eating it was time to burn some calories at the Melbourne City2Sea event in November. BMW Group Australia associates sported PCFA-branded shirts promoting the message, 'Driving support for prostate cancer.'

MINI Australia continued its partnership of the Movember campaign. This was amplified by associates with the 'Bavarian Mo Works' team. Substantial moustaches floated around the BMW Group Australia offices and, importantly, an open environment was created for prostate cancer awareness and discussion.

BMW Group Australia can't wait to launch into 2017 with new initiatives that will help the Group achieve its goal – to propel the awareness of prostate cancer in Australia to that achieved by breast cancer. Let's do it!



DRIVING SUPPORT FOR PROSTATE CANCER AWARENESS.

IN PARTNERSHIP WITH PCFA, BMW GROUP AUSTRALIA
IS PROUDLY RAISING AWARENESS FOR MEN'S HEALTH.



DRIVING SUPPORT FOR
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