

MEDIA RELEASE

For Immediate Release

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Ovarian Cancer Australia Launch 25/ 25 Vision at Parliament House

Canberra: Ovarian Cancer Australia (OCA) has today announced its bold 25/25 Vision, an aggressive plan to achieve a **25 per cent improvement in the five year survival rate of ovarian cancer by 2025**. The campaign was launched at the Teal Ribbon Day Breakfast at Parliament House, Canberra, which was attended by the Prime Minister and Leader of the Opposition.

The 25/25 Vision specifically aims to improve ovarian cancer's five year survival rate from 43 per cent to 54 per cent by 2025, saving approximately 300 lives per year.

Chair of OCA Paula Benson said the vision aligns with the World Health Organisation 2013 World Cancer Declaration that calls for cancer societies around the world to collectively work on targets to reduce the burden of all cancers by 25 per cent by 2025.

She called on all Australians to get behind the vision at the Teal Ribbon Day Breakfast.

"Ovarian cancer has the lowest survival rate of any women's cancer, well below the average for all cancers. Treatments for this terrible disease have changed little since the 1970s and 75 per cent of women are diagnosed at an advanced stage," Ms Benson said.

"Today we launch a bold vision to change this story and save the lives of hundreds of Australian women every year. We are encouraging all Australians to support our ambitious proclamation.

"We are working to build a grassroots community of supporters who will enable us to move the vision forward. All Australians can pledge their support at www.ovariancancer.net.au/2525vision "

OCA announced that the vision would be achieved through three steps:

1. Improve awareness and early diagnosis

Too many women are diagnosed at an advanced stage – approximately 75 per cent. OCA will work to educate every Australian on the signs and symptoms of ovarian cancer and increase awareness amongst the medical community to enable early diagnosis.

2. Improve the identification of women at greatest risk

OCA will better educate women on why they need to know their family history and work to improve referral rates to familial cancer centres for genetic testing. OCA will also encourage research into new genetic and environmental risk factors and prevention.

3. Increased access to effective treatments and care

Every Australian woman diagnosed with ovarian cancer needs access to effective treatments and care. OCA will continue to advocate for equity of access, including treatments already available in other countries and promote and fund research for more effective treatments.

Prof David Bowtell, a senior researcher at the Peter MacCallum Cancer Centre and Principal Investigator of the Australian Ovarian Cancer Study, has echoed the call to all Australians to get behind the campaign.

“We have 10 years to achieve our ambitious but not impossible objective that will save hundreds of lives from ovarian cancer,” said Prof Bowtell.

“The time is now to take action against this disease that claims 1,000 Australian lives every year. In light of recent discoveries and improved understanding of the disease, Australia is on the cusp of being able to develop treatment options that can change the story for ovarian cancer. Funding is now more important than ever.”

Australians can pledge their support to the 25/25 Vision at www.ovariancancer.net.au/2525vision

On Teal Ribbon Day, Ovarian Cancer Australia invites all Australians to wear a Teal Ribbon in support of the women and their families living with the disease.

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For media enquiries please contact:

Yumeko Leung, Tel: 0402 127 903 or (03) 8628 9319 yumeko@royce.com.au

Nicolette Baxter, Tel: 0438 143 342 or (03) 8628 9320 nicolette@royce.com.au

Richard Amos, Tel: 0418 344 978 richard@royce.com.au

Teal Ribbons can be purchased for \$2 from Chemmart Pharmacy and www.ovariancancer.net.au

Colour for a Cause teal nail polish packs are also available at Chemmart Pharmacies nationally and online for \$6.99, with 100 per cent of proceeds going to OCA.

For more information visit www.ovariancancer.net.au/2525vision

Twitter & Instagram: @ovariancancerOz #TealRibbonDay

Facebook: <https://www.facebook.com/OvarianCancerAustralia>

About Ovarian Cancer Australia:

Ovarian Cancer Australia is the national body for ovarian cancer and was founded in 2001 by a group of people who had been affected by ovarian cancer, either themselves or through someone they loved. Ovarian Cancer Australia provides support for women and their families, raises community awareness of ovarian cancer, advocates for improved services for women and funds and promotes and funds research. Ovarian Cancer Australia's vision is to save lives and ensure that no woman with ovarian cancer walks alone. Their work is guided by their core values of Optimism, Community and Accountability. Ovarian Cancer Australia has developed an ambitious strategic plan for 2013 to 2016 to develop and grow its support, awareness, advocacy and research programs. In order to achieve their ambitious plan, organisational growth and funding is critical.