



OVARIAN
CANCER
AUSTRALIA

WE ARE IN THIS TOGETHER

Ovarian Cancer Australia
Annual Highlights 2016-17.

ovariancancer.net.au

A MESSAGE FROM JANE HILL

Ovarian Cancer Australia's CEO, Jane Hill and Chair, Paula Benson look back on the year that was and introduce their vision for 2018.



"I'm looking forward to what the next year will bring – with resolve and collaboration, we will save lives and ensure no woman with ovarian cancer walks alone."

Jane Hill, CEO

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Looking at all of our achievements over these past 12 months, I am deeply appreciative of the contributions of so many people towards our vision to save lives and ensure that no woman with ovarian cancer walks alone. Together, our collective strength, passion and drive is unbreakable.

This year, Ovarian Cancer Australia completed foundation work to ensure we deliver what women living with ovarian cancer want and need. Staying true to this is at the heart of everything we do. We developed our first-ever support and resources plan, informed by the views of more than 400 women affected by ovarian cancer and their supporters. Like our National Action Plan for ovarian cancer research, this will serve as a blueprint ensuring our priorities reflect the needs of our community.

Our awareness campaigns in February and May exceeded expectation, reaching millions of people in Australia and around the world. February's Ovarian Cancer Awareness Month would not have been the success it was without the contributions of everyone who held an Afternoon Teal event and spread the message of #KnowAskAct across Australia.

Our government engagement has been as strong as ever; we were honoured by the attendance of the Health Minister and the Leader of the Opposition at our Teal Ribbon Parliamentary Breakfast, which enabled us to continue the event's compelling conversations through meetings with both major parties.

I would like to take this opportunity to thank our board for their guidance and support, and our staff and volunteers for their determination and commitment. As an organization, Ovarian Cancer Australia is well positioned to pursue our ambitious strategic plan in 2017/18: we are in a robust financial position, with our year-end income at an all-time high, and our team is thriving and energised to tackle new challenges in the coming year.

A special thank you goes to all of our sponsors, donors and fundraisers: we could not have achieved so much this year without your energy, commitment and action. Thank you for sharing our vision, and supporting us to put it into action.

Finally I would like to recognise every woman living with ovarian cancer, their families and their friends: your strength and resilience inspires us to work harder and smarter to make real, positive change for you and future generations.

I'm looking forward to what the next year will bring – with resolve and collaboration, we will save lives and ensure that no woman with ovarian cancer walks alone.





**PAULA BENSON,
CHAIR**

This year, Ovarian Cancer Australia has taken ambitious steps towards achieving the goals laid out in our bold 2016-2020 strategic plan.

Working under three strategic pillars – Support You, Know Ovarian Cancer and Drive Change – we are achieving more than ever: our awareness campaigns have been seen by millions of Australians; we’re bringing the National Action Plan for ovarian cancer research to life with dynamic new projects; and we’re doing all of this work from the strongest operational foundation we’ve ever had.

With our work making a bolder, stronger impact, it is important that our brand is doing the same. In early 2017, a review found that Ovarian Cancer Australia’s visual identity was no longer resonating strongly with the women and families we support, and was not cutting through the crowded media environment to reach new audiences and raise funds and awareness on a national scale. To address this, we engaged experts to review and renew Ovarian Cancer Australia’s brand – to create a new look and feel that continues to represent the hope, determination and uniqueness of Australian women living with ovarian cancer, but also reflects our organisation’s boldness and strength.

You’ll see the new Ovarian Cancer Australia brand roll-out over the next 12 months, starting with this annual report, culminating in the launch of a revitalised and dynamic Ovarian Cancer Australia website in 2018. We’re incredibly excited to bring this new look, feel and spirit to all of our work, tackling challenges with renewed energy and determination.

Our 2016-2020 Strategic Plan focuses on practical initiatives that deliver tangible outcomes – key successes in 2016/17, such as the first listing of a PARP inhibitor drug on the PBS and record reach during Ovarian Cancer Awareness Month, are signs of significant progress and strong motivators to push ourselves to achieve more for Australians affected by ovarian cancer.

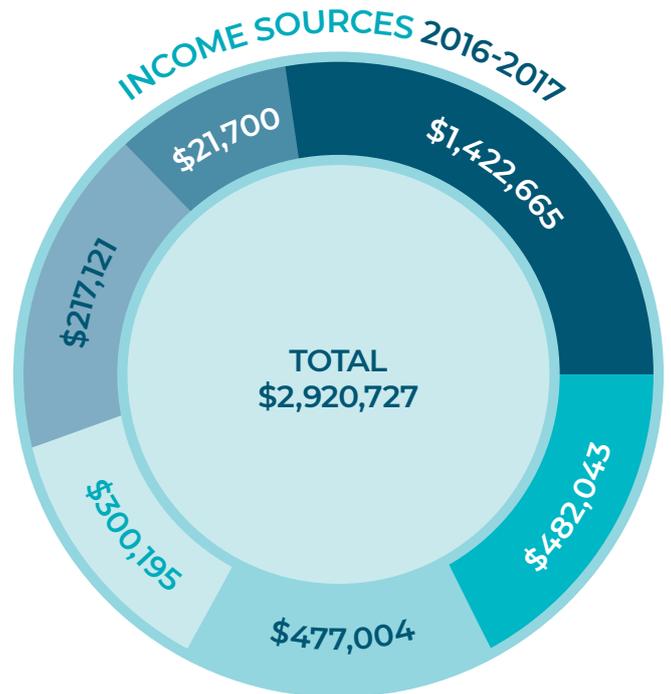
None of this would be possible without the commitment and passion of our CEO, Jane Hill, and dedicated team of staff and volunteers. I thank the Ovarian Cancer Australia Board – Carolyn Reynolds, Sarah Adam-Gedge, Tracey Curro, Simon Lee and Jo-Ann Hicks – for their support and guidance. In particular I recognise two directors who retire at the 2017 AGM: Simon Lee and Sarah Adam-Gedge. Simon is a founding director, who experienced the tragedy of losing his wife, Sheila, to the disease 17 years ago. Simon’s long and distinguished service was instrumental in our development. Thanks also to Sarah Adam-Gedge, who has been a non-executive director since 2015. During this time, Sarah chaired the Finance, Audit and Risk Committee and has been an outstanding contributor in so many ways.

There remains much work to be done, but we are stronger, more focussed and more ambitious than ever – I look forward to working with our incredible community to make the coming year our best yet.

Paula Benson

OUR GROWTH

INCOME GROWTH 2013-2017



Community fundraising

Grants and philanthropy

AfternoonTeal

Merchandise

Sponsorship and partners

Interest

OUR VISION

To save lives and ensure no woman with ovarian cancer walks alone.

OUR MISSION

We support those affected by ovarian cancer, give them a voice, facilitate research, and raise awareness on a national scale.

OUR CORE VALUES

We listen. We are inclusive. We are courageous. We act with integrity.

OUR STRATEGIC PRIORITIES TO 2020

SUPPORT YOU

We will deliver best practice, accessible support informed by consumers.

KNOW OVARIAN CANCER

Australia will know ovarian cancer.

DRIVE CHANGE

We will strive to reduce the incidence of ovarian cancer by 25% and improve five year survival rates by 25% by the year 2025.

OBJECTIVES

- > Reach all women diagnosed with ovarian cancer.
 - > Be the go-to place for those affected.
- > Broaden our services to support the supporters.
- > Connect those affected.

- > Educate and campaign on signs, symptoms and risk factors.
 - > Speak out so government, media, and key stakeholders know ovarian cancer.
 - > Provide the latest evidence based information on prevention, detection, treatment and clinical trials.

- > Bring to life the National Action Plan for ovarian cancer research.
- > Connect, engage and influence to accelerate prevention and detection and enable women to make informed choices.
- > Mobilise OCA's community to help achieve our vision.

SUCCESS LOOKS LIKE

- > Support services offered are what women want.
- > All those affected have easy access to high quality and appropriate support services.

- > A well informed public, media and government on signs and symptoms, risk factors, treatment and clinical trials.

- > Significant investment in research is enabled.
 - > Lead advocate for an active Australia-wide ovarian cancer community.

ORGANISATIONAL CAPABILITY – AGILE AND STRONG

A sustainable and innovative organisation
The right people, the right tools, a strong business model and a robust governance framework.

People
A high performing and cohesive team.

Infrastructure
Technology deployed to advance our work.

Financial strength
Financial reserves for investment in the future.

Governance
Accountability and transparency through a strong governance framework.

OUR PARTNERS

Partnerships have played a critical fundraising role this year, contributing close to \$500,000. Nationally and regionally, our partners provide much needed support through pro bono services, employee fundraising initiatives and corporate donations.



WYNSTAN

Wynstan is working together with Ovarian Cancer Australia to help raise awareness of ovarian cancer and create positive change on a national scale, driven by the team's personal connection to ovarian cancer.

Wynstan is very passionate about the ongoing partnership with Ovarian Cancer Australia, and donated \$102,100 this financial year and collected \$28,733 from staff contributions. Wynstan contributes significantly to raising awareness for Ovarian Cancer Australia through social media, internal communications, and by providing us with free air time through radio and stadium advertising.



TERRYWHITE CHEMMART

After partnering with Chemmart for 10 years, we are excited to continue our relationship after Chemmart's merger with Terry White. In our first year working with TerryWhite Chemmart, 443 stores participated in our February campaigns, raising \$136,403.

TerryWhite Chemmart raised awareness through the distribution of Know. Ask. Act. messaging in over 1 million catalogues and extensive in-store point of sale materials. Stores sold Ovarian Cancer Australia-branded ribbons and pens, and hosted Afternoon Teal fundraising events across the country.



NOEL JONES

This partnership began after Noel Jones employee Miranda Bailey lost her mother Bev to ovarian cancer in February 2012. A key component of Noel Jones' commitment is a donation of \$50 for every house sold or leased. This financial year Noel Jones raised \$49,975.



“There remains much work to be done, but we are stronger, more focused and more ambitious than ever...”

Paula Benson, Chair



BLACK PEPPER

Black Pepper works towards increasing awareness and raises funds for Ovarian Cancer Australia. This year \$43,545 was raised through the sale of cookbooks and scarves, and an additional \$72,000 in pens and teal ribbons.

In addition to these fundraising efforts, Black Pepper continuously promotes awareness of Ovarian Cancer Australia through hosting in-store events and having information on the signs and symptoms of ovarian cancer on its website.



COLES QUEENSLAND

This partnership began after a Coles staff member with a diagnosis of ovarian cancer sadly passed away. Her colleagues banded together, determined to make a contribution in her memory. From small beginnings, this has extended to the whole of Coles Queensland. This year, \$103,143 was raised through the sale of ribbons and pens, as well as general donations.

OUR ACHIEVEMENTS

SUPPORT



> 480 newly-diagnosed women received Resilience Kits, a support and information guide to living with ovarian cancer.



> 647 people received information, support and referrals to local services through our 1300 phone line, email and social media platforms.



> 400 women living with ovarian cancer, their families and friends and oncology health professionals provided feedback on the services they need and want.



> 288 people joined OCA Connect, the online community where people affected by ovarian cancer, regardless of their location in Australia, can connect with others 24 hours a day, seven days a week.



> Six webinars (video information sessions) were streamed live to women with ovarian cancer, their families and friends. These webinars have been viewed 550 times.



KNOW OVARIAN CANCER

> More than 1,800 media mentions of ovarian cancer were made throughout Ovarian Cancer Awareness Month, reaching an audience of more than 66,500,000 people across television, print and digital media, radio and social media.



> More than 600 community events were held across Australia, raising \$1 million for Ovarian Cancer Australia.



> 500 health professionals working within the field of ovarian cancer received our quarterly health professional news and health professional webinars.



> Inaugural Ovarian Cancer Australia Health Professionals Symposium held in Sydney featuring 12 guest speakers and attended by over 60 gynaecological health professionals.



> Federal Parliamentary Teal Ribbon Breakfast held at Parliament House in Canberra on 8 February, attended by key parliamentarians, including Health Minister Greg Hunt and Leader of the Opposition Bill Shorten.

DRIVE CHANGE



> Partnered with the Australia and New Zealand Gynaecological Oncology Group (ANZGOG), to hold the **Future Directions for Ovarian Cancer Treatment Forum** for women with an ovarian cancer diagnosis, their friends and family.



> Ovarian Cancer Australia launched a research-based **pilot screening program** to identify BRCA gene mutation carriers and potentially prevent ovarian and breast cancers among the Australian Ashkenazi Jewish community.



> Ovarian Cancer Australia was invited to a **Pharmaceutical Benefits Advisory Committee consumer hearing** regarding the PBS listing of a first-in-class PARP inhibitor drug for women with BRCA-related ovarian cancer. We welcome the listing as a significant development in treatment.



> **Clinical registries** have been shown to improve practice and outcomes for cancer patients around the world. In early 2017, we formed an alliance with Monash University - a world leader in developing clinical registries - providing seed funding to commence foundation work on a 2-year pilot clinical registry project.



> CEO Jane Hill was appointed as a **Director on the Board of the World Ovarian Cancer Coalition**. The coalition's vision is the development of a global knowledge base and advocacy platform to support and elevate the efforts of all partner organisations.



> **Submission made** to the Senate's Select Committee into funding for research into cancers with low survival rates with a series of recommendations including developing new funding models for clinical trials and investing in increasing awareness among healthcare professionals.



> In 2016/17, Ovarian Cancer Australia funded the **Australian Ovarian Cancer Study (AOCS)**, a collaborative biobank aimed at improving the prevention, diagnosis, and treatment of ovarian cancer. Over three years, Ovarian Cancer Australia has enabled nearly \$1 million investment in this critical infrastructure for ovarian cancer research.

OUR THANKS

Boards and committees

Patron
Nicole Livingstone OAM

Board
Paula Benson (Chair)
Carolyn Reynolds
Sarah Adam-Gedge
Tracey Curro
Simon Lee
Jo-Ann Hicks

Finance, audit and risk committee
Sarah Adam-Gedge (Chair)
Paula Benson
Carolyn Reynolds
Brenton Lockhar

Development committee
Tracey Curro
Jo-Ann Hicks
Paula Benson
Jodie Brough
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Our partners

Principal partner
TerryWhite Chemmart

Corporate partners
AbbVie
AstraZeneca
Avenade
Black Pepper
Charlie's Cookies
Coles Queensland
Law Society of NSW
Noel Jones
Property Council of New South Wales
Roche
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Wynstan

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Vicinity Centres
Wallis Consulting Group

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Crown Resorts Foundation
Marian & EH Flack Trust
NAB Foundation
Red Rocketship Foundation
The Sun Foundation

Bequests
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Jennifer Ann Baker
Juliet Akers Bond

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Brenton Lockhart
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Courtney Player
Dalrymple Bay Coal Terminal
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Letitia Linke
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Louise Sanderson
Madeleine West
Maree Westman
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Mary Serafini
Melissa Seeley -
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Dr Michelle Cunich
Miranda Bailey
Monique Wright
Muriel Buckeridge
Narell Whitehead
Natasha Walker
Nicky Buckley
Dr Nicole Cousens
Nicole Livingstone
Pater Pty Ltd
Patricia Bailey
Peta Abdalla
Peter Robins
Quarrico Products Pty Ltd
Rachel Elliot
Rae Corbett
Renee Barratt - Ladies Day
Robert and Carolyn Bear
Robert Jordan
Ross Young
Roxy Jacenko
Sen Sarah Hanson-Young
Sarah Madacki
Sheena Prince
Hon Sophie Cotsis MP
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Steve, Sue and
Raina Contarino
Sue Radford -
Flickering Memories
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Dr Suzanne Neil
Sylvia Mary Pavlovic
Tania Howlett
Tanya Hutchison
Tina Fordyce
Tore Carlsson
Tracy Collins
Tracy Sorensen

Trish Semken -
Massey Park Golf Club
Trudy Crowley
Venetians Netball Club
Victoria Pajouhesh
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William Sherrard
Yasmin Catley MP

Ashkenazi BRCA screening pilot committee
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