

# We're here for all Queenslanders.

ANNUAL REPORT 2020



Every **minute**, every **hour**, every **day**.



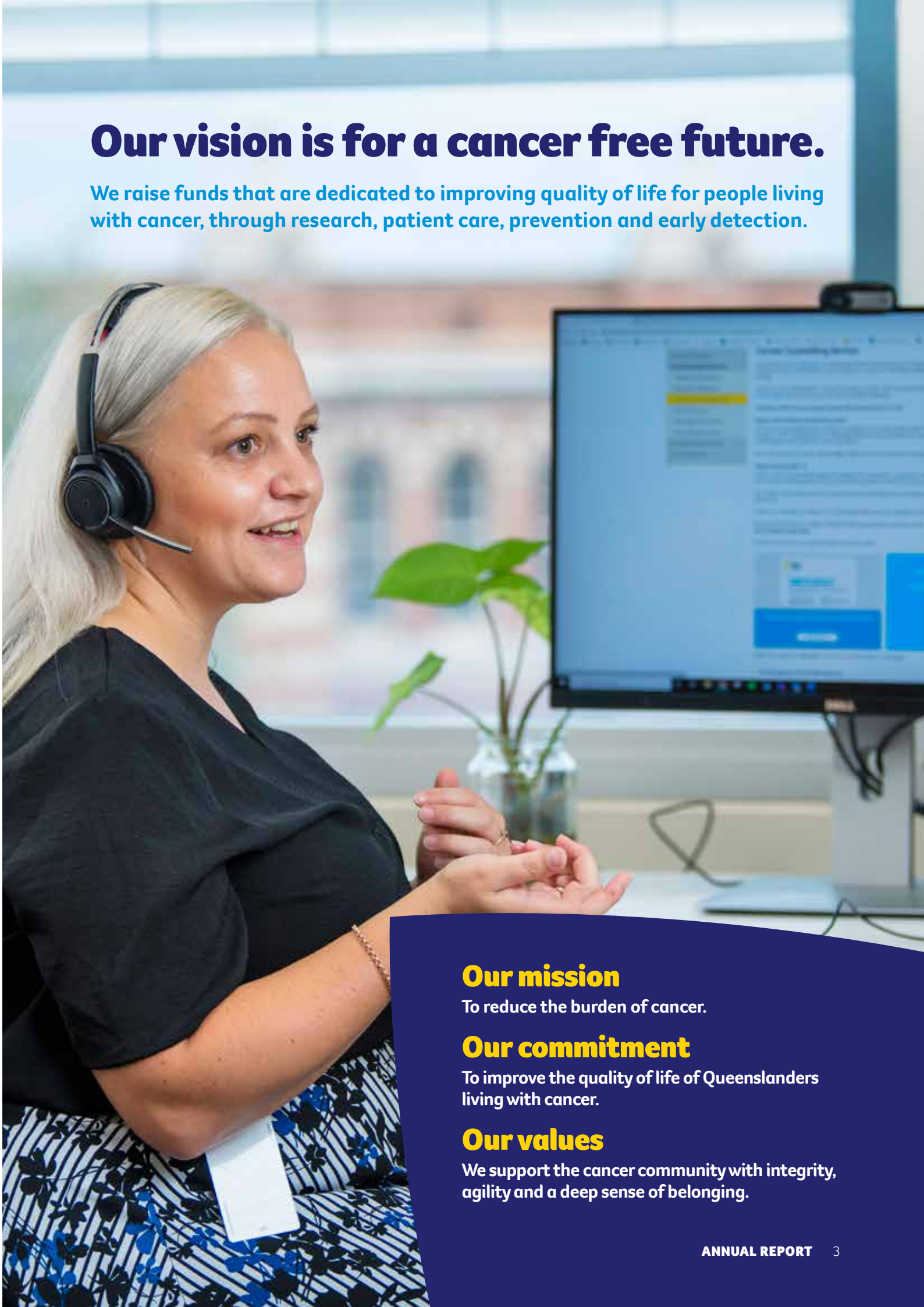
Cancer  
Council  
Queensland

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# Our vision is for a cancer free future.

We raise funds that are dedicated to improving quality of life for people living with cancer, through research, patient care, prevention and early detection.



## Our mission

To reduce the burden of cancer.

## Our commitment

To improve the quality of life of Queenslanders living with cancer.

## Our values

We support the cancer community with integrity, agility and a deep sense of belonging.



# Cancer in Queensland



## The Facts

- The most common cancers diagnosed in Queensland are prostate, melanoma, breast, bowel and lung cancers.
- One in two people will be diagnosed with cancer by the age of 85.
- At least one third of all cancer cases are preventable.
- Around 30,000 Queenslanders are diagnosed with cancer each year.
- Around 9400 Queenslanders die from cancer each year.



## Successes

- Thanks, in part, to research into cancer prevention, treatment and management, approximately 27,900 cancer deaths were avoided in Queensland between 1998 and 2017.
- Four cancers—prostate, melanoma, breast and thyroid—now have five-year relative survival rates higher than 90% in Queensland.
- The five-year relative survival for all invasive cancers in Queensland is more than 70%.
- The age-adjusted risk of dying from cancer has dropped by 18% between 1998 and 2017.



## Research

- In 2020, we invested more than \$7.3 million into lifesaving research.
- We fund more research than any other independent community-based charity in Queensland.

## How we supported Queenslanders impacted by cancer in 2020



**1987** wigs and turbans distributed to cancer patients experiencing hair loss.



**19,488** nights of accommodation were provided in our lodges.



**7597** contacts responded to by 13 11 20.



**67,967** kilometres travelled for Lodge to Treatment service.



**914** Queenslanders assisted with financial support through our Practical Support programs.



**326** hours of support provided by Nurse Counsellors.



## Chair's report

**Dr Anita Green**

MBBS, MSPMED, FRACGP, FASMF FAICD – Chair

*During a year that was challenging for everyone, never has it been more apparent how vital our mission is to reduce the burden of cancer for those not only living with this disease, but through a global pandemic as well.*

While this certainly wasn't the year I had envisioned as my first in the role of Chair, I can say that it gave me a clear insight into the commitment of Cancer Council Queensland's employees, volunteers and supporters. I would like to extend my heartfelt thanks to all those employees who reduced their working hours to allow our organisation to continue its important work throughout the COVID-19 pandemic and beyond. I would also like to thank our volunteers for their unwavering support, despite many of their regular duties being suspended due to health concerns and lockdowns. To those who continued volunteering and working to keep our essential support services running, and to those who came up with new and innovative ways to spread our message, fundraise and show support while social distancing or isolating, you are so appreciated and valued. Thank you.

In 2020, our organisational values of integrity, agility and a deep sense of belonging were put to the test. In particular, agility was embraced by all as we learnt to work from home and adopt new methods of communication and new technology. Our employees, volunteers and supporters were challenged to find different ways to foster a deep sense of belonging, be this through email, phone call, virtual meeting or a chat over a neighbour's fence. At all times, integrity was front of mind as the board had to make some tough decisions that would impact upon many people. We made it through the year however, and the support and understanding of countless individuals ensured we were still able to invest in and conduct lifesaving cancer research, carry out important prevention programs and continue our vital support services.

One Queenslanders is diagnosed with cancer approximately every 20 minutes, and these diagnoses were not going to slow down or pause for a global pandemic. Furthermore, many of those undergoing cancer treatment were at the highest risk of contracting COVID-19 in their immunocompromised states. Therefore, it was imperative that we continued to invest in and conduct cancer research, to find new and more effective ways to treat cancer. Cancer Council Queensland invested more than 7.3 million dollars into cancer research in 2020.

Due to COVID-19 and Queenslanders focusing on other pressing matters in their lives, there was a dramatic drop in cancer screening during 2020. We endeavoured to address this by ramping up our media coverage surrounding the importance of cancer screening and early diagnosis to enhance survival rates. We encouraged the Queensland public to continue checking their bodies for any unusual signs and to make healthy lifestyle choices to reduce their cancer risk. The launch of the Cancer Risk Calculator was paramount to the success of our cancer prevention messaging in 2020, and, as an online tool, saw incredible traction from younger generations during self-isolation. A total of 29,461 people completed the Calculator in 2020.

As mentioned previously, our dedicated cancer support employees and volunteers continued working across Queensland during the pandemic, to ensure our accommodation lodges remained open, and our transport services kept running. We had to adapt these services to ensure the safety of our clients at all times, implementing stringent COVID Safe practices and plans. This meant that Queenslanders could continue receiving critical cancer treatment during statewide lockdowns.

Due to the dedication, selflessness and generosity of many, we were able to continue supporting Queenslanders impacted by cancer throughout 2020. Thank you again, to our employees, volunteers and supporters, for sticking with us through thick and thin. You have given the gift of hope to many Queenslanders during the most trying times of their lives.



## Message from the CEO

**Ms Chris McMillan**

*Cancer never rests, so neither do we. This motto spurred us through 2020 as we were faced with constant challenges and uncertainty. But with determination, perseverance and compassion, we made it through the year, continuing our services to support Queenslanders impacted by cancer.*

In 2020, Cancer Council Queensland had to adapt to many changes in the ways we operated and communicated. Everyone in our organisation was challenged to embrace this change, and in doing so, we found several silver linings during a very difficult time.

In March, we all transitioned to working from home. While this could be isolating, it also emphasised the importance of 'checking in' with team members and increased the skillset of our employees in embracing our online systems to stay in contact with colleagues working in different locations. This proficiency has vastly improved inter-departmental collaboration and connectedness between offices.

During lockdown, we relied heavily on our web and phone-based support services, namely our 13 11 20 Information and Support Line. This team addressed many COVID-19 and cancer related concerns, fielding 7600 interactions throughout the year. We transitioned our individual face-to-face counselling sessions to phone and videoconference so that we could continue offering emotional support to Queenslanders with cancer. This service was so well received that it is now a permanent offering, allowing us to reach a wider net of Queenslanders who need our help.

Many of our iconic fundraising campaigns moved online in 2020, as a result of social distancing regulations. While this did impact on our fundraising capabilities, it also taught our employees, fundraisers and supporters to think outside the box and embrace new ideas. We shared a cuppa via videoconference, hosted a statewide virtual Relay, walked in our neighbourhoods in pink tutus and embraced everything social media. As a result, we reached out to a new demographic of supporters and invigorated traditional means of fundraising.

During times of hardship, come periods of immense change. Here are a few of the things we – our employees, volunteers and supporters – have achieved by adapting to the times, in order to carry out our mission in 2020:

- Our ESA Wig and Turban service moved appointments online, utilising videoconferencing to present and discuss wigs and turbans. These were then posted out to clients experiencing hair loss due to cancer treatment.

- The Gluyas Rotary Lodge in Townsville underwent major refurbishments, improving facilities for cancer patients in Northern Queensland.
- We launched the Cancer Risk Calculator to encourage Queenslanders to make changes to their everyday health habits and reduce their cancer risk.
- We awarded our second round of Accelerating Collaborative Cancer Research grants to two Queensland-based cancer research projects targeting ovarian cancer and melanoma.
- Our researchers continued to upgrade and improve the Australian Cancer Atlas, analysing geographical data to better understand why disparities in cancer diagnosis occur based on location.
- Our Transport to Treatment service assisted 13,622 clients by providing 17,817 trips over 166,413 kilometres, and our accommodation lodges provided a home away from home to 3710 guests for 19,448 nights.
- We received the Redkite Employer of Choice (public sector and NFP) Excellence Award at the Australian HR Awards.
- The generosity of our donors continued to grow despite the financial difficulties experienced by many during the pandemic. We received \$10 million in bequests through our Gifts in Wills program.
- We released our prospectus for Daffodil Place Queensland, a new support centre focused on the physical and emotional wellbeing of Queenslanders impacted by cancer.

Thank you so much to everyone at Cancer Council Queensland who embraced change, confronted the challenges posed by the pandemic and adapted to the 'new normal' in 2020. Because of the determination, dedication and agility of our employees, volunteers, Board and Committees, and supporters, we made it through a year that tested many organisations. Most importantly, we continued to carry out lifesaving cancer research, spread awareness of cancer prevention and provide essential practical and emotional cancer support to Queenslanders impacted by cancer.



# Research



Cancer Council Queensland's research programs are focused on providing tangible benefits for cancer patients, their families and all Queenslanders. Our strategy is strengthened by national and international collaborations and partnerships and aims for rapid translation of results into improved practice and policy. More than 100,000 Queenslanders have taken part in Cancer Council Queensland's research programs to date.

Our research is focused in three key program areas:

- **The Descriptive Epidemiology Research Program** aims to understand patterns and trends in cancer incidence, prevalence, mortality and survival, and the key factors that impact on diagnosis, clinical management, health services delivery and cancer outcomes. This research allows us to identify areas where improvements are needed.
- **The Childhood Cancer Research Program** contributes to national and international research into the epidemiology, management and outcomes of cancer in children. Underpinning this research is Cancer Council Queensland's management and support of the Australian Childhood Cancer Registry, a national clinical database of all cases of childhood cancer diagnosed in Australia.
- **The Health Systems and Psycho-Oncology Research Program** is focused on identifying and improving challenges related to social and geographic inequities in cancer-related outcomes, prostate cancer survivorship, bowel cancer screening, and community engagement with cancer organisations.

## Key research initiatives and outcomes in 2020

### Experiences of Queensland women diagnosed with breast cancer

The Breast Cancer Outcomes study was started by Cancer Council Queensland nearly 10 years ago. Since then, over 3000 Queensland women diagnosed with breast cancer have provided valuable information about how they were diagnosed, the type of treatment they received, and their experiences throughout this process. By analysing these unique data, we are gaining an understanding of the impact that breast cancer has on Queensland women, and those subgroups of the population who face greater challenges.

Our investigation into population subgroups at higher risk of advanced breast cancer has highlighted the importance of breast cancer screening in enabling earlier diagnosis. We have investigated the level of unmet needs, quality of life and psychological distress among Queensland women diagnosed with breast cancer. These factors have been compared between city and country patients, socio-demographic groups and according to the different treatments received.

Throughout this project, we have provided training to several postgraduate research students, giving them the opportunity to be part of a research group under the supervision of experienced researchers within the Cancer Research Centre.

### Survival disparities faced by Indigenous Australians diagnosed with cancer

When diagnosed with cancer, Aboriginal and Torres Strait Islander people in Australia generally experience lower survival rates than non-Indigenous Australians diagnosed with the same cancer type. Over the last few years, cancer registries across Australia have developed new methods to determine which cancer patients in their datasets have self-identified as Aboriginal and Torres Strait Islander people, thus improving the quality of the data.

Using these improved data, our analyses have shown that while cancer survival has significantly improved among Indigenous Australians over the last 20 years, the survival disparity between Indigenous and non-Indigenous Australians remains. The poorer survival among Indigenous cancer patients is due not only to deaths from cancer, but also to a higher risk of death from non-cancer causes.

These findings highlight not only the urgent need to understand the multiple factors that underlie this survival disparity, but also how to communicate this type of information in a manner that motivates change. We will be partnering with Aboriginal and Torres Strait Islander organisations to develop more effective methods of doing this.

### Geographical patterns in cancer-related indicators across Queensland and Australia

Since its launch in 2018, the Australian Cancer Atlas has provided unique insights into how the burden of cancer varies depending on where people live. Since then, we have developed our capacity to understand some of the reasons behind this geographical variation, and to investigate other types of disparities at the geographical level.

Within Queensland, we have looked at the impact that a cancer diagnosis has on life expectancy, and how that varies by geographical area. Across the state, cancer patients diagnosed in 2016 can be expected to lose a total of over 100,000 years of life. We found that Queenslanders diagnosed with cancer who live in more socioeconomically disadvantaged areas, or more than an hour's travel from the closest radiation treatment facility, lost more years of life expectancy than those in the rest of the state.



Years of life lost would be reduced by about one fifth if all cancer patients experienced the same survival as those living in the most affluent and accessible parts of the state.

We conducted the first study on how participation rates in cervical screening (Pap tests) for Indigenous women varied by geographical area and by time period. This was done using a population-based cohort of more than two million women, of whom around 47,000 were Indigenous. The study found that Pap test participation rates decreased between 2008–2012 and 2013–2017 for all women, however, Indigenous women had consistently lower overall participation rates across all areas of Queensland.

#### Improving childhood cancer data for Australia: enhancing the collection of population data on childhood cancer treatment

Cancer Council Queensland manages and funds the Australian Childhood Cancer Registry – a complete, population-wide register of all childhood cancer cases (for children aged 0–14 years) diagnosed in Australia since 1983. It is one of the longest running and most comprehensive databanks on childhood cancer in the world.

Our aim is to improve outcomes for children with cancer, and we do this by documenting and reporting on the epidemiology, management and care of childhood cancer in Australia. A key part of this work includes tracking changes and improvements in childhood cancer survival and other outcomes over time. This information is communicated widely to researchers, clinicians and families.

The Registry operates in collaboration with the Australasian Association of Cancer Registries and all Australian member registries, the Australian Institute of Health and Welfare, and each of the major Australian paediatric oncology treating hospitals. During 2020, Cancer Council Queensland was engaged by Cancer Australia to conduct a project to improve the quality, uniformity and completeness of information on the specific chemotherapy agents administered to patients in Australia over recent years. This vital information will now be used to assess the effects of childhood cancer treatment on morbidity, mortality and other late effects.

#### Incidence trends and projections for childhood cancer

Statistics for childhood cancers are usually either not included in routine cancer reporting or are bundled in with data for adult cancers (which are far more numerous). This makes it difficult to identify findings specific to children with cancer.

Examining incidence patterns (including differences in incidence over time in Australia or in comparison with other countries) can provide insights into the possible causes of cancer by suggesting links with genetic or environmental factors. This is particularly important for childhood cancers given that the cause for most cases is usually unclear.

A previous study on childhood cancer incidence rates was published in 2009, which showed an overall stable trend between 1994–2006. Data for children diagnosed up to 2015 was recently analysed to examine whether those

reported trends in incidence rates had persisted, and, for the first time in Australia, to specifically project the incidence of childhood cancer into the future.

The results were published in the *Medical Journal of Australia* in February 2020, attracting widespread media coverage. The main findings were:

- in contrast to the previous findings, the incidence rate of childhood cancer increased by more than 1% per annum on average between 2005–2015.
- the number of children diagnosed annually was conservatively predicted to increase by almost 40% from 770 in 2015 to 1060 cases per year by 2035.

A better understanding of the causes of childhood cancer is needed before actions can be taken to reduce incidence. Nonetheless, this research has been immensely valuable to provide estimates of the future burden of cancer among Australian children, allowing for future health care planning to meet the treatment and support needs of those who will be diagnosed with cancer over the years ahead.

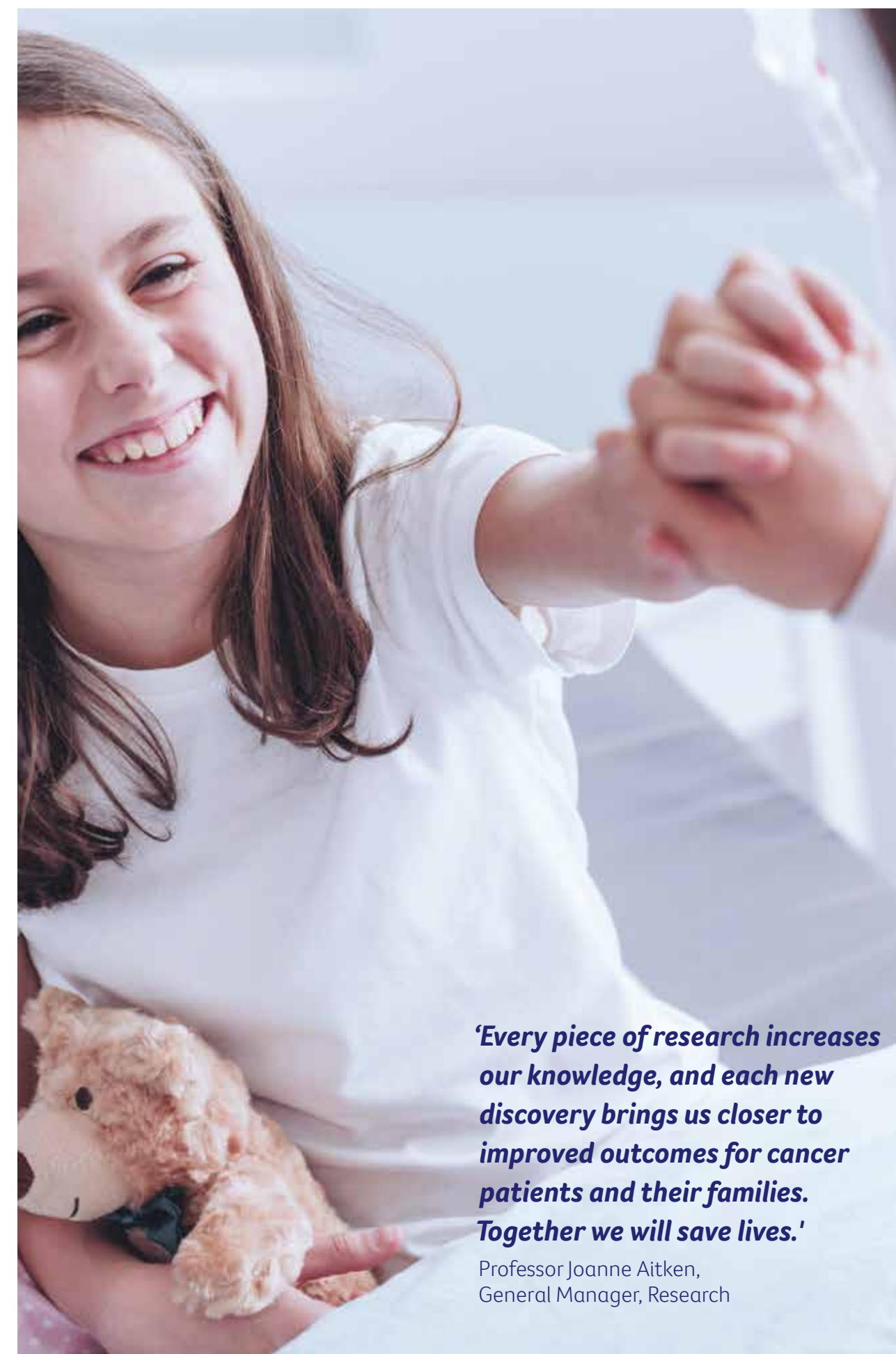
#### Late effects of treatment: Second primary cancers and non-cancer mortality following childhood cancer

Increases in the incidence of childhood cancer, combined with improvements in survival, have led to an increasing population of childhood cancer survivors in Australia. People who survive childhood cancer are known to have an increased risk of health effects later in life, relating to either the original cancer or the treatment that they received. Two of the more serious of these so-called ‘late effects’ are second primary cancers and mortality from causes other than cancer. Using data from the Registry, we investigated both outcomes for the first time on a national level in Australia.

The findings showed that the risk of a second cancer is five times higher among people who had experienced cancer as a child compared to cancer rates in the general population. Patients were found to have the highest relative risk within the first few years following their original cancer; and although remaining elevated, the magnitude of the risk subsided as time passed.

For deaths from diseases other than cancer, our research has shown that the risk of a non-cancer disease-related death is more than four times as high among childhood cancer survivors as that for the general population, and that this risk continues at around that same level for at least 30 years after the original cancer diagnosis. We were also able to demonstrate that the risk of death from diseases other than cancer was significantly higher among patients who received more intensive treatment compared to those on less intensive treatment regimens.

The findings from these two studies highlight the importance of ongoing research to develop and test treatments for childhood cancer that are less toxic, while maintaining the huge improvements in childhood cancer survival that have been seen in recent decades.



**‘Every piece of research increases our knowledge, and each new discovery brings us closer to improved outcomes for cancer patients and their families. Together we will save lives.’**

Professor Joanne Aitken,  
General Manager, Research





### Travelling for treatment

Our researchers have continued a successful collaboration with the University of Southern Queensland focussing on disparities in cancer outcomes in regional and remote Queensland. The Travelling for Treatment project is designed to examine the experience of cancer survivors and their caregivers who must travel to major cities for treatment. In 2020, recruitment concluded with over 1000 cancer survivors and support people signing up to take part in the research.

In 2020, preliminary analysis revealed some key findings that are now directing future work, in particular:

- *Patient experiences of their cancer diagnosis and treatment, and comparisons to National Cancer Control indicators.* Patients' experiences vary widely according to the site of the cancer and characteristics of the patient including their educational level and age. Across the board, however, the quality of communications with health professionals and the patient's involvement in their care appear critical for overall patient wellbeing.
- *Gaps in information and support.* There is a clear need for the consistent provision of survivorship care plans (cancer care plans after the patient leaves hospital) and self-management information to assist patients, particularly in regional and remote Queensland, to maintain their health during and after treatment.
- *Attitudes towards seeking help.* In contrast to popular myth, stoic and fatalistic attitudes do not deter cancer patients in rural and regional areas from seeking help when needed. Barriers to seeking help are related much more to age, gender and education level.

Service-based interventions that support long term health, coordination of care and communication, as well as practical and emotional support targeted at specific sociodemographic groups, are needed to improve the experiences of regional and remote cancer patients through their treatment and beyond.

### Barriers to bowel cancer screening

The National Bowel Cancer Screening Program (NBCSP) provides a simple and convenient way to detect bowel cancer earlier than otherwise might be the case, by sending home test kits to Australians aged between 50 and 74. The program is proven to substantially reduce deaths from bowel cancer, however, participation rates are low at about 40% of the eligible population. If these rates could be raised to 60% during the next 20 years, 83,800 lives and \$2.1 billion in health care costs could be saved by 2040.

For this reason, we launched a research program dedicated to understanding and addressing barriers to bowel cancer screening. In 2020, a project was launched to develop a reliable and valid means of measuring these barriers, involving consultation with recipients of the NBCSP to understand their views and experiences.

Data were collected from over 800 participants through surveys asking about bowel cancer screening behaviour, perceived barriers and facilitators to participation in the NBCSP, and preferences and opinions on intervention strategies. We interviewed 24 participants regarding the features of home bowel cancer screening kits that could be modified or enhanced to facilitate use.

Preliminary findings suggest that four common types of barriers need to be addressed, such as reluctance related to stool collection and storage, physical and practical challenges in kit use, anxious avoidance of screening, and a perceived lack of autonomy in being a part of the NBCSP. Potential intervention strategies for future testing include modifications to the kit itself, routine endorsement of the NBCSP through general practice, and reminder interventions that promote action planning. Funding is being sought to begin the next stage of this work.

## ACCELERATING COLLABORATIVE CANCER RESEARCH GRANT SCHEME

In 2020, Cancer Council Queensland completed the second round of its Accelerating Collaborative Cancer Research (ACCR) Grant Scheme. The key objectives of ACCR grants are to accelerate the translation of cancer research outcomes into practice and policy, to improve the survival and wellbeing of cancer patients, and to encourage effective research collaboration between universities, health services and medical and scientific research institutes. Two ACCR grants were awarded in 2020 for funding commencing in 2021. The grants provide funding of \$500,000 per annum for four years, comprising \$350,000 per annum from Cancer Council Queensland and a cash contribution of \$150,000 per annum from the Administering Institution. The ACCR Grant Scheme will run annually with up to two new grants awarded each year.



**LEAD INVESTIGATOR:** Professor Sandi Hayes

**ADMINISTERING INSTITUTION:** Griffith University

**PROJECT TITLE:** The ECHO trial: A randomised, controlled trial evaluating the effect of exercise during chemotherapy for ovarian cancer on survival and health resource use. Ovarian cancer has the worst survival rates of all gynaecological cancers, with only 45% of those diagnosed living longer than five years. The ECHO trial aims to assess whether exercise can enhance and compliment treatment for ovarian cancer, thereby increasing survival rates. For further information on this research project, [visit here](#).



**LEAD INVESTIGATOR:** Professor Kiarash Khosrotehrani

**ADMINISTERING INSTITUTION:** The University of Queensland

**PROJECT TITLE:** Advanced technological approach to predicting survival in patients diagnosed with locally invasive cutaneous melanoma. In Queensland, 3600 people are diagnosed with melanoma annually, and an estimated 400 people die from the disease every year. Professor Khosrotehrani and his team aim to find new ways to detect potentially terminal melanoma as early as possible, in order to prescribe more aggressive treatment from the offset and improve chances of survival. For further information on this research project, [visit here](#).



L-R Dr Anita Green (Chair of Board), Professor Kiarash Khosrotehrani, Professor Sandi Hayes, CEO Ms Chris McMillan



# EXTERNAL RESEARCH GRANTS

Chief Investigator	Institution	Research title	2020 funding amount
2019 – 2020 Project Grants			
Prof Mark Smyth	QIMR Berghofer Medical Research Institute	Nectin-like molecules in cancer	\$100,000
Prof Kum Kum Khanna	QIMR Berghofer Medical Research Institute	To investigate the mechanistic and functional roles of MLK4 in mediating radio-resistance of breast cancer stem cells	\$100,000
A/Prof Vicki Whitehall	QIMR Berghofer Medical Research Institute	High Risk Sessile Serrated Adenomas of the Colorectum	\$100,000
Dr Bryan Day	QIMR Berghofer Medical Research Institute	Dystroglycan Complex Targeting: A Novel Approach to Eliminate Tumour-Initiating Cells in Adult Brain Cancer	\$100,000
A/Prof Juliet French	QIMR Berghofer Medical Research Institute	Combining genetics and genomics to identify multi-cancer risk genes	\$100,000
Prof Gregory Monteith	The University of Queensland	Exploiting remodelling of calcium signalling to specifically target triple negative breast cancer via promotion of apoptosis	\$100,000
Prof Nikolas Haass	The University of Queensland	Induction of endoplasmic reticulum stress to potentiate immunogenic cell death to improve melanoma therapy	\$100,000
A/Prof Helmut Schaider	The University of Queensland	O-linked-N-acetylglucosamine transferase and ten-eleven translocation 1 facilitate therapy induced cellular reprogramming leading to acquired drug resistance in cancer	\$100,000
Prof Riccardo Dolcetti	The University of Queensland	Strategies to overcome immune-resistance to cancer vaccines	\$100,000
Dr Brett Hollier	Queensland University of Technology	Targeting the adaptive response to androgen-deprivation as an adjuvant therapy for advanced prostate cancer	\$100,000
2020-2023 Accelerating Collaborative Cancer Research Grants			
Prof Mark Smyth	QIMR Berghofer Medical Research Institute	LUCKI STARS: Lung cancer knowledge in immunogenomics to stratify therapeutic resistance and sensitivity	\$350,000
Prof Penny Webb	QIMR Berghofer Medical Research Institute	PROMISE: Patient-Reported Outcome Measures in cancer care: a hybrid effectiveness-Implementation trial to optimise Symptom control and health service Experience	\$350,000

## CANCER CLINICAL TRIALS SUPPORT SCHEME

Total expenditure	Public and private health facilities in Brisbane	\$1,277,300
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Cancer Clinical Trials Support Scheme is jointly funded by the Queensland Government.





# Cancer Support and Information

Every day, we give cancer patients and their families the information and support they need to cope with cancer.



## 13 11 20 – Cancer information and support line

Cancer Council Queensland's 13 11 20 Information and Support Services had 7600 interactions in 2020. A large part of 13 11 20's work in 2020 included addressing concerns surrounding COVID-19 and the challenges it perpetuated for people with cancer and their families. The most common concerns were in relation to risks for the immunocompromised, restrictions on visitors to hospitals and carers accompanying cancer patients to treatment, and delays in screening programs.

The introduction of webchat in May provided an additional means for people to connect with 13 11 20. Webchat is an easy way for people who are often busy to access information about cancer and Cancer Council Queensland services. This service proved increasingly successful, with the numbers growing monthly and 66 interactions via webchat in total by the end of the year.

As part of our quality improvement focus, a satisfaction survey was developed and is available to every user of the 13 11 20 service. The response rate was 25%, with 99% of responders indicating they would recommend the service to others, and 93% finding the service very helpful. Comments are regularly reviewed, and feedback and suggestions are incorporated into service planning.

## Regional cancer support

Our Cancer Support team provides cancer information, emotional and practical support, and referrals to anyone staying at one of our accommodation lodges and in 2020, we provided 682 incidences of support to people using our facilities across Queensland.

Throughout COVID-19, our Cancer Support Advisors continued to offer safe face-to-face support. We were able to assist lodge residents in navigating increasingly complex restrictions in treatment facilities and the community. We also provided higher levels of emotional support to people experiencing increased isolation and difficulty accessing usual coping strategies.

Feedback provided in 2020 includes:

- 'Thank you so much for your help and support. Just what I needed! It is a wonderful service, and I am so grateful.'
- 'I had major surgery at RBWH and my husband was staying with you at Charles Wanstall Apex Lodge and was terribly stressed because of what was happening.'

We came from Townsville and I will never forget the relief when you advised us our boys could stay at your lodge with my husband. It meant I could go to hospital with the knowledge they were with him and he was not alone. Your friendship and support were amazing and we will never forget it.'

## Cancer counselling service

In 2020, the Cancer Counselling Service provided support to 737 Queenslanders affected by cancer, with psychologists delivering 1884 hours of support and our nurse counsellors providing 326 hours. This service delivered three eight-week Living Mindfully group programs and five Introduction to Mindfulness workshops. When the pandemic resulted in heavy restrictions, these face-to-face programs and workshops were shifted to telephone delivery. This change was successful, and the positive feedback provided by participants will inform our group program delivery in the future.

The COVID-19 pandemic affected the Cancer Counselling Service's individual face-to-face sessions as well. As a result, we shifted to telephone and videoconferencing sessions. This transition received positive feedback and as such will continue as part of our standard service delivery. The ability to continue operating this service via telehealth was due to successfully obtaining a grant from Queensland Health under the COVID-19 Grant Fund: Immediate Support Measures to purchase new IT equipment.

## PalAssist

In 2020, PalAssist responded to 800 contacts. Most service users were aged between 40-69 years, identified as female, and were family or friends of someone living with a life-limiting illness. Of significance, there was a 56% increase in males contacting PalAssist compared to the 2017-2018 period, and a marked increase in service users living outside the Brisbane area, including almost 7% living interstate.

Consistent with previous years, approximately 25% of service users continue to be health professionals seeking navigation information or resources or referring patients and their families and the service. This has contributed to the program developing an online referral system and resource ordering function on the website. In addition, existing PalAssist resources have been updated and new resources developed.





### Financial and legal programs

We were proud to assist 995 Queenslanders with financial support through our Financial Assistance Programs in 2020. The Cancer Council Pro Bono Legal and Financial Service received 354 referrals and assisted with 429 matters from across Queensland.

### Transport services

In 2020, Cancer Council Queensland's Transport to Treatment Service was able to adapt and continue operating despite COVID-19. Without the ongoing dedication of our transport volunteers, this suite of services would not have been accessible to Queenslanders with cancer and their carers during the pandemic.

Our Home to Treatment Service, which operates in Brisbane, Cairns, North Lakes and Townsville and transfers local residents between their home and treatment facility, assisted 782 clients in 2020 by providing 4641 trips and travelling over 86,120 kms. Our Travel Transfer Service, which moves passengers between major public transport hubs and their treatment facility, assisted 1096 clients travelling to Brisbane for treatment, providing 916 trips and travelling over 20,580kms.

Our Lodge Transport provided 11,924 trips and travelled over 67,000kms in 2020.

### Accommodation services

In 2020, Cancer Council Queensland's Accommodation Lodges remained open to provide support to Queenslanders who needed to travel to receive cancer treatment during the COVID-19 pandemic, providing accommodation to 3710 guests.

Gluyas Rotary Lodge in Townsville underwent major refurbishments in 2020. This included upgrading kitchens, bathrooms and furnishings in all 20 rooms and an upgrade to the common room, for the enhanced comfort of guests.

### Education and information

In 2020, 429 printed resources were distributed across the state and a further 4264 resources were downloaded from the Cancer Council Queensland website. These resources provide information about specific types of cancer, treatment, emotional and practical issues, early detection and prevention, and our many support services.

There were 10 information and education sessions delivered in 2020. Due to COVID-19 restrictions on social gatherings and regional travel, all 10 information sessions were held online and made available across Queensland with the implementation of new webinar software. These sessions were recorded and uploaded to the Cancer Council Queensland website, making this information accessible on demand.

Six sessions were specific to women with cancer and their families, one session was directed at health professionals and the other three sessions were for all individuals with a cancer experience. Topics covered included exercise and physical activity, dealing with uncertainty (with a focus on the added impact of COVID-19), fear of recurrence, yoga and cancer, and the Cancer Connect Program. There were over 160 attendees to the information sessions, including those with cancer, their family, friends and carers, and health professionals.

### Peer support

In 2020, we took the opportunity to develop documentation and processes to solidify and improve our peer support programs. This included updating our volunteer manuals and developing a newsletter for all peer support volunteers. We also adjusted our volunteer training so it can be delivered online, allowing us to reach more regionally dispersed volunteers.

Our Cancer Connect Program received 113 referrals and made 35 successful matches with Queensland based volunteers. The cancer support and information group recruited 22 new volunteers, ending the year with a total of 274 volunteers.

### ESA Wig and Turban Service

With face-to-face bookings being impacted by COVID-19, our teams developed a new postal order process and began offering virtual appointments from September 2020, expanding the reach of the service across Queensland. During the course of the year, 578 wigs and 1417 turbans were provided to 655 clients across Queensland.

### The Statewide Support Services for Women with Cancer and their Families

The Statewide Support Services for Women with Cancer and their Families Project is funded by Queensland Health and focuses on identifying and addressing gaps in support for women diagnosed with cancer and their families across Queensland. At risk or hard to reach demographic groups or geographic regions are of particular focus in this project.

### Women's Wellness After Cancer

The Women's Wellness After Cancer Program was an evidence-based 12-week program that focused on building women's self-efficacy in the areas of exercise, healthy eating and health promoting activities, following the completion of cancer treatment. Cancer Council Queensland collaborated with clinical employees from the Gold Coast University Hospital to deliver the pilot program.

Due to COVID-19, the program was provided to the group as online sessions, which granted greater access for women across Queensland. Nine women participated in the program, which included attending eight group sessions over a 12-week period.

Participant feedback showed client satisfaction with the program was high. Participants reported making health changes and benefiting from the connection with other women affected by cancer.

### Younger Women and Cancer online forum

Due to the impact of COVID-19 and restrictions on social gatherings and regional travel, the Young Women's forum planned for North Queensland was modified to an online program, making it accessible for younger women across Queensland.

The online forum was held in November and included topics such as managing emotions and cancer, and sexuality and intimacy. Cancer Council Queensland would like to acknowledge the support from our external stakeholders in delivering this information to Queenslanders.

A total of 43 women registered for the event and those who couldn't attend on the day were sent a recording to watch at their convenience. Participants attended from locations including North Queensland, Central Queensland, Darling Downs, Brisbane and the Gold Coast.

Feedback surveys indicated a high level of satisfaction with participants commenting:

- 'Just hearing about other younger women affected by cancer made me feel better and not alone with my situation.'
- 'It was so helpful to know about the different support services available.'
- 'It would be great to have more time on these topics, especially sexuality and managing the emotional aspect.'

**'During the course of the year, 578 wigs and 1417 turbans were provided to 655 clients across Queensland.'**





Health and community relationships

The Health and Community Relationships team was established in 2020 with a focus on promoting Cancer Council Queensland services and programs to hospital and health services, primary health networks and community groups across Queensland. One of our main goals is to increase the reach of our support services. The team focused on service mapping across Queensland to identify gaps in access to our services. The provision of online in-services also helped us to reach hospitals and health professionals during lockdown.

Health & wellbeing and reducing cancer risk  
Cancer Risk Calculator

In 2020, we launched the Cancer Risk Calculator (CRC). The CRC is a free online tool people can use to find ways to reduce their cancer risk. The CRC asks a range of health-related questions and then provides a score out of 100 based on an individual's answers. The user is provided with individualised recommendations to reduce their cancer risk. All recommendations provided are based on Australian Guidelines and leading cancer research, specific to gender and age.

Thanks to a grant from nib Foundation, we launched a promotional campaign for the CRC aimed at young people aged 18-39 in the South West and Darling Downs regions. However, people from all age groups and regions completed the CRC with a total of 29,461 people completing the Calculator in 2020.

Shade Grant Initiative

In 2020, we continued our focus on reducing skin cancer risk by providing shade across Queensland. As part of the SunSmart Shade Creation Initiative, funded by Queensland Health, we distributed \$275,000 to 75 eligible organisations.

The grants provide vital funding to not-for-profit organisations that cater for children aged 0-18 years. It allows them to install shade structures for educational, sport, or recreational purposes.

Shade creation grants were awarded in the following areas in 2020:

Region	Number of shade grants awarded
Brisbane	13
South West Queensland	12
Gold Coast	2
Sunshine Coast	4
Wide Bay Burnett	2
Central Queensland	31
Mackay	1
North Queensland	6
Far North Queensland	4



Mother and daughter find support at  
Cancer Council Queensland Lodge

In 2017, just two weeks after competing in the Melbourne Marathon, 34 year old Annaliese Otto was diagnosed with stage 4 cervical cancer. At the time of diagnosis, Anneliese's cancer had already spread to her lymph nodes, and as a nurse, Anneliese's mother, Jo, knew that her daughter's prognosis was not good.

'We spent the next few months in and out of hospitals for chemotherapy, but when Annaliese needed more aggressive treatment, she moved home to live with us in Roma. Every few weeks, the two of us would make the six-hour drive to the hospital in Brisbane,' Jo said.

'At first we stayed in hotels, but it felt isolating to be around happy travelers. Then we learned about Cancer Council Queensland's lodges, set up specifically for people like Annaliese and for families like ours. When we first arrived, it was so good to finally be around people who understood.'

For mother and daughter, the lodge was a home away from home. Our lodges ensure that Queenslanders living in remote areas don't have to travel exhausting distances daily, pay for extended stays or even miss out on critical treatment.

'Over the course of three years, we stayed at the Brisbane lodge for over 20 separate treatments. Each time, they

made us feel at home, safe, and supported. After calling up the lodge to say that we were coming in a few days, the staff made it so easy for us to just show up,' Jo said.

Sadly, Annaliese passed away in August 2020 at the age of 37.

Even during such a grievous period, Jo is determined to spread awareness of the lodges and the support available to regional Queenslanders during cancer treatment. She believes it's important that people in the community living with cancer, and their carers, know they do not have to face such a difficult time alone.

Jo and Annaliese's story may not have a happy ending, but Jo is extremely grateful for the support we were able to offer her family during the most challenging period of their lives.

**'Every family who goes through treatment should have the support we had.  
I know that Annaliese would want that.'**



# Advocacy

We work with the community to change laws and policies to reduce cancer risks and improve cancer care.

## our current priorities include:

- reducing our exposure to tobacco at home and at work
- protecting our skin from the sun
- improving our physical health and wellbeing
- intervening early to identify cancers and risks
- monitoring the quality of our treatment and care
- reducing the financial burden for cancer patients and their families.

### Protecting our skin from the sun

In early 2020, we released the results of an everyday health survey that explored how Queenslanders keep safe from the sun, and what more needs to be done to prevent skin cancer.

Survey results identified significant gaps in Queenslanders' knowledge of sun protection, with only around half of the respondents able to identify the correct information which would tell them the risk of sunburn for the day. This translated into poor sun protection behaviours, with 47% of respondents reporting being sunburnt in the previous 12 months. There is also a clear discrepancy between Queenslanders' perceived versus actual knowledge of sun protection, highlighting the urgent need for an awareness campaign.

Promisingly, there is a strong desire from the community to improve sun protection knowledge and behaviours, with 95% of respondents in favour of a sun protection mass media campaign. We know this can be an effective means of educating the community and improving behaviour, demonstrated by the success of Sid the Seagull and the Slip, Slop, Slap campaign launched in 1981.

These Queensland-first findings emphasise the urgent need for investment in a mass media skin cancer prevention campaign. As such, we are working towards launching a large-scale public revamp of our sun safety messaging.

### Reducing our exposure to tobacco at home and at work

Leading into the 2020 state election, we sought commitments to strengthen tobacco retail laws and make more places smoke-free. We aim to further reduce smoking rates and to protect Queenslanders from the harms of tobacco smoke.

Smoking is the single leading cause of death and disease, including cancer, in the developed world. The majority of Queenslanders today are non-smokers, and studies of community attitudes towards smoking have found increasingly high levels of public support for broadening restrictions on smoking in Queensland, due to the growing awareness of its harmful effects.

As a result of these efforts, the Queensland Government has committed to increasing smoke-free areas around children's outdoor club-based activities, agricultural shows and outdoor markets. They have also agreed to broaden buffer zones around smoke-free outdoor eating and drinking places and to make certain local government carparks adjacent to schools are smoke-free.

Cancer Council Queensland encouraged casino operators to support smoke-free gambling spaces. Exemptions to Queensland's smoke-free laws allow smoking in 'premium gaming rooms', which fails to protect workers and patrons from the harms of second-hand smoke and increases their risk of tobacco-related illnesses such as cancer. We welcomed voluntary commitments from one of Queensland's three casino operators in 2020, and hope to see the industry take further steps to protect patrons and employees.

We continue to advocate for measures to prevent the harms of e-cigarettes and their aggressive promotion to young people wherever the tobacco industry and other commercial interests have gained a foothold. Such is the insidious and aggressing nature of their promotion to young people, and the misinformation, unsubstantiated claims and risks to public health, that only an integrated, intergovernmental response will protect the population. Standalone approaches, such as banning imports of nicotine containing e-cigarettes only, banning flavours or requiring ingredient labelling, are unlikely to stop the flow and promotion of products and potentially further complicate enforcement.

### Improving our physical health and wellbeing

Cancer Council Queensland partners with a range of non-government organisations working together to achieve a healthier Queensland. In September 2020, we co-hosted a Preventive health expo at Parliament House, helping elected representatives to check up on their own health and collect information with the latest facts and figures. Prevention will help Queenslanders live healthier lives, reduce the burden on the health care system, and encourage a more sustainable and productive economy.

### Reducing the financial burden for cancer patients and their families

During the COVID-19 lockdown, members of the community receiving cancer treatment contacted Cancer Council Queensland to voice their concerns about being unable to leave their homes for fear of contracting the virus. People undergoing cancer treatment are at high risk of COVID-19 as they have weakened immune systems, so it is understandable that they wish to avoid public spaces. This posed difficulties for their everyday lives, however, as they were unable to go to the supermarket to shop for food and essentials. Cancer Council Queensland approached major supermarket chains to improve cancer patients' access to grocery shopping. Our advocacy led to streamlined processes to ensure cancer patients had priority access to online shopping services across the country.





# Fundraising, Marketing and Communication

The funds we raise enable us to invest in lifesaving cancer research, prevention programs and patient support services.

**We would like to extend a heartfelt thank you to everyone who took part in our fundraising campaigns in 2020. COVID-19 had a significant impact on fundraising, resulting in a decrease in income and the cancellation of a number of fundraising events due to restrictions on gatherings of people. It was a year that challenged us to reconsider traditional methods of engaging with our supporters.**

The total fundraising income (excluding bequests) was \$9,864,963 in 2020, which was a decrease of \$5,072,622 (-34%) on 2019. Event fundraising was impacted the most, resulting in a decrease of 50% on the previous year's income. Despite this, due to the passion of our supporters and fundraisers, we were still able to raise \$3,904,536 across our event campaigns. These results, during a year when everyone was experiencing uncertainty, both socially and financially, reveal the generous nature and dedication of our supporters, who, despite a global pandemic, were still committed to improving the lives of Queenslanders impacted by cancer.

## Australia's Biggest Morning Tea

In 2020, we celebrated the 28th year of Australia's Biggest Morning Tea. This much-loved campaign was launched in early March with the help of Queensland Rail. Our iconic giant mug underwent a 24-hour train journey, visiting regions from across the state via the Spirit of Queensland train service. The Mug on the Move journey began in Brisbane and ended in Cairns, officially launching Australia's Biggest Morning Tea for 2020. The press event received major television and media coverage nationally, inspiring Queenslanders to get involved and pop on the kettle for those affected by cancer. To view a snapshot of the event, visit [cancerqld.org.au/abmt-launch](https://cancerqld.org.au/abmt-launch).

We had 2238 fundraisers sign up to host either a traditional, virtual or socially distanced morning tea. In light of COVID-19, we pivoted and encouraged fundraisers to 'host it your way' and share a 'virtual cuppa' as a way to connect with loved ones and colleagues during a time when we were all physically isolated. Those who could not take part in a morning tea had the option to donate the cost of their cuppa. We encouraged our supporters to 'give what you can', as we understood many people were experiencing financial difficulty as a result of job loss or reduced working hours. Despite the challenges of the pandemic, we still raised \$453,781 for this much-loved campaign.

## Daffodil Day Appeal

While the Daffodil Day Appeal looked a little bit different in 2020, Cancer Council Queensland worked hard to raise vital funds for lifesaving cancer research. Hope bloomed in Brisbane's King George Square as we inflated the world's largest daffodil for a press call on

28 August. Brisbane locals flocked to the space, instantly recognising our symbol of hope and asking how they could support cancer research in 2020. To view a snapshot of the event, visit [cancerqld.org.au/daffodil-day-2020](https://cancerqld.org.au/daffodil-day-2020).

With COVID-19 preventing us from flooding the state with our usual sea of yellow, we transitioned to a virtual fundraising platform. Instead of selling fresh daffodils at stalls, we recruited our volunteers to become 'tin-shakers' and encourage their peers and community to donate online to their virtual tin.

Our tin shakers and media team did a fantastic job motivating the general public to support this campaign and engage with the news stories and online content generated to keep hope alive during a challenging period. In total, we had 1385 'tin-shakers', 13,100 donations and raised \$281,780 across the state. All money raised was directed towards lifesaving cancer research.

## Fundraising for women's cancers

Our Pink Ribbon, Walk for Women's Cancers and Girls' Night In campaigns are all aimed at raising awareness and funds for women's cancers.

In 2020, our Walk For Women's Cancers campaign went virtual with 1371 participants signing up and fundraising online. On the day of the event, participants walked around their neighbourhoods in small, socially distanced groups, donning their pink tutus with pride. In total \$164,685 was raised.

Girls' Night In also transitioned to a virtual campaign, encouraging women to take the time to catch up with friends safely online. We created a suite of fun virtual fundraising resources, including Zoom backgrounds, social tiles and online game ideas for the 346 fundraisers who hosted a Girls' Night In. This campaign raised a total of \$139,040.

Our PINK supporters had the option of hosting an event or purchasing merchandise online to help us raise funds. As Queensland started to ease on COVID-19 restrictions, we saw more fundraisers hosting intimate events, particularly in regional areas, in support of Queenslanders diagnosed with a women's cancer. One hundred and thirty-three fundraisers helped us raise \$114,184.







### Relay For Life

Our iconic Relay For Life campaign underwent a complete virtual makeover in 2020. Keeping participants safe while ensuring they could still celebrate, remember and fight back, was a top priority for us, as many of those who take part in Relay are immunocompromised. Committees had the option to either host their own virtual event or join the state-led virtual Relay hosted by the Cairns Relay For Life Committee on 10 October. Despite the challenges we faced moving a large site-based campaign online, we still had 492 team captains leading the charge on this campaign and in total we raised \$538, 938.

### The Longest Day

The Longest Day is an endurance golf challenge designed to test skill, strength and stamina, whilst raising much needed funds to help ease the burden of cancer across Queensland.

The aim of the challenge is to complete 36, 54 or 72 holes of golf between dawn and dusk. The Longest Day is officially held on 14 December, but participants are encouraged to undertake the challenge any time in November, December or January. We witnessed a significant increase in fundraisers for this campaign in 2020, with 819 people signing up and helping us raise \$487, 819. Those who took part in The Longest Day were very enthusiastic about getting out on the green and enjoying a physical challenge after such a tough year. This campaign saw a lot of community support, with sponsorship from local businesses and widespread media coverage.

### Ponytail Project

Since first originating at St Margaret's Anglican Girls School in 2015, Ponytail Project continues to grow in popularity with 751 young adults registering to 'rock the chop' in 2020. Ponytail Project encourages high school students to register and grow their hair during the year, all while seeking donations and sponsorship, before then rocking the chop and cutting off their ponytail.

Ponytail Project was one of our highest performing fundraising campaigns last year, as the key demographic is tech-savvy teenagers proficient at fundraising online during the COVID-19 lockdown period. Part of the success of this this campaign is related to it being adopted as a 'rite of passage' in many schools for year 12 students. We hope schools continue this tradition in the coming years and endeavour to reach out to sporting and community groups to establish a similar following amongst these young adults.

In 2020, Ponytail Project raised \$447, 242 in support of Queenslanders impacted by cancer.

### Community Fundraising

Whether it was shaving their head, running a marathon, organising a golf tournament, or including Cancer Council Queensland in their wedding bonbonnières, our amazing community fundraisers raised \$1,047,101 across the state to help ease the burden of cancer for Queenslanders.

A special mention must be extended to our valued Vounteer Fundraising Branches and Committees, who remained committed to our mission during a year when many of their regular fundraising activities were suspended. Thank you to all Vounteer Fundraising Branch and Committee members who thought outside the box and came up with innovative new ways to fundraise safely and engage the community in our work.



## Propagating hope during times of uncertainty

**When Val Corlett heard that her usual fundraising stall at the local markets would be cancelled due to COVID-19, she was determined to find new ways to continue safely raising vital funds for Queenslanders impacted by cancer.**

Val is a member of Cancer Council Queensland's Redlands branch and a three-time cancer survivor. At 84, she decided to take to the internet with fellow branch members Sue Mitchell and Jess Mullen, to raise funds during times of social isolation, amidst the cessation of many face-to-face fundraising initiatives.

Val quickly went about transforming her garden into a forest of succulents and got to work propagating various species which Sue and Jess then sold online through the branch's Facebook page. The little online stall was a hit, catering to all the emerging green thumbs stuck at home during what felt like an endless lockdown.

Once restrictions began to ease, Val started holding socially distant succulent workshops, which she called Planting Hope. Through a love for gardening and a passion to help people, Val, Sue and Jess went on to raise \$12,000 in support of Queenslanders affected by cancer.

The dedication of these three amazing volunteers, and their ability to readily adapt during uncertain times, was an inspiration to everyone at Cancer Council Queensland, and helped to keep our cancer support services running during the pandemic.



Individual giving

Because of our loyal and regular donors, and in particular donations from Gifts in Wills, Cancer Council Queensland was able to sustain itself throughout the year and into 2021.

This year, more than ever, we give thanks for our donors for their continued support. We received nearly 65,000 donations in 2020, amounting to an incredible \$12.8 million. These donations, both small and large, ensured we could continue to fund lifesaving cancer research, prevention programs and support services for all Queenslanders affected by cancer.

Gifts in Wills – future proofing in action

Gifts in Wills is an area that is vital to Cancer Council Queensland, as it helps to future proof our work in times of crisis. Last year, we witnessed the power of these donations as they made up half of our total fundraising income for 2020. We received almost \$10 million via Gifts in Wills, which ensured we could continue our vital work easing the burden of cancer across Queensland throughout the COVID-19 pandemic.

This year, Cancer Council Queensland gratefully received generous gifts from our Lifetime Partners, including those listed below. We would specifically like to acknowledge and honour Frank Goudge from Toowoomba, who made his first donation to Cancer Council Queensland in 1988 and continued to donate to our appeals each year since. Frank attended various functions held at Olive McMahon Lodge and regularly volunteered his assistance with organising morning teas for guests. As he aged, Frank was unable to visit the Lodge, but remained up-to-date with our activities and research via our newsletters and personal visits from Cancer Council Queensland employees. Sadly, Frank passed away in July of 2019, leaving more than \$800,000 of shares to us in his Will. We were invited to speak at his funeral and felt honoured to be able to recognise his incredible kind-heartedness and dedication to helping others. His legacy will live on, improving the lives of countless Queenslanders impacted by cancer.

We would like to thank all our Lifetime Partners for their incredible support and for helping us to work towards a cancer free future.

- Adeline Victoria Isabel Riley
- Alice Alma Pauline Pike
- Alistair Wallace
- Angeline Jones
- Arthur Ferguson
- Barbara Mary Pain
- Barry John Green
- Betty Dawn Mobbs
- Betty King Rooke
- Birte Muller

- Bronwyn Gayle Sturgeon
- Claire Constance Scurrah
- David Pugh
- Edmund Daniel Trundle
- Edward Hall
- Eileen Veronica Gardiner
- Emily Truida Reinhardt
- Francis David Goudge
- Hazel May Dugley
- Heather Rowena Howard
- James Oliver
- Jean Alexandra Hollywood
- Joan Gwendoline Cox
- John Finnick
- John Herbert Garnett
- Joyce Challands
- Judith Eve Oram
- June Dorothy Hummel
- June Mary Coggan
- Leo George Unwin
- Leonard Michael Antonio
- Leonie Margaret Jones
- Malcolm Ian Johnston
- Margaret Theresa Bloomfield
- Marilyn Graham
- Martin George Degn
- Mary Rattenbury
- Matthew Cunningham
- Maureen Brown
- Mervyn Stanford
- Milvia Valenta
- Mr D Gregg
- Mrs Joyce Marshall
- Nance Ivy Isobel Hands
- Noel Richard Gregor
- Peter Webb
- Rex Jason Mildenhall
- Roy Alexander John Street
- Roy Douglas Cullen
- Shirley Dawn Churchward
- Stephen Bernard Burrows
- Valentina George
- Violet Kuskie

We would also like to thank all the law firms across Queensland who are part of our Free Will Service. Anyone leaving a gift in their Will to Cancer Council Queensland is eligible to use our Free Will Service. We provide referrals to qualified solicitors who can help create a Will or update an existing Will for free.

The stories of Kane, Sam and Bianca



Kane



Sam



Bianca

We would like to acknowledge the bravery and determination of Kane’s mum Natalie, of Sam and of Bianca. These incredible individuals shared their stories with us, to help encourage others to support our mission through our appeals.

Natalie shared the story of her son Kane with us for the 2020 March appeal. Once a happy-go-lucky, energetic young boy, Kane was diagnosed with a rare form of lymphoma at only 12 years of age. Initially he responded well to chemotherapy, but sadly Kane’s cancer progressed and he died just three weeks after his 13th birthday. Natalie spoke about Kane’s story to raise funds and awareness for the Australian Childhood Cancer Registry, a valuable data resource helping clinicians and researchers to better understand childhood cancer.

In our tax appeal we shared the story of Sam, a single mum of two young boys doing everything in her power to survive a terminal cervical cancer diagnosis for the sake of her sons. Like so many things in 2020, Sam’s plans to create memories with her sons were put on hold due to COVID-19. Her dream of taking them to Disneyland before she died started to seem impossible. It is only thanks to an immunotherapy trial that Sam has survived as long as she has. She continues to cherish every moment with her boys while she can.

Queenslander Bianca was the national face of the Daffodil Day Appeal in 2020. At just 20 years of age, this talented journalism student discovered a small lump in her right breast. A biopsy confirmed her worst fears – aggressive breast cancer that was spreading fast. Hesitant to lose both of her breasts at such a young age, Bianca’s chemotherapy and radiation treatments came with terrible side effects but she hopes that cancer research will one day find better ways to treat cancer and bring us closer to our goal of a cancer free future.

Thank you, Natalie, Sam and Bianca for sharing your stories with us. Your courage inspires everyday Queenslanders to help make a real difference to the lives of people impacted by cancer.





### World Cancer Day

February 4 marked 20 years of World Cancer Day; a global initiative led by the Union for International Cancer Control (UICC). World Cancer Day invites people from across the globe to come together to get one step closer to a cancer free future. The day aims to prevent cancer deaths by raising awareness and education, encouraging joint community and government action.

On the day, we inflated the world's largest daffodil in Brisbane CBD's King George Square, as an international symbol of hope for those affected by cancer. Our CEO, Ms Chris McMillan, was joined by Lord Mayor Adrian Schrinner at the square.

Cancer Council Queensland also hosted various breakfasts across the state for health professionals. In Brisbane, a special morning tea took place at Parliament House supported by His Excellency, the Honourable Paul de Jersey AC, Governor of Queensland, various Members of Parliament and Cancer Council Queensland employees.

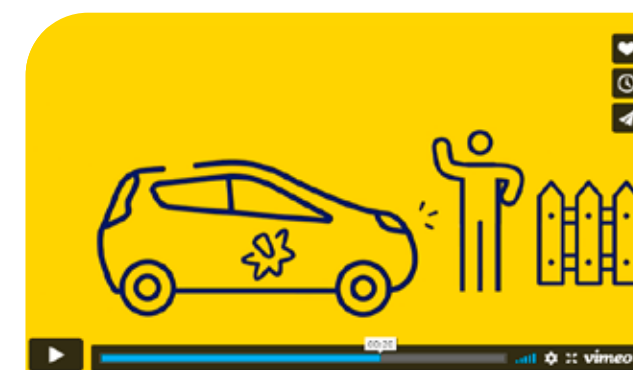
The day reflected on what has been achieved so far in cancer control, and what needs to happen in the future to ensure we continue to ease the burden of cancer for those in our communities impacted by the disease.

To view a snapshot of the event, visit [cancerqld.org.au/20th-anniversary-world-cancer-day](https://cancerqld.org.au/20th-anniversary-world-cancer-day).

### A little Nous helps Cancer Council Queensland during COVID-19

In 2020, the public were so intensely focused on COVID-19 that getting the message through about people dealing with cancer was harder than ever. This presented a difficult challenge for us, as Cancer Council Queensland relies heavily on community donations to continue our essential work. That's why Brisbane branding and advertising agency, NOUS, decided to help out.

NOUS has worked closely with us for a number of years, and so approached us with an idea for a television commercial to help raise awareness of people impacted by cancer and encourage donations.



NOUS gifted the ad that aired on all major channels across Queensland. The ad reached an audience of 1,409,100 on Channel 7 alone and was successful in reminding the public that despite a global pandemic, Queenslanders were still being diagnosed with cancer every day and needed our support.

To view the ad, visit [cancerqld.org.au/cancer-never-rests](https://cancerqld.org.au/cancer-never-rests)

### Marketing Advisory Group

In 2020, we established a Marketing Advisory Group (MAG) to guide and strengthen Cancer Council Queensland's marketing strategy. The MAG consists of marketing experts, who provide insights and share their vast experience in an effort to grow the brand presence of Cancer Council Queensland. The group explores new and innovative ways of communicating Cancer Council Queensland's offerings and services to Queenslanders.

The MAG meets quarterly with a member of the Cancer Council Queensland Board, the General Manager of the Fundraising, Marketing and Communication group and members of the Marketing and Fundraising teams. We are excited by the new ideas generated by the MAG, and for this opportunity to work with experts in their field to enhance Cancer Council Queensland's message across the state.



More than  
**5,000** media  
clips garnered over  
**\$2 million**  
worth of media  
coverage.

**864,879**  
eDMs sent across  
more than  
**260** campaigns.

More than  
**\$1.5 million**  
of advertising  
value achieved  
across campaigns.



# Retail



**In 2020, we streamlined our retail offerings across the state as we continued looking for ways to be more efficient and adapt to changes in consumer behaviour. Consequently, our Mackay, Gold Coast and Bundaberg retail operations were rolled back in response to a consumer preference for online shopping. As a result, online retail sales grew throughout 2020 as more consumers adapted to new travel restrictions and holidayed at home.**

The Coolangatta Shop wound down operation during July 2020 due to the impacts of COVID-19. However, the Toombul Seasonal Pop-Up Store operated for the second year running and was well received by consumers, with hats, sunglasses and swimwear being the most sought-after items.

During a year that posed many challenges to bricks and mortar retail stores, we were determined to remain agile and adjust to emerging consumer trends, which increasingly favoured an online shopping experience.

The sales from our retail operations go towards funding cancer research, prevention programs and support services. You can support us by shopping online at [www.cancercouncilshop.org.au](http://www.cancercouncilshop.org.au).



# People (Employment and Volunteering)

Our employees and volunteers are the heartbeat of our organisation and we value their commitment, drive and contribution toward everything we do.



Comparator	Volunteers	Employees
Number	1100 regular volunteers	174 people; 145.6 Full Time Equivalent
Average length of service (years)	13.7 (regular volunteers)	4.6
Gender	78% (78.5) Female	75% (74.7%) Female
Working arrangements		11.5% either part-time or flexible working arrangements and 34.5% regularly working from home.
Long Term Safety-Injury Rate		67% lower than industry average

### Cancer Council Queensland employees

In 2020, we received the Redkite Employer of Choice (public sector and NFP) Excellence Award at the Australian HR Awards. Despite a challenging and confronting year for everyone in our organisation due to COVID-19, we take pride in receiving this award and upholding our values of integrity, agility and a deep sense of belonging, throughout a global pandemic.

### The effects of COVID-19 on our workforce

Due to the ongoing effects of COVID-19, we decided to conduct a series of employee surveys to gain feedback in relation to the pandemic, and how it was impacting on employees. The overall feedback was positive and despite the challenges of 2020, the responses showed that this stemmed largely from ongoing communication and updates, and flexible work arrangements, which were utilised by many of our employees before the pandemic. Harnessing our processes around working from home and flexible working arrangements became paramount to continued employee effectiveness and wellbeing.

Nearly all of our employees experienced reduced working hours in 2020 due to the pandemic. During this time, we sent out frequent communications encouraging teams

to check in on one another and take care of their physical and mental health. Our COVID-19 communications included videos, emails, surveys, 25 bulletins and more than 160 working from home risk assessments. Our COVID-19 bulletins included wellbeing tips and resources, and information about how to access our Employee Assistance Program. At a time when our workforce was physically distanced from one another, in uncertain and often stressful environments, regular and transparent communication was key to employee effectiveness and wellbeing.

We were fortunate to secure JobKeeper and completed three cycles of employee consultations regarding changes in working arrangements.

Upon our return to Cancer Council Queensland offices across the state, we implemented extensive COVID Safe measures including a road map, a COVID Safe plan, changes to workspaces and common areas in line with physical distancing requirements, online training packages and widespread signage. We were determined to reshape our workforce to adapt to the 'new normal' and ensure the safety of everyone at our sites.



### Progress in learning and development, goal setting and performance reviews

Focusing on improving and updating our training modules was a priority in 2020. The implementation of our new learning and development specialist role resulted in a more structured approach to our annual training plan, which assists employees, volunteers and contractors. Our training modules are now more interactive and engaging, using new technology to streamline learning.

We also created an online goal setting and performance review process. Moving this process to an online system helped employees to better understand how their goals aligned with Cancer Council Queensland's strategy and mission. It also assisted with role clarity, as employees connected their goals to the Leadership Capability Framework and saw how their team and manager's objectives integrated to increase productivity and achievement.

Our leadership training was also transitioned online with great success. Webinars included an update on the Leadership Capability Framework and a series of topics facilitated by leadership coach and mentor, Belinda Brosnan. Cancer Council Queensland managers also had the option of attending coaching sessions in groups and one-on-one.

### Reconciliation Action Plan

Our Reconciliation Action Plan (RAP) Committee met regularly throughout 2020 and progressed the majority of actions contained within the 2019-2020 Reconciliation Action Plan. The Committee developed and launched a cultural protocols document which now sits as a valuable resource on the employee intranet. An educational quiz was also created for National Reconciliation Week and was well received and engaged with by all employees. We successfully submitted our RAP Impact Measurement Questionnaire, which is required as part of the RAP program. Some of the items in the 2019-2020 RAP were recognised as ongoing and we continue to work towards cultivating a culture of reconciliation at Cancer Council Queensland.

### Out Loud

When COVID-19 restrictions eased in Queensland towards the end of the year, we were able to gather as a workforce for our annual Out Loud employee event. Employees travelled from the regions to Brisbane to catch up, reflect on the challenges we faced throughout the year, what we accomplished, and our plans for 2021. After a year of isolation, it was important for us to gather physically to reconnect and prepare for our future.

### Cancer Council Queensland volunteers

We continue to recognise the dedication and hard work of our volunteers. During National Volunteer Week, five of our volunteers were nominated for the 2020 Queensland

Volunteering Awards and four volunteers for the North Queensland Volunteer of the Year awards. These awards recognise the efforts of our volunteers in making a difference and contributing to their communities.

Volunteers attended our eight catch ups held across the state in late 2020, which were an opportunity to celebrate the efforts of all our volunteers, with special mention to those marking a volunteer anniversary with us, ranging from five years to 50.

2020 marked the 50-year anniversary of longstanding Cancer Council Queensland volunteer, Jim McMurdo. Jim's commitment and drive is truly inspiring, and we are so grateful for his unwavering support over the last 50 years.

### Improving volunteer communication

In recognising the valuable insights of our volunteers, we invited them to take part in our annual engagement survey. The survey is one of many initiatives aiming to connect with and hear the collective voice of our volunteers. The results have informed an action plan that will help us review the success of our programs and the volunteer satisfaction rate and implement initiatives to improve the overall volunteering experience.

Throughout 2020, we also worked hard to identify and purchase a fit for purpose Volunteer Management System (VMS). The aim of the VMS is to enrich our volunteer program by providing the ability to effectively mobilise volunteers across all areas of the organisation. My CCQ is due for implementation in mid-2021.

### Continuation of transport to treatment during COVID-19

As our volunteer driven transport to treatment service continued to grow, a review of the program saw the implementation of increased safety practices, to ensure the welfare of both our valued volunteers and clients.

In 2020, our transport to treatment volunteers drove 7518 hours to provide 13,678 passengers with 17,481 trips to and from their cancer treatment or medical appointments, travelling more than 174,667 kms. Despite the challenges posed by COVID-19, our volunteer transport services were able to adapt and continue operating, assisting in easing the burden of cancer during the pandemic.

### Keeping our volunteers engaged during COVID-19

Due to COVID-19, a significant portion of our volunteer cohort were unable to continue their usual volunteering activity throughout the majority of the year. This reduction in volunteering activity required an agile approach to continue our service delivery and maintain engagement with our volunteers despite the isolation many may have felt from their roles. We hosted our first virtual volunteer catch-up and kept volunteers up-to-date with increased newsletters, messages and COVID-19 bulletins. To ensure a safe and sustainable return to volunteer activity, COVID-19 training was developed and rolled out to all returning volunteers.

# From volunteer to employee: opportunities for growth



**Brianna Burraston started volunteering with Cancer Council Queensland in 2019 as part of the Public Relations team. At the time, she was also working in marketing four days a week and volunteering with another not-for-profit. Brianna has always been very committed to achieving her career goals.**

When a role opened with Cancer Council Queensland as a Public Relations Coordinator, Brianna jumped at the opportunity. Her extensive experience volunteering for the past four months strengthened her application, and she was successful in being appointed to the role.

'The transition into this role from my volunteer role was incredibly smooth, as I learnt so much during my time as a "vollie"; said Brianna.

'My volunteer manager spent the time with me to teach me the skills I needed to succeed in a full-time professional role. I am grateful for all the responsibility, time and encouragement I was given as a volunteer and throughout my employment.'

Just over a year into her Coordinator role, another door opened for Brianna, and she was promoted to Senior Public Relations Coordinator. She says one of the best parts of her job is that she now gets to manage other Public Relations interns and volunteers.

Brianna's insights into life as a volunteer have not only assisted her in her own career progression, but have also helped her to connect with and mentor the interns in her own team.



# Our Supporters

## Trust and Foundation 2020

- Viertel Charitable Foundation
- nib Foundation
- The Cody Foundation
- Santalum Foundation
- Patrice Miller Fund at APS Foundation
- Ivan Maurice Endowment
- The Helene Jones Charity Trust

## Corporate Partnerships

- Queensland Rail
- Dry July
- Chris Warren Homes Pty Ltd
- JJ Richards & Sons Pty Ltd
- The Star Hotel & Casino Gold Coast
- Brothers Leagues Club Cairns
- Suncorp Brighter Futures
- Sirron Holdings Pty Ltd



## House of Hope

On 22 February 2020, the House of Hope (pictured above) went to auction to raise vital funds for Queenslanders impacted by cancer.

The House of Hope was a collaboration between Chris Warren Homes, Edenbrook Estate and Cancer Council Queensland. Chris Warren Homes Operations Manager, Danny Carr, came up with idea to construct and auction off a Rockhampton family home, with net proceeds from the sale donated to Cancer Council Queensland.

The beautiful home was completed in 2019, with four bedrooms, two bathrooms, a media room, study nook, double garage and under cover patio. Many local tradespeople and suppliers assisted to bring the House of Hope to life. It's set on a scenic block in a cul-de-sac of Edenbrook Estate, one of the most sought-after land developments in Rockhampton.

The home sold for \$460,000, of which \$90,000 was donated to Cancer Council Queensland, to assist Queenslanders affected by cancer.

## Poker Tournament

In celebration of the 2020 Magic Millions Carnival, The Star Gold Coast hosted a star-studded Charity Poker Tournament on 10 January, in support of Queenslanders impacted by cancer.

Guests had the chance to play alongside various sporting stars and TV personalities including Mike Tindall, Mathew Johns, Chris Waller and Liz Cantor. The evening made for a glamorous event and was well attended, with locals savouring the opportunity to rub shoulder with celebrities whilst raising funds for an important cause.

The Inaugural Star Gold Coast Magic Millions Charity Poker Tournament raised a total of \$25,000, which Cancer Council Queensland put towards lifesaving cancer research, vital support services and prevention programs.

## Dry July

Dry July is a national fundraiser that challenges Australians to go alcohol-free in the month of July while raising funds for people affected by cancer. Run by Dry July Foundation, funds raised through the Dry July campaign go towards cancer support organisations across Australia, to help improve patient comfort, care and wellbeing.

All proceeds received from Dry July Foundation for Cancer Council in 2020 helped to fund the 13 11 20 Support and Information Line. This service provides cancer information, emotional and practical support to all people affected by cancer. The 13 11 20 team are also a vital link to Cancer Council Queensland's support programs and services.

In 2020, Dry July raised \$342,282 for Cancer Council, to help us assist those in our communities impacted by cancer.



# Board and Committees

Cancer Council Queensland continues to adopt good governance principles that adequately and flexibly support the organisation’s constantly changing environment.

Imperatives of good governance such as flexibility, accountability, compliance and risk management are represented in the development of consistent and cohesive policies, processes and internal controls for all areas of responsibility throughout the organisation.

We gratefully acknowledge the dedication and contribution of the members of Cancer Council Queensland’s Board and Committees.

### Board of Directors

- Mr Andrew Arkell – Chair (resigned April 2020)
- Dr Anita Green – Deputy Chair (until April 2020), Chair (from April 2020)
- Mr Robert Gregg – Deputy Chair (from April 2020)
- Mr Peter Dornan AM (resigned April 2020)
- Mr Steve Wiltshire
- Professor Karen Becker
- Mrs Tricia Schmidt
- Mr Ian Rodin (appointed June 2020)
- Dr Louise Kelly (appointed June 2020)
- Ms Samantha Lennox – Company Secretary

### Finance, Audit and Risk Management Committee

- Mr Steve Wiltshire – Chair (resigned April 2020)
- Mr Ian Rodin – Chair (from April 2020)
- Mr Andrew Arkell – Deputy Chair (resigned April 2020)
- Mr Robert Gregg – Deputy Chair (from April 2020)
- Ms Penny Shield
- Dr Louise Kelly (resigned August 2020)
- Mrs Tricia Schmidt

### Medical and Scientific Committee

- Dr Anita Green – Chair
- Professor Alpha Yap
- Associate Professor Andrew Moore
- Professor Kwun Fong (resigned April 2020)
- Professor Sandi Hayes (appointed February 2020)
- Associate Professor Margot Lehman (appointed February 2020)
- Professor Sabe Sabesan (appointed February 2020)
- Professor Erik (Rik) Thompson (appointed November 2020)
- Professor Jason Pole (appointed November 2020)

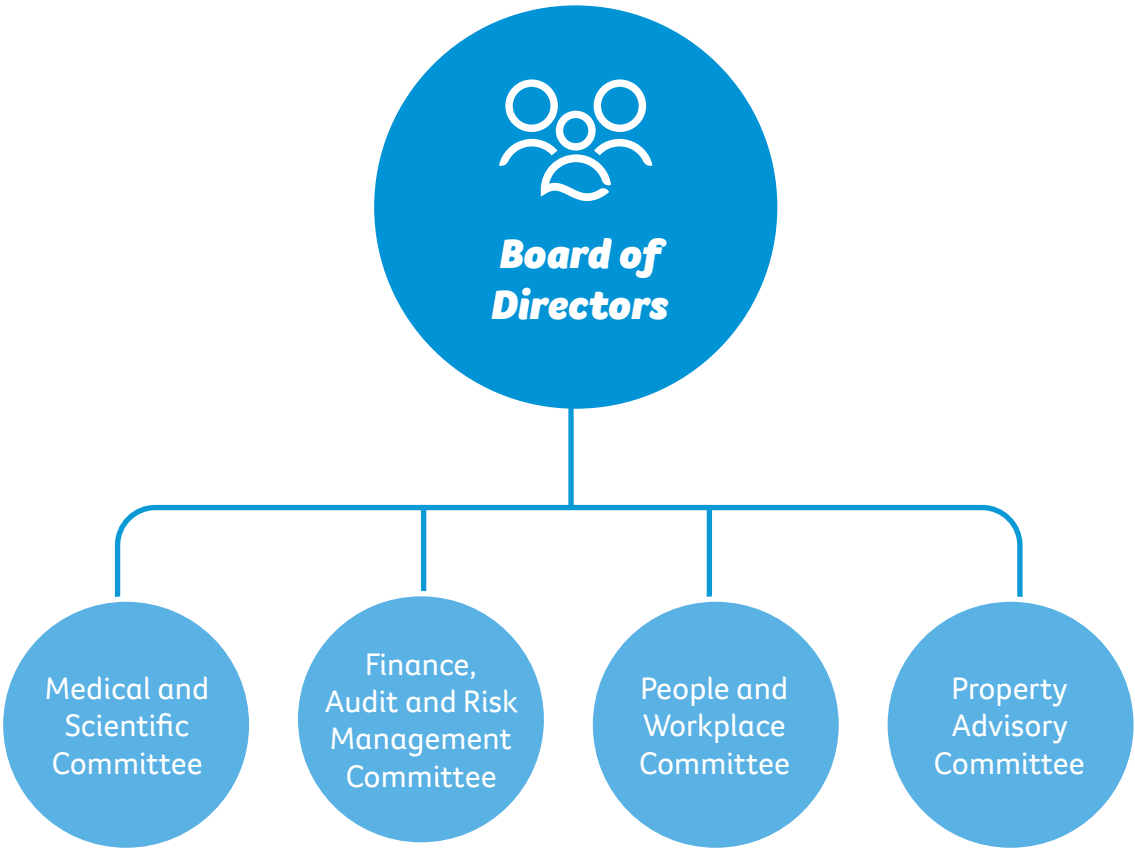
### People and Workplace Committee

- Professor Karen Becker –Chair
- Mr Todd Everitt – Deputy Chair
- Mr Nicholas Rogers
- Ms Nerida Sing
- Ms Belinda Hapgood

### Property Advisory Committee

- Mr Steve Wiltshire – Chair (appointed June 2020)
- Mr David Higgins (appointed June 2020)
- Mrs Margaret Macdonald (appointed June 2020)

# Governance Structure





# Finance Report

For the 12 months ended 31 December 2020

## SUMMARY

Along with so many organisations throughout Australia and globally, Cancer Council Queensland’s (CCQ’s) financial results and operations were impacted significantly by the global pandemic and the resulting uncertainty and disruption that has ensued.

Our executive team responded very quickly and decisively to this rapidly changing environment with a series of fiscally responsible measures to control costs and minimise as far as possible the impact on our fundraising activities.

This decisive action, along with the significant contribution from the Federal Government’s JobKeeper scheme, the continued generous support of our donors, the support of our incredible workforce and volunteers and the backing of our strong balance sheet allowed us to continue our important work and minimise the impact on our financial position.

So, despite a harrowing year I am delighted to report that CCQ is still in a strong and stable financial position and will be able to continue its important work for many years to come.

In a financial sense the main impacts on CCQ were:

- A significant reduction in revenue from events as a result of the cancellation of most physical fundraising events
- Significant reduction in investment income from our investment portfolio as a result of many listed companies eliminating or substantially reducing dividend payments. Pleasingly, though, the capital value of our investment portfolio recovered strongly through the year following significant falls in the earlier part of the year.
- JobKeeper receipts of over \$4 million
- A decrease in the valuation of our property assets of \$2.9 million.

During the year we also implemented a number of initiatives intended to provide stronger internal control and risk management, particularly in relation to the management of our investment portfolio. Following a recommendation from the Finance Audit and Risk Management Committee the Board made a decision to outsource the management of our investment portfolio to professional asset managers. Following a tender process the Board approved the appointment of JBWere, one of the country’s leading wealth management organisations and a subsidiary of the National Australia Bank, as our asset managers. The transition of our general investment portfolio to JBWere is expected to be completed before 30 June this year.

Despite the challenges of lockdowns and our employees working from home for substantial parts of the year, CCQ was able to maintain its strong internal controls and it was particularly pleasing to receive an unqualified audit report from our external auditors.

This unqualified audit report, together with our strong balance sheet, with reserves in excess of \$64 million, can give current and future supporters of CCQ a strong level of comfort that they can make donations and bequests with great confidence.

## ANALYSIS

The total income for Cancer Council Queensland (CCQ) for the financial year ended 31 December 2020 was \$31,178,402. In the same period, total expenditure was \$27,023,266 leaving a surplus of \$4,155,136 after the receipt of JobKeeper support of \$4,167,200.

In addition, the value of CCQ’s investments and assets were affected as follows:

Shares Listed on the ASX – increased by \$144,871

Freehold Property Assets – decreased by \$2,879,530

The net result after these adjustments was \$1,420,477.

## INCOME

Total revenue was \$31,178,402, an overall decrease of \$563,319 (-1.8%) on 2019.

### Fundraising (excluding bequests)

Fundraising income (excluding bequests) was \$9,864,963 in 2020. This was a decrease of \$5,072,622 (-34%) on 2019. Fundraising was heavily affected by COVID-19 as a number of fundraising events were cancelled during the year due to restrictions on gatherings of people. The breakdown of the reduction in income was:

Event fundraising -\$3,893,650 (-50%),  
Direct marketing -\$493,389 (-13%) and  
Major gifts -\$685,583 (-20%).

### Bequests

Bequests income was \$9,518,716. This was an increase of \$2,775,692 (+41%) on 2019. The average value of bequests over the last ten years has been approximately \$9m per annum.

### Investment Income

Investment income was \$1,218,369. This was a decrease of \$988,562 (-45%) on 2019. A number of companies reduced or stopped dividend payments during the year as a result of market volatility caused by the COVID-19 pandemic. Interest rates were also at historically low levels.

### Sale of Sunsmart products (Retail) Income

Retail income was \$1,194,993. This was a decrease of \$162,524 (-12%) on 2019. Retail income was lower due to the closure of physical stores from April 2020. CCQ’s strategy is to move away from permanent physical stores and move towards online and temporary stores (to open during the late Spring/Summer months).

### Research Income

Research income was \$2,639,616. This was an increase of \$128,823 (+5%) on 2019.

## Cancer Services Income

Cancer services income was \$1,108,083. This was an increase of \$21,844 (+2%) on 2019.

## Accommodation Income

Accommodation income was \$1,466,185. This was a decrease of \$275,354 (-16%) on 2019. Bookings were lower during the early part of the COVID-19 pandemic outbreak. Some rooms were offline whilst renovations were completed at Toowoomba and Townsville lodges.

## Job Keeper

CCQ was fortunate to qualify for Job Keeper and received \$4,167,200 in support in 2020. The majority of employees, apart from those in front line service roles, worked reduced hours for periods during the year.

## EXPENDITURE

Total expenditure was \$27,023,266, a decrease of \$2,250,635 (-8%) on 2019.

Shortly after the pandemic started to affect income in April 2020, CCQ activated extensive cost savings to reduce expenses.

Some employees were stood down and most employees, apart from direct line cancer service personnel, worked reduced hours during April to September.

The majority of the expense reduction was in the fundraising area.

Mission expenditure reduced by \$209,587 (-1%) and operational expenditure reduced by \$2,041,048 (-20%).

The total expenditure on mission expenses as a percentage of total expenditure increased from 66% to 70%.

## WHERE THE MONEY COMES FROM

	2020	%	2019	%
Bequests	9,518,716		6,743,025	
Event fundraising	3,904,536		7,798,186	
Direct marketing	3,180,659		3,674,048	
Major gifts/philanthropy	2,779,767		3,465,351	
<b>Total Fundraising</b>	<b>19,383,679</b>	<b>62%</b>	<b>21,680,609</b>	<b>68%</b>
Sale of sun protection products (Retail)	1,194,993	4%	1,357,517	4%
Investments	1,218,369	4%	2,206,931	7%
Grants and government support	9,381,083	30%	5,342,707	17%
Other income	277	0%	1,153,956	4%
<b>Total Income</b>	<b>31,178,402</b>		<b>31,741,720</b>	

## HOW WE PUT THE MONEY TO WORK

	2020	%	2019	%
<b>Mission Expenditure</b>				
Research	7,379,941		6,838,952	
Cancer information and support	7,495,398		8,474,362	
Accommodation lodge expenses	1,588,037		1,451,650	
Partnerships and engagement	1,739,694		1,648,935	
Sale of sun protection products (retail)	807,534		806,292	
<b>Total Mission</b>	<b>19,010,604</b>	<b>70%</b>	<b>19,220,191</b>	<b>66%</b>
<b>Mission enabling expenditure</b>				
Fundraising	6,673,020	25%	8,735,037	30%
Administration	1,339,642	5%	1,318,673	5%
<b>Total expenditure</b>	<b>27,023,266</b>		<b>29,273,901</b>	

## CCQ EMPLOYEES AND VOLUNTEERS

I would like to thank Stephen Morgan, CCQ’s Chief Financial Officer and his Finance team for their dedication and support in working through a very challenging year and continuing to do so with a smile on their faces.

I thank the members of the Finance, Audit and Risk Management Committee for 2020 –Mr Robert Gregg, Ms Penny Shield and Ms Tricia Schmidt – and our professional advisors for their wise guidance and counsel.

I would also like to thank former members of the Committee –Steve Wiltshire, Andrew Arkell, and Louise Kelly – who retired from the Committee during 2020. Collectively, their knowledge and experience in matters of finance, governance, commerce and law is invaluable to the continued maintenance of CCQ’s financial position.

Ian Rodin  
Chair  
Finance, Audit and Risk Management Committee



## Statement of profit or loss and other comprehensive income

For the year ended 31 December 2020

	Note	2020 \$	2019 \$
<b>Revenue</b>			
Fundraising Income	2	19,383,679	21,680,609
Investment Income	2	1,218,369	2,206,931
Research Grants	2	2,639,616	2,514,930
Cancer Support Services and Information	2	1,108,083	1,086,238
Accommodation		1,466,185	1,741,539
Sale of Sunsmart protection products (Retail)		1,194,993	1,357,517
<b>Other Income</b>			
Job Keeper Income		4,167,200	-
Increase(decrease) in managed investments at fair value		91,507	1,120,584
Other Gains/(Losses)	2	(91,230)	33,372
<b>Total Income</b>		<b>31,178,402</b>	<b>31,741,720</b>
<b>Expenses (note 1(t))</b>			
Research		7,379,941	6,838,952
Cancer Support Services & Information		7,495,398	8,474,362
Accommodation lodge expenses		1,588,037	1,451,650
Partnership & Engagement		1,739,694	1,648,935
Sunsmart protection products expenses (Retail)		807,534	806,292
Fundraising expenses		6,673,020	8,735,037
Administration expenses		1,339,642	1,318,673
<b>Total Expenses</b>		<b>27,023,266</b>	<b>29,273,901</b>
<b>Surplus before income tax expense</b>		<b>4,155,136</b>	<b>2,467,819</b>
Income tax expense		-	-
<b>Surplus for the year</b>		<b>4,155,136</b>	<b>2,467,819</b>
<b>Other Comprehensive Income/(Deficit)</b>			
Items that will not be reclassified subsequently to surplus or deficit			
Change in fair value of land and buildings	9	(2,879,530)	-
Change in fair value of listed shares		144,871	2,721,227
<b>Total Other Comprehensive Income for the Year</b>		<b>(2,734,659)</b>	<b>2,721,227</b>
<b>Net Result for the year</b>		<b>1,420,477</b>	<b>5,189,046</b>

The above is an extract from the full financial report and should be read in conjunction with the full financial report

## Statement of financial position

As at 31 December 2020

	Note	2020 \$	2019 \$
<b>Current Assets</b>			
Cash and cash equivalents	4	2,231,109	1,400,885
Trade and other receivables	5	1,136,266	1,013,219
Inventories	6	143,694	270,005
Investments	7	9,082,549	6,542,548
Assets Held for Sale	10	4,300,000	-
Other current assets	8	516,648	254,763
<b>Total Current Assets</b>		<b>17,410,267</b>	<b>9,481,420</b>
<b>Non-current Assets</b>			
Investments	7	32,152,056	30,989,856
Property, plant and equipment	9	25,127,267	31,025,631
Right-of-use assets	11	225,964	476,300
Intangible assets		-	-
<b>Total Non-current Assets</b>		<b>57,505,286</b>	<b>62,491,787</b>
<b>Total Assets</b>		<b>74,915,552</b>	<b>71,973,207</b>
<b>Current Liabilities</b>			
Trade and other payables	12	5,319,447	3,611,647
Short-term unpaid grants	13	350,000	1,700,000
Provisions	14	642,752	643,480
Lease Liabilities	20	191,677	250,357
<b>Total Current Liabilities</b>		<b>6,503,876</b>	<b>6,205,484</b>
<b>Non-current Liabilities</b>			
Lease Liabilities	20	52,689	225,942
Long-term unpaid grants	13	3,500,000	2,100,000
Provisions	14	184,383	187,653
<b>Total Non-current Liabilities</b>		<b>3,737,072</b>	<b>2,513,596</b>
<b>Total Liabilities</b>		<b>10,240,949</b>	<b>8,719,079</b>
<b>Net Assets</b>		<b>64,674,604</b>	<b>63,254,128</b>
<b>EQUITY</b>			
Marylyn and John Mayo Reserve Fund	16	5,575,417	5,182,701
Reserves	16	5,931,411	8,812,380
Accumulated surplus		53,167,776	49,259,046
<b>Total Equity</b>		<b>64,674,604</b>	<b>63,254,128</b>

The above is an extract from the full financial report and should be read in conjunction with the full financial report



## Statement of changes in equity

For The Year Ended 31 December 2020

	Asset Revaluation Reserve \$	Financial Assets Revaluation Reserve \$	Subtotal	Marylyn and John Mayo Reserve \$	Accumulated Surplus	Total \$
<b>Balance at 1 January 2019</b>	4,522,695	1,871,409	6,394,104	4,530,588	47,140,390	58,065,081
Surplus for the year after income tax	-	-	-	-	2,467,819	2,467,819
Other comprehensive income	-	2,389,909	2,389,909	331,317	-	2,721,227
<b>Total Comprehensive Income For the Year</b>	-	2,389,909	2,389,909	331,317	2,467,819	5,189,046
Transfer of Mayo income to reserve	-	-	-	320,797	(320,797)	-
Transfer of net gain on financial assets sold	-	28,366	28,366	-	(28,366)	-
<b>Balance at 31 December 2019</b>	<b>4,522,695</b>	<b>4,289,684</b>	<b>8,812,380</b>	<b>5,182,701</b>	<b>49,259,046</b>	<b>63,254,128</b>
Surplus for the year after income tax	-	-	-	-	4,155,136	4,155,136
Other comprehensive income	(2,879,530)	(1,439)	(2,880,969)	146,310	-	(2,734,659)
<b>Total Comprehensive Income For the Year</b>	<b>(2,879,530)</b>	<b>(1,439)</b>	<b>(2,880,969)</b>	<b>146,310</b>	<b>4,155,136</b>	<b>1,420,477</b>
Transfer of Mayo income to reserve	-	-	-	246,405	(246,405)	-
Transfer of net gain on financial assets sold	-	-	-	-	-	-
<b>Balance at 31 December 2020</b>	<b>1,643,165</b>	<b>4,288,246</b>	<b>5,931,411</b>	<b>5,575,417</b>	<b>53,167,776</b>	<b>64,674,604</b>

The above is an extract from the full financial report and should be read in conjunction with the full financial report

## Statement of cash flows

For The Year Ended 31 December 2020

	Note	2020 \$	2019 \$
<b>Cash flows from operating activities</b>			
Receipts from customers and fundraising		26,624,370	30,415,533
Receipts from federal government JobKeeper program		4,167,200	-
Interest received		89,490	152,150
Dividends received		754,263	988,613
Payments to suppliers and employees		(25,767,334)	(30,403,060)
<b>Net cash inflow from operating activities</b>	21 (b)	<b>5,867,989</b>	<b>1,153,236</b>
<b>Cash flows from investing activities</b>			
Payments for property, plant and equipment		(2,282,474)	(3,759,707)
Proceeds from sale of property, plant and equipment		66,288	74,597
Proceeds from sale of / (payment for) other investments		(2,510,508)	2,738,207
<b>Net cash outflow from investing activities</b>		<b>(4,726,694)</b>	<b>(946,904)</b>
<b>Cashflows from financing activities</b>			
Interest paid on lease liabilities		(18,921)	(38,088)
Payments for principle portion of lease liabilities		(292,150)	(329,318)
<b>Net cash outflow from financing activities</b>		<b>(311,071)</b>	<b>(367,406)</b>
Net increase in cash and cash equivalents		830,224	(161,074)
Cash and cash equivalents at beginning of the year		1,400,885	1,561,959
<b>Cash and cash equivalents at end of the year</b>	21 (a)	<b>2,231,109</b>	<b>1,400,885</b>

The above is an extract from the full financial report and should be read in conjunction with the full financial report



## INDEPENDENT AUDITOR'S REPORT

To the members of Cancer Council Queensland

### Report on the Audit of the Financial Report

#### Opinion

We have audited the financial report of Cancer Council Queensland (the company), which comprises the statement of financial position as at 31 December 2020, the statement of profit or loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial report, including a summary of significant accounting policies, and the directors' declaration.

In our opinion the accompanying financial report of Cancer Council Queensland, is in accordance with Division 60 of the *Australian Charities and Not-for-profits Commission Act 2012*, including:

- (i) Giving a true and fair view of the company's financial position as at 31 December 2020 and of its financial performance for the year then ended; and
- (ii) Complying with Australian Accounting Standards - Reduced Disclosure Requirements and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2013*.

#### Basis for opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the Financial Report* section of our report. We are independent of Cancer Council Queensland in accordance with the auditor independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012* (ACNC Act) and the ethical requirements of the Accounting Professional and Ethical Standards Board's *APES 110 Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

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

#### Other information

The directors of the company are responsible for the other information. The other information comprises the information in the company's Finance Report for the year ended 31 December 2020, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

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### Responsibilities of the directors 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 - Reduced Disclosure Requirements and the *ACNC Act* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or has no realistic alternative but to do so.

The directors of the company are responsible for overseeing the company's financial reporting process.

### Auditor's responsibilities for the audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website (<http://www.auasb.gov.au/Home.aspx>) at:

[https://www.auasb.gov.au/auditors\\_responsibilities/ar4.pdf](https://www.auasb.gov.au/auditors_responsibilities/ar4.pdf).

This description forms part of our auditor's report.

### BDO Audit Pty Ltd



A J Whyte  
Director

Brisbane, 11 May 2021

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**BRISBANE**

**BUNDABERG**

**CAIRNS**

**GOLD COAST**

**ROCKHAMPTON**

**SUNSHINE COAST**

**TOOWOOMBA**

**TOWNSVILLE**



**13 11 20**

[cancerqld.org.au](http://cancerqld.org.au)