Your **Impact** in Motion

Autumn Impact Report 2024

Breast Cancer Network Australia

bcna.org.au

You're Making All the Difference

In 2023, Breast Cancer Network Australia (BCNA) was able to offer thousands of Australians access to the services and supportive care they need, thanks to your donations.

This year, our appeal themes aligned with our strategic focus. They highlighted the need for timely and comprehensive information when considering breast reconstruction and the inequities in access to optimal treatment and support in rural and regional areas. It was wonderful to be able to match donations and double the impact on our Giving Days thanks to Konica Minolta, Esteé Lauder, The Gaudry Foundation and several other passionate philanthropic supporters. It's thanks to our donors that we're able to continue doing our important work.

Our milestones realised over the last year have been incredible, and we're proud to share them with you here so that you can see your dollars at work.

However, our work is not yet done. Together, let's create a better system of care for all Australians. Our 187,000-strong network is united and with your continued support we can make this happen!

"Our family Foundation has been a long term supporter of BCNA. The support BCNA provides is amazing, not only to the cancer patient, but also to the entire family. Also, BCNA's advocacy work over many years has delivered wonderful outcomes for the community. Thank you BCNA."

– Jenny and Anton Gaudry, Gaudry Foundation

Did you know? 23% of our total revenue stemmed from your generous gifts, including Gifts in Wills.

The Gift of *Giving*

Hear From Donors Like You

I'm on my second journey with breast cancer and know exactly how fundraising contributes to our personal journey. I also wanted to let you know that I have just raised $3,479 from colleagues for BCNA in recognition of the support I have received and the information that is so vital. I will keep fighting and supporting you BCNA - keep up the good work!

– Sue

As of last year, I know how important this is, as I am now a cancer survivor. I have gone through a lot and I still am. What's needed is more aftercare, counselling, and support. I will always be grateful for the support I have through BCNA. Thanks for listening.

– Nicole

I like just knowing what I contribute is going to the right place. I'm happy to help with what I can and help BCNA in everything they do, which is a magnificent and tough job.

– George

Valuable Volunteers

It is a very human thing to do, helping others. I have had a very rewarding life, and it gives me a lot of pleasure to give back through the avenue of volunteering. I thoroughly enjoy working with the different teams at BCNA and meeting new people, some of whom have become new friends since my arrival in Melbourne.

– Jude, BCNA Volunteer

Being the *Voice*

BCNA's policy and advocacy purpose is to improve the lives and outcomes of all those affected by breast cancer in Australia.

Your donations helped support our advocacy work, which not only assists those who reach out to BCNA but ALL those affected by breast cancer across Australia.

Access to new drugs and treatments

In 2023, two key breast cancer drugs were listed on the Pharmaceutical Benefits Scheme (PBS) following our advocacy.

- Enhertu (trastuzumab deruxtecan) for metastatic HER2-positive breast cancer.
- Keytruda (pembrolizumab) for metastatic triple negative breast cancer and early triple negative breast cancer.

Without government subsidy, life-saving and life-prolonging treatment options remain out of reach for many. BCNA continues to work with consumers and clinicians to identify emerging new treatments, and advocates to both industry and the government for timely consideration of these treatments for subsidy.

Being diagnosed with cancer during my pregnancy, I would have done anything to help my chances of survival. I would not have been able to afford Keytruda without crowdfunding.

– BCNA member

We know that Keytruda can increase the survival rates of triple negative breast cancer patients. We need to ensure that every person can afford to access to this lifesaving and life-extending medication.

– BCNA member

2023 QUICK FACTS:

216

stakeholder engagements and 74 leadership and capacity-building activities in the breast cancer, cancer and wider health sectors

73

requests for consumer involvement in research and other projects

Nine

submissions made in support of subsidised drugs, devices, and tests

In 2023 we:

- Convened a national Metastatic Breast Cancer Data Roundtable leading to the report **Time to Count people with Metastatic Breast Cancer – A Way Forward**. Around 10,000 people are living with treatable but not curable metastatic breast cancer in Australia, however we don't know the exact number because they are not counted consistently by our cancer registries. Incomplete data means those with metastatic breast cancer are invisible to health service providers and policymakers. BCNA is calling for increased visibility through routine collecting and reporting of recurrence and stage data to shine a light on the unmet needs of this group.
- Led an **advocacy campaign** for people travelling through airport security wearing a breast prosthesis or compression bra to be treated with dignity and respect.
- As part of our **Seat at the Table program**, we increased the number of trained Consumer Representatives (CRs) - who have a lived experience of breast cancer - to 59. Providing a consumer voice is central to everything we do, and our CRs are at the table with us as we advocate for change in improving access to care, treatment and support for people affected by breast cancer.

Our Consumer Representatives receiving training at the BCNA office in June 2023.

- We continued to be a voice for change through participation at key cancer conferences where we joined with leading local and international cancer experts to advocate for the needs of people with breast cancer. This included delivery of a keynote speech on breast reconstruction at the **Royal Australian College of Surgeons Annual Scientific Conference**, and BCNA's consumer voice was heard loud and clear at the Clinical Oncology Society of Australia's (COSA) 50th Annual Scientific Meeting in November, where **four of our trained Consumer Representatives** presented alongside clinicians.

Information forums

Remember our goal to travel to remote areas from our 2023 Tax Appeal theme? Well, we did just that.

People living in regional and remote areas often face additional challenges accessing the treatment, care and support they need. Our Information Forums facilitate connections between our members and local health professionals.
In 2023, BCNA connected with communities in nearly every state and territory, including: **Wagga Wagga** (NSW); **Port Lincoln** (SA); **Warrnambool** (VIC); **Darwin** (NT); **Rockhampton** (QLD); and **Karratha** and **Bunbury** (WA).

Attendee feedback:

Being so remote we never get in-person information delivered. I was able to connect with others in our small community going through what I am and meet the doctors in a different setting. The information was so helpful, and I learnt so much. I have many options to follow up with now.

– Cassandra, Consumer from Karratha

The talk tonight on sexual health post treatment was enlightening, informative and incredibly helpful for me as a health professional and for my patients. Thank you for this incredible opportunity.

– Kate, Health Professional, Adelaide

QUICK FACTS:

11,553
calls and emails to the Helpline

7,506
new My Journey registrations

88,955
podcast downloads

529,987
website visits

111,596
social media engagements

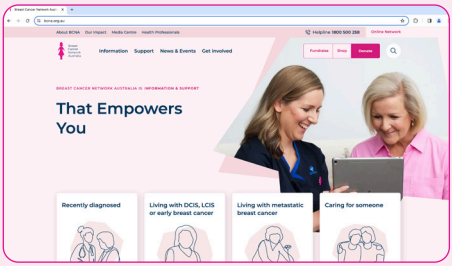
13,720
My Care Kits with free post-surgery bras distributed thanks to our Major Partner Berlei

Digital Transformation

The fresh look and feel of our new website was one of our goals for the 2023 Christmas Appeal.

Our digital transformation was launched in late 2023, making it easier for people to connect and find what they need online, while cementing our position as the go-to network of support.

A new-look Online Network, featuring improved navigation and faster access to topics and groups of interest, provides inclusive peer-to-peer support 24/7. It is a much-needed resource for people unable to access supportive care when they need it most. The new Information and Resources Hub and updated Service Finder has been designed to improve the way our free Helpline assists and refers people to the best resources for them.

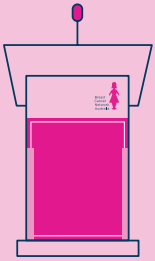


> *I wanted to reach out to say congratulations on the digital refresh. I was diagnosed four weeks ago. Since that first moment both my GP and I have found BCNA resources to be very helpful, relevant, and trustworthy. Well done on putting your consumers in the centre of the picture.*
>
> – Member comment received via the Helpline

QUICK FACTS:

13

regional and rural Information Forums



210,000

visits to the Online Network

83% of attendees reported increased empowerment to make informed decisions and **87%** to engage with health professionals.

Breast Cancer Network Australia

Field of *Women*

In a breathtaking display of solidarity, **BCNA's 6th Field of Women** painted a heartwarming portrait of community spirit, strength, and support. On a sun-kissed Melbourne Sunday in August, almost **10,000 individuals** from all walks of life converged on the MCG. The crowd united to stand in the shape of the iconic Pink Lady silhouette, with thousands more across the nation joining in spirit through the livestream and broadcast. Donations from across the country raised more than **$1.5 million for BCNA.**

> *My third Field of Women. As ever emotional and humbled by the occasion. I cried for a dear friend who lost her battle, and I cried for myself, a very proud survivor.* – BCNA member

Our Priorities in 2024

In year 3 of our strategic plan our focus is on improving the experiences of those living well with and beyond breast cancer. We will continue our advocacy where we see equity issues in accessing breast cancer treatment and care including:

- Improved access to diagnostic imaging
- Better access to breast reconstruction no matter where you live
- Ensuring those with metastatic breast cancer are visible to health service providers and policymakers so that their needs are met
- Ensuring life-saving and life-prolonging breast cancer drugs are more affordable through government subsidies
- Providing people affected by breast cancer with the latest information, support and clinical advice in a format that suits their needs.