Specialist Nursing Service growing from strength to strength

- Development of Practice Framework and Competency Standards for the Prostate Cancer Specialist Nurse
  - 2011

- Pilot program launched with 12 Prostate Cancer Specialist Nurses
  - 2012

- 14 additional Prostate Cancer Specialist Nurses, bringing total to 26
  - 2013

- 14 additional Prostate Cancer Specialist Nurses, bringing total to 43
  - 2016

- Renewal of funding for 14 Prostate Cancer Specialist Nurses
  - 2017

- 3 additional Prostate Cancer Specialist Nurses, bringing total to 29
A warm welcome to our readers of Prostate News. Since I last wrote to you there has been much happening at PCFA throughout Australia. There is greater detail elsewhere in this edition however I would like to highlight some of our activities. Our specialist nursing program continues to rapidly expand providing essential services to men, their partners and families dealing with prostate cancer. Our research programs remain clearly focused on key outcomes in the areas of detection and treatment options. Advocacy on behalf of the many men we represent remains core to our mission and we are making good progress in this area. Our Community and Outreach programs are expanding and I am delighted to see more and more men, their partners and families accessing our online community and online services. I would encourage you to visit our website www.pcfa.org.au to read the amount of key information now available. Thank you to all of you for your ongoing support.

With best wishes
Jim Hughes AM, National Chairman.

I am delighted to report a significant expansion of PCFA’s specialist nursing service made possible by generous Commonwealth Government and community funding.

In April Minister for Health, the Hon. Greg Hunt MP, announced a three-year extension of the funding for 14 existing nurses, followed by a month later by a Federal Budget announcement of funding to expand the service by a further 14 nurses. This will take the total number of nurses nationally to 43. We are pleased that the Government has recognised the real difference having access to a nurse makes to patients and their families and has provided $11.8 million of funding over three years to support and expand the service.

You can read more about the development of the nursing service on pages 2 to 4 of this edition of Prostate News.

September is international prostate cancer awareness month and PCFA will be busy with awareness raising activities throughout the month. For more details visit our website at pcfa.org.au/awareness2017

Associate Professor Anthony Lowe, Chief Executive Officer.
Introducing Serena Morley, Echuca’s New Prostate Cancer Specialist Nurse

Echuca is two and a half hours north of Melbourne and is located on the banks of the mighty Murray River in Victoria, with the border town of Moama just across the river in NSW. It is the town of the paddle steamers from the popular television program “All the Rivers Run” and the location of famous steamers, Emmy Lou, Pevensey, Canberra and Pride of the Murray. Echuca also has many fantastic restaurants, cafes and wineries.

The surrounding Campaspe and Murray Shires show strong evidence of an upward trend of the incident of prostate cancer. There are a significant number of men who are treated for prostate cancer and who experience ongoing side effects that impact their quality of life in this rural town.

With this in mind, the Biggest Ever Blokes’ Lunch of Echuca saw a need for the men in this community living with prostate cancer and subsequently made the commitment to fund a Prostate Cancer Specialist Nurse in partnership with the Prostate Cancer Foundation of Australia and Echuca Regional Health. The nurse will be based at Echuca Regional Hospital which services 80 acute beds, 24 sub-acute, 60 high care aged care beds and 4 short stay.

Serena Morley has been appointed to the role. Her qualifications include a graduate certificate in cancer nursing and extensive experience working with oncology patients and their families through treatment and cancer support.

In her role, Serena will provide reliable information and resources to patients and their families about their diagnosis, treatment plan, potential side effects of treatment and co-ordinate their care at any stage throughout their cancer experience.

Serena’s role will strengthen links to not only existing multidisciplinary teams but also other health clinicians within the health service.

She will work alongside surgeons, two visiting Urologists, two Medical Oncologists and a Radiation Oncologist, treating patients who travel to Peter Mac in Bendigo one hour away, Wodonga two and a half hours North of Echuca or Melbourne three hours away.

She will also work with other health clinicians including occupational therapy, physiotherapy, social work, stomal therapist, dietitian, continence nurse, chemotherapy nurses and community palliative care team.

Serena is extremely excited about the new role and the benefits physically and emotionally she envisages for prostate cancer patients and their families in the community. This position is well supported and a good fit with the existing Cancer Services at Echuca Regional Health in providing care in line with the Victorian Cancer Action Plan to treat patients as close to home as possible.
Men with prostate cancer are commonly referred to a number of different specialists including a urologist, radiation oncologist, physiotherapist, continence nurse and psychologist. Without a central point of contact, patients risk becoming lost in the system and suffering avoidable psychological distress while accessing health care.

Recognising that specialist nurses play an invaluable role in the care of patients with many types of chronic illnesses but that there was no accredited defined role for specialist nurses in prostate cancer, Prostate Cancer Foundation of Australia developed a practice framework and competency standards for the Prostate Cancer Specialist Nurse. In May 2012, a pilot program was launched with 12 nurses in every state and territory of Australia, public and private hospitals and regional as well as metropolitan settings.

The pilot trialed a best practice model for providing specialist nursing care to men affected by prostate cancer with a view to create a sustainable model as part of routine cancer care delivery. It was made possible by generous seed funding from the Movember Foundation and the Wyllie Fellowship which was established by friends and colleagues of businessman the late Bill Wyllie.

The establishment of the service involved PCFA working in innovative partnerships with health care providers across Australia to identify where the areas of highest needs were and what current services were available within the health system.

The benefits of having dedicated Prostate Cancer Specialist Nurses were quickly evidenced by the 6,000 occasions of service performed by the 12 nurses over the first 12 months of the pilot. In 2013 the benefits were also recognised by the then Minister for Health, the Hon. Tanya Plibersek MP, who awarded funding to expand the service by an additional 14 nurses, bringing the total number of nurses nationally to 26.
The period from 2014 to 2016 was one of consolidation during which the program’s value was increasingly recognised by both the Australian community and Government. By the end of the period additional community funding enabled us to place an additional three nurses bringing the total number of nurses nationally to 29. By early 2017 the community/Government partnership funding model had become firmly established.

Looking back over the past five years, the achievements of the pilot program have been truly remarkable. The 29 Prostate Cancer Specialist Nurses are caring, supportive, highly educated, respected by patients and peers, innovative and passionate professionals, who walk alongside their patients and their families no matter where they are in their journey.

In April 2017 Minister for Health, the Hon. Greg Hunt MP, announced a three-year extension of the funding for the 14 Department of Health funded nurses, followed by a month later by a Federal Budget announcement of funding to expand the service by a further 14 nurses. This will take the total number of prostate cancer specialist nurses to 43.

We are also delighted to report on a number of recent community initiatives to fund nurses, including the Echuca Biggest Ever Blokes’ Lunch and Profield Foundation. These generous gifts will enable us to fund nurses at Echuca Regional Hospital and regional NSW respectively.

Of course, we recognise that more nurses are needed so that every man and their family who has been diagnosed with prostate cancer has access to this vital source of support and are working hard to achieve that outcome through the community/Government partnership funding model.

Over the past five years the Prostate Cancer Specialist Nursing Service has truly moved from a pilot program to an established and integral part of the multi-disciplinary team caring for men and their families affected by prostate cancer.
Movember Revolutionary Team Awards

A robust expert review of these Movember-funded initial three year programs revealed major progress by the collaborative research teams at the Garvan Institute of Medical Research and the Translational Research Institute. As a result, both programs have been extended to a five-year duration to ensure delivery of outcomes.

Prostate Cancer Metastasis: New Opportunities for Therapeutic Development

Professor Peter Croucher, Garvan Institute of Medical Research

Professor Croucher’s team has shown that the normal bone breakdown process may be inadvertently contributing to prostate cancer tumour growth in bones. They will now test two new types of treatment to stop prostate tumours growing in the skeleton. The first will be to switch on the immune system in order to use the body’s own natural defence system to target tumour cells in the skeleton and restrict their growth. The second will use treatments that stop bone cells from activating the prostate cancer cells. Importantly, these treatments are already available for other diseases, so they can now be tested in trials for prostate cancer.

Adaptive Response to Targeting the Androgen Axis: A Strategic Offensive on Resistance

Professor Colleen Nelson, Queensland University of Technology

Professor Nelson’s team has identified and characterised the biological and hormonal pathways activated by the most common treatment for metastatic prostate cancer. They have strategically prioritised the activated pathways that drive progression of the cancer that have validated therapeutic agents to target them. Through this integrated approach, they will define new therapeutics to be used in conjunction with Androgen Deprivation Therapy (ADT) to halt the progression of prostate cancer, improving clinical outcomes and quality of life in men with advanced prostate cancer.
A recommendation to receive palliative care can lead to a lot of fear. But palliative care is an important health service that provides support for men with metastatic prostate cancer at any time during treatment. Research has shown that palliative care not only improves quality of life, but can increase survival times as well. Due to misconceptions of what palliative care is, many cancer patients do not access this health service at all.

Palliative care in Australia offers services such as pain management, relief from vomiting and nausea, and support for emotional, social and spiritual concerns. It aims to improve quality of life and help people live actively and as well as possible during a life-threatening illness.

Palliative care is not only a service for end-of-life care, but can be accessed by people at any stage of their illness. It can be temporary, to help cope with pain and side effects. Early palliative care can be helpful for patients shortly after diagnosis of a life-threatening illness. Palliative care can be provided whilst the patient is in hospital, at home, in a hospice or in aged residential care.

The benefits of early palliative care for cancer patients were demonstrated by researchers in 2010. This study followed patients with metastatic lung cancer, a disease that is usually fatal and results in very poor quality of life. In this study, patients having early palliative care, had significant improvements to their quality of life and mood, and less depressive symptoms. They also had a longer average survival from this lung cancer (11.6 compared to 8.9 months).

The problem is that many more people could benefit from early palliative care than are currently doing so. It’s believed that misconceptions about the nature of this health service are stopping patients from seeking palliative care. Some of these misconceptions are that palliative care is only end-of-life care after treatment is finished, it only occurs in a hospice and that it only treats pain.

A new study has aimed to address this issue. The researchers, led by Dr Michael Hoerger from the USA, studied an intervention program aimed to increase acceptance of early palliative care. They recruited 598 cancer patients, half of which had prostate cancer. These people received either information about the benefits of early palliative care, or no information. This information described the basics of palliative care and the benefits to quality and length of life that the early palliative care study showed.

The education intervention improved the study participants’ acceptance of early palliative care. This was measured by a survey that assessed how palliative care was perceived. After the intervention, three quarters of the participants receiving the intervention reported that they were more likely to use early palliative care if, or when they needed it.

The researchers concluded that the intervention resulted in a greater understanding of palliative care. After the intervention, participants considered palliative care as effective and expected a less stressful consultation.

In their publication, the authors state that: “Given the level of public misunderstanding about palliative care, apparently even limited information can shift preferences, which underscores the importance of communicating medical evidence to patients”.

For more information about palliative care, ask your doctor, or visit palliativecare.org.au

By Wendy Winnall, PCFA’s Scientific Writer

Private Health Insurance Bill Shock: What Can Insurers Do to Help?

by Anthony Lowe and Jamie Reid

This article proposes a simple addition to private health insurance policies designed to alleviate the severe financial impact of a diagnosis of cancer.

Cancer is a major cause of illness and death in Australia. The Australian Institute of Health and Welfare estimates that 134,000 Australians will be diagnosed with cancer in 2017 and that 47,700 will die of the disease. What many of these newly diagnosed patients may not fully appreciate is just how much it can cost an individual to be treated for cancer.

Many cancer patients may be under the mistaken impression that with Australia’s universal medical system, and because they have private health insurance (PHI), their costs will be fully covered. They may be about to experience bill shock, a phenomenon which has also been dubbed financial toxicity, akin to other toxicities of cancer treatment such as fatigue, nausea, blood toxicities and depression.

For Australian cancer patients, one of the most unexpected and alarming aspects is the level of out of pocket costs for those with PHI, often running into thousands of dollars. For example, a recent study of men who had been diagnosed with prostate cancer showed median out of pocket expenses for those with PHI were $6,000 compared to $2,000 for those without. The situation is by no means unique to prostate cancer.

Particularly irksome to some patients is that they have struggled financially for many years to pay ever rising PHI premiums, strongly encouraged to do so by the Federal Government through the rebate and Medicare levy surcharge, only to discover that the costs of private treatment are not fully covered.

Unfortunately, there are multiple causes to the problem of high out of pocket expenses experienced by cancer patients and, therefore, no simple solution. Issues include the Medicare rebate freeze; new technologies which may not be reimbursed by insurers; long delays in obtaining PBS listing for new cancer drugs; apparent anomalies of the system, such as private radiotherapy which is not covered by PHI; lack of transparency from doctors about out of pocket costs; travel, accommodation and hospital parking costs; costs associated with managing side effects of treatment; and loss of income for patient and carer.

Solving such a wide range of financial issues would require substantial change to Australia’s health and social security systems – something which is unlikely to happen quickly. However, there is a simple addition to PHI policies which could make a substantial and immediate difference. Health insurers should be allowed to provide a small lump sum payment to people diagnosed with cancer. While policyholders may experience out of pocket costs for other claim types, cancer is arguably a special case given the impact on a person’s life and finances over many years.

While this benefit is possible to obtain from a life insurer, current PHI products aren’t permitted to address public needs in this area. Trauma insurance pays a lump sum if the policyholder is diagnosed with a specified serious illness. The problem is that less than 3% of Australians are covered by trauma insurance, and increasing this will be challenging. Access to trauma insurance is constrained: policyholders are subject to underwriting; premiums can increase with age; and cover may be unavailable for older Australians.

A benefit of $5,000 to $10,000 would go a long way towards relieving patients’ financial stress. We propose PHI include a simple trauma insurance benefit, paying $5,000 if the policyholder is diagnosed with cancer.

While people could purchase trauma cover from a life insurer, this simple trauma insurance sits well with health insurance because health insurance policies are not underwritten, everyone is entitled to buy PHI and premiums do not vary with age; around half the population has health insurance and could benefit from the additional benefits; while entitlement rules and other details would need to be worked through, these need not be as complex as under existing trauma policies; and because administration expenses can represent a significant proportion of the cost of basic insurances, so it makes sense to attach this benefit to an existing product.

The cost of providing this benefit is estimated at $2.30 per person per month. Up to 35% of premium would be covered by the government rebate. The cost represents 1.4% of annual premium so could be funded by, for example, additional premium increases of 0.5% per year for three years. An even lower cost option would limit the benefit to the most serious types of cancer.

Value for money reflects both what health insurance costs and what it covers. Any proposal to increase health insurance premiums requires considerable scrutiny, but providing additional benefits following a life changing diagnosis would significantly increase the value of PHI, while reducing financial toxicity associated with a cancer diagnosis.

We encourage government and industry to work out a practical and cost effective solution to the concerns raised in this article to ease the burden on personal and public budgets.

Anthony Lowe is the CEO of PCFA. Jamie Reid leads independent actuarial consulting firm Finity’s health insurance practice and is appointed actuary of a number of health insurers.
We are pleased to announce that following our successful pilot in 2016, PCFA will be presenting our next Ask the Experts webcast – Prostate Cancer: What You Need to Know on Wednesday 20 September 2017 from 7.00pm AEST.

Join us during International Prostate Cancer Awareness Month for this free, online Q&A webcast as our panel of leading health experts answer your questions about prostate cancer – from risk factors and diagnosis through to treatment and management of side effects. This webcast will also explore how to navigate the different options presented after a diagnosis and the support services available to men and their families.

Registration is free, and all questions will be anonymous so if you have a tricky question about your situation that you have not been able to ask – here is your chance.

For further information and to register go to www.pcfa.org.au/asktheexperts

#asktheexperts

PCFA's Ask the Experts webcast series is sponsored by

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The last few months have been a busy time for the PCFA Ambassador Program. In April, the new Ambassador presentations were completed and made available to all Ambassadors. Feedback has been very positive, with Ambassadors and host organisations both appreciating the new and modern design, evidence-based information and flexibility in the slide ordering, which allows users to create an engaging presentation, suited to the needs of their audience.

After a few months of preparation with the new materials, Ambassadors were ready for Men’s Health Week (12-18 June), a peak period for the program as organisations and businesses look to increase awareness of men’s health and prostate cancer. Throughout the week, Ambassadors delivered approximately 20 presentations nationwide, to a variety of audiences, including Men’s Sheds, Jacobs Brisbane, Monash University staff, Metro Trains Victoria and community centres, to name a few. Several Men’s Health Week events also made use of PCFA’s flipcharts for Aboriginal and Torres Strait Islander communities.

PCFA thanks all Ambassadors and hosts of Ambassador talks for their incredible support, and for making Men’s Health Week 2017 a great success.

If your workplace or organisation would like to host a speaker on prostate cancer, Ambassadors are a free community resource and are available to give presentations across Australia. For more information, please contact ambassadors@pcfa.org.au or visit pcfa.org.au
Prostate Cancer Support Groups across Australia continue to form valuable partnerships within their local communities to raise awareness of prostate cancer and strengthen opportunities to support men and their families.

Westgate Region Prostate Cancer Support Group hosted an information stall at the recent Australian Men's Shed Muster in Hoppers Crossing, Victoria. Members of the group came together with other Men's Shed delegates to promote the service they provide to the local community and highlight what PCFA can offer men facing prostate cancer. The local Prostate Cancer Specialist Nurse, Cindy Ogluszko, was also present to lend a hand and add a clinical perspective to discussions with shedders.

Jill Harrington from Mid North Coast Cancer Institute with Bruce Robertson and Tony Lawlor from Coffs Harbour PCSG

Prostate Cancer Action Group (PCAG) in SA has been raising awareness at the recent Kingston, Penola and Angaston agricultural shows. The PCAG stall was busy at all functions, handing out PCFA brochures and talking to the community about prostate cancer.

Mount Gambier Racing Club president John Farich, with Richard Henry from Limestone Coast PCSG and jockey Jim Cassidy

Ipswich PCSG at the Ipswich Show

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Ipswich PCSG at the Ipswich Show

The Limestone Coast Prostate Cancer Support Group partnered with the Mount Gambier Breast Cancer Awareness Group during the recent Mount Gambier Cup in South Australia for a charity luncheon to raise support for their respective causes. The success of the day was featured in the Border Watch newspaper on Friday 12 May.

Prostate Cancer Action Group at a recent agricultural show

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

The WA office of Prostate Cancer Foundation of Australia hosted a morning tea for our wonderful support group leaders and ambassadors during Men's Health Week. This was a great opportunity for a get together and a chance for PCFA to show our appreciation for the selfless and very effective work that our volunteers do in raising awareness of prostate cancer in the community and also for supporting men and their families who have been affected by prostate cancer. 20 people from far and wide attended and we were also able to welcome some new faces into our network. Thank you to everyone for making it a very enjoyable morning.

PCFA's NSW and Victorian offices also held their respective thank you morning tea during National Volunteers' Week to recognise the work undertaken by volunteers to reduce the impact of prostate cancer in the community.

Community Conversations 2017

In May, PCFA hosted our annual Community Conversations forum at the Translational Research Institute in Brisbane. Bringing together members of the community with leading researchers and health professionals, this important public forum was another wonderful opportunity for those impacted by prostate cancer to be informed and connected.

Keynote presentations included:
• Clinical management and what's on the horizon
• Research into psychosocial and sexual health needs of survivors
• Importance of a healthy diet
• Financial impact, navigating costs of treatment and management of side effects.

Videos are available via our Online Community Video Gallery at onlinecommunity.pcfa.org.au

Let's Talk Prostate Cancer

PCFA collaborated with Peter MacCallum Cancer Centre during Men’s Health Week to host a frank and open discussion about prostate cancer and the impact it can have on men, their partners and families. An experienced panel of speakers along with personal insights from members of PCFA’s Network provided engaging exploration of the realities of diagnosis, treatment and living with side effects. With over 80 registrations and many attendees from local support groups, state board members and friends of PCFA, it provided a wonderful opportunity to connect.

Associate Professor Nathan Lawrentschuk and PCFA Ambassador Ross Sutherland at the Let's Talk Prostate Cancer forum

Vale Martin Gull

It was with great sadness that the members of the Naracorte Men’s Cancer Support Group heard of the sudden passing of their President, Martin Gull on 8 May, following a short illness. Martin was elected as the inaugural president in February 2014 and was always willing to share information about his journey and showed his inspirational leadership by offering support to others wherever possible.

In recent years he had become involved in the local Men’s Shed group where he was always promoting men’s health and encouraging the men to have regular health checks. Martin is survived by his partner of over 30 years Joy and their family. He will be sadly missed by all at Naracorte.

Calendar Reminders

Mental Health Week
8 – 14 October 2017
www.mentalhealthvic.org.au

National Carers Week
15 – 21 October 2017
www.carersweek.com.au

Veterans Health Week
21 – 29 October 2017
www.dva.gov.au
Helping the Work Live On

PCFA is a proud member of the Include a Charity group and will be participating in Include a Charity Week from 11 – 17 September 2017.

Include a Charity is a group of 100 of Australia’s best loved charities who have joined together to spread awareness of the crucial role charitable bequests play in supporting the causes that are close to supporters’ hearts.

Over the years bequests received by PCFA have enabled us to fund important breakthroughs in research, as well as supporting the many men diagnosed with prostate cancer each year. We are so grateful to those people who have the foresight to support us in this way and we hope that during Include a Charity Week other supporters will take a moment to consider including a gift to PCFA when they next update their Will.

If you’re interested in learning more about the impact that leaving a bequest in your Will can have, please call our Bequest Manager, Sarah Pieters, on (02) 9438 7023 or email sarah.pieters@pcfa.org.au

include a charity
Help the work live on.

The following information on estate planning and the importance of having a Will has been provided as part of our Include a Charity Week activities by Morgan Solomon, Director, Solomon Hollett Lawyers and PCFA Western Australia State Board member.

Estate planning is a lot more than just drafting a so-called “simple Will” although almost always good estate planning contains a Will. Estate planning is a holistic process of working out what you have and where it must go, who you owe moral obligations to, creating balance and dealing with assets in family trusts and superannuation and a raft of other things besides. It has quite some time ago ceased being a simple exercise, even for people who believe they have simple affairs.

Estate planning is not merely the domain of the elderly or the very wealthy either. Every adult should have a Will in place, although recent research1 suggests only around 59% of Australians do.

It is also very pleasing to see the increased rise in Australians making charitable donations in their Wills. A Will is the perfect place to make a gift to your favourite charity and has been part of Australian and English Wills law for centuries. When making a gift to a charity the first thing you should do is google your favourite charity or give them a call: almost every major charity now has specific wording on their website that you should incorporate in your own Will when making the gift. The most common gift is a cash sum or a percentage of the total estate, but more and more people are leaving to charity the residue of their estate (what’s left over after provision is squared away).

The legacy you leave behind can go one of two ways. Either it can be an incredibly beneficial gift ensuring you’ve set your loved ones up in the right way or it can be a terrible burden and end with unimaginable financial and emotional tolls on a family that can never truly be repaired.

Which direction is almost invariably entirely up to the person who is writing their Will. A good Will and estate planning can accomplish miracles, including making provision for children with special needs, protecting assets with testamentary trusts, maximising tax advantages, creating equality amongst different classes of family members or balancing warring children and stepchildren. Good estate planning creates certainty, whereas poor (or heaven help us non-existent) estate planning usually does the exact opposite: it results in furiously expensive litigation that can run for years and bankrupt estates and perhaps worst of all, leave broken families and broken hearts.

The act of drafting a Will can sometimes be confronting for us mere mortals: it means addressing and dealing with one of the grand inevitable truths – that all things end and we at some point shall end with it. But that uncomfortableness quickly goes away once a good Will and any other necessary estate planning documents are signed and put in place.

As a lawyer specialising in this area for more than 15 years I cannot tell you how often the sense of relief that comes off my clients’ shoulders is palpably visible, once all the estate planning is signed and squared away.

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If you’re interested in learning more about the impact that leaving a bequest in your Will can have, please call our Bequest Manager, Sarah Pieters, on (02) 9438 7023 or email sarah.pieters@pcfa.org.au

1 Having the last word: Will Making and Contestation in Australia, Tille, M, Wilson J, White B, Rosenssen L and Feeney R, The University of Queensland, Victoria University and the Australian Centre for Health Law Research, March 2015 p.2
Host a Big Aussie Barbie for Prostate Cancer this September

Big Aussie Barbie is our annual fundraising campaign that is all about creating a relaxed and fun opportunity for friends, family or workmates to come together, share some healthy food on the barbie, and raise funds and awareness for prostate cancer.

This September, during International Prostate Cancer Awareness Month, we are asking you to get involved and host a Big Aussie Barbie to help raise $1 million to support the 200,000 Aussie men and their families living with prostate cancer.

In 2016, we hit our target of $1 million thanks to our incredible fundraisers, participating partners and major sponsor, Commonwealth Bank and our Ambassador, former Australian Test Cricketer Matthew Hayden AM.

Host a Big Aussie Barbie

You, your company or your club can help us in the fight against prostate cancer and help change the lives of Aussie men one barbie at a time.

Sign up today at www.bigaussiebarbie.com.au

Bowls Australia have thrown their support behind the Big Aussie Barbie campaign, by encouraging bowls clubs across the country to host BBQs for their members and local community. We are excited to work with Bowls Australia this year and thank them for their support having already raised $18,000 across 40 bowls clubs.

Big Aussie Barbie Success at Taren Point Bowls Club

Taren Point Bowls Club is just one of many clubs who got behind the campaign and organised a Big Aussie Barbie for their members and community.

“As Functions Coordinator, I decided that hosting a Big Aussie Barbie would be a fantastic idea for the club, as many of our previous fundraisers have been predominantly for women and children. We haven’t really focused on men before.

As a bowling club which has mostly male bowlers; we thought it would be great to highlight a disease that many of our members have been affected by personally or have known someone who has been affected by prostate cancer.” (Chanel Coombes, Functions Coordinator)

Everyone had a great time at our barbie, so we would definitely like to host one again! I think that all bowling clubs would benefit from hosting a Big Aussie Barbie as it’s a great way to involve your members and get to know your local community, whilst supporting one of the most prominent men’s health issues in Australia.” (Chanel Coombes, Functions Coordinator)

Bowls Over the Barbie!
PCFA’s magnificent corporate partners have been busy helping to raise awareness of prostate cancer over the last couple of months. Once again, their voices are helping PCFA to amplify the vital message of prostate cancer awareness. PCFA would also like to welcome two new partners, UBET and Safeman to the family.

The UBET partnership, announced in May, is a great fit for PCFA given the largely male customer base of the betting category. UBET will assist in driving home the message to men in Australia about the importance of prostate and health checks and will also open up opportunities for fundraising through UBET’s extensive retail footprint and corporate donations.

Also commencing in mid 2017, Safeman Australia will work together with PCFA to develop workwear and safety products as part of their existing key product range, with a portion of the sale proceeds going to PCFA.

New Holland Agriculture provided important opportunities to talk about the unique challenges that prostate cancer poses to rural communities. Regional Voices, a radio show that is broadcast on 150 stations featured an interview with Anthony Lowe, PCFA CEO. Anthony discussed common prostate cancer facts, the pathway to diagnosis and thoughts on why prostate cancer outcomes are much poorer in regional areas. Newly appointed PCFA Board Member, Associate Professor Tony Walker, also spoke generously of his own prostate cancer journey to an audience of 150 New Holland Dealer Principals from around the country at a dinner event in Melbourne during March.

The Tyrepower Tasmania Supersprint once again brought the message of prostate cancer awareness to Supercar fans during April. Heavy rains which led to the worst multi-car Supercars crash in nearly two decades did not stop fans from donating generously to the cause. Tyrepower also ensured that TV audiences around the country did not miss the awareness message, donating signage before one of the key turns of the track to PCFA.

During Men’s Health Week, the public were encouraged to visit a BMW, MINI or BMW Motorrad dealership and BUY a men’s health vehicle sticker for $5, STICK it to their vehicle and SHARE with the hashtag #isupportmenshealth and tag BMW, MINI or BMW Motorrad. The most creative social media posts won a selection of BMW and MINI lifestyle prize packs with all money raised going directly to PCFA.
SA/NT

It has been an action packed few months which included a trip to Darwin for a cocktail party hosted by the Minister for Health, the Honourable Natasha Fyles. Supporters and interested parties are forming a Darwin based Working Party to further fundraising efforts and local activities. Another road trip involved Whisky Live in Canberra where a record number of attendees raised a record amount of money from the very popular raffle supported by Dan Murphy’s, the extremely generous exhibitors and the Whisky Live team.

VIC/TAS

The onset of winter hasn’t slowed down PCFA’s generous supporters with some fantastic events held by McKinnon Basketball Association, Upper Yarra Adult Riders Club and Puddleduck Vineyard, to name just a few. Donations have been very generous and so vital for PCFA.

Special mention to all the riders and supporters of “Pedal 4 Prostate” which again delivered a sizeable donation following their annual ride earlier this year.

Our flagship “Biggest Ever Blokes Lunch” (BEBL) events kicked off in Bairnsdale this year which is supporting their local Prostate Cancer Specialist Nurse. The 2017 BEBL calendar is looking the best yet with many dates locked in!

WA

The fourth annual ProState Active Cycle is taking place this September from Perth to Margaret River – a feat of over 300 kms. Each year, committed members of the Perth community train during the weekends to build stamina and strength and then cycle together united in the fight against prostate cancer. A special shout out to fundraisers, Scott Halley and Greg Williamson, who have participated in this event for a number of years raising substantial funds and awareness for PCFA.

The Central Park Plunge is back in Perth this September with the WA community being challenged to abseil from the top of the Central Park building in the heart of Perth to raise awareness and funds for some of Australia’s top charities. PCFA is thrilled to have passionate participants like Max Kay – our beloved kilt wearing entertainer, and the CEOs of WAFL teams – the Bulldogs, Falcons, Demons & the Lions. Despite nerves and fear of heights, raising funds and awareness for prostate cancer is worth the jitters!

NSW/ACT

The International Practical Shooting Confederation (IPSC) of Australia held their State Title Championship event in March. As a part of the championship, raffle tickets and shirt sales helped raise funds for PCFA. The IPSC has members as young as 12 years who wore blue Fight Prostate Cancer t-shirts raising awareness in their local community.
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Together we are working to help reduce the impact of prostate cancer in regional and rural Australia. For more information visit pcfa.org.au