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PROSTATE CANCER FOUNDATION OF AUSTRALIA

PCFA is Australia’s peak national body, playing a vital role in the greater understanding, treatment, support and prevention of prostate cancer in this country. It is an organisation dedicated to

- Supporting men and their families affected by prostate cancer
- Investing in innovative prostate cancer research
- Raising awareness about prostate cancer among governments, health professionals and the general community.

At its inception in 1996, the Prostate Cancer Research Foundation was established as an initiative of the Rotary Club of Lane Cove to fund research. In 1999, it amalgamated with the Australian Prostate Cancer Foundation and Association of Prostate Cancer Support Groups, changing its name to Prostate Cancer Foundation of Australia.

This created the first national organisation devoted to funding research and providing support for those diagnosed with prostate cancer, as well as increasing general awareness about this vital men’s health issue.

PCFA has grown to now feature State boards in New South Wales/Australian Capital Territory, Victoria/Tasmania, Queensland, South Australia/Northern Territory and Western Australia.

PCFA relies on the generosity of its supporters to fund important projects.

AIMS AND OBJECTIVES

PCFA is striving to reduce the impact that prostate cancer has on Australian men, their partners, families and the wider community.

We work to raise awareness and attract widespread financial support for the critical ongoing work of PCFA. We aim to achieve this by

- Representing the interests of all Australian men diagnosed with prostate cancer
- Funding ongoing research into the identification, causes, prevention and improved treatment of prostate cancer
- Providing information, support and counselling to those diagnosed with prostate cancer and their families
- Raising community awareness of the incidence of prostate cancer, and encourage early detection to help more effective treatment of the disease.

ACCOUNTABILITY

PCFA operates under the charitable fundraising legislation, as prescribed by each individual State in Australia and associated regulations, including the Australian Securities and Investments Commission.

PCFA has been granted endorsement as a tax-deductible gift recipient under Subdivision 30-BA of the Income tax Act 1997 by the Australian Commissioner of taxation (see page 77).
It was a year of consolidation – and also a year of significant change for PCFA. Throughout 2010/2011, PCFA kept striving to make more men and their families aware of prostate cancer, and especially the importance of early prostate cancer detection.

The first year of our three-year agreement with Movember was completed. The Movember Foundation donated $5 million to PCFA as a result of the 2010 Movember campaign, and these funds will be used to support PCFA’s annual research grant program. During the year, Movember also agreed to be the major sponsor of PCFA Specialist Prostate Cancer Nurses Project, committing $2.5 million to this project.

It is impossible to overstate The Movember Foundation’s impact on men’s health in Australia since 2005 and, more recently, its growing influence in other countries. PCFA is indebted to Movember for enabling PCFA’s research grant program to be so successful and well recognised. I cannot thank Movember enough for this support.

In December 2010, Andrew Giles resigned as Chief Executive Officer. During his 6 1/2 years in this position, PCFA enjoyed enormous growth. We thank Andrew for his efforts and wish him well in his future endeavours.

Dr Anthony Lowe joined PCFA as its new CEO at the end of March 2011, and has hit the ground running. Within a short time, he has made his mark on the organisation and I look forward to a long and productive association with Anthony.

Two significant developments occurred during the year. In the federal budget, it was announced that $1.3 million per year will be allocated to prostate health for three years. This money will be used to strengthen and grow PCFA’s support group network, which is an integral part of PCFA work. I pay tribute to the many committed and focussed men and women volunteers who form the backbone of more than 110 support groups around Australia. I thank them for the friendship and comfort they provide to cancer survivors and their families.

Also of critical importance was a formalisation of PCFA’s relationship with Urological Society of Australia and New Zealand (USANZ) by signing a Memorandum of Understanding. It is essential PCFA has strong relationships with professional bodies in the prostate cancer sphere, and there is none more important than USANZ.

USANZ suggested Dr David Malouf, its immediate past-president, as a PCFA Director, and David has quickly made a meaningful contribution since joining the PCFA Board. He was an outstanding President of USANZ and his quality was evident in February, when the USANZ Conference in Christchurch was interrupted by a terrible earthquake. David’s cool and calm leadership was a great comfort to all of us who went through this horrific experience.

PCFA received more marvellous support from Commonwealth Bank and its staff, led by Sir Ralph Norris. In other significant fundraising ventures, the Shepparton Biggest Blokes’ Barbecue Committee held its second annual barbecue and raised $100,000, with additional Biggest Blokes’ Barbecues held in Bairnsdale and Bendigo to accumulate valuable funds for PCFA.

I thank all of PCFA’s sponsors and supporters for their continuing support. It is great that Qantas is supporting the Specialist Nurses project in such a high profile way.

Three longstanding PCFA directors were farewelled during the year: Jim O’Ryan and Professor Dexter Dunphy AM both gave more than 10 years’ outstanding service as PCFA directors, having joined the Board in 1999. I had the pleasure of presenting Jim with PCFA Life Membership at a Government House function in March, which is fitting recognition of his enormous contribution as a director and former national chairman. Dexter was a great contributor at Board meetings and has taken up a position as Chair of the Blue Mountains Heritage Trust.

Anita Ziemer retired in August 2010 after 10 years’ involvement with PCFA, initially as a member of the inaugural Victorian Board and subsequently as a national director. Anita will be remembered fondly for her incisiveness and measured contribution to Board debates.

During the year, the Board established a new award – the PCFA Award, in recognition of outstanding commitment and longstanding service to PCFA. The inaugural PCFA Award recipient is Lindsay May, who served as a PCFA director from 2003 to 2005, then as a member of the New South Wales Board for several years. He continues to serve as a pro bono consultant to PCFA on marketing issues.

I pay tribute to the wonderful support PCFA gets from volunteer support groups, directors, committee members and staff. All of these people are vital to the continuing success of PCFA, which remains the peak body dealing with prostate cancer in Australia. With representation in every State and Territory, PCFA is the only body dedicated solely to the fight against prostate cancer.

My role as Chairman is made easier by the incredible support I receive from Deputy Chairman David Sandoe OAM and his wife Pam Sandoe OAM. I am constantly amazed by the amount of time both give to PCFA and its activities – not only as two of the group leaders of the Sydney Adventist Hospital – Prostate Cancer Support Group, but in many other ways. We have developed a very close working relationship, certainly enhanced by our surviving the Christchurch earthquake together. I cannot thank Pam and David enough for what they do for PCFA.

We have challenges ahead but I am confident we will rise to them, and I look forward to the future of PCFA very positively.

GRAEME JOHNSON
National Chairman
CEO’S REPORT

It is with great pleasure that I present my first annual report as Chief Executive Officer. I joined PCFA at the end of March 2011 and what an exciting first few months it has been!

Research

During the year, we provided funding to 60 excellent research projects in six States across Australia. The ultimate aim of PCFA’s research program is to find a cure for prostate cancer – one of the biggest killers of Australian men. Initially, we are striving to discover better diagnostic markers, together with better treatments and better preventative measures.

As well as funding projects through our established research program, PCFA is working to identify gaps and fund areas that are currently under-researched, and contribute to projects in the community where comparatively less resources and support are available, such as gay and bisexual men, and men whose first language is not English. To achieve this, we rely on the wealth of knowledge from experts in prostate cancer research in Australia. Initiatives such as our Young Investigator Award, the Concept Grant and the New Directions Development Award (launched in 2011) will ensure that funds are available to the nation’s best researchers.

Awareness

PCFA launched a new awareness campaign early this year, featuring well-respected actors, musicians, sportsmen and media commentators including Les Hill, Bert Newton, Steve Waugh, Gyton Grantley, Kirk Pengilly, Adam Spencer, Simon Westaway, and Marcus Graham. Its aim is to provide men and their families with clear advice about prostate cancer risk, and encourage men to discuss risk and testing options with their doctor as part of their annual medical check-up.

Support

In May, the Federal Government announced $3.9 million in funds allocated over three years to PCFA through Cancer Australia. This will be used to strengthen our existing network of support groups through improved resources and training, to establish new support groups with a focus on men and their families in regional and rural areas, to develop evidence-based fact sheets and educational resources for men to navigate their cancer patient journey, and to create an Internet-based communications hub for support groups using social networking tools.

Also in May, we launched our Localised Prostate Cancer Pack at Parliament House in Canberra. This comprehensive resource is for men and their partners dealing with a diagnosis of localised disease. It contains information about prostate cancer; treatment, side effects, wellbeing and a personal organiser to record all aspects of a man’s prostate cancer journey. The pack is available through participating Symbion pharmacies and PCFA’s network of affiliated support groups.

We continued to develop our Prostate Cancer Specialist Nursing Service, a new national program that aims to help those affected by prostate cancer by

• Providing a point of contact and support for patients and carers
• Assisting patients to access services at their hospital and within their community, both during and after treatment
• Providing reliable information about diagnosis and treatment plans
• Coordinating care wherever a patient is in their cancer journey.

At the time of writing, we are finalising locations for the initial 13 nurses in our pilot program and are pleased to announce that nurses will be in every State and Territory, with a focus on regional and rural Australia. We hope to have these 13 nurses in place before end of this year.

Thank you to our supporters

PCFA’s work is not possible without our many generous supporters and volunteers contributing their time and money. In particular, I would like to acknowledge the very generous support of our major benefactor, The Movember Foundation. Movember provided $5 million of funds to PCFA’s research program, $2.5 million for the first part of the Prostate Cancer Specialist Nursing Service, and funds for the Localised Prostate Cancer Pack.

I would also like to thank Commonwealth Bank for its support as major sponsor of our September fundraising and awareness campaign, The Big Aussie Barbie. Commonwealth Bank staff at branches around Australia generously contributed their time to raise awareness of prostate cancer and funds for PCFA. Commonwealth Bank is PCFA’s most enduring partner – and this is a partnership of which PCFA is very proud.

PCFA also received very generous support from Pirtek through the Pirtek Fishing Challenge and other fundraising initiatives. This year, almost 4000 anglers competed in the Pirtek Fishing Challenge, with 100 per cent of their entry fees going directly to PCFA.

We have also formed an exciting new partnership with Qantas. On July 28, Qantas unveiled a new Boeing 737-800 jet emblazoned with the PCFA blue ‘P’ logo to help raise awareness of prostate cancer. The new livery is part of an ongoing sponsorship which will see Qantas provide official airline support to the Prostate Cancer Specialist Nursing Service, in the form of travel assistance for the participating nurses to attend skills training and education courses.

Finally, I would like to give my heartfelt thanks to Graeme Johnson, David Sandoe OAM and everyone in the PCFA family for making me feel so very welcome. I look forward to working with you all as we continue to strengthen and develop our programs in the areas of research, awareness and support.

DR ANTHONY LOWE
Chief Executive Officer
4 October 2011
PROGRAMS
SUPPORTING THE BEST PROSTATE CANCER RESEARCH NATIONALLY

It has been an extremely busy and successful year for PCFA’s research activities. The 2010-2013 PCFA Research Program funding round drew 83 applications from prostate cancer experts, and 33 new grants were announced in November 2010. With support from Movember, PCFA’s Research Program distributed $9.5 million to the best prostate cancer investigators across Australia, taking total PCFA prostate cancer research expenditure from 2008-2011 to approximately $27 million.

In 2010, PCFA’s National Board approved two capacity building grants and two partnership grants. PCFA also partnered with Cure Australia to fund two young investigator grants.

Comprising outstanding Australian scientists and a consumer representative, PCFA’s Research Committee reviews and advises on funding applications for prostate cancer research, and its members include:

• Chairman: Professor John Mills
• Dr Bruce Kynaston (Consumer Representative)
• Associate Professor Richard Pearson
• Professor Suzanne Chambers
• Professor Robert (Frank) Gardiner AM
• Associate Professor Howard Gurney
• Associate Professor Susan Henshall
• Associate Professor Lisa Horvath
• Professor Peter Leedman – Commenced 21/10/11
• Professor Robert Newton – Retired 21/10/11

The aims of PCFA’s Research Program are to encourage young investigators to commence innovative new research into prostate cancer; and support those investigators as they mature into independent scientists. Similarly, the program hopes to win the support of senior scientists that are not currently working in the field of prostate cancer; but with expertise and unique technology that may be relevant to prostate cancer research. Ultimately, this will encourage rigorous proposals for research that provide tangible benefits to patients with prostate cancer in a relatively short time frame. The program will also help to fund equipment purchases that are necessary to facilitate innovative research in prostate cancer.

PCFA’S RESEARCH PROGRAM DISTRIBUTED $9.5 MILLION TO THE BEST PROSTATE CANCER INVESTIGATORS ACROSS AUSTRALIA

Outcome – 2011-2014 funding round

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<th>Grant Scheme</th>
<th>Applications received</th>
<th>Shortlisted by the RC</th>
<th>Recommended to PCFA board</th>
<th>Approved</th>
<th>Distribution within overall funding (%)</th>
<th>Total funding per category</th>
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<td>Young Investigator</td>
<td>14</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>15.8</td>
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<td>Concept Grants</td>
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<td>5</td>
<td>5</td>
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<td>Project Grants</td>
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<td>Equipment Grants</td>
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<td>18.4</td>
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<td>Priority-driven Collaborative Cancer Research Scheme</td>
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<td>Capacity Building Grants</td>
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<td>10.5</td>
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<td><strong>Total</strong></td>
<td><strong>38</strong></td>
<td><strong>38</strong></td>
<td><strong>38</strong></td>
<td></td>
<td><strong>100.0</strong></td>
<td><strong>$9,615,055.96</strong></td>
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DISTRIBUTION OF FUNDING BY STATE

- $2.8M QLD
- $2.5M NSW
- $2.3M VIC
- $1.6M SA
- $0.33M WA & TAS

GRANT ALLOCATION BY STATE

- 8 Grants QLD
- 11 Grants NSW
- 4 Grants SA
- 2 Grants WA & TAS
- 12 Grants VIC
SUPPORTING INNOVATIVE RESEARCH INTO PROSTATE CANCER

PCFA’s search for young talent in prostate cancer research has identified many outstanding contributors through our Young Investigator scheme. This year, the number and quality of applicants in this category was outstanding, prompting the Research Committee to provide extended support to one young investigator and full three-year support to five others.

In search of better biomarkers

One of these outstanding young researchers is Dr Luke Selth, working at the Dame Roma Mitchell Laboratories within the University of Adelaide’s Hanson Institute. His proposed study aims to identify new molecules in the blood that can distinguish between aggressive and insignificant prostate cancer. With the assistance of Movember funds, Dr Selth will test whether these markers influence prostate cancer development and progression, which could lead to identifying new drug targets and have a rapid and significant impact on managing and treating this devastating disease. Dr Selth and his team have already made good progress on this research, having discovered a group of molecules in the blood, termed microRNAs, that are key regulators of cancer. The research team is now assessing whether these microRNAs can be used as biomarkers to predict an individual man’s risk of dying from prostate cancer.

Researching novel treatment for prostate cancer

Immunotherapy using dendritic cells is a promising treatment for prostate cancer; although this type of vaccine is currently expensive, difficult to produce and not suitable or effective for many patients. With support from PCFA’s Research Program over three years, Dr Kristen Radford, Cancer Immunotherapies Groups Leader at the Mater Medical Research Institute in Queensland, aims to overcome these limitations by developing a new vaccine that will directly target the “cancer fighting” dendritic cell, without first needing to remove them from the patient. Dr Radford and her team have identified a subtype of dendritic cells they believe is involved in inducing cancer-specific immune responses. The vaccine they are developing to directly stimulate these cells in vivo will be more efficacious, practical, cost effective and applicable to treat a wider range of patients. Additionally, with the support of a previous grant received from PCFA, Dr Radford has identified a new prostate cancer-specific target against which potent immune responses can be generated. This will be incorporated into the new vaccine, potentially with other known prostate cancer targets, to maximise the immune responses that can be generated.

Encouraging collaboration and enhancing research productivity

The Australian Prostate Cancer BioResource (APCB) has been supported by PCFA since 2004, and is a resource now used by many prostate cancer researchers funded through PCFA’s Research Program. APCB is a “virtual tissue bank” comprising four separate tissue collection nodes in Brisbane, Sydney, Melbourne and Adelaide, each with its own database for collecting tissue-associated clinical and pathological data, and linked by a web-based central database.Datasets can be downloaded by the individual nodes, then interrogated to assemble specific research cohorts. The National Health and Medical Research Council has contributed $2 million to APCB for five years to 2014, although PCFA’s National Board has approved additional support of $1 million over four years (2010-2014). This level of funding will allow APCB, chaired by Professor Judith Clements, to sustainably fund its program of prospective tissue and clinico-pathology data acquisition from men with early-stage prostate cancer.

Supporting researchers working in collaboration

PCFA partnered with the University of Adelaide in 2010 to fund the Adelaide Prostate Cancer Research Centre. With support from Movember funding, this new centre’s multidisciplinary team of medical researchers are pooling expertise in prostate cancer spanning basic science, translation, advanced clinical practice and education and evaluation programs. PCFA’s National Board approved $750,000 to support the centre for three years. Led by Professor Wayne Tilley and with members from the Dame Roma Mitchell Cancer Research Laboratories and the Freemasons Foundation Centre for Men’s Health, the centre aims to utilise novel approaches and new technologies to address important clinical issues, then rapidly and effectively translate its research findings into clinical and general practice, health education and health policy. It hopes to develop new knowledge of biomarkers for predicting indolent versus aggressive disease and treatment response, mechanisms of treatment resistance and new treatment strategies to improve the quality of life for those affected by the disease.
Improving evidence-based care for locally advanced prostate cancer

A national strategy to improve prostate cancer services and improve patients’ quality of life and survival has identified the provision of evidence-based care for high-risk men with prostate cancer as a priority. Compelling new evidence suggests a need to alter current practice by offering radiotherapy to high-risk men with prostate cancer. A new study being conducted by Professor Haines and her team, will assess whether a clinician-led and tailored intervention in nine hospitals within the NSW Agency for Clinical Innovation’s Urology Network (with urology multidisciplinary teams) increases evidence-based care for high-risk patients after surgery. The study will identify reasons why the intervention did or did not result in greater referral to radiation oncology services. Results from this study will be of immediate use, to ensure that men with high-risk prostate cancer, initially treated with surgery, receive swift and appropriate evidence-based cancer care.

Think Tank 2010

To mark its fourth anniversary, PCFA’s Research Program held its first Think Tank meeting. Attended by sponsors, scientists, PCFA’s Research Committee and National Board, the meeting aimed to provide a transparent, open discussion about current strategies and categories of funding for PCFA’s Research Program. It also sought feedback from current and prospective investigators, and patients affected by prostate cancer. Its hope was to review and tailor a research program that recognises changes in the prostate cancer research landscape. As a result of vigorous discussions about the existing PCFA Research Program (2007-2010), it was concluded that

• The prostate cancer research community recognises PCFA’s Research Program as a vital contributor in maintaining and advancing its research activities
• The Young Investigator Scheme is the most successful grant category, followed by the Concept Grant category
• PCFA’s Research Program can only act as a catalytic funding source, meaning that leveraging PCFA funds is crucial for all PCFA grant applicants.

Movember Support

In December 2010, the Movember Foundation renewed its funding agreement with PCFA for another three years. Movember’s commitment to support prostate cancer research through our Research Program has been recognised with changes to the names of funding categories offered in 2011:

• Movember Young Investigator Grants, to support young scientists beginning a career in prostate cancer research, offer up to $150,000 per year over four years
• Movember Concept Grants, for senior scientists not currently working in prostate cancer who have an innovative proposal and are seeking startup funding, offer up to $150,000 per year over two years
• Movember New Directions Development Grants, for senior scientists currently working in prostate cancer that aim to explore a new idea in the prostate cancer field, offer up to $150,000 per year over two years
• Movember Equipment Grants, for significant items of equipment needed to progress ongoing prostate cancer research, offer up to $100,000 in any given year.

IN DECEMBER 2010, THE MOVEMBER FOUNDATION RENEWED ITS FUNDING AGREEMENT WITH PCFA FOR ANOTHER THREE YEARS.
RESEARCH PROGRAM ACHIEVEMENTS: 2007-2011

PCFA’s Research Program has spent almost $27 million since it was established in 2007 – an equivalent annual investment to prostate cancer funding by the National Health and Medical Research Council. As a result, PCFA has doubled the overall funding available to researchers and significantly increased the labour pool involved in prostate cancer research. Grants have been allocated based on identified gaps in different research fields.

Since 2008, PCFA grant recipients have published more than 70 peer review papers in highly ranked journals, have lodged three patents pertaining to major discoveries, have constantly taken their findings to international and national forums and won major awards and prizes. They have also secured up to $5.5 million in leveraged funding from other agencies – a return of almost 20 per cent of our total investment within the four-year period. Our Concept Grant scheme has recruited 10 new investigators into prostate cancer research, three who have now secured funding from the NH&MRC and Cancer Councils to continue their important research work. The number of our funded Young Investigators in 2010 reached 17, of whom nine are now independent researchers running their own laboratories. PCFA-funded research has been presented and acknowledged in more than 200 international and national conferences and media sources.
ANNUAL RESEARCH UPDATE MEETING 2010

For the third consecutive year, PCFA joined forces with the National Breast Cancer Foundation to host an Annual Research Update. This year's meeting, held in Sydney and hosted by ABC and Network 10 journalist Julie McCrossin, focused on prevention. More than 150 research professionals, corporate representatives and members of prostate and breast cancer consumer networks attended the event to witness presentations from some of Australia’s most talented researchers. PCFA was represented by two outstanding young scientists: Dr Jeff Holst, a Young Investigator who heads the Origins of Cancer Lab at the Centenary Institute in NSW, and Dr Kristen Radford, PCFA Research Project grantee from the Mater Medical Research Institute in Queensland. Dr Holst reported great progress on his research into dissecting a link between nutrition and prostate cancer. Dr Radford leads the Dendritic Cells Cancer team at the Mater Institute that aims to develop new vaccine strategies for treating prostate cancer. Both talks generated significant questions and discussions. The event also hosted the panel and audience discussion Prevention: What Does Success Look Like? PCFA was represented on the panel by highly regarded urologist and expert researcher Professor Frank Gardiner AM, and expert psycho-oncologist Professor Suzanne Chambers. The meeting was a major success and PCFA will update consumers and sponsors on research progress via this forum again in 2012.
Connecting with international prostate cancer research

The 11th Annual Scientific Meeting of the American Society for Urological Oncology was held in Washington DC from December 8-10, 2010 and attracted more than 400 health professionals, including urologists, oncologists, researchers and public health professionals. The meeting featured presentations from 12 leaders in uro-oncology treatment and research, and covered many grey areas in the management of prostate cancer. Participants acknowledged that intense research has focused on low-risk patients (probably being over-treated) and high-risk patients (probably being under-treated), while the majority of patients treated today have intermediate-risk disease.

Novel markers are on the horizon, which may allow improved identification of patients truly in need of additional therapy. Utilisation of such markers will allow better risk stratification of this patient population – a top priority of PCFA’s Research Program, with many grants awarded to researchers in this field each year.

In the past year, two new agents (abiraterone and sipuleucel-T or Provenge, an immunotherapeutic vaccine) have received FDA approval and additional agents with great promise are being evaluated. It is not clear whether Provenge will come to Australia in the near future, although new therapies promising minimal or no side effects such as immunotherapeutic vaccines are on PCFA’s Research Program radar; with two funded studies already progressing in Queensland.

In a presentation on Evolving Treatment Paradigms for Castration Resistant Prostate Cancer; Professor Celestia S. Higano from the University of Washington School of Medicine provided an overview of current therapies and how this picture is changing. Radio-isotope therapy (Radium 223) was also discussed. Exciting research was presented in basic and clinical research of prostate cancer. Duke University scientists presented data on multidisciplinary prostate cancer clinics that are increasingly being utilised in urologic oncology in the US. For prostate cancer patients, the goal is to provide evaluation from urologists, medical and radiation oncologists during a single visit, with this approach benefiting the patient and the clinic that provides services, although the effectiveness of such a service is currently unknown. The most important data that will come from such an approach will be those that describe survival.

Of major interest was data showing that radical prostatectomy has superior survival outcomes compared to radiotherapy or watchful waiting. Researchers at Weill Cornell Medical College and University of Massachusetts analysed long-term survival probability in 16,508 men with localised prostate cancer treated either with surgery or radiotherapy/watchful waiting. Contrary to what we believe and what has been written and debated in the media for the past year, surgery was found to benefit patients’ survival far more than radiotherapy. There haven’t been any studies like this in Australia. The question for men diagnosed with the disease is now whether to live longer and deal with the side effects of surgery, or have definitive treatment and shorten life expectancy but preserve their quality of life. Studies of this nature that would prove of immediate benefit to men diagnosed with prostate cancer and are under-researched in Australia will be encouraged by PCFA’s Research Committee via targeted calls for applications in the coming year.
AWARENESS

LES HILL ADVERTISING CAMPAIGN

Some of Australia’s biggest TV, music, media and sports stars came together to launch PCFA’s major prostate cancer awareness campaign in May.

Identities including Les Hill, Bert Newton, Steve Waugh, Gyton Grantley, Kirk Pengilly, Adam Spencer, Simon Westaway, and Marcus Graham dedicated their time to appear in a series of television and radio commercials and online videos that aim to reduce the confusion some men feel about prostate cancer and testing.

The television commercials encourage men to discuss risk and testing options with their doctors. They were developed by award-winning director Paul Middleditch (Plaza Films) and Josh Whiteman (The Host Agency). The campaign was shot at The Wiggles Studios in Sydney and edited by Peter Whitmore (The Editors).

The driving force for this campaign was Les Hill, star of the Underbelly and Rescue: Special Ops television series. He believes Australian men need to be better educated about the severity of prostate cancer.

“I was absolutely taken aback that every three hours a man dies as a direct result of prostate cancer — thousands of men losing their lives each year, when prostate cancer can be treated and cured if detected early,” said Les.

“The support we have received from people in the sport and entertainment industries has been astounding, and if we are able to at least let men know that all it takes is a chat to your doctor; then we will make a difference in our community.”

Media commitment to placing the advertisements has been fantastic and the campaign has received a terrific response from the general public.
Advancing Quality of Life was the pertinent theme of the 2010 PCFA International Conference. During three glorious days on the Gold Coast from August 6 to 8, almost 1000 delegates participated in a unique exchange of information on prostate cancer treatment options, disease management, research developments and health promotion.

Queensland Deputy Premier and Minister for Health Paul Lucas opened the conference, which brought together scientists, nurses, medical practitioners, community organisations, allied health professionals, public health advocates, support group managers, health promotion professionals, government representatives – and a significant number of men being treated for prostate cancer.

PCFA National Chairman Graeme Johnson commenced proceedings by highlighting PCFA achievements in research, support and awareness, and then focused on partnerships and plans that will propel important PCFA work into the future.

Keynote speaker Professor Peter Scardino, from the Memorial Sloan-Kettering Cancer Center in New York, started his presentation by congratulating PCFA organisational structure. ‘I think you’ve got it just right – a single organisation that provides support, public education with awareness and also research. It’s important that those all go together.’

Professor Scardino’s address – Advancing Prostate Cancer: The Future for Treatment – discussed why PSA is a highly effective way to test for prostate cancer. He outlined the role of drugs proven to help prevent prostate cancer and provided insight into the effectiveness of treatments, even for aggressive, high-risk cancers, though he also called for increased consideration of Watchful Waiting as a treatment option.

PCFA’s two-day basic science forum within the conference kicked off with an outstanding lecture from one of Canada’s leading prostate cancer researchers, Professor Rob Bristow, from the Ontario Cancer Institute. It led a high standard of presentations, from Professor Pamela Russell AM (on combination therapies for late-stage prostate cancer), Dr Michael Pollak (from the Division of Experimental Medicine at McGill University, Montreal), and Professor Colleen Nelson (on androgen deprivation induced metabolic syndrome, an issue of great importance to men on ADT).

The basic science forum concluded with a two-hour intensive ThinkTank meeting, where the current state of science in the prostate cancer field and PCFA’s Research Program strategy of funding were discussed.

The Australian-Canadian Prostate Cancer Research Alliance Symposium was conducted as a satellite meeting of the conference, bringing together a large network of domestic and international prostate cancer researchers and clinicians. It provided a great opportunity to share discoveries and future plans between the two countries.

In an extremely interactive event, 22 PCFA grant recipients presented their new discoveries and progress in the fields of prostate cancer research. For the young Australian researchers, this was an opportunity to better understand the disease and the difficulties faced daily by men with prostate cancer, while many international conference delegates were impressed at how well it worked to have researchers meeting side-by-side with consumers. It was agreed that this benefited not only the researchers but also clinicians invited to speak to other streams of the conference, to students and the general public.

The conference theme Advancing Quality of Life was a successful continuation of PCFA’s first international conference, aiming to facilitate a meaningful exchange of information and experience between consumers, clinicians and researchers.

Many conference delegates felt that the scientific and medical discussions at the 2010 conference were greatly enhanced by the participation of prostate cancer survivors and their families. This reinforces PCFA’s belief that men with prostate cancer and their families need access to both state-of-the-art affordable treatment options and current information regarding the latest prostate cancer research.
LAUNCH OF THE PATIENT PACK

PCFA’s Localised Prostate Cancer Pack was launched in May, providing important information about treatment options, side effects and the overall prostate cancer experience in a single easy-to-manage pack. Funded by The Movember Foundation, Symbion Pharmacy Services and Foster’s Community Grants, the pack provides information to help men looking for additional guidance following a prostate cancer diagnosis. It mentions support services and helps patients track medical appointments and expenses, as well as thoughts and feelings throughout the prostate cancer experience.

Upon diagnosis, patients are given a voucher that can be redeemed for a pack at one of the 2500 participating Symbion Pharmacy Services. Packs are also available through PCFA’s network of affiliated support groups. Each pack contains books on Localised Prostate Cancer: A Guide for Men and Their Families, What Women (and Their Men) Need to Know About Prostate Cancer and Maintaining Your Wellbeing, as well as pamphlets and booklets on Coping with a Diagnosis of Prostate Cancer, What Every Man Should Know, Pelvic Floor Muscle Exercises for Men, Continence and Prostate: A Guide for Men Undergoing Prostate Surgery, TreatED: Prostate Edition, Sex After Treatment: for Prostate Cancer and Prostate Cancer and the Risk of Anxiety/Depression, as well as a copy of the DVD So, I have Prostate Cancer: What Now! There is also a user guide, prostate cancer personal organiser and evaluation form.

Symbion pharmacies were chosen as the preferred distribution point for this much-needed resource, as patients diagnosed with prostate cancer often have more frequent contact with their local pharmacist than specialists or GPs – particularly in Australia’s rural areas. To establish a relationship with pharmacist at an early stage of treating the disease is seen as vitally important, to help provide real, practical benefits to newly diagnosed men and their families. The pack is also available through PCFA’s network of affiliated support groups.
SuPPORT GROuPS

The network of prostate cancer support groups enjoyed continued growth through the past year; with the number of groups around Australia totalling 110 at June 2011.

This encouraging development shows continued respect for a facility that only emerged in Australia during the mid-1990s, when support groups were formed by men affected by prostate cancer, often in partnership with a local health professional. This was a unique situation for Australian men to announce that they were concerned about their health, although many support groups initially existed in isolation and concerns voiced by their members had little impact.

To act on those concerns, the Association of Prostate Cancer Support Groups (formed in 1998) joined forces with two other prostate cancer-related organisations in 1999 to form PCFA – and in 2001, at the first Conference of Affiliated Prostate Cancer Support Groups, the APCSG was renamed the Support and Advocacy Committee (SAC).

SAC, as one of five committees within PCFA’s National Board, coordinates the activities of support groups at a national level and maintains lines of communication between these groups. The support group community elects members to SAC, which therefore brings a strong community voice to PCFA governance.

Importantly, recent agreement has been reached to restructure SAC, so that it can concentrate more closely on support group requirements. This was highlighted at the SAC conference in Adelaide during April, where SAC chairman David Gregory said the year had seen significant change for the network and declared that more was coming. Some of this change is being driven by SAC, as it recognises that PCFA’s advocacy role had been largely neglected. As a result, SAC will work closely with PCFA’s national office as it lobbies and advocates for those diagnosed with prostate cancer in the year ahead.

In recent months, SAC has taken steps to join with other organisations to build stronger representation and collaboration with fellow-travellers, including Cancer Australia, Cancer Voices, Cancer Councils around the country, the National Rural Health Alliance, Consumers Health Forum, Self-Funded Retirees Association, Seniors Australia and others.

SAC is working closely with PCFA’s national office as it lobbies for Patient Assisted Travel Schemes, MBS and PBS funding for prostate cancer treatments and procedures, increased government awareness of prostate cancer and its impact on the community.

The work of individual support groups across Australia is also being assisted and directed through regular meetings of councils elected within the various PCFA State chapters – in NSW/ACT, VIC/TAS, QLD, SA/NT and WA. These help provide a voice for support group interests to reach PCFA and SAC agendas, and helps to enhance cooperation between the various Chapter Councils and SAC. Future plans include helping existing support groups to improve communications via teleconferences and PCFA’s website, and distributing DVDs of key prostate cancer speakers to more support groups in remote areas.

At the NSW/ACT Chapter Conference in Canberra during April, chairman Terry Wheeler highlighted the creation of new affiliation guidelines (now lodged with SAC for consideration), a review of the Chapter’s strategic plan, and reviewing guidelines for the creation of new support groups. Such careful attention to detail within a growing organisation has helped steer the successful creation of new support groups in Cooma, Cessnock, Port Macquarie and Singleton.

Announcing the intention of support groups to be even more active, a Declaration of Support Groups was presented to the 2010 PCFA International Conference at the Gold Coast, which outlined an ambitious agenda of developments for the year. While not all of these have been achieved, many advances were made – and the declaration signaled an important mindset of progress and development among the growing fraternity of support groups.

Even more importantly, it reinforced the fundamental tenant that support groups have a vital role in providing information and support for men diagnosed with prostate cancer; their partners and families.

This endeavor will be assisted greatly by the Federal Budget of May 2011, which allocated $3.9 million to PCFA over three years for the provision of support group services. SAC would especially like to acknowledge the work of Andrew Wilkie MP for his assistance in presenting PCFA needs to the government and achieving very welcome results.
PROSTATE CANCER SPECIALIST NURSING PILOT PROGRAM

Recognising a lack of expert, specialist nursing in prostate cancer care, PCFA has taken leadership in this area of unmet need by developing a program to pilot Prostate Cancer Specialist Nurses in metropolitan and regional Australia. Starting before the end of 2011, the new Prostate Cancer Specialist Nursing Program is a three-year program funded through the generous support of The Movember Foundation. Nurses will be employed directly by selected hospitals in metropolitan and regional areas through all States and Territories of Australia. PCFA will provide initial training, ongoing education and support to the nurses throughout this trial.

This program will be made easier and more effective thanks to the assistance of flight support, kindly provided by Qantas. PCFA will also work with Queensland University of Technology to measure the effectiveness of this pilot program and help determine long-term plans for the service. This study will involve health care teams working with the nurses, and with men and families in contact with the nursing service.

To select the sites where nurses will be working, an Expression of Interest was mailed to all identified prostate cancer service providers earlier this year; which drew 64 applications from across Australia. Applications were reviewed by a PCFA expert panel and potential sites visited. Host hospitals will be announced in December and then will recruit and employ nurses using PCFA funds. PCFA will host the Nursing Team launch and a training event early in 2012.

Prostate Cancer Specialist Nurses will be an expert point of contact for patients and their families, helping them get the best from local services and treatment centres by:

• Providing those affected by prostate cancer with ongoing point of contact and support
• Assisting men to access services in hospitals and in their community during and after treatment
• Providing men with reliable information about their diagnosis and treatment plan
• Providing men with information on dealing with the effects of treatment and how to get further help for their specific problems
• Coordinating care, wherever a man is in his cancer journey
• Helping men and families access a support group
• Providing education and training to other health care workers
• Participating in projects to improve care for those affected by prostate cancer.

Further information about the Prostate Cancer Specialist Nursing Service can be obtained from PCFA’s website at www.prostate.org.au
FUNDING
The 2010 campaign once again surpassed all expectations; giving Movember its most successful year to date; both in terms of participating Mo Bros and Mo Sistas and funds raised.

129,882 Australian Mo Bros and Mo Sistas got on board and together, with the support of their donors, raised a staggering AUS$25.6 million for prostate cancer and male depression programs.

The level of men's health awareness raised by the 2010 campaign was higher than in any previous year; with over 8,858 (up from 4,946 in 2009) media hits being generated during November alone. In addition, the campaign was supported by over 30 well known personalities coming on board as ambassadors, and the month bore witness to some great Movember activations and partnerships which helped to drive the campaign to achieving its ninth consecutive successful year.

Individual and team participation reached new heights, with one team raising an incredible new global record of $268,621 for Movember. Not to be outdone, the individual leader board was topped by a Mo Bro raising $65,142, again another new Movember record.

The united efforts of many ensured that Movember 2010 was an exceptional year for Movember Australia and looking to the future the team is confident of continued success.

Movember Funds Australia’s First Prostate Cancer Specialist Nurses

We are all aware of the fantastic work done by the McGrath Foundation specialist breast cancer nurses, but now, as a direct result of Movember funding, men with prostate cancer are set to benefit from a similar program that will deliver nurses specialising in prostate cancer:

The program – the first of its type in Australia to focus on prostate cancer – was recently launched by Movember and PCFA and will ensure men diagnosed with prostate cancer benefit from coordinated, specialist nursing care.

Over the next three years, the Prostate Cancer Specialist Nursing Pilot Program will focus on recruiting up to 15 nurses in both metropolitan and regional Australia to provide men with prostate cancer both clinical and supportive care.

Unlike other nurses, the Prostate Cancer Specialist Nurses will be an expert point of contact for patients and their families during the entire cycle of prostate cancer care – including post treatment support.

Research Program

Prostate cancer is the most common type of cancer in men in Australia. Over 20,000 men will be diagnosed with prostate cancer in 2011 and 3300 will die from this devastating disease.

To reduce the burden of this cancer in our community we need better diagnostic tools, novel and effective treatments and better preventive measures.

To be able to reach these goals and find a cure for prostate cancer research funding is desperately needed.

Since 2007, Movember has supported the largest competitive research program established by a not-for-profit organisation, PCFA, and has become the second major funding source in the prostate cancer field. In the last four years Movember has invested more than $27M in prostate cancer research in Australia and currently supports 60 active projects in six States.

Since 2008, new findings by PCFA grantees supported by Movember have published more than 60 peer review papers in highly ranked journals, have lodged four patents pertaining to major discoveries in the field, have constantly taken their findings to international and national forums and have been awarded major awards and prizes. From 2008–2010 PCFA grantees have secured up to $5.5M in leveraged funding from other agencies, a return of approximately 20% of the Movember total investment for that period.

Movember support has in addition enabled the recruitment of 10 new investigators into prostate cancer research. The number of our funded Young Investigators in 2010 reached 11, of whom nine are now independent researchers and run their own laboratories. Research supported by Movember through PCFA’s research program has been presented and acknowledged in more than 200 international and national conferences and media sources.
CORPORATE PARTNERSHIPS

COMMONWEALTH BANK

The Big Aussie Barbie campaign was created with generous assistance of the Commonwealth Bank, a major PCFA supporter since 2002.

Commonwealth Bank’s initial partnership with PCFA began to assist in the development of Australia’s first tissue bank for research into the prostate cancer. Since then, Commonwealth Bank has continued to partnership with organisations that promote the health and wellbeing of Australian men and women.

Commonwealth Bank CEO Sir Ralph Norris said he was proud to support this important fundraising campaign. “We hope that by hosting a range of fundraising initiatives, we will help to raise much needed funds for PCFA as well as raising awareness of prostate cancer and encouraging Australians to support this important cause,” Sir Ralph said.

Local Commonwealth Bank branches also hosted their own barbecues in September, helping to raise vital funds and awareness among local communities. The Commonwealth Bank is committed to the communities in which it operates and to supporting organisations that contribute to the health and wellbeing of all Australians.

For more information, visit www.commbank.com.au/community
On the 28th July, Qantas unveiled a brand new 737-800 jet with PCFA. PCFA’s blue ribbon “P” is now flying across Australia to raise awareness for men to speak to their doctor about being tested for prostate cancer.

Qantas is the proud airline sponsor of PCFA’s Prostate Cancer Specialist Nursing Program. They have provided sponsored flight assistance for the nurses who will be employed on the program to travel to receive education and training over a three year period to formalise their training as a specialist nurse.

Over the next three years, the Prostate Cancer Specialist Nursing Program will focus on recruiting up to 15 nurses in both metropolitan and regional Australia to provide men who have prostate cancer with clinical and supportive care. The nurses will act as an expert point of contact for patients and their families during the entire cycle of care – from diagnosis to post treatment support.

The Movember Foundation has generously provided $2.5 million of funding for the first part of the program. Additional funds are still needed and PCFA is now calling on the Australian community and corporate Australia to provide support so the program can grow and secure more nurses across Australia.

The launch of the jet attracted many media representatives to hear Qantas CEO, Alan Joyce, speak about the importance of prostate cancer testing as well as his personal journey with prostate cancer following recent surgery.

Mr Joyce said Qantas was extremely proud to be associated with Prostate Cancer Foundation of Australia.

“Qantas is honoured to be supporting Australia’s first specialist prostate cancer nurses who will play a vital role for those affected either directly or indirectly by prostate cancer,” Mr Joyce said.

“Earlier this year I was tested and discovered that I had an aggressive form of prostate cancer. I was able to have an operation quickly and was back at work within a few weeks.”

“My doctor told me that there was an 80 per cent chance that I would have been dead within 10 years if it hadn’t been detected when it was. I consider myself to be one of the lucky ones and would encourage all men over 40 to be tested regularly.”

“Around 60 per cent of Qantas’ 35,000 workforce is made up of men, particularly men over 40, so we will also be helping to raise awareness within the company.”

Federal Treasurer, The Hon Wayne Swan was also in attendance and emphasised the importance of corporate Australia in recognising PCFA’s work for this all too common disease.

“I’m really proud to be involved in this initiative which is all about getting nurses across the country and supporting them in their vital work,” Mr Swan said.

“As a survivor of prostate cancer, a great passion of mine in life is to bring greater awareness to blokes who are most at risk. The reality is if it weren’t for early detection nearly ten years ago, there is every chance I couldn’t be here today.”

As part of a new partnership with PCFA, Qantas will also help to build awareness of prostate cancer with passengers through advertising, in-flight announcements and on-board messaging.

PCFA’s greatly acknowledges the support of Qantas. Look out for the blue ribbon P flying through the sky!
THE BIG AUSSIE BARBIE CAMPAIGN

NATIONAL BBQ CAMPAIGN

The 2010 PCFA Big Aussie Barbie campaign captured the imagination of prostate cancer supporters around the nation. It generated great impact through its emotive The Difference Is You! campaign, which depicted a family barbecue to highlight the impact that the loss of a loved one to prostate cancer has on a family.

During September the generosity shown by so many Australians demonstrates increased awareness about this disease, its prevalence and impact on the community.

‘The fact that so many Australians took the opportunity to host a barbecue, raise funds, and start a conversation about this disease indicates a significant shift in community understanding. By talking about it, Australians are beginning to realise just how many of their loved ones, friends and colleagues are impacted by a diagnosis of prostate cancer: We are now saying, “enough is enough.”

“When it comes to helping improve outcomes for men diagnosed with prostate cancer, we have come a long way, but there is still a long way to go.’ Thanks to the terrific ongoing support of the Commonwealth Bank, major sponsor of The Difference Is You! campaign, its staff, and all those Australians who participated, PCFA can continue to lead the fight against this all-too-common disease.’ Dr Lowe says.

Free advertising time was procured from the Nine Network and Val Morgan Cinemas, which broadcast this important message promoting PCFA’s barbecue campaign around Australia throughout September.

The campaign raised $800,000 from people hosting barbecues on behalf of PCFA, purchasing PCFA Barbecue Kits from selected Commonwealth Bank branches and Barbecues Galore outlets, and asking their guests to make a donation.

PCFA thanks the following organisations for their generous fund and awareness raising efforts through September:

Commonwealth Bank
Angove Family Winemakers
Barbecues Galore
Mitchell and Partners
Bunnings
Scarborough Wines
Simson Greeting Cards
Volley
BIG BLOKES BBQ

In September 2009 the first Shepparton’s BIGGEST Ever Blokes BBQ was held in a large marquee in Shepparton, regional Victoria, to raise funds for PCFA.

The event was a sell-out, attracting over 500 men who indulged in a day of dining and entertainment; and the purchase of auction items ranging from fishing trips to Queensland holidays and Footy Show tickets.

PCFA had the opportunity to address the audience about the importance of our work and the purpose of fundraising endeavours in the community.

The Biggest Ever Blokes BBQ is the brainchild of Shepparton local Chris McPherson, CEO of McPherson Media Group. The event came to fruition as Chris wanted to do something in the community to support International Prostate Cancer Month in September and PCFA’s BBQ campaign.

This 2009 event turned out to be the blueprint for future events. Chris also invited fellow media proprietors from around regional Victoria to attend the Shepparton event to witness the day’s activities, to see how the male population embraced the event and to have a good time.

Over 600 men attended the second event in Shepparton in September 2010, raising over $108,000 for PCFA.

Hopefully through media awareness and attention, more Australian men will become aware of the need to look after their Health.

Following the success of the BIGGEST Ever Blokes BBQs in Shepparton, further BBQs are anticipated to be held in Bairnsdale, Ballarat and Bendigo, with the potential for other major regional centres in Victoria becoming involved.

Chris and his committee have created a model for how to run a successful event and have very generously supported and advised those who have followed through to host their own BBQ for prostate cancer event.

PCFA would like to acknowledge Chris and his committee for their great work in not only raising funds for PCFA, but importantly, for making men in regional Victoria more aware of prostate cancer.
COMMUNITY FUNDRAISING

NSW

For the NSW/ACT office, the past financial year has been very challenging, with impact from the Global Financial Crisis (GFC) evident and a series of national and international disasters adding significant pressure to many fundraising events – some which were cancelled or postponed. Fortunately, those that endured enjoyed significant success as both fundraising and awareness activities.

The Mango Auction at Sydney Markets on September 8 proved to be one of the juiciest fundraising events on the PCFA calendar. Proceeds from the first tray of mangoes sold for the season, bought by Woolworths for $30,000, contributed to a major day of fundraising and promotional activities, after which $40,000 was donated to PCFA. Sydney Markets also used this event to encourage more people to buy food supplies and stage their own barbecue for prostate cancer during September.

Barbecuing activities throughout September were busy, starting with Australian sport’s finest across all footy codes joining with PCFA and Commonwealth Bank at Doltone House on September 1. Cruise Australia’s City to Surf team presented PCFA with a $10,000 cheque at a barbecue celebration, while Pirtek hosted fundraising barbecues at 88 of their national franchises. Farmoz hosted more than 20 barbecues around Australia, raffled blue Weber barbecues and sold co-branded Farmoz & PCFA stubby holders, in addition to supporting a regional radio campaign developed with Thurnham Teece to promote the barbecue campaign.

Bathurst Support Group and Bathurst Council coupled a successful community barbecue with a public awareness session featuring Associate Professor Phillip Stricker from St Vincent’s Hospital, Sydney.

Parramatta Council concluded a month of prostate cancer awareness activities – including Parramatta Town Halls being dressed in PCFA blue banners – by holding a barbecue with Mayor Paul Garrard and members of Westmead support group on August 23. A cheque for $5000 was presented to NSW chair Tony Sonneveld OAM.

In Canberra, nine House of Assembly members cooked and sold sausages at a Pollies’ Barbie on September 24, raising more than $600. Many thanks go to Health Minister Katy Gallagher and her staff, CFMEU for providing the food and King O’Malley’s for providing the venue, together with ACT support groups for handing out prostate cancer information brochures.

The 2010 Pirtek Fishing Challenge raised $80,000 for PCFA, thanks to about 4000 participants across Australia. From 6am on April 11, anglers tried to catch a breed of fish allocated for their area, take a photo and email it to the challenge organisers. NSW anglers were on the lookout for bream, flathead and whiting, while those in the Murray-Darling Basin were aiming for Golden Perch and European Carp. Event creator Michael Guest said this great family event coupled an enjoyable outing with more than $140,000 in cash and prizes for participants.

A cheque for $80,000 raised from the challenge was presented to PCFA CEO Dr Anthony Lowe at the NRL match between the Pirtek Parramatta Eels and the Sydney Roosters on August 26, 2011. For this match, Pirtek replaced its logo on the front of the Eels jerseys with PCFA’s logo – and these special garments fetched $11,000 from fans. Pirtek also chose PCFA as beneficiary charity for its World Champions Dinner with Usain Bolt, attended by NSW Board Chairman Tony Sonneveld OAM and Darren Rudd, Angry Anderson and members of the Sydney Markets Mango Committee, and hosted by PCFA friend Alan Jones AO, who again did a mighty job in raising awareness for PCFA throughout the night.
Many other successful community events were held throughout the year. The Peabody Golf Day raised $10,000 for PCFA, which was presented to NSW Board Member The Hon Jim Lloyd, while State manager Wendy Farrow went to Temora for the Gonads Bike Ride, which raised $6,500 and attracted lots of regional media coverage. Other events raising more than $1,000 were the Towradgi Park Social Fishing Club, Australian Federal Police Halloween Party, Thorn Lighting Staff Fundraiser and Donation, Strathfield Golf Club, the Innkeepers Mystery Run at Robertson, Lawn Bowls Afternoon & Exhibition and an Adults Only Party. Fundraising activity was also helped by such resources as Everyday Hero and Go Fundraise.

In February, PCFA was official charity of the Bathurst 12-Hour event and had prominent signage on Alan East cars in the race. The tenth Ord Minnett Sydney Harbour Swim Classic, held on March 13, drew more than 1,000 swimmers for Australia’s premier harbour swim event. Many of Australia’s finest swimmers – both current competitors and legends – participated in the charity swim, and one of the PCFA teams, featuring Matt Abood, Graeme Brewer and Don Boland, took out first prize and obtained a bonus cheque for PCFA. All swimmers in the event were encouraged to support PCFA by registering at www.everydayhero and www.gofundraise.com.au.

PCFA hosted its 2011 Thank You event at Government House on March 23. Our Patron, Her Excellency the Governor Professor Marie Bashir AC CVO and Sir Nicholas Shehadie AC OBE, together with PCFA National Chairman Graeme Johnson and State Chairman Tony Sonneveld OAM, acknowledged the significant support of individuals, community groups and corporate groups who contribute to the fight against prostate cancer in NSW. PCFA presented Honorary Women’s Awards to Pam Sandoe OAM, Gabrielle Moran and Trish Bartlett, while Lindsay May and Jim O’Ryan received awards acknowledging their longstanding involvement with PCFA.

In May, PCFA NSW received this year’s largest injection of funds from a community group with a $35,000 donation from the Country Women’s Association. NSW Manager Wendy Farrow received the cheque and addressed 700 delegates during the CWA annual State conference in Nowra – before being told PCFA will be the recipient of another CWA medical research donation this year.

To mark Men’s Health Week in June, Harley-Davidson Australia and its ambassador, Pirtek Parramatta Eels Captain Nathan Hindmarsh, presented PCFA with a $10,000 donation from the sale of commemorative patches with the slogan “For our brothers, sons and fathers” through Harley-Davidson dealerships. Later in the month, the Macquarie Bank Trivia Night attracted more than 350 staff and raised more than $20,000, with celebrity chef Tony Bilson telling the audience his own personal prostate cancer story. Maitland Rugby Club, the second oldest surviving rugby club in Australia, held its annual Ladies Day on June 18, hosting the University of Newcastle fixture at Marcellin Park as a fundraiser. Castle Hill Country Club held a fundraising event on the same day, organised by the daughter of PCFA community speaker and 2011 Community Corporate Volunteer of the Year Rod Lowe.
In Victoria, the 2010 Big Aussie Barbie campaign was embraced with great enthusiasm and enjoyed terrific success. For the third consecutive year, the Biggest Ever Blokes’ Barbecue was held in Shepparton. On September 3, this big gathering raised more than $100,000 for PCFA. This concept has grown and attracted great support, with additional Biggest Ever Blokes’ Barbecues held in Bendigo on December 3 and in Bairnsdale on March 4, which raised a combined $100,000.

This represented part of a spirited campaign in which PCFA contacted local councils throughout the State, inviting the Lord Mayor in each community to host a barbecue for prostate cancer awareness. Mail outs were also issued to corporate contacts to host similar events.

The expanded Table4Ten concept was launched in Tasmania during Prostate Cancer Awareness Month, with dinners held in Launceston on September 1 and in Hobart on September 14. These events raised $45,000.

PCFA held a fundraising dinner at Il Duca Restaurant in East Melbourne, at which PCFA Board Members were encouraged to each host a table. It was pleasing that the restaurant was filled to capacity, funds were raised and many valuable new contacts were made between PCFA and prominent business people.

The Murray Meander is an annual week long Tinnie Trip – part of a continuing adventure by dingy that will navigate the length of the Murray River over three years. PCFA has received $75,000 as one of the co-charities to benefit from this event, along with the Otis Foundation. PCFA supports the Horizon committee, which runs this event, by providing guest speakers at functions along the journey, and attending the final gala dinner at the conclusion of the trip.

Balls4Life is a new fundraising venture through which the Balls4Life Foundation has an agreement with the AFL to obtain a match ball from every AFL game. The ball is then signed by the winning team and auctioned on the Balls4Life website. Over $45,000 was raised by Balls4Life for PCFA in the first three months of the 2011 AFL season, until June 30.

Charity Boys Italian Dinner is an annual dinner dance conducted by the Italian community in northern Melbourne. PCFA was the selected charity and received $35,000 from the night.

Nissan BRW Corporate Triathlon Series selected PCFA as its beneficiary charity. PCFA was represented at events that were held in Melbourne, Adelaide, Perth, Sydney and the Gold Coast.
Queensland

Devastating floods in South-East Queensland through early 2011 produced extraordinary footage of kayaks paddling down Melbourne Street with PCFA’s office as a backdrop. While our office suffered minimal effects, damage to the city was extensive and as a consequence fundraising in Queensland was constrained in the period following two cyclones and the January floods, as the State focused on rebuilding.

Despite this, a strong and reliable collection of annual community fundraisers for prostate cancer – Corporate Rugby Tens, Rumble Riders, Adonis Society, Clifton-Carp-for-Cancer, Southport Sharks Club, Norm Ross Memorial Cricket Day, Friday Warriors Pedal-for-Prostate and Table4Ten – was joined by new-comers in 2010. These were Southside Sports and Community Club’s Biggest Prostate Cancer Breakfast, and Toowoomba Rotary’s Ride the Range, a bicycle trek along a steep and spectacular section of Warrego Highway from Toowoomba down to Withcott and Grantham in the Lockyer Valley.

Many one-off events across Queensland contributed to PCFA, from the big Moranbah Police Charity Golf Day to the BlueAss Fairies team competing in the Gold Coast Marathon. Regular fundraising events that support various charities each year elected to donate to PCFA in 2010/11, such as the Liam Tansey Charity Race Day.

PCFA’s Queensland employees had a busy year servicing fundraising events and also provided valuable service for support groups and the Ambassador Program, while maintaining a close relationship with the co-ordinator of volunteers. Staff also found time in 2010 to help deliver the enormously successful International Conference on the Gold Coast to over 2,000 delegates.

Board members were heavily involved in providing direction to the Queensland office on operational and fundraising issues, and have included training to help staff and volunteers further understand prostate cancer.

Under the able guidance of the elected Queensland Chapter Council, the support group network grew as new groups commenced, existing groups were assisted and key members trained with the ongoing assistance of Cancer Council Queensland.

Sadly, the chair of the Queensland Chapter Council and stalwart of the movement, Lionel Foote, lost his battle with prostate cancer in early 2011. Chair of the Queensland Board Jim Hughes delivered a moving eulogy at Lionel’s celebration of life and all at PCFA extend their sympathy to his wife and family.
WESTERN AUSTRALIA

A busy calendar of fundraising events continued throughout the year, with notable contributors including Doc Henning’s ongoing Community Appeals that has raised $10,070 to date. Also Think Pink Realty has donated $4,800 as a percentage of real estate sales.

Events hosted by community groups each month were broad and varied. Wally Unger and his mining industry mates hosted a barbecue for prostate cancer in July that raised $22,050. In August the audience attending a Scotch College staff-versus-students Slatterball Match raised $1,800. In September the Cinnamon Club restaurant in tandem with community fundraiser Atul Garg hosted a dinner dance that raised $2,020, and a New Year’s Eve dinner dance raised $3,100. In October, South Hedland Charity Fundraising Golf Day raised $6,775 and Royal Fremantle Golf Club Charity Golf Day raised $8,330.

In November Trini Fundraisers held a barbecue that raised $11,325, while the Perth Wildcats basketball team dedicated a home game to prostate cancer. The players, wearing blue shoelaces to help raise awareness, went into the crowd after the game and collected $1,510 in donations.

BP Safe Day Work Program in February involved company employees donating part of their salary to charity after completing a major project without injury – and BP matched this figure. The venture raised $5,000 for PCFA, which was presented to Cate Harman and a PCFA ambassador who gave a prostate cancer awareness talk to the employees.

In March, the Young at Heart Comedy Show held at Settlers Ridgewood Rise raised $1,340. The Krikke Boys Race raised $5,000, and a 500km relay run by six football identities from the Lower South West of WA attracted great support from local communities. En-route activities included talks to raise prostate cancer awareness. The relay raised $28,750.

In April, Shell challenged Cootes Hire employees to work for a month without injury, and donated $5,000 to PCFA as their reward.

For 2010 Prostate Cancer Awareness Month, activities organised to promote the Big Aussie Barbie for Prostate Cancer Campaign included a large focus on selling PCFA barbecue kits. We approached several butchers to sell kits, with Weir’s Butchers really getting behind the campaign, as did our community partners Master Builders Association, Guys Grooming (fantastic community partners of PCFA WA for two years), Commonwealth Bank branches and local Barbeques Galore stores. Mail outs were also sent to WA Shires and Councils, and to past supporters of PCFA, requesting that they host fundraising barbecues and purchase a PCFA barbecue kit.

The Great Footy Breakfast was held on September 9 as a key Awareness Month event. Leading WA football personalities John Worsfold, Glen Jakovich and Western Force rugby player Scott Staniforth were interviewed about highlights of their football careers by Mark Readings from Channel 9. Guests paid $50 each to attend the gala breakfast. A surprise Guys Grooming ‘nose wax’ treatment was performed on Glen Jakovich after attracting a $550 bid and a Western Force jersey was auctioned to raise further funds. Positive feedback showed that PCFA has created a strong base from which to grow this event in following years.
SOUTH AUSTRALIA & NORTHERN TERRITORY

Recent times have marked the start of a new era for South Australia. Apart from a strong network of affiliated support groups, PCFA had hitherto not a presence in the State. A new management team was established, comprising leading South Australian identities; professional men and women from the business community, all committed to spreading the word and raising money in SA. This group also head up valuable Business Development and Advisory and Government Relations and Advocacy Groups.

The new team was launched during International Prostate Cancer Awareness Month by the then Premier Mike Rann at the State Library. Iconic Adelaide buildings were lit blue for a month to mark both events – including the Library, the Museum and Bonython Hall in the Adelaide University.

The Rail 2 Rocket Tag-Along Tow represented 3 years of planning by the Brian Newell Foundation. 21 vehicles carrying 51 adventurers set off to follow the old Ghan railway line to Oodadatta, then across to Coober Pedy and finishing in Woomera. The Road to Rocket was lead by Rotarian Don Ward and members of the Newell Foundation board. Brian along with his wife Maxine and sister Laurenta, were among the travellers and the venture raised more than $15,000.

2012 marks the 100 year anniversary of the sinking of the Titanic and events launching a 2012 fundraising ball were held during the year. A cocktail party and weeklong promotion during the Royal Adelaide Show raised over $16,000 – a precursor to a massive and very festive occasion that will see the world’s biggest balloon drop – and a huge donation to PCFA.

2011 saw the launch of a new fundraising initiative from National Pharmacies, SA’s leading pharmacy chain and Austereo. South Australia’s Biggest Sausage Sizzle – a statewide community event, was promoted by National Pharmacies, SAFM and Channel 7 – entertaining the public to hold sausage sizzles in the home, in the workplace and with their social group – be it sporting or otherwise. The sizzles were promoted in National Pharmacies stores, with advertisements on SAFM and Channel 7 (produced and aired for free for the whole month), on the partners websites, Facebook pages and editorially through the local press. Over $30,000 was raised and a template for an annual fundraiser that also packs an awareness punch through the media – over $80,000 of airtime was donated by Channel 7 and SAFM.

Local PCFA representative Karyn Foster hosted yet another sausage sizzle when she accepted a generous donation of $10,000 from the Coonawarra Vignernons Association.

The Support Group network grew with several new groups opening across South Australia. The Northern Territory also saw a very active year with the Alice Springs and Darwin Prosper Support Groups spreading the word diligently and with good humour.

The Southern Flinders Trail Horse Riding Club staged a 10 day Champagne, Steam & Saddle Ride through the Southern Flinders Ranges. On the ride from Gladstone to Quorn participants wore vivid blue T-shirts and the horses were decked out in blue saddle cloths and ribbons. Extra dollars were raised when ‘bushrangers’ held up riders at the Pichi Richi train station.

The Advertiser Sunday Mail Foundation showed PCFA more media support making PCFA the beneficiaries of their Grand Final Luncheon. A crowd of over 400 raised over $10,000 for the cause. The awareness campaign was priceless with over 10 stories run in both newspapers promoting the event.

In another media coup the iconic Adelaide firm Robern Menz enlisted Triple M and Channel 9 to run a month long media campaign urging locals to buy a limited edition run of Giant Fruchocs packaged in blue, with a prostate cancer test message. Adelaide’s own Fruchocs are usually packed in a burnt orange wrapper. Over $10,000 was raised with $1.00 from each sale donated to PCFA. The campaign was rolled out in Robern Menz stores, Coles, Woolworths, Foodland’s and IGA’s as well as in cinemas, petrol stations and delicatessens. Media donated over $80,000 in free airtime and production from Channel 9 and Triple M. All partners’ websites and Facebook pages carried the awareness message and an entertaining YouTube film went viral.

The Support Group network grew with several new groups opening across South Australia. The Northern Territory also saw a very active year with the Alice Springs and Darwin Prosper Support Groups spreading the word diligently and with good humour.

The South Australian institution, Coopers Brewery – donated $25,000 from the proceeds of ‘A Night at Coopers Brewery with John Farham’ in November of 2010. Funds were allocated to PCFA by the Coopers Brewery Foundation through Movember and were dedicated to PCFA’s South Australian research activities.
Encouraging donations from individuals has been very challenging for most of the not-for-profit sector throughout the past three years. The impact stemming from the GFC bit even harder during the most recent financial year, resulting in great pressure on fundraising compounded by the flow-on effects of local and international disaster activity.

The greatest impact felt by PCFA has been from diminished direct mail response to donations. In 2009, this avenue of fundraising brought in $452,258, largely achieved through responses to a plea made in Prostate News newsletters that are distributed to supporters on PCFA’s database four times a year. Managed mostly in-house, this activity was most cost-effective based on return from investment. However, in 2010 diminished returns of $343,322 showed that a shift away from the traditional newsletter appeal and towards a more strategic, focused plan would be essential to maintain and increase income levels.

After significant changes had been put in place, the 2011 winter appeal raised more than $281,000 – an increase of 42 per cent compared to the same period in the previous year, making it one of the most successful campaigns conducted in PCFA history.

Key elements contributing to the success of this campaign included

- The compelling and emotive story of Hayes van Der Meer, highlighting the importance of early prostate cancer detection and focusing on the importance of investing in more research
- Printing letters explaining PCFA’s need for funds, featuring smart contemporary design, colour layout and quality images
- A stand-alone lift device highlighting key points of the winter appeal
- A twin-wave campaign, comprising the distribution of letters with a lift-and-respond device, followed by a reminder in the Prostate News newsletter three weeks later
- An integrated media drive for the appeal, promoted on PCFA’s website to encourage online donations
- Targeted follow-ups by telemarketers to selected high-end supporters and regular donors.

The positive results achieved from this campaign will influence future PCFA fundraising activities, aiming to explore more targeted segmentation and acquisition. A review of database capabilities and resourcing is now required, with a systems review to streamline input and processing also necessary to further benefit future fundraising activity.
OUR WORKPLACE
### National Board
Chairman: Mr Graeme Johnson  
Deputy Chairman: Mr David Sandoe OAM  
Ms Roz Baker – Appointed 4/8/11  
Mr Steve Callister  
Mr Jim Freemantle – Retired 4/8/11  
Mr David Gregory  
Mr Des Grogan  
Mr Chris Hall  
Mr Jim Hughes  
Dr David Malouf  
Professor Villis Marshall AC  
Professor John Mills  
Mr John Palmer  
Mr Tony Sonneveld OAM  
Associate Professor Phillip Stricker  
Ms Patricia Watson  
Mr Peter Gebert (Observer)

### Finance Committee
Chairman: Mr Chris Hall  
Ms Helen Falconer  
Mr Jim Hughes  
Mr Graeme Johnson  
Dr Anthony Lowe  
Mr John Palmer  
Ms Patricia Watson

### Marketing and Sponsorship Committee
Chairman: Mr Steve Callister  
Dr Anthony Lowe

### Awareness and Education Committee
Chairman: Dr David Malouf  
Dr Anthony Lowe  
Ms Julie Sykes  
Associate Professor Phillip Stricker (Education Sub-Committee)

### Research Committee
Chairman: Professor John Mills  
Dr Bruce Kynaston (Consumer Representative)  
Associate Professor Richard Pearson  
Professor Suzanne Chambers  
Professor Robert (Frank) Gardiner AM  
Associate Professor Howard Gurney  
Associate Professor Susan Henshall  
Associate Professor Lisa Horvath  
Professor Peter Leadman – Commenced 21/10/11  
Professor Robert Newton – Retired 21/10/11

### Support and Advocacy Committee
Chairman: Mr David Gregory  
Mr John Allen  
Mr Malcolm Ellis  
Mr John Friedsam  
Mr Peter Gebert  
Mr Terry Harbour  
Mr Terry Koltasz  
Mr Bruce Kynaston  
Mr Tony Maxwell  
Mr Euan Perry  
Ms Karen Rendell  
Mr Max Shub  
Mr Keith Williams

### New South Wales Board
Chairman: Mr Tony Sonneveld OAM  
Mr Neil Adams  
Mr Charlie Barnett  
Mr Jack Fraenkel  
Mr Peter Haylen  
Dr Phillip Katelaris  
The Hon Jim Lloyd  
Mr Mike McClellan  
Mr David Nomchong  
Mr Marty Rhone  
Ms Lyn Thurnham  
Mr Terry Wheeler

### Victoria Board
Chairman: Mr Des Grogan  
Mr Darren Alexander  
Mr Mike Brady  
Mr Don Casboult  
Mr Peter Gebert  
Ms Karen Olesnicky  
Mr Johnathan Oppy  
Mr John Preston  
Mr David Schmidt  
Mr Geoff Underwood  
Mr Steve Whelan

### Western Australia Board
Chairperson: Mrs Roz Baker  
Mr Jim Freemantle  
Mr Terry Koltasz  
Dr Kenneth Michael  
Mr Bill Munro  
Dr Siobhan Ng  
Dr Tom Shannon

### Queensland Board
Chairman: Jim Hughes  
Deputy Chairman: Ian Smith  
Mr Don Baumber  
Mr Warren Cameron (Member representing Rotary)  
Professor Judith Clements  
Dr Bruce Kynaston (Member representing Queensland Chapter Council)

### South Australian Board
Chairman: Professor Villis Marshall AC  
Deputy Chairman: Mr Michael Brock  
Ms Margie Andrewartha  
Mr Michael Barrett  
Mr Nick Bolkus (Chair - Government Relations and Advocacy)  
Mrs Helen Dundon  
Mr Peter Hurley  
Mr Justin Jamieson  
Mr Jeff Roberts (Support Groups Representative)  
Dr Peter Sutherland  
Mr Will Taylor (Chair - Business Development)  
Mr Steven Trigg  
Dr Dick Wilson (Rotary Representative)

### Life Members
Mr Roger Climpson OAM  
Mr Bruce Fisher  
The late Mr Max Gardner AM  
Professor Pamela Russell AM  
Mr Jim O’Ryan  
Mr Tom Tait
## GOVERNANCE AND FINANCE

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The audited Financial Report for the year ended 30 June 2011 is included in this report. These financial highlights are intended to provide an overview of the Financial Report and to highlight matters of interest. They are not intended to replace or modify the content of the separate audited Financial Report.

**FUNDRAISING INCOME $10.6 MILLION**

PCFA has seven categories of fundraising income:

- Movember
- Corporate Partnerships
- Events, including The Big Aussie Barbie and community fundraising events
- Individual Giving, including Direct Mail, monthly Pledges and Bequests
- Trusts and Foundations
- Government and Other Grants
- Merchandise Sales.

PCFA’s fundraising income held up well in the light of economic conditions. The distribution between categories was as follows:

<table>
<thead>
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<th>FUNDRAISING DISTRIBUTION</th>
<th>Income ($)</th>
<th>Percentage of Fundraising Income (%)</th>
</tr>
</thead>
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<tr>
<td>Movember</td>
<td>5,000.0</td>
<td>47.4</td>
</tr>
<tr>
<td>Corporate Partnerships</td>
<td>1,058.9</td>
<td>10.0</td>
</tr>
<tr>
<td>Events</td>
<td>2,360.0</td>
<td>22.4</td>
</tr>
<tr>
<td>Individual Giving</td>
<td>1,482.4</td>
<td>14.0</td>
</tr>
<tr>
<td>Trusts and Foundations</td>
<td>426.4</td>
<td>4.0</td>
</tr>
<tr>
<td>Government and Other Grants</td>
<td>180.4</td>
<td>1.7</td>
</tr>
<tr>
<td>Merchandise Sales</td>
<td>53.0</td>
<td>0.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>10,561.1</td>
<td>100.0</td>
</tr>
</tbody>
</table>

In addition, PCFA received a bequest in the form of direct share holdings valued at $210,600 in the Financial Report.

The growth in income and support from corporate partners continued with income up $135,000 to $1.1 million.

The extremely strong level of community involvement and support continued with events raising $2.4 million, up from $1.6 million in the previous year.

PCFA continued to benefit from the very generous support of The Movember Foundation. This year Movember donated $5 million to support PCFA’s research program.

Donations from individuals were also strong with strong growth in PCFA’s direct mail program. Individual giving from donations, direct mail, monthly pledges and bequests totalled $1.5 million.
INVESTMENTS INCREASED FROM $16.2 MILLION TO $17.0 MILLION

PCFA raises in full the amount required to fund research grants before committing to funding. The funds raised are then invested over the duration of the grant period and released in periodic intervals.

PCFA’s investment policy is to hold short term funding requirements on deposit at Commonwealth Bank where they are available for immediate withdrawal without penalty. The balance of funds is invested in Commonwealth Bank term deposits. In addition, PCFA has a small managed investment portfolio with Macquarie Investment Management Limited, and direct holdings in Australian shares as a result of a bequest. PCFA is in the process of selling down these investments.

At 30 June 2011 the cash investments amounted to $15.8 million, the managed investment portfolio amounted to $1.0 million and the direct share holdings amounted to $210,580.

Overall, PCFA benefited from investment income of $932,600.

FUNDRAISING COSTS $0.4 MILLION, OR 4% OF FUNDRAISING INCOME

PCFA endeavours to control costs and to benefit from donated goods and services wherever possible. Direct fundraising costs were $0.4 million, or 4% of fundraising income.

FUTURE GRANT FUNDING INCREASED FROM $9.0 MILLION TO $11.6 MILLION

Research grants totaling $8.0 million were paid over the course of the year. PCFA deliberately allocated a higher level of research grant funding in 2010-11 than in previous years in order to ensure that donations received from Movember in prior years have been allocated in full. During the year PCFA awarded $9.6 million of research grants and future commitments to research grant funding increased from $9.0 million to $11.6 million.
Your directors present this report on Prostate Cancer Foundation of Australia Limited ("PCFA") for the year ended 30 June 2011.

DIRECTORS
The names of each person who has been a director during the year and to the date of this report are:

Mr Graeme Johnson – Chairman
Mr Steve Callister
Professor Dexter Dunphy AM (Resignation effective 17/02/2011)
Mr Jim Freemantle
Mr David Gregory
Mr Des Grogan
Mr Chris Hall
Mr Jim Hughes
Dr David Malouf (Appointed 13/11/2010)
Professor Villis Marshall AC
Professor John Mills
Mr John Palmer
Mr Jim O’Ryan (Resignation effective 28/10/2010)
Mr David Sandoe OAM
Mr Tony Sonneveld OAM
Associate Professor Phillip Stricker
Ms Patricia Watson
Ms Anita Ziemer (Resignation effective 5/08/2010)

Directors have been in office since the start of the year to the date of this report unless otherwise stated.

COMPANY SECRETARY
The following person held the position of company secretary at the end of the financial year:

Dr Anthony Lowe joined PCFA as Chief Executive Officer in March 2011.

Prior to joining PCFA, Anthony was Chief Operating Officer and Company Secretary at the National Breast Cancer Foundation.

Anthony has held senior executive positions in the financial services industry in Australia, the US and UK, ultimately becoming an Executive Director and Asia-Pacific business group leader at Mercer Wealth Solutions. Mercer Wealth Solutions provides superannuation solutions and financial advice to Mercer’s corporate and private clients.

Mr Andrew Giles – BA (Hons), the previous Company Secretary resigned from the position on 25 February, 2011.
PRINCIPAL ACTIVITIES
The principal activity of PCFA during the financial year was to raise awareness and attract widespread financial support for the work of PCFA to:

- fund research into the causes, detection, diagnosis and improved treatment of prostate cancer;
- provide information, support and counselling to those affected by prostate cancer; and
- raise community awareness of the incidence of prostate cancer, thereby encouraging earlier detection and more effective treatment of the disease.

No significant changes in the nature of PCFA’s activity occurred during the financial year.

OPERATING RESULT
The operating (deficit) / surplus of PCFA for the year ended 30 June 2011 amounted to $(2,952,052), 2010: $1,187,263.

DIVIDENDS
PCFA is limited by guarantee and is not permitted to pay dividends.

REVIEW OF OPERATIONS
PCFA’s operations for the year resulted in a deficit of $(2,952,052) (2010 surplus of $1,187,263) after the approval of research grants totalling $8.04 million (2009-10 $6.65 million). PCFA deliberately allocated a higher level of research grant funding in 2010-11 than in previous years in order to ensure that donations received from Movember in prior years have been allocated in full.

A detailed review of operations can be found in the annual report which accompanies this financial report.

SIGNIFICANT CHANGES IN STATE OF AFFAIRS
No significant changes to PCFA’s state of affairs occurred during the financial year.

AFTER BALANCE DATE EVENTS
Subsequent to 30 June 2011, PCFA approved at its August and October 2011 Board Meetings Research Grants totalling approximately $3,909,000 to be paid over the next four years.

No further matters or circumstances have arisen since the end of the financial year which significantly affected or may affect the operations of PCFA, the results of those operations, or state of affairs of PCFA in future financial years.

FUTURE DEVELOPMENTS
PCFA expects to maintain the present status and level of operations and hence there are no likely developments in PCFA’s operations.
ENVIRONMENTAL ISSUES
PCFA’s operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a State or Territory.

OBJECTIVES
PCFA’s objectives are:
• Be the peak independent body driving research into prostate cancer
• Improve early detection rates
• Be known as the best source for support and information regarding prostate cancer
• Be a sustainable organisation capable of delivering the mandate now and in the future

To achieve these aims PCFA has continued to fund high quality research through its national grants programme, as noted above, promoted and supported the establishment of additional support groups which, nationally, now number in excess of 100, and raised awareness of prostate cancer through the production of several new publications and our regular newsletter, all of which are accessible via the PCFA website.

OPTIONS
No options over issued shares or interests in PCFA were granted during or since the end of the financial year and there were no options outstanding at the date of this report.

INFORMATION ON DIRECTORS

Mr Graeme Johnson – LLB (Hons), BA(Hons)
National Chairman of PCFA. Inaugural Victorian Chairman. Graeme is a solicitor and former partner of national law firm, Allens Arthur Robinson. Graeme now runs his own legal practise specialising in acting for sporting bodies and venue operators, professional service providers and the entertainment industry.

Mr Steve Callister – B.Bus , M.B.A. , FCPA, FAICD, FAIM
Managing Director and Partner of an import wholesale company, dealing with all major retailers in Australia and New Zealand. Convenor of St Vincent’s Prostate Cancer Support Group. Former roles include Chairman of the NSW SAC, delegate to the National SAC and Chairman to the NSW Board. Steve became Chairman of PCFA’s Marketing and Sponsorship Committee in May 2009.

Professor Dexter Dunphy AM – BA(Hons), M Ed(Hons), PhD in Sociology
Dexter is a Emeritus Professor at University of Technology, Sydney. Since retiring in March 2009 from his previous position as Distinguished Professor; he has held professorial positions in the Faculty of Commerce and the Australian Graduate School of Management at the University of NSW and visiting professorships at Harvard University (USA), Keio University (Japan), Shanghai First Medical College (PRC), the National University of Singapore and the Helsinki School of Economics and Business Administration (Finland). Dexter has also worked extensively with senior executives, managers and other professionals in enhancing their managerial skills through mentoring and workshops.
Mr Jim Freemantle – B.Ec., MBA

Currently holds the following positions – Deputy Chairman of Racing & Wagering WA, Director; MDA National Insurance Pty Ltd, Member Western Australian Planning Commission, Central Perth Planning Committee, Member of the Swan River Trust, Chairman of WA Board of PCFA, Trustee – Anglican Diocese of Perth, Director – Dairy WA.

Jim is a Fellow of the Australian Institute of Company Directors and the Australian Institute of Banking & Finance. Jim was CEO of Home Building Society from 1995 – 2003. Jim previously held various senior positions in banking (NAB, Australian Bank, Elders IXL) and corporate consulting.

David Gregory

David worked as National Sales Manager, Golden Poultry Farming Industries, Ingham’s Enterprises, Goodman Fielder and others prior to setting up as a Food Broker to the Foodservice Industry. David worked as a volunteer for the Cancer Council Tasmania, & has had the role of Convenor of the Hobart Support Group and was elected to the Vic/Tas Chapter Council (Deputy Chairman) and as SAC Representative for Tasmania. He was further elected to the Chair of the National Support & Advocacy Committee in 2010.

Des Grogan – Dip.C.E. M.Eng Sc. Fellow VPELA

Des Grogan retired from the Consulting Engineering practice he founded after a career as a Civil & Traffic Engineer. At retirement the practice had grown to a multi-disciplinary group of 120 people with offices in Brisbane and Melbourne where it was the largest traffic engineering group in Victoria.

Des joined the Victorian PCFA board in late 2005 and was trained as an ambassador in the pilot study initiated by the PCFA.

Mr Chris Hall – B.Comm (Hons), CA

Chris joined the Board of PCFA in May 2007 as Finance Director. He is a partner and member of the National Executive Committee of KPMG, having previously been a board member. He was also a member of the Australian Auditing and Assurance Standards Board, until January 2011.

Jim Hughes – GAICD, Snr Assoc ANZIIF

Jim Hughes has held many senior positions in the insurance industry throughout Australia over many years and is actively involved in community activities. He is a Senior Associate of the Australian and New Zealand Institute of Insurance and Finance and a Graduate of the Australian Institute of Company Directors. He continues to be actively involved in the insurance industry via his management consulting practice. He also lectures on corporate risk management and business strategy formulation on behalf of the Australian Institute of Company Directors. Jim is a Director of Youi Insurance. He is Chairman of the Apex Foundation of Australia and a Life Governor of the Apex Clubs of Australia. In conjunction with being a Director of PCFA, Jim is also the Chairman of the Queensland Board of PCFA.

Dr David Malouf

Dr David Malouf graduated from the University of Sydney in 1990. He completed his Urology training in Sydney prior to undertaking a Fellowship year at the Hammersmith Hospital in London, specialising in surgical oncology and renal transplantation.

He is a clinical teacher at the University of New South Wales Medical School and is a VMO at St George Hospital, Hurstville Private Hospital and The Mater Private Hospital.
**DIRECTORS’ REPORT**

**Professor Villis Marshall AC – MB BS, MD (Adel), FRACS**

Director of surgical and specialty service at the Royal Adelaide Hospital, Clinical Professor of Surgery Adelaide University, Director Freemason’s Centre for Men’s Health, International Director of the Order of St John, Chairman of the Australian Cancer Network for the development of guide lines for the management of local and advanced prostate cancer. Past President of the Urological Society of Australia and New Zealand and Kidney Health Australia.

**Professor John Mills, SB (Chicago), MD (Harvard), FACP, FRACP, ARCPA**

John is a specialist physician, internationally-recognised scientist and biotech businessman. He currently holds positions as the Professor of Medicine, Epidemiology & Microbiology, Monash University; Professor of Microbiology, RMIT; Consulting Physician, Alfred Hospital and several positions on biotechnology venture capital and company boards. From 1992 to 2002 he was Director of the Burnet Institute for Medical Research and Public Health. Prior to immigrating to Australia he was Professor of Medicine, Microbiology, Laboratory Medicine and Clinical Pharmacy at the University of California, San Francisco. He is the Director of Research and Development at Tissupath Specialist Pathology.

**Mr Jim O’Ryan – FAICD, FAIBF.**

Jim’s experience lies in banking. Mr O’Ryan has held a position as Director of PCFA since 1999 including Chairman of the Board for three years. Jim’s special responsibilities were with the Finance, Audit and Governance sub-committee of the Board.

**Mr John Palmer – B.A, B.Sc, App (Building) Class 1 Hons, FAIM, FAIB, MIAA, Chartered Builder, JP.**

John is a Past President of the Rotary Club of Lane Cove and a Rotarian of 30 years. In 1997 he was the second Chairman of PCFA. He is a retired Associate Lecturer University of Technology Sydney. John is a Chartered Builder and the owner and sole director of Building Durability Pty Ltd, T A Taylor (Aust) Pty Ltd and Research & Applied Technologies Pty Ltd. His personal expertise includes extensive knowledge and experience in the durability of buildings and building materials, in concrete spalling investigation analysis and repair, in waterproofing diagnostics and rectification methodology, in structural facade maintenance and repairs and in historic building conservation. In 1991 John established a joint venture with and was a Board Member of the TIANAO Building Repair Materials Institute in Tianjin China until 2002.

**Mr David Sandoe OAM – Dip BIA, MBA, ANZIIF (Fellow) CIP, MCMI, FAIM, FAICD**

David is the National Deputy Chairman of PCFA, Chairman of Foundation Diane and Co-leader of the Sydney Adventist Hospital – Prostate Cancer Support Group. He has also held various board and committee roles with Cancer Voices NSW, Cancer Voices Australia, PCFA’s – Support and Advocacy Committee – Public Awareness and Education Committee and the NSW Board, the Institute of Magnetic Resonance Research, Cancer Council of NSW and the Cancer Institute’s NSW Oncology Group – Urology. He is General Manager and a Principal of Finity Consulting Pty Limited, an Australasian specialist general and health insurance actuarial and management consulting practice. David is a former President of the Australian & New Zealand Institute of Insurance and Finance and a former National President of the Swiss Australian Chamber of Commerce and is an honorary life member of both organisations.

**Mr Tony Sonneveld OAM – Dip Met RMIT**

As a qualified Metallurgist, Tony has held several operational positions in construction related business around Australia, New Zealand and South East Asia. He has honorary memberships in Australian Institute for Non Destructive Testing, International Committee for NDT, Officer-Training Unit Scheyville Army Association and has received many industry awards.

In 2007, Tony joined the NSW Board of PCFA as a Consumer Advocate and Ambassador Speaker to actively promote prostate cancer awareness, education and fund raising and became NSW Chairman in May 2009. He is a member of Cancer Voices NSW and participates in the Cancer Council NSW Strategic Research Partnership Grants Consumer Review of Applications.

**Associate Professor Phillip Stricker – MBBS(New South Wales) (Honours), FRACS**

Phillip is Chairman of the Urology Department at St Vincent’s Clinic Sydney, Director of the St Vincent’s Prostate Cancer Centre Sydney and Conjoint Associate Professor in Surgery at the University of New South Wales. He is one of the inaugural Directors of PCFA.
He is a prostate cancer expert with one of the largest experiences in Australia in nerve sparing surgery, brachytherapy and the newer forms of treatment of prostate cancer including robotic prostatectomy and High Intensity Focused Ultrasound. Over the last 20 years he has been involved in public awareness as well as research in the area of prostate cancer, having published over 50 articles in peer reviewed journals including the Lancet and Journal of National Cancer Institute.

Ms Patricia Watson
For more than 25 years Patricia has worked in management roles in the media, whilst serving as a Director and office-bearer of multiple not-for-profit organisations, including a period as President and Chairman of The Australian Museum. She is now Head of Business Affairs for Great Southern Film and Television. Until she moved to New Zealand in October 2006, Patricia was Chairman of PCFA.

Ms Anita Ziemer – B.App Sci, Adv Dip Screenwriting
Managing Director, Slade Group. Particular interest is in marketing and marketing strategy, HR and Recruitment, and good governance.

MEETINGS OF DIRECTORS
During the year, 4 meetings of directors were held. Attendances by each director were as follows:

<table>
<thead>
<tr>
<th>DIRECTOR</th>
<th>ELIGIBLE TO ATTEND</th>
<th>NUMBER ATTENDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr Graeme Johnson</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mr Steve Callister</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Professor Dexter Dunphy AM</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Mr Jim Freemantle</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Mr David Gregory</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mr Des Grogan</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Mr Chris Hall</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mr Jim Hughes</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Dr David Malouf</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Professor Villis Marshall AC</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Professor John Mills</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mr Jim O’Ryan</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Mr John Palmer</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mr David Sandoe OAM</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mr Tony Sonneveld OAM</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Associate Professor Phillip Stricker</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Ms Patricia Watson</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Ms Anita Ziemer</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
INDEMNIFYING OFFICERS OR AUDITOR

During or since the end of the financial year PCFA has not given an indemnity or entered into an agreement to indemnify, or paid or agreed to pay insurance premiums for any officer or auditor of PCFA except as follows: PCFA has paid premiums to insure directors against liabilities for costs and expenses incurred by them in defending any legal proceedings arising out of their conduct while acting in the capacity of director of PCFA, other than conduct involving a wilful breach of duty in relation to PCFA. The amount of premium paid was $6,160.

PROCEEDINGS ON BEHALF OF PCFA

No person has applied for leave of Court to bring proceedings on behalf of PCFA or intervene in any proceedings to which PCFA is a party for the purpose of taking responsibility on behalf of PCFA for all or any part of those proceedings. PCFA was not party to any such proceedings during the year.

AUDITOR’S INDEPENDENCE DECLARATION

The lead auditor’s independence declaration for the year ended 30 June 2011 has been received and can be found on page 45 of the directors’ report.

Signed in accordance with a resolution of the Board of Directors.

CHRIS HALL
Director
Dated this 27th day of October 2011
AUDITOR’S INDEPENDENCE DECLARATION

Under Section 307C of the Corporations Act 2001 to the Directors of Prostate Cancer Foundation of Australia Limited
ABN 42 073 253 924

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2011, there have been:

1. no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
2. no contraventions of any applicable code of professional conduct in relation to the audit.

MARK DRIESSEN
Partner
Walter Turnbull

Dated this 25th day of October 2011
Sydney, NSW
### Statement of Comprehensive Income

**For the Year Ended 30 June 2011**

<table>
<thead>
<tr>
<th>Description</th>
<th>Note</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>3</td>
<td>11,749,023</td>
<td>14,472,233</td>
</tr>
<tr>
<td>Administration employee benefit expenses</td>
<td></td>
<td>(1,250,170)</td>
<td>(1,392,881)</td>
</tr>
<tr>
<td>Direct fundraising expenses</td>
<td></td>
<td>(436,303)</td>
<td>(912,329)</td>
</tr>
<tr>
<td>Direct support group expenses</td>
<td></td>
<td>786,094</td>
<td>799,499</td>
</tr>
<tr>
<td>Research grants</td>
<td></td>
<td>(8,042,151)</td>
<td>(6,657,828)</td>
</tr>
<tr>
<td>Direct awareness project expenses</td>
<td></td>
<td>(2,681,631)</td>
<td>(2,084,511)</td>
</tr>
<tr>
<td>Other administration expenses</td>
<td></td>
<td>(1,479,534)</td>
<td>(1,437,922)</td>
</tr>
<tr>
<td>Loss on sale of financial assets</td>
<td></td>
<td>(25,192)</td>
<td>–</td>
</tr>
<tr>
<td><em>(Deficit) / surplus before income tax</em></td>
<td></td>
<td>(2,952,052)</td>
<td>1,187,263</td>
</tr>
<tr>
<td>Income tax expense</td>
<td>1 (k)</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td><em>(Deficit) Surplus after income tax</em></td>
<td></td>
<td>(2,952,052)</td>
<td>1,187,263</td>
</tr>
<tr>
<td><strong>Other comprehensive income</strong></td>
<td></td>
<td>(7,815)</td>
<td>38,124</td>
</tr>
<tr>
<td><em>(Loss) / gain on revaluation of available for sale financial assets</em></td>
<td></td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td><strong>Total comprehensive income for the year</strong></td>
<td></td>
<td>(2,959,867)</td>
<td>1,225,387</td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.
### STATEMENT OF FINANCIAL POSITION

**AS AT 30 JUNE 2011**  

<table>
<thead>
<tr>
<th>Note</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>5</td>
<td>15,839,935</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>6</td>
<td>2,714,541</td>
</tr>
<tr>
<td>Other current assets</td>
<td>7</td>
<td>153,329</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT ASSETS</strong></td>
<td></td>
<td>18,707,805</td>
</tr>
<tr>
<td><strong>NON-CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial assets</td>
<td>8</td>
<td>1,290,456</td>
</tr>
<tr>
<td>Plant and equipment</td>
<td>9</td>
<td>212,863</td>
</tr>
<tr>
<td><strong>TOTAL NON-CURRENT ASSETS</strong></td>
<td></td>
<td>1,503,319</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td></td>
<td>20,211,124</td>
</tr>
<tr>
<td><strong>LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>10</td>
<td>336,635</td>
</tr>
<tr>
<td>Research grants payable</td>
<td>11</td>
<td>7,262,775</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT LIABILITIES</strong></td>
<td></td>
<td>7,599,410</td>
</tr>
<tr>
<td><strong>NON-CURRENT LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long term provisions</td>
<td>12</td>
<td>203,748</td>
</tr>
<tr>
<td>Research grants payable</td>
<td>11</td>
<td>4,368,087</td>
</tr>
<tr>
<td><strong>TOTAL NON-CURRENT LIABILITIES</strong></td>
<td></td>
<td>4,571,835</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td></td>
<td>12,171,245</td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
<td>8,039,879</td>
</tr>
<tr>
<td><strong>EQUITY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reserves</td>
<td>13</td>
<td>(277,794)</td>
</tr>
<tr>
<td>Retained earnings</td>
<td></td>
<td>8,317,673</td>
</tr>
<tr>
<td><strong>TOTAL EQUITY</strong></td>
<td></td>
<td>8,039,879</td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.
# STATEMENT OF CHANGES IN EQUITY

## FOR THE YEAR ENDED 30 JUNE 2011

<table>
<thead>
<tr>
<th></th>
<th>Retained Earnings</th>
<th>Asset Revaluation Reserve</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balance at 30 June 2009</strong></td>
<td>$10,082,462</td>
<td>$(329,786)</td>
<td>$9,752,676</td>
</tr>
<tr>
<td><strong>Total comprehensive income</strong></td>
<td>$1,187,263</td>
<td>$38,124</td>
<td>$1,225,387</td>
</tr>
<tr>
<td><strong>Balance at 30 June 2010</strong></td>
<td>$11,269,725</td>
<td>$(291,662)</td>
<td>$10,978,063</td>
</tr>
<tr>
<td><strong>Total comprehensive income</strong></td>
<td>$(2,952,052)</td>
<td>$(7,815)</td>
<td>$(2,959,867)</td>
</tr>
<tr>
<td>Reserve written back on realisation of financial assets</td>
<td>–</td>
<td>$21,683</td>
<td>$21,683</td>
</tr>
<tr>
<td><strong>Balance at 30 June 2011</strong></td>
<td>$8,317,673</td>
<td>$(277,794)</td>
<td>$8,039,879</td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.
**STATEMENT OF CASH FLOWS**

**FOR THE YEAR ENDED 30 JUNE 2011**

<table>
<thead>
<tr>
<th>Note</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

**CASH FLOWS FROM OPERATING ACTIVITIES**

- Receipts and contributions from the public and government: 12,158,181
- Payments to suppliers and employees: (7,314,965)
- Research grants paid: (5,402,194)
- Interest and distributions received: 1,222,686

Net cash generated by operating activities: 18 663,708

**CASH FLOWS FROM INVESTING ACTIVITIES**

- Proceeds from investments: 354,018
- Payments for investments: (70,460)
- Payments for plant and equipment: (11,050)

Net cash generated in investing activities: 272,508

Net increase in cash held: 936,216

Cash at the beginning of the financial year: 14,903,719

Cash at the end of the financial year: 15,839,935

The accompanying notes form part of these financial statements.
NOTES TO THE FINANCIAL STATEMENTS

For the Year Ended 30 June 2011

NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Preparation

The financial report is a general purpose financial report that has been prepared in accordance with Australian Accounting Standards (including Australian Accounting Interpretations), the Corporations Act 2001, the Charitable Fundraising Act 1991 and its associated regulations.

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in a financial report containing relevant and reliable information about transactions, events and conditions.

Material accounting policies adopted in the preparation of this financial report are presented below and have been consistently applied unless otherwise stated.

The financial report has been prepared on an accruals basis and is based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets and financial assets. All amounts are stated in Australian Dollars and in presenting the financial report are rounded to the nearest dollar.

(a) Revenue

Fundraising proceeds, bequests and donations are accounted for when received and when PCFA is legally entitled to the income.

Movember income is accounted for on an accrual basis as part of its arrangements with an external agent.

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

(b) Contributions

PCFA receives non-reciprocal contributions from the Government.

These contributions are recognised at the fair value upon receipt at which time an asset is taken up in the Statement of Financial Position and revenue in the Statement of Comprehensive Income.

(c) Plant & Equipment

Plant and equipment are measured on the cost basis, less depreciation and impairment losses. The carrying amount of plant and equipment is reviewed annually by directors to ensure it is not in excess of the recoverable amount from these assets.

The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the assets employment and subsequent disposal. The expected net cash flows have been discounted to their present value in determining their recoverable amounts.

Plant and equipment that have been contributed at no cost, or for nominal cost are valued at the fair value of the asset at the date it is acquired.

Depreciation

The depreciable amount of all fixed assets is depreciated on a diminishing value basis over the asset's useful life to PCFA commencing from the time the asset is held ready for use.

The useful life applied for each class of depreciable assets are:

<table>
<thead>
<tr>
<th>Class of Fixed Asset</th>
<th>Useful Lives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer equipment</td>
<td>1-5 years</td>
</tr>
<tr>
<td>Office furniture and equipment</td>
<td>10-20 years</td>
</tr>
</tbody>
</table>
The assets’ residual values and useful lives are reviewed, and adjusted if appropriate, at each balance sheet date. Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are included in the Income Statement.

(d) Leases

Leases of fixed assets, where substantially all the risks and benefits incidental to the ownership of the asset, but not the legal ownership, are transferred to PCFA are classified as finance leases.

Finance leases are capitalised, recording an asset and a liability equal to the present value of the minimum lease payments, including any guaranteed residual values.

Leased assets are depreciated on a straight line basis over their estimated useful lives where it is likely that PCFA will obtain ownership of the asset. Lease payments are allocated between the reduction of the lease liability and the lease interest expense for the period.

Lease payments for operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expenses on a straight-line basis over the lease term.

Lease incentives under operating leases are recognised as a liability and amortised on a straight-line basis over the life of the lease term.

(e) Financial Instruments

Initial recognition and measurement

Financial assets and financial liabilities are recognised when PCFA becomes a party to the contractual provisions of the instrument. For financial assets, this is equivalent to the date that PCFA commits itself to either purchase or sell the asset (i.e. trade accounting is adopted). Financial instruments are initially measured at fair value plus transactions costs except where the instrument is classified “at fair value through profit or loss” in which case transaction costs are expensed to profit or loss immediately.

Classification and subsequent measurement

Financial instruments are subsequently measured at either fair value, amortised cost using the effective interest rate method or cost. Fair value represents the amount for which an asset could be exchanged or a liability settled, between knowledgeable, willing parties. Where available, quoted prices in an active market are used to determine fair value. In other circumstances, valuation techniques are adopted.

Amortised cost is calculated as:

i. the amount at which the financial asset or financial liability is measured at initial recognition;

ii. less principal repayments;

iii. plus or minus the cumulative amortisation of the difference, if any, between the amount initially recognised and the maturity amount calculated using the effective interest method; and

iv. less any reduction for impairment.

The effective interest rate method is used to allocate interest income or interest expense over the relevant period and is equivalent to the rate that exactly discounts estimated future cash payments or receipts (including fees, transaction costs and other premiums or discounts) through the expected life (or when this cannot be reliably predicted, the contractual term) of the financial instrument to the net carrying amount of the financial asset or financial liability. Revisions to expected future net cash flows will necessitate an adjustment to the carrying value with a consequential recognition of an income or expense in profit or loss.
(e) Financial Instruments (Continued)

(i) Financial assets at fair value through profit or loss
Financial assets are classified at ‘fair value through profit or loss’ when they are held for trading for the purpose of short-term profit taking, or where they are derivatives not held for hedging purposes, or when they are designated as such to avoid an accounting mismatch or to enable performance evaluation where a group of financial assets is managed by key management personnel on a fair value basis in accordance with a documented risk management or investment strategy. Such assets are subsequently measured at fair value with changes in carrying value being included in profit or loss.

(ii) Loans and receivables
Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market and are subsequently measured at amortised cost.

(iii) Held-to-maturity investments
Held-to-maturity investments are non-derivative financial assets that have fixed maturities and fixed or determinable payments, and it is PCFA’s intention to hold these investments to maturity. They are subsequently measured at amortised cost.

(iv) Available-for-sale financial assets
Available-for-sale financial assets are non-derivative financial assets that are either not capable of being classified into other categories of financial assets due to their nature, or they are designated as such by management. They comprise investments in the equity of other entities where there is neither a fixed maturity nor fixed or determinable payments.

(v) Financial liabilities
Non-derivative financial liabilities (excluding financial guarantees) are subsequently measured at amortised cost.

Fair Value
Fair value is determined based on current bid prices for all quoted investments. Valuation techniques are applied to determine the fair value of all unlisted securities, including recent arm’s length transactions, reference to similar instruments and option pricing models.

Impairment
At each reporting date, PCFA assesses whether there is objective evidence that a financial instrument has been impaired. In the case of available-for-sale financial instruments, a prolonged decline in the value of the instrument is considered to determine whether impairment has arisen. Impairment losses are recognised in the Income Statement.

Derecognition
Financial assets are derecognised where the contractual rights to receipt of cash flows expires or the asset is transferred to another party whereby PCFA no longer has any significant continuing involvement in the risks and benefits associated with the asset. Financial liabilities are derecognised where the related obligations are either discharged, cancelled or expired. The difference between the carrying value of the financial liability, which is extinguished or transferred to another party and the fair value of consideration paid including the transfer of non-cash assets or liabilities assumed is recognised in profit or loss.

(f) Impairment of Assets
At each reporting date, PCFA reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset’s fair value less costs to sell and value in use, is compared to the asset’s carrying value. Any excess of the asset’s carrying value over its recoverable amount is expensed to the Income Statement.

Where the future economic benefits of the asset are not primarily dependent upon the assets ability to generate net cash inflows and when PCFA would, if deprived of the asset, replace its remaining future economic benefits, value in use is depreciated replacement cost of an asset.

Where it is not possible to estimate the recoverable amount of an assets class, PCFA estimates the recoverable amount of the cash-generating unit to which the class of assets belong.

Where an impairment loss on a revalued asset is identified, this is debited against the revaluation reserve in respect of the same class of asset to the extent that the impairment loss does not exceed the amount in the revaluation reserve for that same class of asset.
(g) Research Grants

Research grants are expensed through the Income Statement and recognised as a liability when PCFA has a present obligation (legal or constructive) as a result of a past event, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation.

It is considered that upon Board approval of the research grants and notification of success to the grant applicant, PCFA is constructively obliged to fund the grants whereby an economic benefit will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation.

(h) Employee Benefits

Provision is made for PCFA’s liability for employee benefits arising from services rendered by employees to balance sheet date. Employee benefits expected to be settled within one year together with benefits arising from wages, salaries and annual leave which may be settled after one year, have been measured at the amounts expected to be paid when the liability is settled. Other employee benefits payable later than one year have been measured at the net present value. Contributions are made by PCFA to employee superannuation funds and are charged as expenses when incurred.

(i) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at-call with banks, other short-term highly liquid investments and bank overdrafts.

(j) Goods and Services Tax

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the Balance Sheet are shown inclusive of GST. Cash flows are presented in the Statement of Cash Flows on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

(k) Income Tax

No provision for income tax has been made as PCFA is exempt from income tax under Division 50 of the Income Tax Assessment Act 1997.

(l) Provisions

Provisions are recognised when PCFA has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured. Provisions recognised represent the best estimate of the amounts required to settle the obligation at reporting date.

(m) Comparative Figures

Where required by Accounting Standards, comparative figures have been adjusted to conform with changes in presentation for the current financial year.

(n) Critical Accounting Estimates and Judgements

The directors evaluate estimates and judgements incorporated into the financial report based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within PCFA.

Key Estimates – Impairment

PCFA assesses impairment at each reporting date by evaluating conditions specific to PCFA that may be indicative of impairment triggers. Recoverable amounts of relevant assets are reassessed using value-in-use calculations which incorporate various key assumptions.
Key judgements – Available-for-sale investments
PCFA maintains a portfolio of managed funds with a carrying value of $1,290,456 at reporting date. Certain investments within the portfolio have declined in value, but PCFA have determined that this decline does not constitute a significant or prolonged decline below the prior year’s carrying value. Should prices remain suppressed for an extended period of time, PCFA has determined that such investments will be considered for impairment in the future.

(o) New Accounting Standards for Application in Future Periods

Adoption of new Australian Accounting Standard requirements
No accounting standard has been adopted earlier than the application data as stated in the standard. No new accounting standards, amendments to standards and interpretations issued by the Australian Accounting Standards Board that are applicable in the current period are assessed to have material financial effect on the company.

Future Australian Accounting Standard requirements
New standards, amendments to standards and interpretations that are applicable to future periods have been issued by the Australian Accounting Standards Board. It is assessed that adopting these pronouncements, when effective, will have no material impact on future reporting periods.

NOTE 2: FUNDRAISING APPEALS CONDUCTED DURING THE FINANCIAL YEAR

The following disclosures for the current period are included to comply with the Charitable Fundraising Act 1991.

During the financial year PCFA raised funds primarily through:
- Solicited corporate and general donations;
- Gifts and bequests; and
- Charity events such as Movember:

<table>
<thead>
<tr>
<th>Results from fundraising appeals</th>
<th>2011</th>
<th>%</th>
<th>2010</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross income from fundraising and donations</td>
<td>10,561,098</td>
<td>96%</td>
<td>13,319,570</td>
<td>93%</td>
</tr>
<tr>
<td>Total cost of fundraising</td>
<td>(436,303)</td>
<td>4%</td>
<td>(912,329)</td>
<td>7%</td>
</tr>
<tr>
<td>Net surplus from fundraising</td>
<td>10,124,795</td>
<td>96%</td>
<td>12,407,241</td>
<td>93%</td>
</tr>
<tr>
<td>Total income</td>
<td>11,749,023</td>
<td>14,472,233</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total expenditure</td>
<td>14,701,075</td>
<td>13,284,970</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total payments to support services, awareness projects and research</td>
<td>11,509,876</td>
<td>9,541,838</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payments to support services, awareness projects and research as a percentage of total income</td>
<td>98%</td>
<td>66%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payments to support services, awareness projects and research as a percentage of total expenditure</td>
<td>78%</td>
<td>72%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Further information on the application of the net surplus from fundraising and other income is contained in the Statement of Comprehensive Income and the Statement of Cash Flows.
# NOTE 3: REVENUE

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue from government and other grants</td>
<td>180,395</td>
<td>467,272</td>
</tr>
<tr>
<td><strong>Fundraising revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Donations</td>
<td>590,031</td>
<td>387,655</td>
</tr>
<tr>
<td>- Corporate donations</td>
<td>1,058,892</td>
<td>923,877</td>
</tr>
<tr>
<td>- Major gifts</td>
<td>487,243</td>
<td>620,658</td>
</tr>
<tr>
<td>- Direct mail</td>
<td>405,233</td>
<td>343,322</td>
</tr>
<tr>
<td>- Movember</td>
<td>5,000,000</td>
<td>9,134,000</td>
</tr>
<tr>
<td>- Major events</td>
<td>2,359,972</td>
<td>1,640,243</td>
</tr>
<tr>
<td>- Trusts and foundations</td>
<td>426,377</td>
<td>252,182</td>
</tr>
<tr>
<td>- Merchandise sales</td>
<td>52,955</td>
<td>17,633</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>10,561,098</td>
<td>13,319,570</td>
</tr>
<tr>
<td>Other revenue</td>
<td>36,458</td>
<td>58,283</td>
</tr>
<tr>
<td>Bequests</td>
<td>218,871</td>
<td>–</td>
</tr>
<tr>
<td>Interest and dividends received</td>
<td>932,596</td>
<td>627,108</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>11,749,023</td>
<td>14,472,233</td>
</tr>
</tbody>
</table>
NOTE 4: NET (DEFICIT)/ SURPLUS FOR THE YEAR

Net (Deficit)/ Surplus for the year has been determined after

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Furniture and equipment</td>
<td>20,739</td>
<td>19,673</td>
</tr>
<tr>
<td>Employee benefits expense</td>
<td>1,940,188</td>
<td>1,969,969</td>
</tr>
<tr>
<td>Rental expense on operating leases</td>
<td>311,799</td>
<td>286,326</td>
</tr>
<tr>
<td>Auditor Remuneration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Audit services</td>
<td>37,000</td>
<td>26,000</td>
</tr>
<tr>
<td>- Other services</td>
<td>1,500</td>
<td>4,000</td>
</tr>
<tr>
<td></td>
<td>38,500</td>
<td>30,000</td>
</tr>
</tbody>
</table>

Other audit services relate to an audit of a PCFA Government Grant Acquittal.

NOTE 5: CASH AND CASH EQUIVALENTS

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>CURRENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash at bank</td>
<td>15,837,445</td>
<td>14,900,619</td>
</tr>
<tr>
<td>Cash on hand</td>
<td>2,490</td>
<td>3,100</td>
</tr>
<tr>
<td></td>
<td>15,839,935</td>
<td>14,903,719</td>
</tr>
</tbody>
</table>
NOTE 6: TRADE AND OTHER RECEIVABLES

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>CURRENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>31,370</td>
<td>–</td>
</tr>
<tr>
<td>Movember income receivable</td>
<td>2,500,000</td>
<td>3,653,643</td>
</tr>
<tr>
<td>GST receivable</td>
<td>48,495</td>
<td>32,447</td>
</tr>
<tr>
<td>Accrued interest</td>
<td>119,772</td>
<td>190,992</td>
</tr>
<tr>
<td>Staff Loan</td>
<td>–</td>
<td>89,500</td>
</tr>
<tr>
<td>Other receivables</td>
<td>14,904</td>
<td>16,950</td>
</tr>
<tr>
<td></td>
<td>2,714,541</td>
<td>3,983,532</td>
</tr>
</tbody>
</table>

PCFA, other than the balances outlined above, does not have any material credit risk exposure to any single receivable or group of receivables. PCFA does not hold any financial assets whose terms have been renegotiated, but which would otherwise be past due or impaired. There are no balances within trade receivables that contain assets that are not impaired and are past due.

NOTE 7: OTHER CURRENT ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>CURRENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepayments</td>
<td>153,329</td>
<td>144,937</td>
</tr>
</tbody>
</table>

PCFA ANNUAL REPORT 2010-2011
NOTE 8: FINANCIAL ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NON CURRENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Available-for-sale financial instruments:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Managed investment portfolio</td>
<td>1,009,416</td>
<td>1,300,643</td>
</tr>
<tr>
<td>Direct share portfolio</td>
<td>210,580</td>
<td>–</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,219,996</td>
<td>1,300,643</td>
</tr>
<tr>
<td>Held to Maturity financial instruments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rental deposits</td>
<td>70,460</td>
<td>65,824</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,290,456</td>
<td>1,366,467</td>
</tr>
</tbody>
</table>

Available-for-sale financial assets comprise of investments in managed funds and listed trusts and listed shares. There are no fixed returns or fixed maturity dates attached to these investments. A gain or loss on an available-for-sale financial asset is recognised directly in equity, through the statement of changes in equity, except for impairment losses and foreign exchange gains and losses, until the financial asset is derecognised, at which time the cumulative gain or loss previously recognised in equity shall be recognised in profit or loss. PCFA does not hold these assets for trading or for short term profit making.

Held to maturity financial assets comprise of bank deposits held.

NOTE 9: PLANT & EQUIPMENT

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plant and equipment</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At cost</td>
<td>310,227</td>
<td>299,177</td>
</tr>
<tr>
<td>Less accumulated depreciation</td>
<td>(97,364)</td>
<td>(76,625)</td>
</tr>
<tr>
<td><strong>Total plant and equipment</strong></td>
<td>212,863</td>
<td>222,552</td>
</tr>
</tbody>
</table>
NOTE 9: PLANT & EQUIPMENT (CONTINUED)

<table>
<thead>
<tr>
<th>Movements in Carrying Amounts</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance at the beginning of the year</td>
<td>222,552</td>
<td>174,260</td>
</tr>
<tr>
<td>Additions at cost</td>
<td>11,050</td>
<td>67,964</td>
</tr>
<tr>
<td>Disposals</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Depreciation expense</td>
<td>(20,739)</td>
<td>(19,672)</td>
</tr>
<tr>
<td><strong>Carrying amount at end of year</strong></td>
<td>212,863</td>
<td>222,552</td>
</tr>
</tbody>
</table>

NOTE 10: TRADE AND OTHER PAYABLES

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT</strong></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Trade creditors and accruals</td>
<td>238,311</td>
<td>464,857</td>
</tr>
<tr>
<td>Short-term employees benefits</td>
<td>98,324</td>
<td>156,220</td>
</tr>
<tr>
<td><strong>Total current</strong></td>
<td>336,635</td>
<td>621,077</td>
</tr>
</tbody>
</table>

**Financial liabilities at amortised cost classified as trade and other payables**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade and other payables</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Total current</td>
<td>336,635</td>
<td>621,077</td>
</tr>
<tr>
<td>- Total non current</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td><strong>Total non current</strong></td>
<td>336,635</td>
<td>621,077</td>
</tr>
</tbody>
</table>

Less short term employee benefits    | (98,324)| (156,220)|

**Financial liabilities as trade and other payables**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>238,311</td>
<td>464,857</td>
</tr>
</tbody>
</table>
### NOTE 11: RESEARCH GRANTS PAYABLE

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research grants payable</td>
<td>7,262,775</td>
<td>4,396,332</td>
</tr>
<tr>
<td><strong>NON CURRENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research grants payable</td>
<td>4,368,087</td>
<td>4,594,573</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>11,630,862</td>
<td>8,990,905</td>
</tr>
</tbody>
</table>

Research grants payable relate to 63 approved applications to which PCFA are presently committed. These will be paid over the next 4 financial years according to the agreed letters of offer.

### NOTE 12: NON-CURRENT PROVISIONS

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long service leave</td>
<td>14,852</td>
<td>31,162</td>
</tr>
<tr>
<td>Nursing education</td>
<td>95,000</td>
<td>–</td>
</tr>
<tr>
<td>Lease incentive</td>
<td>93,896</td>
<td>–</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>203,748</td>
<td>31,162</td>
</tr>
</tbody>
</table>

**2011**

<table>
<thead>
<tr>
<th>Analysis of Total Provisions</th>
<th>Long service Leave</th>
<th>Nursing education</th>
<th>Lease incentive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening balance at 1 July</td>
<td>31,162</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Additional provisions raised during year</td>
<td>4,770</td>
<td>95,000</td>
<td>104,395</td>
</tr>
<tr>
<td>Amounts used</td>
<td>(21,080)</td>
<td>–</td>
<td>(10,499)</td>
</tr>
<tr>
<td><strong>Balance at 30 June</strong></td>
<td>14,852</td>
<td>95,000</td>
<td>93,896</td>
</tr>
</tbody>
</table>
NOTES TO THE FINANCIAL STATEMENTS

Provision for Nursing education
A provision has been recognised for amounts provided for education purposes for nurses. These claims are expected to be settled in the next financial year. The provision is based on funds received from the Horizon Committee to fund nurse scholarships at La Trobe University and an endowment received.

Lease incentive
The company entered into a new operating lease for PCFA’s Sydney headquarters on 1 January, 2011 for a period of 4 years. PCFA received a rent free incentive of $104,395 in the form of rent, outgoings and parking. This incentive will be amortised over the life of the lease.

Provision for long-term employee benefits
A provision has been recognised for employee entitlements relating to long service leave. In calculating the present value of future cash flows in respect of long service leave, the probability of long service leave being taken is based on historical data. The measurement and recognition criteria relating to employee benefits have been included in Note 1 to this report.

NOTE 13: RESERVES

Asset Revaluation Reserve
This reserve records the revaluation of financial assets classified as available-for-sale.

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening balance 1 July</td>
<td>(291,662)</td>
<td>(329,786)</td>
</tr>
<tr>
<td>Revaluation of available</td>
<td>(7,815)</td>
<td>38,214</td>
</tr>
<tr>
<td>for sale financial assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reserve written back on</td>
<td>21,683</td>
<td>–</td>
</tr>
<tr>
<td>realisation of financial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balance 30 June</td>
<td>(277,794)</td>
<td>(291,662)</td>
</tr>
</tbody>
</table>

NOTE 14: CAPITAL AND LEASING COMMITMENTS

(a) Operating lease commitments

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-cancellable operating</td>
<td></td>
<td></td>
</tr>
<tr>
<td>leases contracted for but</td>
<td></td>
<td></td>
</tr>
<tr>
<td>not capitalised in the</td>
<td></td>
<td></td>
</tr>
<tr>
<td>financial statements.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payable – minimum lease</td>
<td></td>
<td></td>
</tr>
<tr>
<td>payments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- not later than 12 months</td>
<td>267,095</td>
<td>143,442</td>
</tr>
<tr>
<td>- later than 12 months but</td>
<td>724,066</td>
<td>10,128</td>
</tr>
<tr>
<td>not later than 5 years</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>- greater than 5 years</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>991,161</td>
<td>153,570</td>
</tr>
</tbody>
</table>
The property lease commitments are non-cancellable operating leases contracted for but not capitalised in the financial statements within a three year term. No capital commitments exist in regards to the operating lease commitments at year-end. Increase in lease commitments are in line with the lease agreements at an increase of 4% upon each anniversary date. PCFA are able to renew the term of operating leases for a further three years upon termination of the current lease period.

(b) Capital commitments

PCFA have no capital commitments that require disclosure in this report.

NOTE 15: CONTINGENT LIABILITIES AND ASSETS

There were no contingencies to note as at the reporting date.

NOTE 16: EVENTS AFTER BALANCE SHEET DATE

Subsequent to 30 June 2011, PCFA approved at its August and October 2011 Board Meetings research Grants totalling approximately $3,909,000 to be paid over the next four years.

No other matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of PCFA, the results of those operations, or the state of affairs of PCFA in subsequent financial years.

NOTE 17: KEY MANAGEMENT PERSONNEL COMPENSATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Short-term benefits</th>
<th>Post Employment Benefits</th>
<th>Other Long Term Employee Benefits</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Salary &amp; Fees</td>
<td>Other</td>
<td>Superannuation</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Long Service Leave Accrual</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>$246,447</td>
<td>–</td>
<td>15,633</td>
<td>821</td>
</tr>
<tr>
<td>Total Compensation</td>
<td>$246,447</td>
<td>–</td>
<td>15,633</td>
<td>821</td>
</tr>
<tr>
<td>2010</td>
<td>$190,888</td>
<td>–</td>
<td>16,730</td>
<td>18,999</td>
</tr>
<tr>
<td>Total Compensation</td>
<td>$190,888</td>
<td>–</td>
<td>16,730</td>
<td>18,999</td>
</tr>
</tbody>
</table>
### NOTE 18: CASH FLOW INFORMATION

Reconciliation of cashflow from operations with (deficit)/surplus from ordinary activities after income

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Deficit) / Surplus from ordinary activities</td>
<td>$(2,952,052)</td>
<td>$1,187,263</td>
</tr>
<tr>
<td>Non-cash flows</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share bequest</td>
<td>$(218,871)</td>
<td>$–</td>
</tr>
<tr>
<td>Movement in equity portfolio</td>
<td>$25,192</td>
<td>$–</td>
</tr>
<tr>
<td>Depreciation</td>
<td>$20,739</td>
<td>$19,673</td>
</tr>
<tr>
<td>Changes in assets and liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decrease / (increase) in receivables and other assets</td>
<td>$1,268,991</td>
<td>$(1,108,508)</td>
</tr>
<tr>
<td>(Increase) in other current assets</td>
<td>$(8,392)</td>
<td>$(38,916)</td>
</tr>
<tr>
<td>Increase in research grants payable</td>
<td>$2,639,957</td>
<td>$1,532,430</td>
</tr>
<tr>
<td>(Decrease) / increase in trade and other payables</td>
<td>$(284,442)</td>
<td>$284,428</td>
</tr>
<tr>
<td>Increase in provisions</td>
<td>$172,586</td>
<td>$1,602</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>663,708</td>
<td>1,877,972</td>
</tr>
</tbody>
</table>

### NOTE 19: RELATED PARTY TRANSACTIONS

There were no related party transactions to note during the period.
NOTE 20: FINANCIAL RISK MANAGEMENT

PCFA’s financial instruments consist mainly of deposits with banks, local money market instruments, short-term investments, accounts receivable and payable and leases. The totals for each category of financial instruments, measured in accordance with AASB 139 as detailed in the accounting policies to these financial statements, are as follows:

<table>
<thead>
<tr>
<th>Note</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Financial Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>5 15,839,935</td>
<td>14,903,719</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>6 2,714,541</td>
<td>3,983,532</td>
</tr>
<tr>
<td>Available-for-sale financial instruments</td>
<td>8 1,219,996</td>
<td>1,300,643</td>
</tr>
<tr>
<td>Held to maturity financial instruments</td>
<td>8 70,460</td>
<td>65,824</td>
</tr>
<tr>
<td><strong>Total Financial Assets</strong></td>
<td>19,844,932</td>
<td>20,253,718</td>
</tr>
<tr>
<td><strong>Financial Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Liabilities at amortised cost</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>10 238,311</td>
<td>464,857</td>
</tr>
<tr>
<td><strong>Total Financial Liabilities</strong></td>
<td>238,311</td>
<td>464,857</td>
</tr>
</tbody>
</table>

**Financial Risk Management Policies**

The PCFA Finance Committee meets on a regular basis to assist PCFA in meeting its financial targets, whilst minimising potential adverse effects on financial performance. Future cash flow requirements are reviewed on a regular basis.

PCFA does not have any derivative instruments at 30 June 2011.

(a) **Interest rate risk**

Exposure to interest rate risk arises on financial assets and financial liabilities recognised at reporting date whereby a future change in interest rates will affect future cash flows or the fair value of fixed rate financial instruments.

At 30 June 2011 PCFA is not exposed to any material interest bearing liabilities.

(b) **Liquidity Risk**

Liquidity risk arises from the possibility that PCFA might encounter difficulty in settling its debts or otherwise meeting its obligations related to financial liabilities. PCFA manages liquidity by monitoring forecast cash flows and ensuring that adequate cash reserves are maintained.
The table below reflects an undiscounted contractual maturity analysis for financial liabilities.
Cash flows realised from financial assets reflect management’s expectation as to the timing of realisation. Actual timing may therefore differ from that disclosed. The timing of cash flows presented in the table to settle financial liabilities reflects the earliest contractual settlement dates.

<table>
<thead>
<tr>
<th>Financial Liabilities due for payment</th>
<th>Total contractual cash flow</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade and other payables (excluding estimated annual leave)</td>
<td>238,311</td>
<td>464,857</td>
<td>–</td>
</tr>
<tr>
<td><strong>Total expected outflows</strong></td>
<td>238,311</td>
<td>464,857</td>
<td>–</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Financial Assets – cash flows realisable</th>
<th>Total contractual cash flow</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>15,839,935</td>
<td>14,903,719</td>
<td>–</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>2,714,541</td>
<td>3,983,532</td>
<td>–</td>
</tr>
<tr>
<td>Held to Maturity investments</td>
<td>70,460</td>
<td>65,825</td>
<td>–</td>
</tr>
<tr>
<td>Available-for-sale investments</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td><strong>Total anticipated inflows</strong></td>
<td>18,624,936</td>
<td>18,953,076</td>
<td>–</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net (outflow) /inflow on financial instruments</th>
<th>Total contractual cash flow</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>18,386,625</td>
<td>18,488,219</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>
(c) Credit Risk
PCFA does not have any material credit risk exposure to any single receivable under financial instruments entered into by PCFA.

(d) Price risk
PCFA is not exposed to any material commodity price risk.

Net Fair Values
The net fair values of all financial assets and liabilities approximate their carrying value. The accounting policies, terms and conditions of these items are the normal commercial policies, terms and conditions adopted by businesses in Australia.

The aggregate net fair values and carrying amounts of financial assets and financial liabilities are disclosed in the balance sheet and in the notes to the financial statements.

Sensitivity analysis
No sensitivity analysis has been performed for interest rate risk as PCFA is not materially exposed to fluctuations in interest rates.
No sensitivity analysis has been performed for foreign exchange risk as PCFA is not materially exposed to fluctuations in foreign currency rates.

NOTE 21: FOUNDATION DETAILS

The registered office and principal place of business of PCFA is:

Level 3,
39-41 Chandos Street
St Leonards, New South Wales, 2065

NOTE 22: MEMBERS GUARANTEE

PCFA is incorporated under the Corporations Act 2001 and is an entity limited by guarantee. If PCFA is wound up, the constitution states that each member of PCFA is required to contribute a maximum of $1 each towards meeting any outstandings and obligations of PCFA. As at 30 June 2011 the number of members was 91 (2010: 41).
The directors of PCFA declare that:

1. the financial statements and notes, as set out on pages 46 to 66, are in accordance with the Corporations Act 2001:
   (a) comply with Australian Accounting Standards and the Corporations Regulations 2001; and:
   (b) give a true and fair view of the financial position as at 30 June 2011 and of the performance for the year ended on that date of PCFA.

2. in the directors' opinion there are reasonable grounds to believe that PCFA will be able to pay its debts as and when they become due and payable.

3. pursuant to Schedule 1, Section 7(3) of the NSW Charitable Fundraising Regulations 2008;
   (a) the Statement of Comprehensive Income is drawn up so as to give a true and fair view of income and expenditure of PCFA for the year ended 30 June 2011 with respect to fundraising appeals;
   (b) the Statement of Financial Position and Statement of Cash Flows are drawn up so as to give a true and fair view of the state of affairs of PCFA as at 30 June 2011 with respect to fundraising appeals;
   (c) the provisions of the Charitable Fundraising Act 1991 and the regulations under the Act and the conditions attached to PCFA have been complied with for the year ended 30 June 2011; and
   (d) the internal controls exercised by PCFA are appropriate and effective in accounting for all income received and applied by PCFA from any of the fundraising appeals.

This declaration is made in accordance with a resolution of the Board of Directors

CHRIS HALL
Director

Dated this 27th day of October 2011
Sydney, NSW.
INDEPENDENT AUDITOR’S REPORT

REPORT ON THE FINANCIAL REPORT

We have audited the accompanying financial report, being a general purpose financial report of Prostate Cancer Foundation of Australia Limited ("PCFA"), which comprises the Statement of Financial Position as at 30 June 2011, and the Statement of Comprehensive Income, Statement of Changes in Equity and Statement of Cash Flows for the year ended on that date, a summary of significant accounting policies and other explanatory notes and the directors’ declaration.

DIRECTORS’ RESPONSIBILITY FOR THE FINANCIAL REPORT

The directors of PCFA are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including Australian Accounting Interpretations) and the Corporations Act 2001. The responsibility includes designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

AUDITOR’S RESPONSIBILITY

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor’s judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to PCFA’s preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of PCFA’s internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

ADDITIONAL SCOPE PURSUANT TO THE CHARITABLE FUNDRAISING ACT 1991

In addition, our audit statements have been prepared for the members of PCFA in accordance with Section 24(2) of the Charitable Fundraising Act 1991. Accordingly we have performed additional work beyond that which is performed in our capacity as auditors pursuant to the Corporations Act 2001. These additional procedures included obtaining an understanding of the internal control structure for fundraising appeal activities and examination, on a test basis, of evidence supporting compliance with the accounting and associated record keeping requirements for fundraising appeal activities pursuant to the Charitable Fundraising Act 1991 and Regulations.

It should be noted that the accounting records and data relied upon for reporting on fundraising appeal activities are not continuously audited and do not necessarily reflect after the event accounting adjustments and the normal period end financial adjustments for such matters as accruals, prepayments, provisioning and valuation necessary for period end financial statement preparation.

The performance of our audit included a review of internal controls for the purpose of determining the appropriate audit procedures to enable an opinion to be expressed on the financial statements. This review is not a comprehensive review of all those systems or of the system taken as a whole and is not designed to uncover all weaknesses in those systems. The audit opinion expressed in this statements pursuant to the Charitable Fundraising Act 1991 and regulations has been formed on the above basis.

Liability limited by a scheme, approved under Professional Standards Legislation
INDEPENDENT AUDITOR’S REPORT

INDEPENDENCE

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001 provided to the directors of PCFA on 25th October 2011 would be in the same terms if provided to the directors as at the date of the auditor’s report.

QUALIFICATION

It is not always practicable for PCFA to establish accounting control over all forms of donations prior to receipt of these funds and accordingly it is not possible for our examination to include procedures which extend beyond the amounts of such income recorded in the accounting records of PCFA.

QUALIFIED AUDIT OPINION PURSUANT TO THE CORPORATIONS ACT 2001

In our opinion, except for the effects, if any of the qualification set out above, the financial report of PCFA in all material respects is in accordance with the Corporations Act 2001, including:

i. giving a true and fair view of PCFA's financial position as at 30 June 2011 and of its performance for the year ended on that date; and

ii. complying with Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001.

QUALIFIED AUDIT OPINION PURSUANT TO THE CHARITABLE FUNDRAISING ACT 1991

In our opinion, except for the effects, if any of the qualification set out above:

a) The financial report gives a true and fair view of the financial result of fundraising appeal activities for the financial year ended 30 June 2011

b) The financial statements has been properly drawn up, and the associated records have been properly kept for the period from 1 July 2010 to 30 June 2011, in accordance with the Charitable Fundraising Act 1991 and its regulations; and

c) Money received as a result of fundraising appeal activities conducted during the period from 1 July 2010 to 30 June 2011 has been properly accounted for and applied in accordance with the Charitable Fundraising Act 1991 and its Regulations.

MARK DRIESSEN
Partner
Walter Turnbull

Dated this 31st day of October 2011
Sydney, NSW
PCFA sincerely thanks all donors and supporters who generously gave to us, either financially or in-kind, during the financial year 2010-2011. All support we receive, regardless of amount, is much appreciated and is vital to the Foundation’s fundraising income. The 2010-11 donors who have given $500 or more are listed below.
DONORS AND SUPPORTERS

Cartwright, Ms Pat
Casa D’Abruzzo Club
Case Di Moda Pty Ltd
Casella, Mr Angelo
Cash Resources Australia Pty Ltd
Cashflow Finance Australia Pty Ltd
Catherine Hill Bay Bowling Club
Cavaliers Cricket Club
CBA Canberra 2000
CBA Staff Social & Charity Club
CBi Social Club
Cbus Operations Manager
CCLV Social Club
Central Hotel
Central Old Prostate Support & Awareness Group
Centre for Organisational Capacity
Centrelink - Chasers Social Club
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DONORS AND SUPPORTERS

Harris, Mr Jeffrey
Harris, Mr Joel
Harrison, Mrs Beth
Harvey Industries Group Pty Ltd
Hawkesbury Canoe Classic
Hayley, Mr John
Hayes, Mr James
Health Super Pty Ltd
Heane Scientific Software Pty Ltd
Heathwood, Mr Ian D
Heinrich Constructions Pty Ltd
Heiter McFarland - Cyprian
Hering, Mr Darrell
Henry Bakh Pty Ltd
Herman, Mr Cameron
Herrrett, Mr Gary
Herring, Mr Graeme L
Hesam, Mr Brian B
Higgins & Dix
Higgins, Mr Martin
Higgins, Mrs Wendy
Hili, Mr Remien
Hill, Ms M
Hillier, Mr Michael
Hinterland Celtica Rugby Union Club
Hire a Hubby
Hirst, Mr Ellen G
HMAS Cerberus Vic 3920
 Hodgkins, Mrs Deborah
 Hodkinson, Mr Simon
Hodkinson, Mr John
Holst, Dr Jeff
Holmes, Ms Philippa
Holmes, Mr Peter
Holmess, Mr Philippa
Hole, Dr Jeff
Hore + Davies Real Estate
Horsham East Rotary Branch
HQL Racing Australia
Hughes, Mr Peter
Hume, Mr Angus
Hurnut, Mr Neil
Hurrell, Mr Andrew
Hunterville Private
Hush Communications
Huxtable, Mr Mark
Hyness, Mr Tony
IDG Communications
IFF Australia (Pty Ltd)
IGA Hunter Area
III Duka
IIet, Ms Annie
Illawarra Country Bootcatters
Illawarra Prostate Cancer Support Group
Iluka Resources
Inco Ink
Independence Australia
Independent Project Analysis, Inc
Independent Stampin’ Up!
Industrial Galvanizers (Sydney)
Ingram, Mr Michael
Ingram, Miss Sue
Internet Traffic Solutions Management Pty Ltd
Inverell Pharmacy
Inverell Shire Council
Ipswich Police Social Club
IT'S Pty Ltd
ITV Proline
Jain, Mr Gagan
James, Mr Niven
Jancy, Mr Bill
JB Radiators & Windscreen Service
Jellinbah Mining Pty Ltd
Jindalee Bowls Club Inc
JJ Richard & Sons Pty Limited
Johnson & Johnson Medical Ltd
Johnson Grind
Johnson, Mr Graeme
Johnston, Mr Robert
Jones Road Cellar Door
Jones, Mr Chris
Jones, Mr Jason
Jones, Mr Rodney P
Jones, Mr Sandy
Jones, Mrs Helen
Joyce, Mr Glenn
Kane Constructions Pty Ltd
Karagannis, Ms Barbara
Karam, Mr John
Karratha Woodside Gas Plant
Kastelanis, Dr Philip
Kawana Bowls Club
Keil, Mr Paul
Kemp, Mrs D
Kempsey Macleay RSL Club Ltd
Kennedy Foundation
Kennedy, Mr Mark
Key Pharmaceuticals Pty Ltd
Kiana Municipal Council
Kidson, Mr Nick
Kimba Bowling Club
Kimber Golf Club
Kimberly Clark Australia Pty Ltd
Kimberley-Carliec Millenium Mill
King, Mr & Mrs Bob & Narelle
King, Mr Richard
Kingston Beach RSL Club
Kingswood Golf Club Ltd
Kinley, Ms Rachel
Killer, Mr Brad
Knox Area Practicing Accountants
Discussion Group
Kruksley, Mr Scott
Kubers Knitwear Club
Koorey, Mr John
Kratzmann, Mr Jacob
Kurr Golf Club Ltd
L & D Bowling Club
L & P Part Lincoln
La Trobe Golf Club
Labreth, Mr Daniel
Laguna, Mr R E
Lamberts, Mr Paul
Lampson Australia Pty Ltd
Langdon, Mr Craig
Larkin, Mr Edmund
Lartrobe City Council
Latty, Mrs Angelina
Lawrence, Mr Rodney F
Ledingham, Mr Charles
Lee, Mr Robert
Lee, Ms Sheridan
Leighton Contractors Pty Ltd
Lennon, Mr Graham
Les Belles Art Directors
Lesie, Mr Dave
Lewis, Mr Ron
Lewis, Ms Patricia
Lexotania Tiles (Vic) Pty Ltd
Liam Tansley Pty Ltd
Liddell Coal Operations Pty Ltd
Liddgewood, Ms Erin
Life Activities Club Geelong
Lighthage Hotel
Lindstrom, Mr Paul
Lioness Club of Brome
Lions Club of Brisbane Bunya Inc
Lions Club of Broadford
Lions Club of Broken Hill
Lions Club of Brome
Lions Club of Canberra-Kambah (Inc)
Lions Club of Darwin Nightclub
Lions Club of Deer Park
Lions Club of Epping-Eastwood
Lions Club of Euroa
Lions Club of Geraldton
Lions Club of Kaluminda Inc
Lions Club of Minnamurra Inc
Lions Club of Palm Beach
Cumrunbing Inc
Lions Club of Scarborough
Lions Club of Tamworth
Lions Club of Walcha
Lions Club of Wauchope
Lions Club of Winston Hills Inc
Lions Club of Wellington Inc
Lonsdale Pty Ltd
Livingstone, Mr & Mrs BJ & MM
Llewellyn, Mr Mark
Lockington Heritage Complex
Lodge, Mr Robert
Lord, Mr Glen K
Lowes Manhattan
Macedone, Mr Bobby
MacKay & District Prostate Cancer Support Group
MacMillan Leighton Joint Venture
Macmillan, Mrs Ruth
Macquarie Bank
Macquarie Group Foundation
Macquarie Group Services
Australia Pty Ltd
Macquarie Investment Management Limited
Madden, Mr Peter
Madson, Mr David
Maersk FPSOs M60
Mak, Dr Samir
Malouf, Mr & Mrs A & S
Man Lunch
Managed Marketing & Sales
Mango Auction Committee
Mann Family Settlement
Mann, Mr Brian
Marrish, Mr Tom
Marin, Mr Mark
Mason, Mr Peter
MasonCare
Mates 500 Relay
Mathews, Mr Dean
Mathie Investments Pty Ltd
Matthews, Mr David
Mattioli Group Pty Ltd
Maurice Sanonetti
Construction Pty Ltd
Maxwons
Maxwell, Mr Stuart
Maza MX-5 Club of NSW
Menzies College
McBain, Mr I
McCays Home Computer Centre
McClellan, Mr Wasingerprint
McDonald, Mr Troy
McEvoy, Mr Sean
McGe, Dr Polly
McGrath, Ms Susan
McIlwraith Croquet Club
McInnes, Mr Steve
McKay Solicitors Social Club
McKee, Mr & Mrs Noel & Lee
McKenzie, Mr Dougal
McKen, Mr Ed
McKillop, Mr Peter I
McKinnell, Mr Scott
McLachlan, Mr Blair
McLachlan, Ms Kimre
McLeod Country Gold Club
McPhee, Ms Lee-Ann
Medley River Pty Ltd
Melbourne Assessment Prison
Melbourne CPC Social Club Charity
Melbourne Pub Group
Melodrum, Mrs Anita
Mellick, Mr Mark
Melinton Smash Repairs
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Palm Lake Resort - Social Club
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Pauluzzi Foundation Family
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Paynter, Mr Robert
Peck, Ms Danielle
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Perry, Miss Kyle
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Perth Wildcats
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Pintek Fluid Systems Pty Ltd
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Pintek Mascot
Pintek Milperra
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Pintek Regency Park
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Pintek Rosdy Downs
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(vic) Pty Ltd
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Adelaide Group
Prostate Cancer Support Group - ACT Region
Protrust Pty Ltd
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PSK Financial Services
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Qantas Engineering
Qantas Integrated Operations Centre
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Qantas Link PLO
QLD Nurses Union
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Rotary Club of Broome
Rotary Club of Beoan
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Rotary Club of Canberra West
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Rotary Club of Goodwood
Rotary Club of Condobin
Rotary Club of Crowes Nest
Rotary Club of Devonport North Inc
Rotary Club of Devonport SouthEast
Rotary Club of Diamond Creek
Rotary Club of Fitzroy
Rotary Club of Frankston North
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Rotary Club of Ivanert
Rotary Club of Joondalup
Rotary Club of Loochart
Rotary Club of Loxton Inc
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Rotary Club of Murramberah-Harden
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Rudl, Mr Troy
Rudl Mr T A
Rudling Mr Timothy
Rudling Mrs Judith Anne
Rumble Riders
Ruse, Mr Christopher
Russell Dr Ian
Ryan, Mr David
Sage Monopay
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Salesian College Rupertwood
Sandoe, Mr & Mrs David & Pam
Sanoff Aventis

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South West Rocks Surf Life Saving Club Inc.
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Southside Sport and Community Club
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St Ignatius’ College
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St Laurence’s Anglican Church
St Michael’s Grammar School
St Patrick’s College Sutherland
St Paul’s College
St Vincent’s Hospital
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Sweeney, Miss Rebecca
Swinhoun, Ms Jan
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Sydney Markets Mango Committee
Sydney Olympic Park
Sydney Water
Sydney Water Bills Services
Symons, Mr Peter
Symons, Mr Linda
Syzl, Chatswood Pty Ltd
Seylon Charitable Foundation
Table 4 Ten
Table 4 Ten Brisbane
Table 4 Ten Hobart
Table 4 Ten Launceston
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Taylor, Mrs Margaret
TDA Pools Pty Ltd
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Team 34 GB 201 16 18
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Tennison Shire
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The Liv Better Foundation
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The Thomas Hare Investments Ltd
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Thomas, Mr Stuart M
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Ticketek Pty Ltd
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Top Taste Cakes Employees
Towley Public School
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Townspont Park Social Fishing Club
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Tully, Mr Philip
Turner, Mrs Lisa
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Vintage Motor Cycle Club of Australia (NSW) Inc
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Wagga Wagga Tennis Association Inc
Waldin, Mr Brad
Wakom, Mr Scott
Wakom, Mr Scott
Walsh, Mr Derek
Walsh, Mr Kevin
Walsh, Mr Terry
Wahl’s Auto
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Webb, Mrs Jennifer
Wedge, Mr Stephen
Weethalle Rural Fire Brigade
Weidman, Mr Ingo
Weir & Mrs Ray & Annette
Weir’s Butcher
Wellington Point Bowls Club
Wescombe, J & E
Wesley College
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Western District Distric Vehicle Club
Westgate Bridge Strengthening Alliance
Westpac Banking Corporation
Westwood, Mrs JL
Whelan & Northey Jockey Club Pty Ltd
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White Dam Gold Production
WHO Northern NSW
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Wild Plumbing Social Club
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Williamson, Mrs Olivia
Wilson, Mr Warren D
Wilson, Mr Glenda
Wilson, Mrs Lee-Ann
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Wisemans Ferry Bowling Club Limited
Wombat Holdings
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Women’s Golf Griffith
Woodbridge, Mr Wayne
Woodland Family Practice
Woodward, Mr Wayne
Woolloongara Sydney Region Distribution Centre
Wyle, Mrs Helen
Wyndham City
Young at Heart Health & Fitness
Young, Mr Gav
Young, Mr Raymond
Younger Native Bees
Zahra, Mr Mark
Zannes Bros.
Zimmermann, Dr Barry
Zimmermann, Mr W}

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PCFA acknowledges the pro bono support of:
Allens Arthur Robinson
Finity Consulting
KPMG
Notice of endorsement for charity tax concessions

This endorsement notice has been issued to:

<table>
<thead>
<tr>
<th>Name</th>
<th>PROSTATE CANCER FOUNDATION OF AUSTRALIA LIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian business number</td>
<td>42 073 253 924</td>
</tr>
</tbody>
</table>

PROSTATE CANCER FOUNDATION OF AUSTRALIA LIMITED, a charitable institution, is endorsed to access the following tax concessions from the dates shown:

- **GST concessions** from 1 July 2005 under Division 176 of *A New Tax System (Goods and Services Tax) Act* 1999.

Your organisation's endorsement to access charity tax concessions, together with the date or period of effect, is entered in the public register maintained by the Australian Business Registrar at [www.abn.business.gov.au](http://www.abn.business.gov.au).

Your organisation must notify the Tax Office in writing if it ceases to be entitled to endorsement.

Michael D'Ascenzo  
Commissioner of Taxation and  
Registrar of the Australian Business Register
Endorsement as a deductible gift recipient

Endorsement as a deductible gift recipient under Subdivision 30-BA of the Income Tax Assessment Act 1997 is provided for the operation of a fund, authority or institution as detailed below.

<table>
<thead>
<tr>
<th>Name</th>
<th>PROSTATE CANCER FOUNDATION OF AUSTRALIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian Business Number</td>
<td>42 073 253 924</td>
</tr>
<tr>
<td>Name of fund, authority or institution to which endorsement relates</td>
<td>PROSTATE CANCER FOUNDATION OF AUSTRALIA</td>
</tr>
<tr>
<td>Endorsement date of effect</td>
<td>1 July 2000</td>
</tr>
<tr>
<td>Item(s) in Subdivision 30-B of the Income Tax Assessment Act 1997</td>
<td>1.1.5 public institution engaged solely in research into the causes, prevention or cure of disease in human beings, animals or plants</td>
</tr>
</tbody>
</table>

The fact that you have been endorsed for the operation of the above named fund, authority or institution, together with the date or period of effect, is entered in the public register maintained by the Australian Business Registrar.

Endorsement imposes certain obligations on the endorsed entity. For each fund, authority or institution for which the entity is endorsed the obligations include the maintenance of a gift fund, advising the ATO when entitlement to endorsement ceases, and inclusion of certain details on receipts. Each of these is explained in the ATO publication Giftpack. These obligations are imposed by sections 30-125, 30-160 and 30-228 of the Income Tax Assessment Act 1997.

Michael Carmody
Commissioner of Taxation and
Registrar of the Australian Business Register