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Established in 1996, Prostate Cancer Foundation of Australia (PFCA) as it is known today, is the largest organisation in Australia dedicated to:

- Helping men deal with the diagnosis and treatment of prostate cancer;
- Funding research into prostate cancer;
- Raising awareness about prostate cancer in the general community.

At its inception as an initiative of the Rotary Club of Lane Cove, the initial focus of the Prostate Cancer Research Foundation was to fund research. In 1999, the Foundation, as it was then known, amalgamated with the Australian Prostate Cancer Foundation, and the Association of Prostate Cancer Support Groups, and changed its name to Prostate Cancer Foundation of Australia.

This amalgamation created, for the first time, an organisation devoted to funding research and providing support for those diagnosed with prostate cancer, as well as increasing general awareness about this vital issue.

Since then, PCFA has continued to grow and now has state boards in New South Wales/Australian Capital Territory, Victoria/Tasmania, Queensland, South Australia/Northern Territory and Western Australia.

PCFA receives limited Government funding, State or Federal, and relies on the generosity of its supporters to fund important projects.

**AIMS AND OBJECTIVES**

PCFA’s objective is to reduce the impact of prostate cancer on the Australian community. We aim to achieve this via:

- Funding ongoing research into the identification, prevention and treatment of the fundamental causes 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.

**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 55).
Once again, PCFA is enormously indebted to the Movember Foundation for its continuing support of PCFA and its research funding program.

The 2009 Movember campaign resulted in PCFA receiving more than $9 million from the Movember Foundation, funds which will ensure the viability and success of PCFA’s outstanding research program. The 2009 Movember campaign enabled PCFA to approve research grants totalling more than $6 million during the year.

In September 2009, International Prostate Cancer Awareness Month, PCFA launched its inaugural barbecue campaign to raise awareness of prostate cancer and funds for PCFA. The campaign was very successful with barbecues held throughout the country. One of the highlights of the campaign was a barbecue held at Shepparton Showgrounds which raised $100,000 for PCFA. Credit and thanks to Chris McPherson and his tireless committee for organising this inaugural event.

PCFA’s Support Group network continued to grow, with the formation of the 100th Support Group on 10 June in Swan Hill, Victoria. Support Groups are a very important resource for men diagnosed with prostate cancer and their families. PCFA is acutely aware of the need to engage with men who are diagnosed and those close to them. I am looking forward to further growth in the Support Group network over the coming years.

During the year we said good-bye to two long-serving directors, Professor Tony Costello and David Curtain QC. Tony was instrumental in the establishment of the Victorian Board in 2001 and joined the National Board late in 2001. He has been instrumental in PCFA forging relationships in both federal and state governments and his retirement in December 2009 marked the end of an era. David retired as Victorian Chairman and a National Director in November 2009. Like Tony, he found the demands of his practice such that he was unable to continue to devote the time he wished to the PCFA cause. David served as our Victorian Chairman for five years.

On behalf of my fellow directors and the entire PCFA community, I thank Tony and David for their commitment to PCFA. They remain good friends of PCFA.

During the year we welcomed to the Board David Gregory, who replaced Peter Gebert as Chairman of the Support and Advocacy Committee. Peter Gebert remains an observer on the National Board. We also welcomed Des Grogan as the new Victorian Chairman. I have no doubt that they will make great contributions to PCFA. I thank all Directors, Chairmen of our committees, members of state boards and members of PCFA committees. I also thank all members of Support Groups for their contribution to PCFA.

PCFA has dedicated staff led by Chief Executive Officer Andrew Giles. I thank Andrew and his staff for their ongoing commitment and support.

PCFA could not operate without the work of volunteers. We are also very fortunate to have three magnificent professional firms who provide wonderful support and pro bono assistance to PCFA.
They are:

• Allens Arthur Robinson which has been providing pro bono legal support to PCFA since 2001 and has hosted many board meetings, committee meetings and functions for PCFA;

• Finity Consulting, at which David Sandoe OAM is General Manager, has been a marvellous supporter of PCFA and has hosted National Board meetings and other functions; and

• KPMG, of which our National Financial Director, Chris Hall, is a partner; KPMG has been very generous in allowing Chris to devote the time he does to PCFA and also hosting meetings and functions for PCFA.

On a state level, CBus has been a great supporter of the Victorian Board, hosting board meetings and providing volunteer staff for particular events. I thank all of our pro bono partners for their support of PCFA.

We still face many challenges at PCFA. Awareness of prostate cancer is growing annually. We still need to engage with the medical profession to ensure that men are made aware of the choices available before and after being diagnosed with prostate cancer. To that end, we are working closely with the Urological Society of Australia and New Zealand and with the Royal Australian College of General Practitioners.

I expect the time ahead will be an exciting one for PCFA. It is the peak body dealing with prostate cancer in Australia and the only body dedicated solely to the fight against prostate cancer.

It is only with the marvellous support we get from volunteers, support groups, directors, committee members and staff, that we are able to maintain this leadership position.

Finally, I would like to pay tribute to David Sandoe OAM, Deputy National Chairman, who continues to be a tireless worker in the prostate cancer cause. David has provided invaluable counsel and support to me during the past year: PCFA is very lucky to have David on its side.

GRAEME JOHNSON
National Chairman
30 September 2010
The 2009-2010 financial year was one of positive consolidation for all aspects of PCFA.

As with previous years, the outstanding highlight was the incredible success of Movember 2009. It was another record year in terms of the number of Mo Bros and Mo Sistas who signed up to take part in the event and also, in terms of support for PCFA, with a record $9.135 million being donated. At the same time, the high level of media and community coverage of the event was wonderful – with the flow-on effect that it is easier for men and their partners to talk about prostate cancer.

A related highlight of the year was the ongoing success of PCFA’s National Grant Program. At the end of 2009 we awarded grants of more than $6.2 million to a diverse range of vital and important projects. Then, in early 2010, when we called for the next round of applications we received a further 85 high quality applications. Importantly, the Federal Government has now acknowledged PCFA’s National Grant Program as being of national significance and as such, PCFA grant recipients qualify for vital infrastructure support directly from the Federal Government.

PCFA’s National Support Group Network continued to thrive throughout the year. To streamline activities the various support groups aligned themselves into five Chapters (based on both geographical and health service areas) to provide an additional layer of support for men and their partners dealing with prostate cancer. By the end of the year we had achieved the target of 100 Support Group across the country – and the growth is continuing.

Our federally funded Ambassador Program also managed to achieve its key targets in 2009-10. In total, almost 50,000 people attended Ambassador's presentations in the two years of the project. While the Government decided not to extend the funding of the project into 2010-11, PCFA has made a decision to try to retain the key aspects of the programs – and in particular, the incredible volunteers who make up our Ambassadors.

PCFA was not immune to the ongoing effects of the Global Financial Crisis and we failed to achieve budget in several key areas, resulting in the cut back of some of our services. However, the initial success of PCFA’s 2009 The Difference Is You! barbecue campaign suggests that the idea of hosting a barbecue to mark International Prostate Cancer Awareness Month (September) strikes the right chord with the Australian community and we look forward to it growing in the years to come.

On a personal note I continue to be very grateful to the thousands of individuals and community organisations who arrange and host local fundraising events across Australia on behalf of PCFA.

As you will see from this Annual Report, it has been a very busy year for PCFA and I would like to acknowledge the generosity and commitment of all staff who work tirelessly to ensure that PCFA is able to achieve its mission.

A special thanks also to all the volunteers who generously give up their time to sit on the National and State Boards, as well as our key committees – the National Support and Advocacy
Committee, the Awareness and Education Committee, the Marketing and Sponsorship Committee, the National Research Committee and the Finance, Audit and Governance Committee. I would like to particularly thank the National Chairman Graeme Johnson and Deputy National Chairman David Sandoe OAM who both devote incredible time, passion and leadership to PCFA.

Finally, to everyone who has donated funds to PCFA or attended one of our many events in the past 12 months, thank you for continuing to share PCFA’s passion and commitment to reduce the impact of prostate cancer on the Australian community.

ANDREW GILES
Chief Executive Officer
30 October 2010

IT WAS ANOTHER RECORD YEAR IN TERMS OF THE NUMBER OF MO BROS AND MO SISTAS WHO SIGNED UP TO TAKE PART IN THE EVENT AND ALSO IN TERMS OF SUPPORT FOR PCFA, WITH A RECORD $9.1 MILLION BEING DONATED.
It has been an extremely busy year for PCFA’s research activities. The PCFA Research Program funding round (2009-2012), announced in early April 2009, drew 65 funding applications from prostate cancer experts in each state. Following a rigorous national and international expert review, a total of 16 new grants were funded in November 2009 via PCFA’s Research Committee, with another five meritorious grants funded in partnership with Cancer Australia. With the support of Movember, PCFa’s Research Program distributed $6 million to the best prostate cancer investigators nationwide, taking the total funding (2007–10) for prostate cancer research to approximately $17 million.

Comprising outstanding Australian scientists, PCFA’s Research Committee reviews and advises on funding applications for prostate cancer research. Members include:

- Professor John Mills (Chairman)
- Associate Professor Rick Pearson
- Professor Suzanne Chambers
- Professor Robert (Frank) Gardiner AM
- Professor Howard Gurney
- Associate Professor Susan Henshall
- Professor Robert Newton

PCFa’s structured research program has the following aims:

- To provide a logical, consistent and transparent framework for the submission, review and selection of research applications for funding.
- To support the very best Australian research into prostate cancer and to ensure the allocation of PCFA grant funds is guided by a clear strategic focus, and a set of specific research priorities, based on deficits in existing research.
- To play a catalytic role in expanding the number of distinguished, senior Australian scientists working on prostate cancer, while ensuring that promising young investigators have the funding required, allowing them to mature into independent prostate cancer researchers.

Each of the new research grants involves some of the best young investigators or established researchers in Australia and reflects PCFA’s priority areas, as identified by the Research Committee in consultation with PCFA’s Board of Directors. We are confident that the outcomes of these projects will reduce the impact of prostate cancer on the more than 20,000 Australian men diagnosed each year and their families. With the ongoing support of Movember, PCFA looks forward to seeing current projects come to fruition and exciting future projects that explore new ground.
In addition to the funds committed to research, PCFA has also moved toward supporting the ongoing training and careers of young scientists in the field. In 2009, PCFA’s National Board approved a Travel Grant scheme to enable 30 stellar PhD students and young postdoctoral fellows to present their scientific findings at PCFA’s International Conference on the Gold Coast in August 2010 and at other international meetings. Full listings are on page 11.

To support and promote the best prostate cancer researchers, PCFA has also established the PCFA Prize and Lecture for Outstanding Excellence in Prostate Cancer Research and the PCFA Young Investigator of the Year Award. The PCFA Prize and Lecture for Outstanding Excellence in Prostate Cancer Research will be presented to an outstanding Australian scientist for his or her seminal contributions to the field of prostate cancer research. Such investigations must have been conducted in basic, translational, clinical, epidemiological, or behavioural science in prostate cancer research. Furthermore, these studies must indicate a major impact on the field, as well as stimulating new research directions. The Young Investigator of the Year Award will be presented to the most accomplished young scientist in the prostate cancer field.

"THE PCFA RESEARCH PROGRAM DISTRIBUTED $6 MILLION TO THE BEST PROSTATE CANCER INVESTIGATORS NATIONWIDE, TAKING THE TOTAL FUNDING (2007–10) FOR PROSTATE CANCER RESEARCH TO APPROXIMATELY $17 MILLION."
Funded Research

PCFA supports more direct prostate cancer research than any other organisation in Australia. Some of this research involves trailblazing work with gene therapy and immunotherapy or the development of new and potentially exciting drugs. Other research projects look at tools already at hand to better the odds in the fight against prostate cancer and improve the quality of men’s health.

Professor Gail Risbridger
Monash University, VIC
DipEd ’75 Oxford, MSc ’77 Strathclyde, PhD ’80 Monash

Novel estrogen therapy for advanced prostate cancer

Withdrawal of male hormones in men with prostate cancer is effective therapeutically because it kills the bulk of the tumour, but the cells that remain are lethal. This project is to determine if a new hormone therapy can kill these remaining tumour cells. Preliminary evidence suggests that the drug is effective in mouse tissues, but the researchers want to explore this more fully to determine if it works in human patient tissues, how it works and which cells it targets. Since this class of pharmacological drug is currently in clinical trials for other diseases, this preclinical data could facilitate rapid translation to full clinical testing.

Professor Gail Risbridger is one of Australia’s leading prostate cancer researchers, specialising in the endocrinology of male reproductive tract organs. She is currently Deputy Dean Special Projects, Faculty of Medicine, Nursing and Health Sciences at Monash University, leading an internationally recognised team (Prostate & Breast Cancer Research Group) working on prostate cancer and andrology-related projects. An NH&MRC Fellow, she pioneered the use of stem cells for recombination studies combining stem cell biology with endocrinology.

Dr Lisa Butler
University of Adelaide, SA
BSc (Hons) ’95, PhD ’98 Adelaide

A combinatorial approach targeting androgen signalling to treat prostate cancer

The use of new clinically-available agents that block androgen receptor (AR) expression and/or activity will enable these preclinical trials to be rapidly translated into Phase III clinical...
trials. They will also determine whether a therapeutic response to the combinatorial AR-targeting therapy can be predicted by a specific gene signature in human tumour cells. This has the potential to directly improve patient treatment and reduce mortality associated with prostate cancer by ensuring that patients who are unlikely to respond to AR-targeting therapy can be identified prior to commencing therapy.

The data obtained in these studies has the potential to improve the design of subsequent clinical trials based on this combination approach and to provide new therapy targets for prostate cancer. This will have long-term benefits for those affected by prostate cancer, especially men with metastatic disease on androgen deprivation therapy, who would be destined to die of their disease. In this group of patients, treatment strategies are limited to second-line hormone manipulations and chemotherapy, both of which achieve only modest increases in patient survival. This novel combinatorial approach will enhance the efficacy and specificity of targeting AR-signalling in prostate cancer patients, which will improve overall survival in a group of men with a very poor prognosis.

Dr Lisa Butler is a Cancer Council SA Senior Research Fellow in the Dame Roma Mitchell Cancer Research Laboratories (DRMCLR) in Adelaide. Her postdoctoral training was at the Memorial Sloan-Kettering Cancer Centre, New York. Dr Butler’s initial research in the DRMCLR was supported by a PCFA postdoctoral research fellowship. Subsequently, she was awarded a Florey Research Fellowship. Dr Butler heads a molecular therapeutics research group in the DRMCLR which focuses on novel combinatorial approaches to target androgen signalling therapeutically in prostate and breast cancer.

**Identifying and targeting Docetaxel resistance in hormone refractory prostate cancer**

Chemotherapy drugs for prostate cancer are effective in only 50 per cent of patients and are often accompanied by significant side effects. There is an urgent need to develop accurate markers that predict which patients will respond to chemotherapy and to define the mechanisms of drug resistance.

A molecule, MIC-1, is a potential predictive blood marker and mediator of Docetaxel resistance. This project will identify how MIC-1 causes Docetaxel resistance and what other new drugs can be given with Docetaxel to overcome this resistance. A clinical trial will also be run to develop the MIC-1 blood test as a predictor of resistance. Success in this project will help clinicians to direct the most appropriate treatment to individual patients, relieving some patients of unnecessary treatments and targeting aggressive therapy to those who are most likely to benefit. This project offers an opportunity to improve patient care for prostate cancer in its most advanced stage.

**Dr Patrick Humbert**

Peter MacCallum Cancer Centre, VIC

BSc (Hons) ’91 Western Australia, PhD ’96

Walter and Eliza Hall Institute

Associate Professor Lisa Horvath

Garvan Institute, NSW

MBBS (Hons) ’94 Sydney, PhD ’04 UNSW

A mouse model to investigate the role of BRCA2 in prostate tumourigenesis

The development of prostate cancer is not well understood. Mouse models for the study of prostate cancer are still relatively poor at mimicking the full spectrum of human disease progression, including metastasis, the major cause of death in prostate cancer patients. This project will generate a mouse model for prostate cancer based on a population of patients recently identified as carrying mutations in the BRCA2 gene (Breast Cancer 2, a gene involved in DNA repair). These recent studies have shown that prostate tumours arising in BRCA2 mutation gene carriers represent a specific, highly aggressive subtype of disease, with the vast majority of patients showing metastatic disease at presentation. These tumours are likely to display distinct molecular and genomic features. Men who inherit a mutation in the BRCA2 gene are at ~3.5-fold increased risk of developing prostate cancer.

This project aims to generate a pre-clinical model for BRCA2 human patients that will allow testing of new therapies, as well as provide molecular insight into these patients’ diseases. These experiments will also inform us more broadly about the molecular development of prostate cancer.

Professor Patrick Humbert has had his own research laboratory at the Peter MacCallum Cancer Centre, Melbourne, since 2000, where he has studied how cell orientation is required for stem cell function, organ formation and cancer, with a particular emphasis on breast and prostate cancer. In 2001, he was awarded a Special Fellowship from the Leukemia and Lymphoma Society of America and is currently an RD Wright Fellow of the NH&MRC. Professor Humbert is the recipient of two PCFA concept grants.
# CONCEPT GRANTS

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<th>Name</th>
<th>Research Field</th>
<th>Affiliation</th>
<th>State</th>
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</thead>
<tbody>
<tr>
<td>Dr Caroline Gargett</td>
<td>Identifying progenitor cells in prostate tumour stroma.</td>
<td>Monash Institute of Medical Research</td>
<td>VIC</td>
</tr>
<tr>
<td>Professor Jiri Neuzil</td>
<td>Targeting mitochondria for selective therapy of prostate cancer.</td>
<td>Griffith University, QUT</td>
<td>QLD</td>
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# PROJECT GRANTS

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<tbody>
<tr>
<td>Dr Paul de Souza</td>
<td>A Translational and Pharmacokinetic study of a Novel, Orally-Active, Targeted Treatment HRPC.</td>
<td>Cancer Centre, St George Hospital</td>
<td>NSW</td>
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<tr>
<td>Associate Professor Howard Gurney</td>
<td>Metformin in Prevention of Androgen Deprivation Therapy-Induced Insulin Resistance and Metabolic Syndrome.</td>
<td>Cancer Care Centre, Westmead Hospital</td>
<td>NSW</td>
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<tr>
<td>Associate Professor Ygal Haupt</td>
<td>The involvement of the E6AP-PML regulatory pathway in the development of prostate cancer.</td>
<td>University of Melbourne</td>
<td>VIC</td>
</tr>
<tr>
<td>Dr Patrick Humbert</td>
<td>A mouse model to investigate the role of BRCA2 in prostate tumourigenesis.</td>
<td>Peter MacCallum Cancer Centre</td>
<td>VIC</td>
</tr>
<tr>
<td>Professor Peter Leedman</td>
<td>Functional role of a novel nuclear receptor coregulator in prostate cancer.</td>
<td>Western Australian Institute for Medical Research</td>
<td>WA</td>
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<tr>
<td>Professor Gail Risbridger</td>
<td>Novel estrogen therapy for advanced prostate cancer.</td>
<td>Monash Institute of Medical Research</td>
<td>VIC</td>
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<tr>
<td>Professor Pamela Russell AM</td>
<td>Targeted nanoparticles for imaging prostate cancer.</td>
<td>IHBI, QUT Australian Prostate Cancer Research Centre</td>
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<tr>
<td>Dr Gianluca Severi</td>
<td>Propionibacterium acnes infection and prostate cancer risk and prognosis.</td>
<td>Cancer Epidemiology Centre, CC</td>
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# YOUNG INVESTIGATOR

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<tr>
<td>Dr Stuart Ellem</td>
<td>Defining the role of mast cells in prostatitis and prostate cancer.</td>
<td>Monash Institute of Medical Research</td>
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# EQUIPMENT GRANTS

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<tr>
<td>Professor Ronald Quinn</td>
<td>Agilent Bravo Automated Liquid Handler.</td>
<td>Griffith University</td>
<td>QLD</td>
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<tr>
<td>Professor John Rasko</td>
<td>IVIS Lumina II Quantitative Fluorescent and Bioluminescent Imager.</td>
<td>Centenary Institute</td>
<td>NSW</td>
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<tr>
<td>Professor Des Richardson</td>
<td>Luminex 200 Analysis System for the Bosch Prostate Cancer Research Focus Group.</td>
<td>Bosch Institute, University of Sydney</td>
<td>NSW</td>
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<td>Professor Pamela Russell AM</td>
<td>Syngene G:Box Chemi XT unit.</td>
<td>IHBI, QUT</td>
<td>QLD</td>
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<td>Professor Wayne Tilley</td>
<td>Bio-Rad CFX384 Real-Time PCR Detection System.</td>
<td>University of Adelaide/Hanson Institute</td>
<td>SA</td>
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<tr>
<td>NAME</td>
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<tr>
<td>Mark Adams</td>
<td>Hormone Dependent Cancer Program, Institute of Health and Biomedical Innovation, Queensland University of Technology</td>
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<tr>
<td>Dr Preetika Balanathan</td>
<td>Prostate and Breast Cancer Research Group, Department of Anatomy and Developmental Biology, Monash University</td>
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<tr>
<td>Dr Jyotsna Batra</td>
<td>Institute of Health and Biomedical Innovation, Queensland University of Technology</td>
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<tr>
<td>Ben Brooks</td>
<td>Centre for Advanced Imaging, Gehiramann Laboratories, University of Queensland</td>
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<td>Pascal Buenzli</td>
<td>Eng, Comput. Biol. Group, University of Western Australia</td>
<td>WA</td>
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<td>Dr Margaret Centenera</td>
<td>University of Adelaide</td>
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<td>Daryl Cheng</td>
<td>Monash University</td>
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<tr>
<td>Sanja Coso</td>
<td>Monash Institute of Medical Research, Centre for Cancer Research</td>
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<tr>
<td>Dr Antonio De Sousa</td>
<td>Prostate &amp; Breast Cancer Research Group, Department of Anatomy &amp; Developmental Biology, Monash University</td>
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<td>Ruth Fuhrman-Luck</td>
<td>Institute of Health and Biomedical Innovation</td>
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<tr>
<td>Dr Nicole Haynes</td>
<td>Peter MacCallum Cancer Institute, Sir Donald and Lady Trescowthick Laboratories, The Cancer Council of Victoria Postgraduate Research Fellowship</td>
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<tr>
<td>Dr Yaowu He</td>
<td>Hormone Dependent Cancer Program, Institute of Health and Biomedical Innovation, Queensland University of Technology</td>
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<td>Parisa Hesami</td>
<td>Queensland University of Technology, Institute of Health and Innovation</td>
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<td>Dr Tzong-Tyng Hung</td>
<td>Oncology Research Centre, Prince of Wales Hospital</td>
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<td>Dr Kerry Inder</td>
<td>Diamantina Institute for Cancer, Immunology and Metabolic Medicine, University of Queensland</td>
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<tr>
<td>Dr Lidija Jovanovic</td>
<td>Australian Prostate Cancer Research Centre – Queensland, Institute for Health and Biomedical Innovation, Queensland University of Technology, Princess Alexandra Hospital</td>
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<td>Zalkina Kovacevic</td>
<td>Department of Pathology, University of Sydney</td>
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<td>Dr Luke Lambeth</td>
<td>Peter MacCallum Cancer Centre, Research Division, Tumour Suppression Laboratory</td>
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<td>Dr Felicity Lose</td>
<td>Queensland Institute of Medical Research, Molecular Cancer Epidemiology</td>
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<td>Dr Ian McKenzie</td>
<td>Australian Prostate Cancer Research Centre, Princess Alexandra Hospital</td>
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<td>Dr Helen Pearson</td>
<td>Peter MacCallum Cancer Centre, Cell Cycle and Cancer Genetics Laboratory, Research Division</td>
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<td>Dr Morgan Pokorny</td>
<td>Queensland University of Technology</td>
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<td>Christopher Poole</td>
<td>Queensland University of Technology</td>
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<td>Shirley Sieh</td>
<td>Queensland University of Technology</td>
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<td>Dr David Smith</td>
<td>Cancer Epidemiology Research Unit, Cancer Council NSW</td>
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<td>Elizabeth Tindall</td>
<td>Cancer Genetics Group, Children’s Cancer Institute Australia (CCIA) for Medical Research, Lowy Cancer Research Centre, University of New South Wales</td>
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<td>Nicole Tom</td>
<td>University of Sydney</td>
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<td>Dr Nham Tran</td>
<td>Translational Cancer Research Group, Department of Medical &amp; Molecular Biosciences, University of Technology Sydney</td>
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<td>Dr Qian Wang</td>
<td>Centenary Institute</td>
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The Support and Advocacy Committee (SAC) is one of five committees of PCFA’s National Board. SAC is responsible for ensuring that the national network of Prostate Cancer Support Groups affiliated with PCFA is adequately resourced and is provided with the means by which awareness of Support Groups is enhanced in the community. It also insures that the network of Support Groups grows to the extent that all men and their families affected by prostate cancer have access to a group within reasonable distance.

The other function of SAC is to work with PCFA to advocate on behalf of men and their families impacted by prostate cancer. Such advocacy extends, but is not limited to all political levels in Australia, the medical fraternity and the media, for the improvement of services and increased equitable access to medical procedures and treatments for prostate cancer.

SAC is unique in that it is the only PCFA National Board Committee whose members are elected to their position by the Support Groups themselves, via the five Chapter Councils around Australia. SAC members are drawn from all States on the basis of two members for each State and one for each mainland Territory. Several changes have occurred to the makeup of SAC and we wish to thank those past members for their immeasurable contribution to the Committee.

The current Committee represents a strong blend of experience and new ideas and is working extremely well at this time. Some of the major achievements in the past year include:

- Both the Chairman and Immediate Past Chairman now sit on the National Board (the latter as an observer), giving stronger emphasis to the role of SAC as the voice of the Support Groups.

- The number of Support Groups now exceeds 100 with many of these representing rural and regional areas. New groups have started in Lismore, Gold Coast (carers’ group) and Beenleigh in the Queensland Chapter, Kerang, Eastern Shore Hobart, Mildura and Swan Hill (Vic/Tas Chapter) and more are in the planning stages in such areas as Innisfail, Biloela, Caboolture, Port Augusta, Tennant Creek and Yulara.

- Chapter Councils have adopted the policy of taking their Council Meetings around their area, to such places as Shepparton, Canberra and Geelong, giving the members of the local Support Groups the opportunity to meet Chapter Councillors and observe the working of their Chapter Council.

- SAC members have been involved in many worthwhile exercises, some of which have been completed and some are ongoing. These include working with PCFA toward the establishment of relationships with several outside organisations with a view to presenting a stronger united front in political advocacy, such as the National Rural Health Alliance, the Consumer Health Forum and several more. Issues include Medicare Benefits Schedule listings for certain procedures not currently covered, Pharmaceutical Benefits Schedule listings for drugs.
currently not available and improvements to the Patient Assisted Travel Schemes in operation around Australia. Though currently in its very early stages, SAC expects good results over the next year or so from this project. Other SAC projects include updating the Support Group Handbook and the organisation of training for SAC Members, Chapter Councillors and Support Group Leaders in advocacy, engaging their local communities and in raising the profile of groups in their areas.

- SAC is actively engaged in increasing the activities of PCFA for the support of men and their families dealing with advanced prostate cancer.

Work is under way to make the running of Chapters and Support Groups easier for our army of volunteers who are passionately dedicated to raising the profile of Support Groups in Australia. Another task group is involved in the education of the medical fraternity on the benefits of encouraging their patients to contact a Support Group in their area and the response is most encouraging at this stage. A long journey is ahead of us on this front, however!

David Gregory
Chairman
National Support & Advocacy Committee.

CURRENT SAC MEMBERS

QUEENSLAND
Bruce Kynaston, Leon Matigian, Daryl Hyland, David Hughes and Lionel Foote

NEW SOUTH WALES
John Allen, John Fullagar and Tony Maxwell

ACT
Dennis Armstrong

VICTORIA
Max Shub (Deputy Chairman, SAC) and Peter Gebert

TASMANIA
David Gregory (Chairman, SAC)

SOUTH AUSTRALIA
Ian Fisk, Dean Wall, Bryan Hearn and Malcolm Ellis

NORTHERN TERRITORY
Keith Williams

WESTERN AUSTRALIA
Warwick Rowell, May Constable and Karen Rendell

SECRETARY
Paul Redman (Support Services Manager, PCFA)
MAX GARDNER AWARD WINNERS

Named in honour of former PCFA Chairman, Max Gardner AM, who died from prostate cancer in 2004, the Max Gardner Award for Distinguished Service is given by PCFA to an individual who has made an outstanding and significant contribution to the cause of prostate cancer support groups in Australia. The 2008 Inaugural Winners were Con Casey, Gary Bowes, Bob Collard, Trevor Hunt, Don Baumber, John Goodall, John Conroy OAM and Spence Broughton. This year’s Max Gardner Award winners are:

Peter Dornan AM

Peter Dornan was diagnosed with prostate cancer in 1996 and a subsequent prostatectomy left him depressed, incontinent and impotent. Peter’s search for answers to deal with the debilitating side-effects of his treatment led to the establishment of the Brisbane Prostate Cancer Support Network, Australia’s largest support group, of which Peter is convenor. As part of Peter’s rehabilitation therapy, he developed an aggressive exercise regime to treat incontinence in both men and women, published in the book Conquering Incontinence. The book and exercise program are widely used by men, both prior to, and post-prostatectomy, and by others suffering from incontinence problems. His exercise regime has been ratified internationally and Peter has given many presentations at national and international conferences, as well as at support group meetings. He has always been available to assist others through their prostate cancer journeys.

Bob Slade

Some 12 years ago, following a diagnosis of prostate cancer, Bob Slade vowed to do all in his power to promote awareness of the disease. Bob motivated his Bathurst Rotary Club and others to organise a very successful public meeting about the nature and management of prostate cancer; which led to the formation of the Bathurst District Prostate Cancer Support Group. Bob has been secretary and has held other executive positions since and has worked to promote awareness in the central west and then, with other local groups, the entire north west of NSW. In February 2009, he worked with Bathurst Council and the community to achieve a world record by connecting 13,000 neckties around Mount Panorama to raise awareness of prostate cancer.

John Allen

The Dubbo Prostate Cancer Support Group was formed in 1996 after both John Allen and Fred Opprecht were diagnosed with prostate cancer within weeks of each other. Following a radical prostatectomy soon after, John, along with his wife Elizabeth, worked for the formation of the group, consisting of men and their partners, that continues to this day. John and Elizabeth have also guided the formation of many new groups, notably Broken Hill, and have been invaluable in awareness raising activities in rural and regional NSW. John is a member of the National Support and Advocacy Committee and a councillor on the State Chapter. He is valued for his long standing contribution to the fight against prostate cancer.

Jayne Matthews

For almost 20 years Jayne Matthews has worked at St Vincent’s Hospital with Associate Professor Phillip Stricker, supporting men with prostate cancer from diagnosis to death. Jayne was instrumental in establishing Australia’s first support group at St Vincent’s with Max Gardner and numerous others, and has run the group over that time. She is the coordinator of the St Vincent’s Prostate Cancer Centre, under the directorship of Associate Professor Stricker, and publishes the Life Boy magazine. She organises the St Vincent’s Hospital Prostate Cancer Support Group, provides educational material, and has been a research coordinator. She has also served on PCFA’s NSW board and continues to be active in advising the NSW board. She has been an enormous support for tens of thousands of men with prostate cancer and is an excellent role model for prostate cancer nurses in Australia.
**Bill McHugh**

Bill McHugh was diagnosed with prostate cancer in 1999 and had radiotherapy. He became an active member of the Brisbane Prostate Cancer Support Network and focused on working with men who were newly diagnosed. He became a trained volunteer for the Queensland Cancer Fund (now Cancer Council Queensland) and worked in a variety of cancer support activities. Bill retired in 2005 and became a Queensland representative on PCFA’s Support and Advocacy Committee (SAC). As SAC Chairman, he co-authored PCFA’s policy statement on ‘PSA Testing for Early Detection of Prostate Cancer’. Recently, Bill has been a driving force behind the new book *Advanced Prostate Cancer – A Guide for Men and Their Families*. As a consumer representative on various state and national committees, and in liaison with the Commonwealth Health Forum Australia, Bill has been able to progress the prostate cancer message with politicians and health professionals. He is a Director of the newly formed Australian Prostate Cancer Research Centre – Queensland.

**Con Casey**

Inaugural Max Gardner Award winner, Con Casey was successfully treated for prostate cancer in 1995. A year later he attended a support group meeting at Sydney’s Royal North Shore Hospital and soon became the group’s leader. In 1998 the Association of Prostate Cancer Support Groups (APCSG) was formed with Con as the organisation’s inaugural secretary. Following the merger with other prostate cancer organisations in 2001 the APCSG was renamed the Support and Advocacy Committee (SAC). Con has been an active consumer representative on prostate cancer related committees and a phone counsellor with Cancer Council NSW. He has provided consumer input into drafts of prostate cancer related papers for health organisations and presented support group members’ views on early drafts of the highly acclaimed *Localised Prostate Cancer – A Guide for Men and Their Families*. He worked closely with Max Gardner until Max’s death in 2004.

**Ron Schmarr**

Ron Schmarr was an early member of the Support Group movement in Australia and was elected to the first Support and Advocacy Committee in 2001. He has special interest in prostate cancer awareness and he coordinated very successful public meetings in several rural areas, notably in Taree. His efforts have helped develop a blueprint of arrangements for public awareness meetings Australia-wide. He followed Con Casey as leader of the group at Royal North Shore Hospital, focusing on a warm welcome, and he developed the group’s newsletter. He has been a volunteer counsellor for the Cancer Council of NSW.
Robert Phillips

In 2004, a prostate cancer awareness campaign in the Eltham area of Victoria led to Robert Phillips playing an integral part in the establishment of the Diamond Valley Prostate Cancer Awareness Group, which also provides information and support to those diagnosed with prostate cancer and their families. As President of the group, Robert has actively engaged the wider community, including sporting groups, in prostate cancer awareness and fundraising events including an archery tournament, art shows, concerts, bowling and basketball competitions, men’s health walks and charity golf days. From the early days, when Robert single-handedly took on all administrative tasks involved in establishing the group, he has been a committed campaigner whose single motivation is to save local men from this disease.
AFFILIATED SUPPORT GROUPS

AUSTRALIAN CAPITAL TERRITORY
Prostate Cancer Support Group – ACT Region Inc.

NEW SOUTH WALES
Albury/Wodonga Prostate Cancer Support Group
Bathurst Prostate Cancer Support Group
Broken Hill Prostate Cancer Support Group
Central Coast Prostate Cancer Support Group
Cessnock Prostate Cancer Support Group
Clarence Valley Prostate Cancer Support Group
Coffs Harbour Prostate Cancer Support Group
Concord Prostate Cancer Support Group
Dubbo Prostate Cancer Support Group
Goulburn and District Prostate Cancer Support Group
Gloucester Prostate Cancer Support Group
Great Lakes Prostate Support Group
Hastings Prostate Cancer Support Group
Illawarra Prostate Cancer Support Group
Monaro Prostate Cancer Support Group
Mudgee Prostate Cancer Support Group
Nepean/Blue Mountains Prostate Cancer Support Group
Newcastle/Hunter Valley Prostate Cancer Support Group
Northern Beaches Prostate Cancer Support Group
Oran Park Prostate Cancer Support Group
Prostate Awareness Twin Town and Tweed Coast
Royal North Shore Hospital Prostate Cancer Support Group
Royal Prince Alfred Hospital Prostate Cancer Support Group
Sydney Adventist Hospital Prostate Cancer Support Group
Wisemans Ferry Cancer Support Group

NORTHERN TERRITORY
Alice Springs Prostate Cancer Support Group
Darwin Prostate Support Awareness Group – Prosper
Katherine Prostate Cancer Support Group – Proshelp

QUEENSLAND
Beenleigh and Districts Prostate Cancer Support Group
Brisbane Prostate Cancer Support Network
Bundaberg and District Prostate Cancer Support Group
Capricorn Coast Prostate Support and Awareness Group
Central Gold Coast Prostate Cancer Support Group
Central Queensland Prostate Support and Awareness Group
Far North Queensland (Cairns) Prostate Cancer Support Group
Gladstone and District Prostate Cancer Support Group
Gold Coast Prostate Cancer Support Group
Gold Coast Prostate Cancer Partners Support Group
Gympie and District Prostate Cancer Support Group
Hervey Bay Prostate Cancer Support Group
Ipswich Prostate Cancer Support Group
Mackay and District Prostate Cancer Support Group
Maryborough Prostate Cancer Support Group
Mount Isa and NW Queensland Prostate Cancer Support Group
Northern Rivers (Alstonville) Prostate Cancer Support Group
Northern Rivers (Lismore) Evening Prostate Cancer Support Group
Prostate Cancer Support Group of North Qld (Townsville)
Sunshine Coast Prostate Cancer Support Group
Toowoomba Prostate Cancer Support Group
Whitsunday Prostate Awareness and Support Group

SOUTH AUSTRALIA
Barossa Prostate Cancer Support Group
McLaren Districts Prostate Cancer Support Group
Mitchell Prostate Cancer Support Group
Murray Bridge Prostate Cancer Support Group
Paynesville Prostate Cancer Support and Awareness Group
Port Pirie Prostate Cancer Support Group
Prostate Cancer Action Group (SA) Inc
Prostate Cancer Support Group – City of Onkaparinga Group
Prostate (Cancer) Support Awareness Adelaide Group

TASMANIA
Eastern Shore Prostate Cancer Support Group
Hobart Prostate Cancer Support Group
Launceston Prostate Cancer Support Group
NW Tasmania Prostate Cancer Support Group

VICTORIA
Ararat and District Prostate Cancer Support Group
Ballarat and District Prostate Cancer Support Group
Bass Coast Prostate Cancer Support Group
Bayside Prostate Cancer Support Group
Bendigo and District Prostate Cancer Support Group
Cobram and District Prostate Cancer Support Group
Diamond Valley Prostate Cancer Support Group Inc
For Blokes Sake Avoca Support Group
Kerang and Districts Prostate Cancer Support Group
Melbourne Prostate Cancer Support Group
Mildura Prostate Cancer Support Group
Mornington Peninsula Prostate Cancer Support Group
Prostate Cancer Partners Support Group Bentleigh Bayside
Prostate Cancer Support Group Bellarine Peninsula
Prostate Support Group Warrnambool
Prostate Geelong
Prostate Heidelberg
Prostate Melbourne Support Group
Prostate Waverley
Ringwood Prostate Cancer Support Group
Shepparton and District Prostate Support Group
Swan Hill Prostate Support Group
Westgate Region Prostate Cancer Support Group
Yarra Valley Prostate Cancer Support Groups

WESTERN AUSTRALIA
Albany Prostate Cancer Support Group
Blackwood Districts Prostate Cancer Support Group
Bunbury District Prostate Cancer Support Group
Busselton Prostate Cancer Association and Support Group
Fremantle Prostate Cancer Support Group
Geraldton Prostate Cancer Support Group
Prostate Cancer Support Group of WA (Perth)
Southside Prostate Cancer Support Group
Western Suburbs Prostate Cancer Support Group
An essential part of PCFA’s work is to provide information to Australian men and their families about prostate cancer and related men’s health issues. By offering straightforward, accurate and accessible information on the disease, highlighted by national media campaigns, men around the country are learning the importance of early detection and the options available to them following diagnosis.

PCFA’s website, www.prostate.org.au, continues to be a primary reference for many men and their families and friends seeking information about prostate cancer. The site provides educational resources for support groups and health professionals, along with contact details and information on donating to the Foundation.

PCFA’s quarterly newsletter, Prostate News, serves as another important information resource for those impacted by prostate cancer; featuring articles on treatments, medical breakthroughs and those who have made significant contributions to the work of PCFA.

**INFORMATION AND OUTREACH**

In July 2009 PCFA and Cancer Council Tasmania began trialling a joint Mobile Awareness Network scheme (MAN) with Guy Carey as project officer in the ‘Man Van’, attending functions, giving information and answering questions on prostate health and other men’s health issues.

In late 2009 the new *Advanced Prostate Cancer: A Guide for Men and Their Families* was launched, to supplement *Localised Prostate Cancer: A Guide for Men and Their Families*. Produced by the Australian Cancer Network, the Australian Prostate Cancer Collaboration, health care professionals and members of PCFA’s Support Groups, the new guide aims to assist men and their families or carers to understand prostate cancer and its progression; treatment choices for locally advanced and metastatic prostate cancer and making choices to maximise quality of life.

In January 2010 a major initiative was launched in the form of the Men’s e-Health Network (MEHN). This interactive website, offering accurate health and lifestyle information on men’s health issues and support options, was developed by PCFA and the Vario Health Institute (VHI) at Edith Cowan University, through funding from the Australian Government Department of Health and Ageing. The MEHN website aims to get men to increase their activity levels, enjoy healthier diets, speak out about troubling issues and consult a healthcare professional when they need to. The online resource overcomes the barriers of cost, convenience and embarrassment. It will also help deliver new research into what impact online resources can have on men’s health. See www.mehn.org.au

In January and February, Dr Charles ‘Snuffy’ Myers, one of the world’s leading medical oncologists and a prostate cancer survivor gave a series of seminars on new treatment approaches for advanced prostate cancer. Dr Myers was
brought to Australia by PCFA and the St Vincent’s Hospital Prostate Cancer Centre to share new insights in the field, including the importance of adapting and tailoring treatment options to suit each individual case of advanced prostate cancer to improve quality of life. Dr Myers is founder and medical director of the American Institute for Diseases of the Prostate and President of the Foundation for Cancer Research and Education.

PCFA’s key relationship with beyondblue: the national depression initiative is reflected in the stories on mental health which appear in every issue of Prostate News, as well as a wide range of other support and educational activities. These include a one-hour broadcast in May 2010, produced by PCFA in collaboration with beyondblue and the Rural Health Education Foundation, to assist health professionals to identify the links between depression and anxiety and prostate cancer, and to provide information about how best to support families and carers of men with prostate cancer.

The third illustrated edition of Prostate Cancer – Your Guide to the Disease, Treatment Options and Outcomes by Associate Professor Prem Rashid was also launched in May by General Peter Cosgrove AC MC. This highly regarded book covers the prostate cancer journey from being newly diagnosed to advanced prostate cancer and includes information on heart health and lifestyle improvements, along with a greater emphasis on the value of support groups and additional chapters on sexual and psychological health and well-being. The book also involves consumers and partners who give their views of the prostate cancer journey.

Sydney Opera House turns blue for Prostate Cancer Awareness Month
CAMPAIGNS AND MEDIA

Once more, the biggest awareness and fundraising event for PCFA in the last year was Movember; now a global event which combines a fun way to raise money and awareness to battle prostate cancer and other diseases affecting men (see pp24-25). However, many other events were held across Australia throughout the year, in support of PCFA’s work and as a demonstration of the growing national commitment to fighting prostate cancer.

September – International Prostate Cancer Awareness Month

For PCFA, the most significant period was September – Prostate Cancer Awareness Month, with the launch of The Difference is You! national media campaign. Using a common scenario, a family barbecue, The Difference is You! campaign highlighted the impact the loss of a loved one has on a family unit as well as its impact on the Australian community.

September is also the month for Father’s Day, football finals and end-of-season sports club gatherings and The Difference is You! campaign encouraged people to Host a Barbecue for Prostate Cancer. More than 590 barbecues were held around Australia, raising $592,000.

Having partnered with PCFA since 2002, the Commonwealth Bank was the major sponsor of The Difference Is You! campaign with Commonwealth Bank staff raising more than $40,000 in support of PCFA’s work through barbecues and other initiatives such as the ‘Cooking for a Cure’ charity event which raised $10,000. In Sydney, the Commonwealth Bank also turned its historic Martin Place building blue for the month of September.

Other corporate supporters included Bonds, Bunnings, Scarborough Wines, Simpson Greetings, Paramount Home Entertainment, Davinci – Grooming for Men, RSVP.com.au, Farmoz and Murray’s Coaches. Some sponsors (ie Bunnings and the Commonwealth Bank) arranged an additional 250 barbecues between them.

The Difference Is You! campaign received excellent media coverage around Australia, including newspapers, free-to-air television and Foxtel. It also screened in metropolitan and regional movie cinemas throughout September. There were 300 individual pieces of media coverage during September with some 30 million media impressions about PCFA’s awareness and fundraising. There was also an increase of 642 donors over September the previous year. Barbecues hosted by Prostate Cancer Support Groups also resulted in local media attention for many of these groups.

Throughout Australia, iconic buildings ‘turned blue’ for all, or part of September. These included Parliament House in Canberra; the Sydney Opera House; Goulburn’s Big Merino; the NSW Museum of Contemporary Art; the Brisbane Sky Needle; the QUT Cube; the Brisbane Treasury Casino; the Bell Tower in Western Australia; Adelaide’s North Terrace and St Francis Xavier Church and the Melbourne Arts Centre Spire.
Following on from 2008, the 2009 Table4Ten event, held as part of PCFA’s September activities, exceeded expectations with more than $495,000 raised in cash and in-kind. The 2009 Table4Ten evening saw some 600 men and women dining simultaneously in 60 of Sydney’s top restaurants, including Tetsuya’s, Bilson’s, Buon Ricordo, Catalina, Quay and Wildfire, and other unusual locations such as the Commonwealth Bank Vault and the Australian Museum bones room. Glandore supplied the wine for the meals and celebrity guests included Hugh Sheridan, Kylie Kwong and Matt Preston from MasterChef.

Funds went towards providing support to the men and their families in regional NSW who have been impacted by prostate cancer, as well as supporting the transport and food costs for the Support Group’s State Chapter Conference in Newcastle in November 2009.

South Australian Premier Mike Rann launched Prostate Cancer Awareness Month activities in the prestigious South Australian State Library, and in Hobart PCFA hosted a function at Wreest Point Casino attended by the Honourable Minister for Health and Deputy Premier of Tasmania, Lara Giddings, where PCFA announced funding of $150,000 to provide support, information and advocacy to Tasmanian families affected by prostate cancer.

In Queensland, PCFA’s annual September fundraising luncheon at Brisbane’s historic Customs House attracted almost 100 of Queensland’s leading business people. Professor Colleen Nelson, Director of the newly established Australian Prostate Cancer Research Centre – Queensland and the current beneficiary of the Premier’s Smart State Fellowship, as well as PCFA funding, spoke about advances in prostate cancer research in the past 12 months, the implications of the new research centre, and her fellowship work.

In Canberra, Treasurer The Hon Wayne Swan MP joined PCFA at Parliament House to launch The Difference Is You! campaign to parliamentarians, ACT media and the general public. At the Sydney Market’s 19th annual charity auction fundraiser, the season’s first box of mangoes fetched a record price of $40,000, with the money being donated to PCFA and the Westmead Children’s Hospital. Celebrities at the auction also showed their support for PCFA’s Barbecue for Prostate Cancer initiative, including the NSW Premier, The Honourable Nathan Rees MP, rugby league player Hazem El Masri, and Channel Nine newsreader Peter Overton.

**Talking About It**

On 7 April 2010, World Health Day, PCFA launched Australia’s first ‘bloke’s anthem’ Talk About It as a new way to get Australian men talking about their health. Talk About It was composed and recorded by musician, radio personality and PCFA Victorian Board Member, Mike Brady of Up There Calazy fame. PCFA holds the licence for Talk About It for five years. The song received good airplay on television and radio and the launch was well covered in the media. All income from sales goes to PCFA for raising prostate cancer awareness. It can also be downloaded directly from www.ausindie.com where $1.50 from every sale goes to PCFA.
Prostate Cancer Testing

In May, some of Australia’s biggest TV, music, media and sports stars including Underbelly and Rescue: Special Ops star Les Hill, Bert Newton AM MBE, Steve Waugh AO, Gyton Grantley, Kirk Pengilly, Adam Spencer, Simon Westaway and Marcus Graham, came together to lead PCFA’s new prostate cancer awareness campaign that offers men clarity about prostate cancer and testing. A PCFA survey* found that 40 per cent of the respondents believed the advice given on the benefits of testing for prostate cancer was far too confusing. The survey also found that 41 per cent felt conflicted about treatment options for the disease following a diagnosis. The campaign included television and radio commercials and online videos and encouraged men to discuss their individual risk and testing options with their doctor. The advertisement also ran at World Cup fan sites in New South Wales, Queensland and Victoria, greatly extending its reach. Versions of the ad featuring Wallaby players Benn Robinson and Drew Mitchell also appeared in Rugby Union test match programs.

COMMUNITY EVENTS AND FUNDRAISING

The Long Ride has proven to be Australia’s largest ever community ride for prostate cancer, raising more than $200,000. More than 400 riders rode into Darwin, with locals joining the 350 registered riders from every state and territory. Organisers Chris and Gail Dunne put more than three years into the planning of this mammoth event.

In September, the Christian Motorcycle Association and the Hervey Bay Ulysses MC held Blue Ribbon Rides in Queensland to jointly raise $8000 for PCFA. Seven motorcycle clubs from the Wide Bay area also held a charity and awareness raising ride for prostate cancer, raising some $4,340. The following month, a group of 200 Vietnam veterans on motor bikes rode from Murrumbateman to Boorowa on their Victory Over Prostate Cancer Ride, raising $20,000 for PCFA.

In March 2010, the NSW Temora Gonad riders, supported by Men’s Sheds, the Temora Men’s Cancer Support Group and funding from the local Masons raised more than $12,000 in their inaugural ride. Also, between March and May, 79-year-old Hugh Gilroy embarked on a charity ride around Australia on his Honda Goldwing motorcycle to raise awareness of prostate cancer and more than $12,000 for research.

On a sadder note, 32-year-old Simon Buckley who set off with his friend Todd Barry on the Ride Right Round in March 2009, to raise awareness and funds for prostate cancer, was killed in March 2010 following a tyre blow-out and fall from his bike, just 60kms from the end of his journey in Argentina. Bike shorts and pedal power were the drivers for the Pedal for Prostate cycling trip to Cambodia and Vietnam in May 2010 which raised more than $60,000 over the two-week event. Also in May, this year’s Tour de Cure drew more than 100 riders and supporters as they rode 1400 kilometres from Sydney to the Sunshine Coast, raising $20,000 for PCFA.

In other sporting events, in August 2009, 47 runners from all over Australia formed the inaugural PCFA Runners team for the Sydney Sun-Herald City2Surf which raised $22,318. The following month, Queensland Police Constable Matthew Grills and his father Stewart, ran as a tag team for more than 800km from Bundaberg to Brisbane and back to raise some $20,000.

In March 2010, the Ord Minnett Sydney Harbour Swim Classic was held. The highlight of the day was the Ord Minnett Charity Swim with Guy Leech and Don Boland swimming for PCFA. Attended by more than 2,000 people.

PCFA’s marquee was visited by more than 750 people. In Brisbane in September, John Slater and Ryan Molloy of global corporate leasing company CB Richard Ellis continued their annual Corporate Rugby Tens games to raise some $5000 for PCFA. Other corporate participants include Jones Lang LaSalle, Knight Frank, Savills, Macquarie Bank and McCullough Robertson.

PCFA is also one of the three charities supported by the Southport Sharks. Its ongoing community program sees $1 from every club membership donated to chosen charities. This year more than $26,000 was raised. The Southport Sharks also supported PCFA at its annual Sportsman’s Lunch on 25 June.

At Clifton, near Toowoomba, following the death of his grandfather from prostate cancer, 11-year-old Jacob Kratzman persuaded his family to host the first Clifton Carp for Cancer fishing weekend in September on their Condamine River property, attracting more than 220 anglers and raising more than $6000.

In April 2010, 2500 anglers around Australia participated in the inaugural Pirtek Fishing Challenge, a catch and release tournament, chasing over 17 species and raising $100,000 for PCFA. This event is being positioned as one of the biggest fishing events in the nation with PCFA as the charity recipient of the funds raised.

In other awareness and fundraising activities, in Brisbane, the Adonis Society held its June 2010 ‘Gentlemen’s Ball’ raising $15,000 for PCFA. In Melbourne, the Charity Boys Luncheon group held its annual Dinner Dance in November raising $20,915. They have raised some $54,000 since 2007 and in 2010 they were awarded PCFA certificates of appreciation for their efforts.

In January 2010, staff from the Thiess John Holland Airport Link Project in Brisbane presented a cheque for $18,758.30 to PCFA for prostate cancer research, having conducted a Men’s Health Awareness campaign in November 2009. Educational presentations were delivered to a total of 600 men and women at 13 sites across the project.

In February, Bathurst became an international PCFA focal point as part of a successful Guinness World Record attempt for the longest continuous rope of neckties. Some 13 thousand neckties were tied together to go around Mount Panorama as an opener to the Bathurst 12 Hour Race. PCFA was the official charity of the race, holding a Men’s Health pitstop visited by close to 700 men.

Later in the year, members of the Sydney-based Bridge to Bay Alliance team, including staff from the RTA, Boulderstone Pty Ltd, Hyder Consulting Pty Ltd and Manidis Roberts Pty Ltd raised more than $8000 for PCFA through the Burn That Belly Away Challenge, a competitive weight loss and fitness program.

In April, 25 images from 20 of Australia’s leading and emerging fashion photographers formed the From Dreams to Reality art exhibition at Sydney’s MLC Centre, raising funds for PCFA from the sale of limited edition photos. In June, the Kool Kruisers Car Club’s annual show of vintage and classic cars at the Liverpool Catholic Club raised $5000 for PCFA.
Movember 2009 was a runaway success as men around the world gave their razors a rest and grew moustaches to raise money and awareness to support men’s health. Proceeds from Australian Movember activities go directly toward funding important research into the treatment and prevention of prostate cancer and male depression through PCFA and beyondblue: the national depression initiative.

From its humble beginnings in Melbourne in 2004, Movember went global in 2007 with 130,000 registered participants in the UK, the US, Canada, Spain and New Zealand. In Australia alone, $15 million was raised that year through the hard work of more than 96,000 Mo Bros, Mo Sistas and the organisations and communities who support them. In April 2008 Movember committed more than $6.3 million each to PCFA and beyondblue. At PCFA’s first national prostate cancer conference in November 2008, it was announced that a further $4 million would be contributed to fund world-class prostate cancer research in Australia and support men around the country living with the disease.

In its seventh year, Movember 2009 continued to encourage men to talk about their own health issues, while helping to further the vital work of PCFA and beyondblue in fighting prostate cancer and male depression. In 2009 there were more than 128,000 Movember participants in Australia, contributing to the amazing total of over 255,000 participants worldwide.

During the month of Movember, Aussie ‘Mo Bros’ and the women who love them (‘Mo Sistas’) helped the cause by hosting Mo Town and Mo Office parties and encouraging their friends, families and colleagues to do their part. As always, the celebrations concluded with huge Gala Partés in each Australian capital city, as Movember supporters came in droves to show off their wild costumes and innovative mo-growing efforts.

Movember’s success is largely due to its fun and inclusive approach to raising awareness. Many men take their health for granted and are often reluctant to talk about health issues or seek medical advice on any problems they may be facing. With almost 20,000 Australian men diagnosed with prostate cancer every year, and one in eight men experiencing depression during their lifetime, these issues are too serious to ignore.

‘One of the highlights of Movember 2009 for me was the inspirational effort of Paralympian Kurt Fearnley,’ said Luke Slattery, co-founder of Movember. ‘While sporting his Mo, Kurt crawled the entire length of the Kokoda Track with friends and family alongside him. Not only did he raise a significant amount of money, but he also gave men’s health an unparalleled awareness boost and demonstrated what can be achieved when men help and look out for each other.’

In 2009 Aussie celebrities also gave their time – and their moustaches – to help the Movember cause. Cricket legends and Mo Mentors Max Walker and Dennis Lillee AM MBE led the charge and encouraged sports stars from rugby league,
AFL, A-League soccer, basketball and hockey to participate, while other high profile supporters included V8 supercar driver Paul Dumbrell, surfer Tom Carroll, members of rock band Powderfinger, former Choirboys frontman Mark Gable, and The Hon. Eric Ripper, Western Australia’s Leader of the Opposition.

Movember 2009 raised more than $21 million in Australia, with $9.135 million going to PCFA. The Movember Foundation’s research has shown that more than 70 per cent of Movember participants end up discussing men’s health issues with their friends, families and colleagues – which is a vital first step in raising awareness about prostate cancer.

Each year more men are learning the importance of early detection, as well as making everyday changes.

‘Everyone involved with Movember is really proud of what was achieved in 2009,’ said Luke Slattery. ‘The hundreds of emails and calls we received leave us in no doubt that Movember is helping to make a difference. Men of all ages get involved each year and, alongside fathers, sons, brothers, colleagues and mates, are beginning to talk about and deal with their health in a more proactive way. Witnessing this change in behaviour each year is what Movember is most proud about and what we are determined to keep growing.’
From September 2008 PCFA received 18 months of funding (expiring 30 June 2010) from the Australian Government’s Department of Health and Ageing under the National Continence Management Strategy – National Men’s Continence Awareness Project (NMCAP) to develop and manage the National Men’s Health Ambassador Speaker Program.

The Australian Government’s NMCAP aims to prevent the development of continence problems through community awareness, health promotion, improved treatment and management of incontinence and promoting good practice in continence care among health professionals. The National Men’s Health Ambassador Speaker Program has been an unparalleled success, surpassing all expectations in terms of outreach and delivering important insights to how such cost-effective programs might work in the future.

Men and women around Australia were recruited by PCFA as National Men’s Health Ambassador Speakers to conduct educational presentations within the community on men’s health issues. These presentations focused on prostate health, prostate cancer and included information on continence health and the importance of prevention and early treatment. Audiences included community groups, organisations, corporations, local councils, sports clubs, universities and industries. Ambassadors also spoke at other men’s health events.

All National Men’s Health Ambassador Speakers received training in public speaking skills and were provided with a standard Powerpoint presentation and Speaker’s Kit, which was approved by the Department of Health and Ageing and covered prostate health and continence health. Speaker training was provided in every state and territory capital city, with all participants receiving certification as Men’s Health Ambassador Speakers by executive trainers RogenSi and PCFA. The Ambassador Speakers then formally committed to 12 presentations over 21 months. Training was also conducted in remote Australia for two Torres Strait Islander men and 12 Aboriginal men from three states and one territory who had expressed interest after hearing about the program or attending an Ambassador Speaker presentation.

There was particular interest in becoming an Ambassador Speaker in New South Wales, Victoria and Queensland. As of 30 June 2010, there were still 84 Ambassador Speakers listed, exceeding the requirement of 80 and giving a retention rate of 71.8 per cent. There was an unsolicited waiting list of 129 people who had expressed interest in becoming National Men’s Health Ambassador Speakers across Australia.

The program gained a high profile across the country. Between October 2008 and the end of June 2010, 117 Men’s Health Ambassadors gave 1396 presentations on prostate and continence health to a total of 55,024 audience members Australia wide, surpassing its target of reaching 19,200 people by June 2010 by 187 per cent. Presentations took place in regional Australia (35.1 per cent), as well as in metropolitan (29.1 per cent), rural (22.8 per cent) and remote areas (4.3 per cent), reaching a higher proportion of men aged 20-74 years in...
rural areas of Australia, remote areas and regional areas, than metropolitan areas.

To assist Ambassadors with spreading the word about prostate cancer and men’s health across Australia, PCFA formed a community partnership with Mensheds Australia in June 2009. Mensheds is a not-for-profit men’s health organisation that helps connect men, often in remote areas, with the wider community.

The Men’s Health Ambassador Speaker Program had the full support of the Continence Foundation of Australia, Rotary International, Lions International, PCFA’s National Support Group Network and especially the Canberra City Lions Club, which initiated the project in partnership with PCFA.

Another aspect of the Ambassador Speaker Program was the National Men’s Health Links tool, which contained links to 23 key national men’s health organisations and offered reliable and current evidence-based information on continence health, prostate health and other medical issues.

Self-marketing by Ambassador Speakers using their own networks and communities was the most successful approach. PCFA’s Ambassador Program Management Team also had considerable success with public relations across Australia, including excellent print, radio and television media coverage. A promotional tagline ‘National Men’s Health Ambassador Speakers are available anywhere, any day, any time at no cost’ was successful in terms of community recall.

As of 30 June 2010, a total of 622,370 information resources from PCFA, NCMS, beyondblue: the national depression initiative and Andrology Australia were provided to audience members. More than 1000 Men’s Health Kits, including all resources were left with every organisational representative at every presentation and 51,050 marketing postcards were also distributed, together with 38,323 National Men’s Health Links tools.

The majority of audience members attended presentations because they had:

- a general interest in men’s health;
- noticed changes and wanted more information;
- an existing prostate problem;
- an existing continence problem;
- to obtain information for someone else.

Feedback on the program was provided by 817 Ambassador Speaker self-appraisals, 799 organisational representative appraisals and 11,357 audience member appraisals. However, the Ambassador Speaker’s commitment to the program was to collect a minimum of 20 audience appraisals for each presentation, bringing the actual audience member appraisals return rate to 47.7 per cent.

Feedback from audience members suggested that they would use information gained from the program to consult a general practitioner, health professional or health service, to pass information on to family or friends, or for future use as needed. There was a 68.9 per cent increase in male callers (includes calls made by men in the general public and health professionals) to the National Continence Helpline from 1 October 2008 to 31 March 2010 over the life of the National Men’s Health Ambassador Speaker Program.

The program utilised 17,205 volunteer hours at a value of $414,772. The cost to reach the 55,024 audience members equates to $12.72 per person to 30 June 2010.

We would like to express PCFA’s thanks and congratulations to all concerned – the Ambassadors and PCFA’s Ambassador Program Management Team – Jo Fairbairn, Erin Woodman, Renee Alexander, Judy Mellor, Wendy Farrow, Deborah Fraser and Helen McQuie. Particular thanks to the Federal Government for providing the funding for this important initiative.
STATUTORY REPORTS AND FINANCIAL STATEMENTS
Your Directors present this report on Prostate Cancer Foundation of Australia Limited (PCFA) for the year ended 30 June 2010.

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 Anthony Costello (retired 18 December 2009)
- Mr David Curtain QC (retired 19 November 2009)
- Professor Dexter Dunphy AM
- Mr Jim Freemantle
- Mr Peter Gebert (retired 25 February 2010)
- Mr David Gregory (appointed 25 February 2010)
- Mr Des Grogan (appointed 19 November 2009)
- Mr Chris Hall
- Mr Jim Hughes
- Professor Villis Marshall AC (appointed 27 May 2010)
- Professor John Mills
- Mr Jim O’Ryan (retired 28 October 2010)
- Mr John Palmer
- Mr David Sandoe OAM
- Mr Tony Sonneveld OAM
- Associate Professor Phillip Stricker
- Ms Patricia Watson
- Ms Anita Ziemer (retired 5 August 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:

- Mr Andrew Giles - BA (Hons)

Prior to being appointed CEO of PCFA on 1 July 2004, Mr Giles worked for a range of national and international not-for-profit organisations including the University of Sydney, University of NSW, AUSTCARE, Sydney Children’s Hospital and the Yothu Yindi Foundation.

As CEO and Company Secretary of PCFA, Mr Giles has overseen the rapid growth of PCFA into the peak body in the fight against prostate cancer in Australia. In his role he has overseen such initiatives as the launch of the 2005 Be A Man:Talk to Your Doctor About Prostate Cancer national campaign, PCFA’s involvement with Movember and the development of both International Men’s Health Week and International Prostate Cancer Awareness Month.

As well as playing a leadership role with the Fundraising Institute of Australia (FIA), Mr Giles is also a judge for the Australian Luminous Awards – promoting excellence in cancer journalism.
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 surplus of PCFA for the year ended 30 June 2010 amounted to $1,187,263 (2009: $2,076,592).

DIVIDENDS

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

REVIEW OF OPERATIONS

In 2009/10 PCFA again focused heavily on the development and implementation of PCFA's ongoing national research grant program. The quality of proposals received and the resources available to PCFA have resulted in $6,500,000 in grants being advanced in this financial period 2009/10, with a similar amount earmarked for the following year.

PCFA staff and volunteers have continued to provide and develop resources for men and their partners dealing with prostate cancer through the National Support Group Network and significant preparatory work was undertaken for the National Conference held in August 2010.

SIGNIFICANT CHANGES IN STATE OF AFFAIRS

No significant changes in PCFA's state of affairs occurred during the financial year.

AFTER BALANCE DATE EVENTS

On 28 October 2010, PCFA approved a further round of research grants totalling approximately $6,500,000 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 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 to:

• 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; and
• be a sustainable organisation capable of delivering the mandate now and in the future.

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)

The National Chairman for PCFA and the inaugural Victorian Chairman, Mr Johnson is a solicitor and former partner of national law firm, Allens Arthur Robinson. Mr Johnson now runs his own legal practice specialising in acting for sporting bodies and venue operators, professional service providers and the entertainment industry.

Mr Steve Callister BBus, MBA, CPA, FAICD, FAIM

Managing Director and Partner of an import wholesale company, dealing with all major retailers in Australia and New Zealand, Mr Callister is also Convenor of the St Vincent’s Prostate Cancer Support Group. Former roles include Chairman of the NSW SAC, Delegate to the National SAC and Chairman of the NSW Board. Mr Callister became Chairman of PCFA’s Marketing and Sponsorship Committee in May 2009.

Professor Anthony Costello MD, FRACS, MBBS

Professorial Fellow and Head Department of Urology at the Royal Melbourne Hospital and affiliated with Department of Surgery at the University of Melbourne, Professor Tony Costello is a urologist in academic and private practice in Melbourne, based at the Royal Melbourne Hospital, Epworth Hospital and the Peter MacCallum Cancer Centre. Tony is a Foundation member of the Victorian Board of PCFA. Tony was an examiner for the Urology Surgical Fellowship for the Royal Australasian College of Surgeons and the Urological Society of Australia & New Zealand.

Mr David Curtain QC LLB

Mr Curtain is a Queens Counsel, practising in civil litigation, especially medical negligence. He is also Chair of the Medicare Participation Review Committee, Former Chair of the Victorian Board of PCFA, and a member of the Governing Board of Cabrini Hospital.

Professor Dexter Dunphy AM BA(Hons), MEd(Hons), PhD Sociology

Professor Dunphy is a Visiting Professor at the 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). Professor Dunphy has also worked extensively with senior executives, managers and other professionals in enhancing their managerial skills through mentoring and workshops.
Mr Jim Freemantle BEd, MBA

Mr Freemantle is Deputy Chairman of Racing & Wagering WA; Director of MDA National Insurance Pty Ltd; member of the Western Australian Planning Commission, Central Perth Planning Committee; member of the Swan River Trust; Chairman of WA Board of PCFA; Trustee of the Anglican Diocese of Perth and a Director of Dairy WA. Mr Freemantle is a Fellow of the Australian Institute of Company Directors and the Australian Institute of Banking & Finance. He was CEO of the Home Building Society from 1995 – 2003, and previously held various senior positions in banking (NAB, Australian Bank and Elders IXL) and corporate consulting.

Mr Peter Gebert

Mr Gebert is experienced in business development and has been employed in managerial roles with CBus since 1996. Prior to that, he worked within superannuation institutions and served ten years in the Army Reserve reaching the rank of Captain. Mr Gebert has been involved with PCFA for several years. He has worked in the capacity as SAC representative for three years, holding the position of Chair for one year, and a Victorian Board member for two years before joining the National Board in 2009.

Mr David Gregory

Mr Gregory worked as National Sales Manager with Golden Poultry Farming Industries, Ingham’s Enterprises, Goodman Fielder and others prior to setting up as a food broker to the foodservice industry. He worked as a volunteer for the Cancer Council Tasmania and has had the role of Convenor of the Hobart Support Group. Mr Gregory was elected to the Vic/Tas Chapter Council (Deputy Chairman), is the SAC Representative for Tasmania and was elected as the Chair of the National Support and Advocacy Committee.

Mr Desmond Grogan DipCE MEngSc Fellow VPELA

Mr Grogan retired from the consulting engineering practice he founded after a career as a civil and traffic engineer where he was involved in the investigation and design of major roads and freeways in Australia, Canada and the United Kingdom. He has frequently appeared as an expert witness at panel hearings and in the Supreme Court. Since retirement Mr Grogan has been appointed a sessional member of Planning Panels Victoria, which is responsible for hearing and making recommendations regarding property rezoning and has provided specialist traffic engineering input to multidisciplinary teams involved in projects overseas and locally. He joined the Victorian PCFA Board in late 2005 and was trained as an Ambassador in the pilot study initiated by PCFA.

Mr Chris Hall BComm(Hons), CA

Mr Hall 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 is also a member of the Australian Auditing and Assurance Standards Board.

Mr Jim Hughes GAICD, ANZIIF (Snr Assoc)

Mr 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. Mr Hughes 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, Mr Hughes is also the Chairman of the Queensland Board of PCFA.
Professor Villis Marshall MBBS, MD (Adel), FRACS

Professor Marshall is Director of Surgical and Specialty Service at the Royal Adelaide Hospital, Clinical Professor of Surgery at the University of Adelaide, Director at the Freemason’s Centre for Men’s Health, International Director of the Order of St John, and Chairman of the Australian Cancer Network for the development of guidelines for the management of local and advanced prostate cancer. He is also 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

Professor Mills is a specialist physician, internationally-recognised scientist and biotech businessman. He currently holds positions as the Professor of Medicine, Epidemiology and Microbiology at Monash University; Professor of Microbiology at RMIT; Consulting Physician at the Alfred Hospital and several positions on biotechnology VC 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.

Mr Jim O’Ryan FAICD, FAIBF

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

Mr John Palmer BA, BScApp (Building) (Hons), FAIM, FAIB, MIAA, Chartered Builder, JP

Mr Palmer 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 an Associate Lecturer at the University of Technology, Sydney, and a Chartered Builder and the owner and sole director of Building Durability Pty Ltd, TA Taylor (Aust) Pty Ltd and Research and Applied Technologies Pty Ltd. He has extensive knowledge and experience in the durability of buildings and building materials, concrete spalling investigation analysis and repair; waterproofing diagnostics and rectification methodology, structural facade maintenance and repairs and historic building conservation. Mr Palmer was Chairman of the Board of the TIANAO Building Repair Materials Limited in Tianjin China until 2002.

Mr David Sandoe OAM Dip BIA, MBA, ANZIIF (Fellow) CIP, MCMII, FAIM, FAICD

Mr Sandoe is the National Deputy Chair of PCFA and Chairman of Foundation Diane. He has also held various board and committee roles with Cancer-Voices NSW, Cancer-Voices Australia, as well as 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 (CCNSW) and the Cancer Institute’s NSW Oncology Group – Urology. He is General Manager and a Principal of Finity Consulting Pty Limited, an Australian specialist general insurance actuarial and consulting practice and former President of the Australian and 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, Mr Sonneveld has held several operational, managerial and directorship positions in construction related businesses around Australia, New Zealand and South East Asia. He has Honorary Memberships in the Australian Institute for Non-Destructive Testing (NDT), International Committee for NDT, Officer-Training Unit Scheyville Army Association and has received many industry awards. In 2007, he joined the NSW Board of PCFA as a Consumer Advocate and Ambassador Speaker to actively promote prostate cancer awareness, education and fundraising and became NSW Chairman in May 2009. He has been actively promoting / publicising prostate cancer awareness in predominantly men’s organisations since diagnosis in 2003. He is a member of Cancer-Voices NSW and participates in Cancer Council NSW Strategic Research Partnership Grants Consumer Review of Applications.
Associate Professor Phillip Stricker MBBS (Hons) UNSW, FRACS

Associate Professor Stricker 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, Associate Professor Stricker has been involved in public awareness, as well as research in the area of prostate cancer, having published more than 50 articles in peer reviewed journals including the Lancet and Journal of National Cancer Institute.

Ms Patricia Watson

For more than 20 years Ms Watson has worked in management roles in the media and served as a Director and office-bearer of several not-for-profit organisations. Until she moved to New Zealand in October 2006, she was Chairman of PCFA.

Ms Anita Ziemer BAppSc, AdvDip Screenwriting

Ms Ziemer is Managing Director at the Slade Group. She has a particular interest in marketing and marketing strategy, HR and recruitment and good governance.

MEETINGS OF DIRECTORS

During the year four meetings of Directors were held. Attendances by each Director were as follows:

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<tr>
<th>DIRECTOR</th>
<th>ELIGIBLE TO ATTEND</th>
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<tr>
<td>Mr Graeme Johnson</td>
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<td>Mr Steve Callister</td>
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<td>Professor Anthony Costello</td>
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<td>Mr David Curtain QC</td>
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<td>Professor Dexter Dunphy AM</td>
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<td>Mr Jim Freemantle</td>
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<td>Mr Chris Hall</td>
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<tr>
<td>Mr Jim Hughes</td>
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<tr>
<td>Professor Villis Marshall</td>
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<td>Professor John Mills</td>
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<td>Mr Jim O’Ryan</td>
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<td>Mr John Palmer</td>
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<td>Mr David Sandoe OAM</td>
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<td>Mr Tony Sonneveld OAM</td>
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<tr>
<td>Associate Professor Phillip Stricker</td>
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<tr>
<td>Ms Patricia Watson</td>
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<td>4</td>
</tr>
<tr>
<td>Ms Anita Ziemer</td>
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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 2010 has been received and can be found on page 37 of the Directors’ report.

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

CHRIS HALL
Director

Dated this 17th day of November 2010
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 2010, 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 17th day of November 2010
Sydney, NSW
INDEPENDENT AUDITOR’S REPORT

Independent Auditor’s Report to the Members of Prostate Cancer Foundation of Australia Limited ABN 42 073 253 924

REPORT ON THE CONCISE FINANCIAL REPORT

The accompanying concise financial report of Prostate Cancer Foundation of Australia Limited (PCFA), which comprises the Statement of Financial Position as at 30 June 2010, and the Statement of Comprehensive Income, Statement of Changes in Equity and Statement of Cash Flows for the year ended 30 June 2010 and related notes, derived from the audited financial report of PCFA for the year ended 30 June 2010, as well as the discussion and analysis. The concise financial report does not contain all the disclosures required by the Australian Accounting Standards.

DIRECTORS’ RESPONSIBILITY FOR THE FINANCIAL REPORT

The Directors of PCFA are responsible for the preparation and fair presentation of the concise financial report in accordance with Accounting Standard AASB 1039: Concise Financial Reports (including the Australian Accounting Interpretations), statutory and other requirements. This responsibility includes establishing and maintaining internal controls relevant to the preparation of the concise financial report; selecting and applying the 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 concise financial report based on our audit procedures. We have conducted an independent audit, in accordance with Australian Auditing Standards, of the financial report of PCFA for the year ended 30 June 2010. Our audit report on the financial report for the year was signed on 17 November 2010 and was subject to the qualification noted in this audited report. Australian 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 report for the year is free from material misstatement.

Our procedures in respect of the concise financial report included testing that the information in the concise financial report is derived from, and is consistent with, the financial report for the year; and examination on a test basis, of evidence supporting the amounts, discussion and analysis, and other disclosures which were not directly derived from the financial report for the year. These procedures have been undertaken to form an opinion whether, in all material respects, the concise financial report complies with Accounting Standard AASB 1039: Concise Financial Reports and whether the discussion and analysis complies with the requirements laid down in AASB 1039: Concise Financial Reports.

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

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 30 October 2009, would be in the same terms if provided to the Directors as at the date of this auditor’s report.
INDEPENDENT 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.

In respect to the qualification above, based on our review of the internal controls, nothing has come to our attention, which would cause us to believe that the internal controls over income from fundraising and donations by PCFA are not appropriate.

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 concise financial report of Prostate Cancer Foundation of Australia Limited for the year ended 30 June 2010 complies with Accounting Standard AASB 1039: Concise Financial Reports.

MARK DRIESSEN
Partner
WalterTurnbull
Dated this 17th day of November 2010
Sydney, NSW
The Directors of PCFA declare that the concise financial report of PCFA for the year ended 30 June 2010 as set out on pages 42 to 48:

(a) complies with Accounting Standards AASB 1039: Concise Financial Reports; and
(b) is an extract from the full financial report for the year ended 30 June 2010 and has been derived from and is consistent with the full financial report of Prostate Cancer Foundation of Australia Limited.

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

CHRIS HALL
Director
Dated this 17th day of November 2010
DISCUSSION AND ANALYSIS OF THE CONCISE FINANCIAL STATEMENTS

Information on Prostate Cancer Foundation of Australia Limited Concise Financial Report

The concise financial report is an extract from the full financial report for the year ended 30 June 2010. The financial statements and disclosures in the concise financial report have been derived from the 2010 Financial Report of Prostate Cancer Foundation of Australia Limited (PCFA). A copy of the full financial report and auditor’s report will be provided to any member, free of charge, upon request.

The discussion and analysis is provided to assist members in understanding the concise financial report. The discussions and analysis is based on PCFA’s financial statements and the information contained in the concise financial report has been derived from the full 2010 financial report of PCFA.

STATEMENT OF COMPREHENSIVE INCOME

PCFA’s surplus for the year of $1,187,263 was derived from a strong fundraising performance, the proceeds of which were utilised to continue to expand the Foundation’s work in the area of support and awareness and the continuation of the research grants program.

The Movember Foundation was once again a significant source of revenue for PCFA with contributions increasing by approximately 12 per cent on the previous year. Outgoings were increased as a result of numerous initiatives in the areas of support and awareness and a very pleasing 29 per cent increase in the level of research grant approvals.

STATEMENT OF FINANCIAL POSITION

PCFA’s net asset position has improved from the prior year as a result of the operating surplus generated during the year.

PCFA’s assets are largely represented by cash and cash equivalents. During the year PCFA resolved to maintain assets required to fund future research grant obligations, in the form of deposits with major financial institutions. Receivables have grown principally as a result of the further significant increase in the contribution from the Movember Foundation, the second instalment of which is due in December 2010.

Total liabilities have also increased as a result of the continued expansion of the research grants program in November 2009 and represents research grants approved which will be paid in subsequent years. Further, in October 2010, PCFA approved an additional $6,500,000 in research grants which will be payable over the next four years out of retained earnings.

STATEMENT OF CASH FLOWS

PCFA generated significant cash flows from operations during 2010 as a result of fundraising outcomes referred to above. Operating cash outflows increased with research grant payments more than doubling relative to the previous year.
The accompanying notes form part of these financial statements.
## Statement of Financial Position

### As at 30 June 2010

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<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
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<tr>
<td><strong>Current Assets</strong></td>
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<tr>
<td>Cash and cash equivalents</td>
<td>14,903,719</td>
<td>12,976,407</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>3,983,532</td>
<td>2,875,024</td>
</tr>
<tr>
<td>Other current assets</td>
<td>144,937</td>
<td>106,021</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>19,032,188</td>
<td>15,957,452</td>
</tr>
<tr>
<td><strong>Non-Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial assets</td>
<td>1,366,467</td>
<td>1,445,646</td>
</tr>
<tr>
<td>Plant and equipment</td>
<td>222,552</td>
<td>174,260</td>
</tr>
<tr>
<td><strong>Total Non-Current Assets</strong></td>
<td>1,589,019</td>
<td>1,619,906</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>20,621,207</td>
<td>17,577,358</td>
</tr>
</tbody>
</table>

| **Liabilities**          |       |       |
| **Current Liabilities**  |       |       |
| Trade and other payables | 621,077 | 336,647 |
| Research grants payable  | 4,396,332 | 3,527,490 |
| **Total Current Liabilities** | 5,017,409 | 3,864,137 |
| **Non-Current Liabilities** |       |       |
| Long term provisions    | 31,162  | 29,560  |
| Research grants payable | 4,594,573 | 3,930,985 |
| **Total Non-Current Liabilities** | 4,625,735 | 3,960,545 |
| **Total Liabilities**    | 9,643,144 | 7,824,682 |

| **Net Assets**           | 10,978,063 | 9,752,676 |

| **Equity**               |       |       |
| Reserves                 | (291,662) | (329,786) |
| Retained earnings        | 11,269,725 | 10,082,462 |
| **Total Equity**         | 10,978,063 | 9,752,676 |

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

### FOR THE YEAR ENDED 30 JUNE 2010

<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 1 July 2008</strong></td>
<td>7,977,716</td>
<td>(108,484)</td>
<td>7,869,232</td>
</tr>
<tr>
<td>Total comprehensive income</td>
<td>2,076,592</td>
<td>(221,302)</td>
<td>1,855,290</td>
</tr>
<tr>
<td>Recognition of cash due to change in accounting policy</td>
<td>28,154</td>
<td>-</td>
<td>28,154</td>
</tr>
<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>Total comprehensive income</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>
</tbody>
</table>

The accompanying notes form part of these financial statements.
# Statement of Cash Flows

For the year ended 30 June 2010

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash Flows from Operating Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receipts and contributions from the public and government</td>
<td>12,870,914</td>
<td>11,368,907</td>
</tr>
<tr>
<td>Payments to suppliers</td>
<td>(4,405,709)</td>
<td>(4,417,363)</td>
</tr>
<tr>
<td>Payments to employees</td>
<td>(1,954,646)</td>
<td>(1,873,213)</td>
</tr>
<tr>
<td>Research grants paid</td>
<td>(5,125,398)</td>
<td>(2,482,522)</td>
</tr>
<tr>
<td>Interest and distributions received</td>
<td>492,811</td>
<td>648,282</td>
</tr>
<tr>
<td><strong>Net cash generated by operating activities</strong></td>
<td>1,877,972</td>
<td>3,244,091</td>
</tr>
</tbody>
</table>

| **Cash Flows from Investing Activities** |            |            |
| Proceeds from investments               | 117,304    | 50,227     |
| Payments for plant and equipment        | (67,964)   | (151,717)  |
| Payments for investments                | -          | (64,865)   |
| **Net cash generated / (used in) investing activities** | 49,340     | (166,355)  |

| **Net increase in cash held**            | 1,927,312  | 3,077,736  |
| **Cash at the beginning of the financial year** | 12,976,407 | 9,898,671  |
| **Cash at the end of the financial year** | 14,903,719 | 12,976,407 |

The accompanying notes form part of these financial statements.
For the Year Ended 30 June 2010

NOTE 1: BASIS OF PREPARATION OF THE CONCISE FINANCIAL REPORT

The concise financial report is an extract from the full financial report for the year ended 30 June 2010. The concise financial report has been prepared in accordance with Accounting Standard AASB 1039: Concise Financial Reports and the Corporations Act 2001.

The financial statements, specific disclosures and other information included in the concise financial report are derived from, and are consistent with, the full financial report of Prostate Cancer Foundation of Australia Limited (PCFA). The concise financial report cannot be expected to provide as detailed an understanding of the financial performance, financial position and financing and investing activities of Prostate Cancer Foundation of Australia Limited as the full financial report. A copy of the full financial report and auditor’s report will be sent to any member, free of charge, upon request.

The financial report of PCFA complies with all Australian Equivalents to International Financial Reporting Standards (AIFRS) in their entirety. The presentation currency used in this concise financial report is Australian Dollars.

NOTE 2: 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 2010 the number of members was 41 (2009: 41).
## NOTE 3: REVENUE

<table>
<thead>
<tr>
<th>Source</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue from government and other grants</td>
<td>467,272.00</td>
<td>582,954.00</td>
</tr>
<tr>
<td><strong>Fundraising revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Donations</td>
<td>387,655.00</td>
<td>591,812.00</td>
</tr>
<tr>
<td>- Corporate donations</td>
<td>923,877.00</td>
<td>1,069,347.00</td>
</tr>
<tr>
<td>- Major gifts</td>
<td>620,658.00</td>
<td>395,587.00</td>
</tr>
<tr>
<td>- Direct mail</td>
<td>343,322.00</td>
<td>452,258.00</td>
</tr>
<tr>
<td>- Movember</td>
<td>9,134,000.00</td>
<td>8,135,639.00</td>
</tr>
<tr>
<td>- Major events</td>
<td>1,640,243.00</td>
<td>872,828.00</td>
</tr>
<tr>
<td>- Trusts and foundations</td>
<td>252,182.00</td>
<td>357,003.00</td>
</tr>
<tr>
<td>- Merchandise sales</td>
<td>17,633.00</td>
<td>26,089.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>13,319,570.00</td>
<td>11,900,563.00</td>
</tr>
<tr>
<td><strong>Other revenue</strong></td>
<td>58,283.00</td>
<td>-</td>
</tr>
<tr>
<td><strong>Interest received</strong></td>
<td>627,108.00</td>
<td>679,934.00</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>14,472,233.00</td>
<td>13,163,451.00</td>
</tr>
</tbody>
</table>

The accompanying notes form part of these financial statements.
NOTE 4: 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>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>%</td>
</tr>
<tr>
<td>Gross income from fundraising and donations</td>
<td>13,319,570</td>
<td>11,900,563</td>
</tr>
<tr>
<td>Total cost of fundraising</td>
<td>(912,329)</td>
<td>7%</td>
</tr>
<tr>
<td>Net surplus from fundraising</td>
<td>12,407,241</td>
<td>93%</td>
</tr>
<tr>
<td>Total income</td>
<td>14,472,233</td>
<td>13,163,451</td>
</tr>
<tr>
<td>Total expenditure</td>
<td>13,284,970</td>
<td>11,086,859</td>
</tr>
<tr>
<td>Total payments to support services, awareness projects and research</td>
<td>9,541,838</td>
<td>8,056,004</td>
</tr>
<tr>
<td>Payments to support services, awareness projects and research as a percentage of total income</td>
<td>66%</td>
<td>61%</td>
</tr>
<tr>
<td>Payments to support services, awareness projects and research as a percentage of total expenditure</td>
<td>72%</td>
<td>73%</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 5: SEGMENT REPORTING

PCFA operates in one business and geographic segment being to raise financial support and awareness for prostate cancer in Australia.

NOTE 6: EVENTS SUBSEQUENT TO REPORTING DATE

On 28 October 2010, PCFA approved a further round of research grants totalling approximately $6,500,000 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 future financial years.
PCFA ANNUAL REPORT 2009-2010

PCFA BOARDS AND COMMITTEES

**National Board**
Chairman: Mr Graeme Johnson  
Deputy Chairman: Mr David Sandoe OAM  
Mr Steve Callister  
Professor Anthony Costello  
Mr David Curtain QC  
Professor Dexter Dunphy AM  
Mr Jim Freemantle  
Mr Peter Gebert  
Mr David Gregory  
Mr Des Grogan  
Mr Chris Hall  
Mr Jim Hughes  
Professor Vills Marshall AC  
Professor John Mills  
Mr Jim O’Ryan  
Mr John Palmer  
Mr Tony Sonneveld OAM  
Associate Professor Phillip Stricker  
Ms Patricia Watson  
Ms Anita Ziemer

**Finance Committee**
Chairman: Mr Chris Hall  
Mr Graeme Johnson  
Mr Jim O’Ryan  
Mr John Palmer  
Ms Patricia Watson

**Marketing and Sponsorship Committee**
Chairman: Mr Steve Callister  
Mr Mathew Alderson  
Ms Julia Kublican  
Mr Jim O’Ryan  
Mr Robbie Robertson  
Mr Greg Taylor

**Awareness and Education Committee**
Chairman: Professor Dexter Dunphy AM  
Associate Professor Mark Frydenberg  
Ms Kyle Ironside

**Research Committee**
Chairman: Professor John Mills  
Professor Suzanne Chambers  
Professor Frank Gardiner AM  
Associate Professor Howard Gurney  
Associate Professor Susan Henshall  
Professor Robert Newton  
Associate Professor Richard Pearson  
Dr Miranda Xhilaga

**Support and Advocacy Committee**
Chairman: Mr David Gregory  
Mr John Allen  
Mr Dennis Armstrong  
Mr Malcolm Ellis  
Mr Lionel Foote  
Mr John Fullagar  
Mr Peter Gebert  
Mr Bryan Hearn  
Mr Daryl Hyland  
Mr Bruce Kynaston  
Mr Leon Matigan  
Mr Tony Maxwell  
Mr Paul Redman  
Ms Karen Rendell  
Mr Warwick Rowell  
Mr Max Shub  
Mr Keith Williams

**New South Wales Board**
Chairman: Mr Tony Sonneveld OAM  
Mr Steve Callister  
Dr Michael Izard  
Dr Phillip Katelaris  
The Hon Jim Lloyd  
Mr David Madson  
Ms Jayne Matthews  
Mr David Mah Chut  
Mr Lindsay May

**Victoria Board**
Chairman: Mr Des Grogan  
Mr David Curtain, QC (Chairman - retired)  
Mr Mike Brady  
Mr John Dillon  
Ms Dominique Fisher  
Mr Mike Fitzpatrick  
Mr Peter Gebert  
Ms Karen Olesnicky  
Mr Jonathan Oppy  
Mr John Preston  
Mr David Schmidt  
Dr Ross Preston  
Ms Anita Ziemer

**Western Australia Board**
Chairman: Mr Jim Freemantle  
Ms Roz Baker  
Mr John Carlson  
Mr John Gardyne  
Mr Dennis Jones  
Mr Michael Kiernan  
Mr Jeff Leach  
Dr Siobhan Ng  
Dr Tom Shannon  
Mr Mark Medelawitz

**Queensland Board**
Chairman: Mr Jim Hughes  
Mr Peter Ball  
Mr Don Baumber  
Professor Judith Clements  
Mr lan Smith  
Mr Terry Jackman AM  
Mr Chris Mihos  
Mr Leon Matigan  
Dr Michael Bonning  
Mr Warren Cameron  
Mr Lionel Foote (retired)  
Mr Leon Matigan
PCFA sincerely thanks all donors and supporters who generously gave to us, either financially or in-kind, during the financial year 2009-10. All support we receive, regardless of amount, is much appreciated and is vital to the Foundation’s fundraising income. The 2009-10 donors who have given $500 or more are listed below.
PCFa would also like to thank those organisations which provided *pro bono* support during 2009-10, in particular Allens Arthur Robinson, Finity Consulting Pty Limited and KPMG.

PCFA ANNUAL REPORT 2009-2010

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THANK YOU TO ALL OUR DONORS, PARTNERS AND SPONSORS FOR YOUR GENEROUS SUPPORT

**MEN’S HEALTH PARTNER:** MOBEMBER FOUNDATION

**BLUE DIAMOND PARTNERS**

**SAPPHIRE PARTNERS**

**PLATINUM PARTNERS**

**GOLD PARTNERS**

- ABBOTT AUSTRALASIA
- ASTRA ZENECA
- AUSTRALIA POST
- BRAMBLES BONDS
- BUNNINGS WAREHOUSE
- EAT MEDIA
- ELI LILLY
- SANOFI AVENTIS
- SHELL
- SOUTHERN CROSS
- EQUITIES
- TOUR DE CURE

**SILVER PARTNERS**

- ANGOVE FAMILY WINE MAKERS
- DAVIDC
- FARMOZ
- PRIME MEDIA
- VOLLEY
- WIN TELEVISION
- CRUST

**TOPAZ PARTNERS**

- ALLENS ARTHUR ROBINSON
- AMERICAN MEDICAL SYSTEMS
- AUSTRALIAN RUGBY UNION
- CHARITY GREETING CARDS
- FOSTER’S GROUP
- GRAYNICOLLS SPORTS
- HARLEY DAVIDSON
- HOYTS
- NATIONAL BREAST CANCER FOUNDATION
- PARAMOUNT
- RSVP
- SCARBOROUGH WINE CO.
- SIMSON
- WALKINSHAW
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>Provision for gift deductibility</td>
<td>Item 1 of the table in section 30-15 of the <em>Income Tax Assessment Act 1997</em></td>
</tr>
<tr>
<td>Item(s) in Subdivision 30-B of the <em>Income Tax Assessment Act 1997</em></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
Notice of endorsement for charity tax concessions

This endorsement notice has been issued to:

Name: PROSTATE CANCER FOUNDATION OF AUSTRALIA LIMITED
Australian business number: 42 073 253 024

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

- **Income tax exemption** from 1 July 2000 under Subdivision 5O-B of the *Income Tax Assessment Act 1997*.
- **GST concessions** from 1 July 2005 under Division 176 of *A New Tax System (Goods and Services Tax) Act 1999*.
- **FBT rebate** from 1 July 2005 under section 123E of the *Fringe Benefits Tax Assessment Act 1986*.

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

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