



**Cancer
Society**

Te Kāhui Matepukupuku
o Aotearoa



2020 Annual Report

Pūrongo ā-tau

Our Mission

The Cancer Society aims to reduce the incidence and impact of cancer and our objectives include:

- supporting and funding research within New Zealand into the prevention, treatment and cure of cancer
- providing supportive care and information to people affected by cancer, their families/whānau and carers
- promoting education about cancer for health professionals and publicising progress made in research and treatment
- delivering health promotion programmes focused on cancer prevention
- leading advocacy across the cancer continuum
- working collaboratively with organisations who share similar goals to the Cancer Society.

“With knowledge and understanding comes wellness”



Tō mātou koromakinga

Tūmanakotia e te Kāhui Matepukupuku, te whakaiti i te pupūtanga me te papātanga o te matepukupuku, ā, kei roto ēnei e whai ake nei, i ō mātou whāinga:

- tautoko me te whakapūtea mahi rangahau ki roto o Aotearoa mō te āraitanga, te maimoatanga me te mahi whakaoranga i te matepukupuku
- hoatu atawhai tautoko me te pārongo ki te hunga e pāngia ana ki te matepukupuku, ki ō rātou whānau me ō rātou kaitiaki hoki
- whakatairanga mātauranga e pā ana ki te matepukupuku mā ngā ngaio hauora me te pānui i ngā kaunekenga kua puta i ngā mahi rangahau, maimoa hoki
- whakarato hōtaka whakatairanga hauora e arotahi ana ki te āraitanga matepukupuku
- arahanga mahi whaitaua whiti noa i te mekameka matepukupuku
- mahi ngātahi me ngā whakahaere rite ai ō rātou whāinga ki ērā o te Kāhui Matepukupuku.

**“Mā te mōhio, mā te mātau,
ka kitea he oranga”**



National leadership Kaiārahitanga ā-motu

The finalising of our strategic plan has been a milestone this year. Importantly, alongside the planning process the Cancer Society of New Zealand (CSNZ) has developed an equity charter. Our challenge now is to evolve as a federation to meet the new challenges that our plan and equity charter steer us towards.

We know that Māori have higher incidence rates for almost all cancers, and higher mortality rates across most cancers. The Cancer Society has made a commitment to Te Tiriti o Waitangi to embed equity into all our structure and processes. Our equity charter will now guide how we can improve our work to best meet the needs of Māori and other priority populations.

An active federation-wide Māori roopu has overseen the development of our equity charter alongside our strategic plan this year.

The realisation of a National Cancer Action plan was a major success for CSNZ. Our advocacy led directly to the launch of a new National Cancer Action Plan and the formation of Te Aho o Te Kahu, Cancer Control Agency. The action plan, finalised in February 2020, was the most comprehensive update of New Zealand's cancer strategy since 2003. The Cancer Society wholeheartedly welcomed the opportunity to work with the new agency and its Chief Executive, Professor Diana Sarfati.



We would like to acknowledge the leadership and advocacy made by the late Blair Vining and Melissa Vining towards the realisation of a National Cancer Agency. Sadly, Blair lost his battle with bowel cancer.

Photo: Ministry of Health

We have seen positive progress on two important Bills that we had been advocating for. The Smokefree Environments and Regulated Products (Vaping) Amendment Bill was introduced to Parliament in February 2020 and was passed in August. And the Smoke-free Environments (Prohibiting Smoking in Motor Vehicles Carrying Children) Amendment Act was passed and will come into full-effect in 2022.

1 in 3 New Zealanders are affected by cancer. Due to our changing population a 50% increase in cancer rates is predicted by 2035. Yet, cancer is more survivable than ever before.



Cancer Society rōpū hui in January.

In preparation for 2020's referendum on the End of Life Choice Act, the Cancer Society has established a neutral position. In this area, the Cancer Society's focus is on ensuring appropriate support is available to people and their family/whānau during the end-of-life journey.

The work we do is important and would not happen without the valuable contributions of the many volunteers we work alongside. Thank you to everyone who assisted our work.

This year saw our new volunteering management system, Better Impact, extended throughout the regions. This is the first national data management system for the federation and helps with scheduling and communicating with our volunteers. It heralds a new digital focus for us.

July 2019 saw us award a newly contestable programme grant. The grant was awarded for a five-year period to a new group, the Cancer Society Research Collaboration, which includes a number of research units. They are hosted by the University of Otago.

Another highlight this year was our first-ever report on federation-wide outputs which now provides us with a comprehensive picture of our service delivery and cancer prevention work.

National leadership Kaiārahitanga ā-motu

Research NZ's brand survey last year told us that the Cancer Society is still one of the most well-known and trusted charities in the country. We know the importance of having a strong brand and the right partnerships. ANZ and its staff continue to

We support people living with and beyond cancer. We work to reduce the incidence of cancer before it starts.

support us as our major sponsor, we thank them for this. With the appointment of a partnerships and sponsorship manager, a sponsorship strategy was set-up to develop new partnerships and make the most of existing activities.

We'd like to thank the volunteer members of our national committees: the National Board, National Scientific Advisory Committee, National Health Promotion Advisory Committee and National Finance and Risk Committee, for their steadfast advice and leadership over the year.

Our special thanks go to Mike Kernaghan for his time as Chief Executive of the Cancer Society of New Zealand over the last three years, and to Helga Wientjes who capably stepped in as acting Chief Executive when Mike resigned to return to Dunedin. We welcome Lucy Elwood into the new role of Chief Executive. Lucy started her term as our reporting period drew to an end in March 2020 and with the onset of the COVID-19 pandemic.

People rely on the Cancer Society (CSNZ) for advocacy, advice, information and support across Aotearoa.

How can the Cancer Society support me during alert level 4?



We are here to support you

Our accommodation is still open where social isolation can be maintained.

This meant a closer look at our digital capacity. It did not stop us from doing what we are here to do—supporting people with cancer, because cancer doesn't stop when there's a crisis, and neither do we.

The pandemic meant that many of our Relay For Life events were postponed or cancelled. It required us to relook at how we provide our services and to find new ways to do our work.



Peter Hutchison - Board Chair



Lucy Elwood - Chief Executive



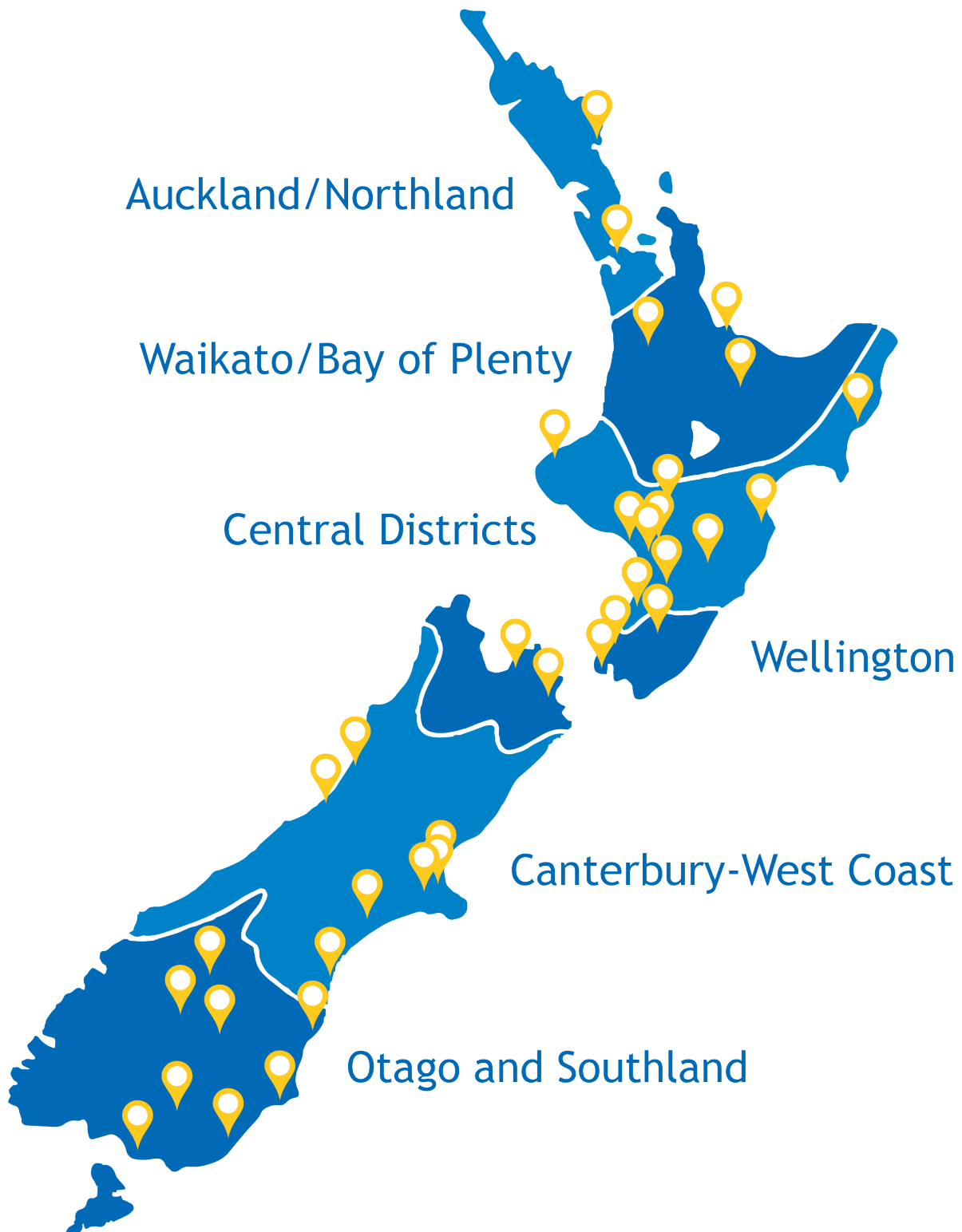
Dr Chris Jackson - Medical Director

The Cancer Society in New Zealand

Te Kāhui Matepukupuku o Aotearoa

The Cancer Society (CSNZ) is a federation consisting of six regions with 34 centres and a national office in Wellington. Each regional centre delivers care and support to people affected by cancer in their communities. The regions are represented on the CSNZ Board who provide governance of the CSNZ. CSNZ has a key advocacy and national co-ordination role working closely with our regions to support their work. This map shows where centres are located.

This report provides information on federation activities with national relevance. The financial statements (link on page 17) present the financial information for the Cancer Society of New Zealand Incorporated and its subsidiary Daffodil Enterprises Limited. Please see our website www.cancernz.org.nz if you want more information on our activities.



The national picture for the year to 31 March 2020

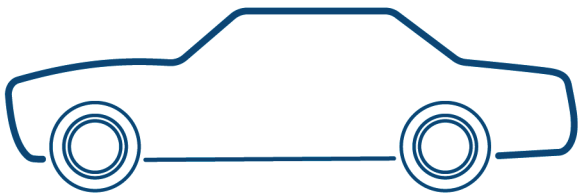
Te āhua ā-motu



15,566
number of client
contacts



50,062
nights stayed in
Cancer Society
accommodation



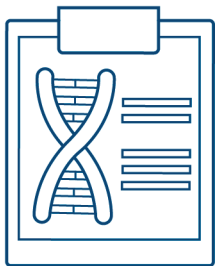
1,016,007
kilometres driven by Cancer
Society volunteers



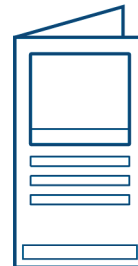
8980
0800 CANCER
calls received



11,617
people to support
programmes



5,235,876
dollars spent on research



47,160
publications
printed



1,038,838
cancerz.org.nz visits



51,302
Facebook followers

Cancer research funding

Tahua rangahau matepukupuku

In 2019 the Cancer Society of New Zealand committed to fund a new 5-year programme grant, seven project grants, one post-doctoral fellowship grant, and one PhD scholarship.



Programme grant (\$1,999,438 over five years)

A new programme grant was awarded to the newly formed Cancer Society Research Collaboration with leading researchers including: from left, Asst Prof Sue Crengle, Dr Rachel McLean, Prof Diana Sarfati, Dr Richard Egan, Prof Louise Signal, and Prof Janet Hoek. The new collaboration is hosted by the University of Otago.

Specific research themes for the new group include: progressing Smokefree Aotearoa, skin cancer prevention, improving nutrition, reducing obesity and alcohol-related harm, promoting physical activity, preventing infection-related cancers, and improving cancer care and support.

Project grants

Inducible safety systems for anti-cancer T cells



\$180,205 was awarded to the principal investigator Alexander McLellan over two years. Hosted by the University of Otago this project is focused on making cell-therapy safer for people with cancer.

A pilot clinical trial of a stoma output recycling device in cancer patients



An \$86,428 one-year research project grant was awarded to principal investigator – Greg O'Grady, University of Auckland. This project is a clinical trial of a device for improving outcomes for cancer patients with stomas.

Cancer research funding

Tahua rangahau matepukupuku

He Tapu Te Whare Tangata: Exploration of the cervical screening clinical pathway



\$122,806 has been awarded for two years. Principal investigator, Anna Adcock, is based at Victoria University of Wellington. The project looks at issues and knowledge gaps to inform policy for New Zealand's National Cervical

Screening Programme and address cervical cancer inequities for Māori. <https://youtu.be/TjG79tx1yil>



Combination of oncolytic virotherapy with chemotherapeutic agents in breast cancer



With support from our Central District Division, \$282,808 has been awarded over two years to principal investigator Laura Burga at host Institution, the University of Otago. This project investigates the ability of the Seneca Valley Virus

to improve the potency of current chemotherapeutic agents to enhance tumour cell death in tissue cultures and in mouse models of breast cancer.

Identifying novel precursor biomarkers of ovarian cancer



\$118,229 has been awarded for three years to principal investigator Janet Pitman at Victoria University of Wellington. This project aims to identify biomarkers to detect early signs of

ovarian cancer. <https://youtu.be/FYuyB-MMa18>



Harnessing the gut microbiome to predict response to radiotherapy in rectal cancer.



\$88,132 has been awarded for 12 months to Rachel Purcell of the University of Otago. This project seeks to understand how differences in the microbiome relate to radiotherapy response in the treatment of rectal cancer, and

how we can harness this knowledge to develop predictive biomarkers of treatment response.

Efficacy of a growth hormone receptor antagonist against melanoma



\$88,541 has been granted to Dr Joanna Perry with the University of Auckland. This project aims to develop a new therapeutic strategy for treating melanoma. Production of growth hormones and interactions with factors

produced in the tumour micro-environment, come into play in this research.

Micro-pharmacokinetic models of tumour radiosensitisation by DNA-PK inhibitor prodrugs



\$240,000 has been awarded over three years to Cho Hong, Auckland Cancer Society Research Centre. This project will develop PK/PD models that

accurately predict anti-tumour activity and aims to identify the most active prodrugs for preclinical evaluation.

Identifying protective T cell functions in the tumours of people with colorectal cancer (PhD Scholarship)



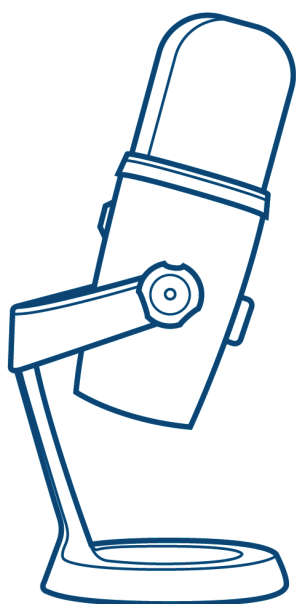
\$97,500 has been awarded over three years to Jessica Harte, University of Otago. This research examines the composition of the immune cells in the tumours of people with colorectal cancer and identifies potential targets for improved

immune therapy.

Key outcomes and highlights

Ngā putanga matua me ngā mea whakaharahara

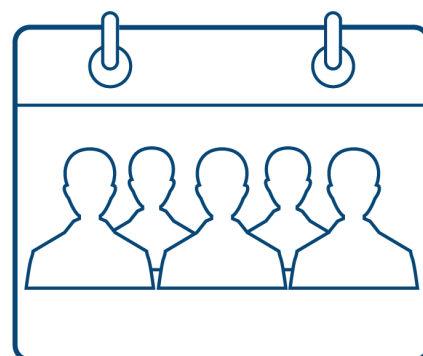
Health promotion and reducing cancer risk



3049
media mentions



139,809
students who attend
a sunsmart school



408
community events
supported

814
sunsmart schools
including those working
to be accredited

175
community events
attended

263
community events
provided



Sue Taylor was presented with the Tariana Turia Award at the Conference for her work to reduce the impact of tobacco.

Oceania tobacco control conference

Our health promotion work includes being part of national (and international) groups working to promote health and prevent cancer. One highlight of 2019 was joining the planning committee for the Oceania Tobacco Control Conference (OTCC) held in Sydney in October. The theme of the conference was 'making tobacco control a priority' and brought researchers, policy makers and advocates from Australia, New Zealand and Pacific Island nations, together. A number of Cancer Society staff presented at the event.

Key outcomes and highlights

Ngā putanga matua me ngā mea whakaharahara



SunSmart ECC module goes global

When looking at the data from the SunSmart early childhood professional development resource this year, we were surprised to see several registrations from a German email address. Even more puzzling was the one from Scotland!

On further investigation, we found out that Au Pair Link – an agency that organises au pairs to come from other countries to New Zealand had included our module in their training package for new staff to complete before their arrival.

We were thrilled! This means that au pairs from the Northern Hemisphere are learning all about the dangers of UV before they get here. Increasing their understanding of how and why to protect children from the sun – but also protecting themselves.

This is an excellent tool (and it's free) to help my team become more sun wise and then to support the learning of sun safety with our tamariki and their whānau. Thank you.

**Tumuaki Manager,
Auckland**

Smoke-free cars and vaping bills

Two Bills were introduced in Parliament:

- Smoke-free Environments (Prohibiting Smoking in Motor Vehicles Carrying Children) Amendment Act 2020
- Smokefree Environments and Regulated Products (Vaping) Amendment Bill

The first Bill aims to protect children and young people from second-hand smoke in enclosed spaces which can result in serious health problems. It was passed in 2020 and will be fully in force in 2022. We believe the accompanying media campaign and potential for enforcement will help thousands of tamariki who are currently exposed to second-hand smoke in cars, to breathe easier.

The Vaping Bill was also introduced in February and was passed in August 2020. It will help to

prevent vaping products being marketed to rangitahi. However, we believe vaping is a tool that can be used to help people who currently smoke, quit tobacco. The Cancer Society has worked hard for many years alongside key tobacco control organisations, to get these legislative protections put in place.

World Smokefree Day 2019

<https://www.youtube.com/watch?v=Tc0i7ym7PIs>



Tara Aitcheson is the owner of Tasty Treats dairy and café in Christchurch. She chose to stop selling tobacco and has never looked back. Tara was a key part of our campaign for World Smokefree Day 2019. The Cancer Society worked closely with Hāpai te Hauora for World Smokefree Day, drawing attention to the promotion and sale of tobacco in our communities. Our focus was to raise awareness of the need to 'Stop the Stock'. Limiting the number of outlets selling tobacco leads to a reduced uptake of smoking. We thank the retailers who joined us by deciding not to sell tobacco at this time.

Nutrition, alcohol and physical activity focus

A new focus group on nutrition, alcohol and physical activity (NAP) was set up this year. Diet and unhealthy weight are the second leading cause of preventable cancer deaths, after tobacco. The aim of the group is to work with communities on effective ways to prevent diet and alcohol-related cancer in Aotearoa. Key priorities are raising awareness of the links between our unhealthy food environment and diet-related cancers and the causal link of alcohol and cancer. The group will also advocate for policies to improve the food and alcohol environment such as stricter marketing regulations and a levy on sugar sweetened drinks.

This year we joined with the Health Coalition Aotearoa's boycott of the Advertising Standards Authority submission process on alcohol regulation. The NAP group are developing website content, public information papers and position statements to support these priorities.

Supporting people and their whānau with cancer

International Cancer Benchmarking Partnership (ICBP)

With leadership and funding from the Cancer Society, New Zealand has been a part of the International Cancer Benchmarking Partnership. This collaboration between seven countries allows us to compare how these countries manage cancer and compare our results. This project has uncovered a rising rate of bowel cancer in younger people and highlighted the urgent need for improved treatment pathways in several key cancers in New Zealand. The project was made possible because of the Cancer Society's commitment to seeing this information made available.

Supportive care managers launch webinars

To aid professional development nationally for supportive care staff, every two months a region provided a one hour webinar for all supportive care staff. Webinars included:

- Working with Māori – presented by Henare Kani and facilitated by Pauline Farquhar (Central Districts)
- Compassion Fatigue – presented by Caroline Loo and facilitated by Marie Wales (Otago & Southland).

Review of information project

For insight into how people have been accessing our information (on cancer treatment, living with cancer and preventing cancer) we analysed data for 2015 to 2019. This showed that the audience using our website grew and is being used extensively by people to access cancer information. Compared to data from 2015-2016 the amount of cancer information resources that were printed decreased, as did the volume of calls through our **0800# Cancer Information Helpline**. However, we still observed a steady demand for information in these formats over the last few years. The analysis of the data demonstrated some regional variations in the way people access Cancer Society information. Further research into the area of cancer information provision has been recommended.

A focus on National Travel Assistance

We continue to be part of the National Travel Assistance review. Our clients have been impacted by funding barriers and we continue to advocate strongly for better access to assistance. Unfortunately, progress has been slow.

Around
20%
of people experience
Lymphoedema
after receiving
cancer treatment.

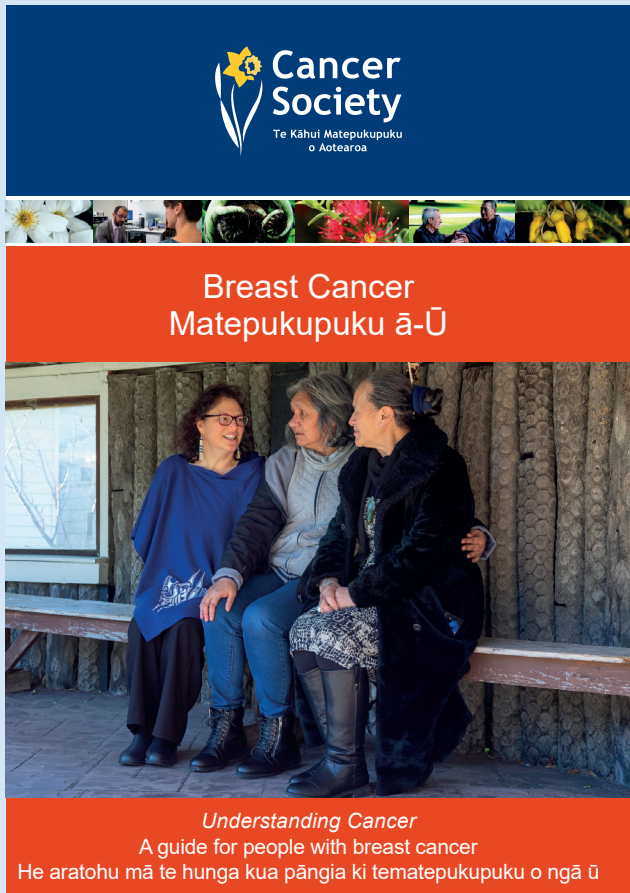
Raising awareness of lymphoedema

Lymphoedema is a significant side effect for people who have received cancer treatment. Over the last year we have reviewed access to lymphoedema services across different DHBs. We believe people with cancer need consistent access to these services and do not have this already. To raise awareness about lymphoedema and to hear about people's experiences, we ran a short campaign on social media in March.

<https://youtu.be/YkIJa8SiYS4>



Supporting people and their whānau with cancer



New booklet on breast cancer - Te Matepukupuku ā-Ū

With support from Te Mauri cancer support group we developed a new breast cancer book which BreastScreening Aotearoa have funded and provided copies of to each breast care centre. Anyone receiving a breast cancer diagnosis will now have access to this resource when they need it. Other new resources produced over the year include:

- Prostate cancer and Going down the prostate cancer road
- Living with cancer – eating well
- Living with cancer – keeping active
- Improving bowel function

We work closely with an editorial team from around the country to produce this information. Our new print-on-demand system has seen a much-improved process for ordering and delivery of Cancer Society publications around the country.



Engaging our communities across the country Te taute i ō tātou hapori whakawhiti noa i te motu

We play a key support and co-ordination role for Cancer Society events throughout New Zealand. As an independent charity our fundraising events are important. The events rely on the support of many volunteers, organisations and communities.



Daffodil Day 2019

Since 1990 Daffodil Day has inspired people to come together and support our work while providing an opportunity to raise awareness of cancer. Thousands of local businesses collect donations. 2019's campaign focused on increasing people's understanding of what we do to help New Zealanders with cancer, and their whānau. We raised \$4,974,947 and involved 11,000 volunteers. See the Daffodil Day 2019 video of our information nurse Naena, talking about the work she does.

<https://youtu.be/faEysJpcGfK>



Relay For Life 2020

Three Relay For Life events took place as scheduled just before COVID-19 restrictions started. These were Manawatu, Waimate and Waikato. The remaining events were either postponed to October or November. In some parts of the country biennial events will be hosted around the same time next year and others had to cancel.

Wellington's event scheduled for 4 April became New Zealand's first virtual Relay For Life on the 16th of May. Participants passed virtual batons between their team mates and walked with their bubbles around their neighbourhood for the full 8 hours.



Thanks to our supporters and funders - A mātou kaitautoko

ANZ Major Sponsor and Principal Sponsor of Daffodil Day

Eftpos New Zealand

Signature Promotions

Fuji Xerox

Lottery Grants Board

Alexander Harold Watson Charitable Trust



Volunteering Mahi Tūao



4777

regular volunteers



323

paid staff



12,520

Daffodil Day
volunteers



1313

volunteer drivers



1 staff member for every 15 volunteers

All regions are now using our volunteer management system, Better Impact. The volunteers love the ability to self-schedule. The system was very useful during lock down as it allowed us to communicate easily with our volunteers and helped manage COVID-19 requirements.

We recently developed training for our paid staff to work effectively with volunteers. This training is critical for maintaining and strengthening our volunteering culture at the Cancer Society. The best recognition you can give a volunteer is that the time they contribute is going towards meaningful work and that there is a positive, supportive and inclusive culture.

Volunteering

Mahi Tūao



One of our volunteers at national office - Sonika

Sonika is a third year commerce student at Victoria University and is a volunteer in our National Office.

“I really enjoy my support role here because it has allowed me to use my skills to help one of my favourite charities. I’ve learnt new skills, tried new things, and got to know the great people that work there.

“I decided to apply for the role as I had volunteered for the Cancer Society before. So I was pretty lucky to come across the admin support role. It enables me to support wherever I can, so no week is ever the same. This constant change has taught me to be more agile and adaptable, often demanding me to quickly learn new skills.

“I have updated contact details for employees, renewed sponsorship information on the website and entered data for Relay For Life events. More challenging was learning Indesign to help upload new information sheets and to put these on the website, and being a voice for a character in an online learning module on working with volunteers. Every task has enabled me to apply my technical skills, learn new software, enhance my soft skills and offer help in interesting ways.

My experience would not be half as enjoyable if it was not for the cool people here. It is such a warm and welcoming environment! Everyone is very approachable and friendly, which makes learning or seeking help an effortless process. I truly feel part of the team.”

Our finances

Whakarāpopotonga pūtea

You can find the full audited accounts of the Cancer Society of New Zealand here
<https://cancernz.org.nz/assets/Financial-Documents/CSNZ-CSF-20192020.pdf>



Daffodil Enterprises Ltd raises funds through the sales of products to support the core activities of the Cancer Society. Daffodil Enterprises is a wholly owned company of the Cancer Society of New Zealand Incorporated.

Daffodil Enterprises Ltd has been delivering award-winning, high-quality sunscreens and sun-related products to the New Zealand market since 1997.

Annual Report of the Cancer Society of New Zealand Inc, Te Kāhui Matepukupuku o Aotearoa

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