



2023

Annual Report
Pūrongo ā-tau



Cancer
Society

Te Kāhui Matepukupuku
o Aotearoa

Foreword

Tēnā koutou

It is our pleasure to present this Cancer Society Annual Report and outline what our organisation has achieved in the 2022/2023 year toward our mission to reduce the incidence and impact of cancer in Aotearoa/New Zealand.

At the outset we wish to acknowledge with deep sadness the passing of Her Majesty Queen Elizabeth II in September 2022. The Cancer Society has been honoured to have the Queen as our Patron for many years and we are grateful for her support.

Work to develop a national model of care for the Cancer Society supportive care services, which is evidence-informed, relevant and equitable with common core services across the motu, continued this year. The new model was approved with national support in August. More detail around each aspect of the model will continue to be developed through dedicated project teams and an advisory group.

In March we agreed the Society's Research Strategy for 2023-2028, aligning it with our Strategic Plan and Equity Charter. As a significant non-government funder of cancer research, we are committed to ensuring our funding supports equitable and improved cancer outcomes across the cancer continuum over the long-term.

An increased focus on equity was a highlight for the year. Kāhui Manu Taurite, a Federation-wide group of representatives led by board member Dr Keri Milne-Ihimaera, has been looking at both strategic and operational ways to ensure the Equity Charter is reflected in all our mahi. Work is underway on an Equity Implementation Plan to provide clearly agreed actions and measurable deliverables that align with our Equity Charter.

As part of our Strategic Plan, we are working on the collective goal of achieving 'fit for purpose governance'. The Anga Whakamua / Forward Together project prompted and supported new conversations across the Federation on governance and collective decision-making, which will continue. For example, we are considering how our constitutional documents should reflect our commitment to improving Māori cancer inequities.

Over the past year, as Covid restrictions were removed, we were able to resume holding community-based support groups, information sessions, and our in-person fundraising events like Relay for Life and Daffodil Day. It was so rewarding to fully connect again with our volunteers and the people we support.

More key highlights and activities from across New Zealand are presented in this report,

although the accompanying Annual Financial Statements reflect only the operations of Cancer Society of New Zealand Incorporated and Daffodil Enterprises Limited.

Ultimately none of this would be possible without our staff, volunteers and many donors who so generously choose to support us. A huge thank you to our major sponsor ANZ who in 2022 marked 32 years partnering with us as principal sponsor of Daffodil Day.

We extend our heartfelt thanks to our volunteer Directors and acknowledge the contribution of National Board representative for Auckland/ Northland Division Ziena Jahill, who resigned from her role in March this year.

We also say a very special thank you to Lucy Elwood, who finished up at the Cancer Society in June 2023 having given three solid years' passionate service leading the team as National Chief Executive. Lucy is known for her strong analytic skills, her eloquence, her care for her staff and her commitment to the goals of the Cancer Society and we know she will continue to be a strong champion for us.

As we move into another year, your support is even more crucial – more New Zealanders will

be diagnosed with cancer than ever before and the demand for our services has never been higher. With your support, we can help ensure that no one faces cancer alone, being there to support those with cancer and their whānau when they need us most.



Ngā Manaakitanga,
Alister Argyle
CSNZ President



Ngā mihi nui,
Rachael Hart
Chief Executive

A message from our Medical Directors

This time last year in our Medical Directors' message in the Annual Report we noted that our health system had been restructured to hopefully eliminate the postcode lottery. A year on and we are still watching and waiting for those positive outcomes from the health service reforms.

There are many challenges facing our health system and the main issue that those working 'at the coal face' experience is increasing workforce issues. This is reflected in a shortage of pharmacists and GPs, which impacts on community care. Radiology and pathology are under pressure, impacting diagnostic tests. Then there are the treatment teams, especially in radiation oncology, who are severely under-resourced, resulting in patients having to travel long distances from home, which is a huge burden and stressor for them and their family.

We also have a widening medicine gap. Pharmac's announcement in March of its funding of immunotherapy treatments for lung cancer patients was a very welcome, but unfortunately long overdue, addition to our available treatments. The fact remains that we still lag behind comparative countries in our access to drugs. This continues to cause distress to patients, whānau and treating clinicians, and drives inequity between those who can pay for non-funded drugs and those who cannot.

It has been positive this year to see changes to the national cervical screening programme progressing to the stage where the new HPV primary test will be rolled out later in 2023. This is long overdue and should improve access to this vital screening programme, particularly for under screened populations. There is still a lot of work to do in eliminating this cancer and increasing HPV vaccination rates also needs to be a priority.

We are still playing catch-up from Covid and this leads to concern that screening back-logs will lead to patients ultimately presenting with more advanced disease. On top of this the frequency and impact of extreme weather events affecting patients' ability to access treatment emphasises the importance of treatment being available as close to home as possible.

That's not a rosy picture to paint with words, but it does set the scene to highlight that the Cancer Society is uniquely placed to drive better outcomes.

With people on the ground right across the country, the Cancer Society is able to amplify the voices and experiences of people with cancer and their whānau and wider community right across the cancer spectrum, and drive system level change in prevention, screening, treatment, care and research.

At our grassroots, in our Divisions and centres, we support our cancer patients of today and nationally we smooth the path for the cancer patients of tomorrow.

While the change that we want to see in our health system can be slow, something that does not change is the commitment and passion of our organisation.

Ngā mihi



Dr Kate Gregory



Dr George Laking

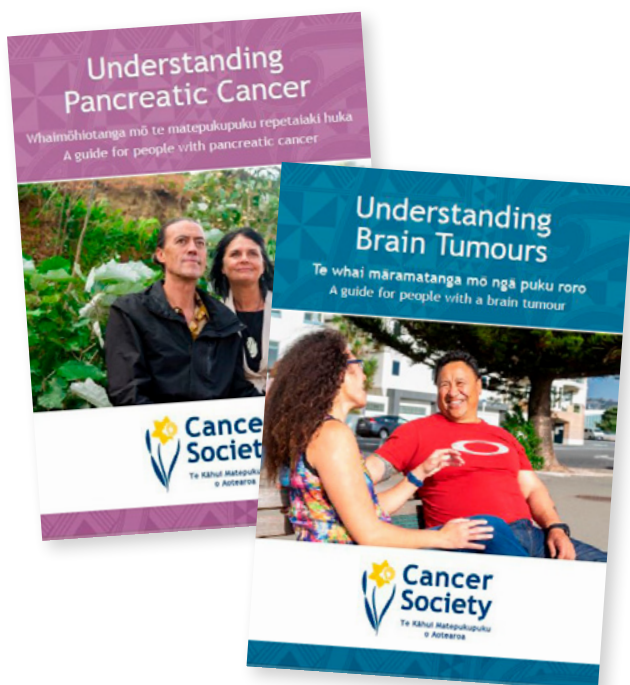
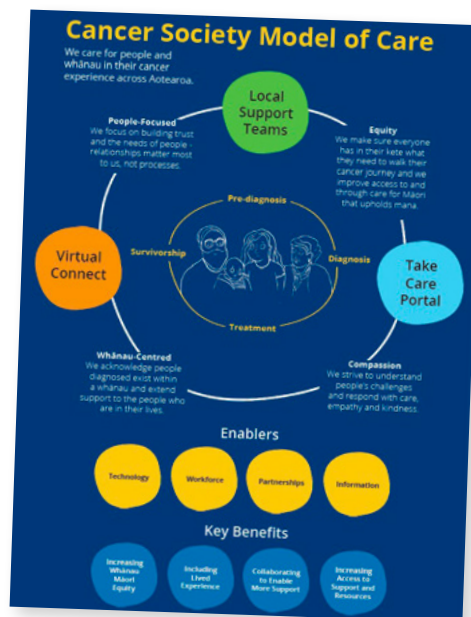
Support *Tautoko*



Across the motu, the Cancer Society is present in communities providing support, navigation and information. Our supportive care team members care for people with cancer to reduce the impact of a cancer diagnosis, as well as provide access to other helpful services such as transport, accommodation, webinars, information and counselling. A cancer helpline is also available Monday to Friday by calling 0800 226 237.

New Model of Care

In the 2021/2022 financial year, under the leadership of the Waikato/Bay of Plenty Division, we developed a national model of supportive care for Cancer Society services, which is evidence-informed, relevant and equitable with common core services across the motu. This new model was approved on 2 August 2022 nationwide. Since then, supportive care managers have developed more detail about each aspect of the model in conjunction with team members and service users.



New brain tumour and pancreatic cancer booklets

In May, we released a new information booklet on brain tumours. We aim to provide well-researched, easy-to-understand information relevant to people affected by cancer and their whānau.

Understanding Brain Tumours provides information on what a brain tumour is, how it is diagnosed, the different types of brain tumours, and how they are treated.

The release of Understanding Pancreatic Cancer followed in August. This booklet talks about how pancreatic cancer is diagnosed, the different stages, and living well during and after treatment.



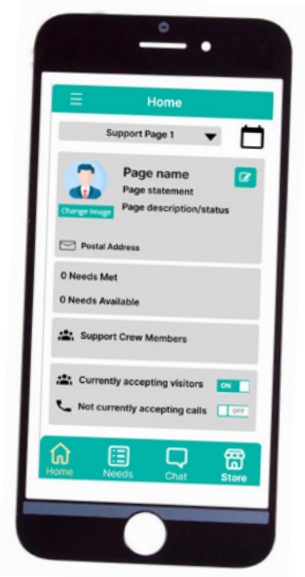
Support Crew

Support Crew is a free online support platform that helps patients and whānau dealing with cancer, or any other life event, to easily coordinate meals and support from whānau and friends across the motu.

In the 2022/2023 financial year, two out of every five support pages were created to support Cancer Society patients and their whānau.

In total, Support Crew helped nearly 10,000 people give and receive support. The platform helped facilitate more than 5000 requests for help and people gave 16,000 messages of support.

Support Crew was extremely proud to partner with Technology Partner Datacom for a web app redesign project. Utilising Datacom's graduate developers through its graduate programme, the project will see a sleek new mobile experience for users that will make Support Crew easier to use and navigate.



“It is useful to have a central point to keep everybody informed. As the person at the centre, it is nice to experience that it is normal to ask for help.”

- Support Crew user

Minister of Health National Volunteer Awards 2022

Volunteers are essential to the mahi of the Cancer Society. We were delighted to see Cancer Society Auckland/Northland volunteer Anne Sinclair and the Cancer Society Central Districts Driving Team honoured at the Minister of Health Volunteer Awards in June. Anne was awarded the Long Service Minister of Health Volunteer Award and the Central Districts Driving Team received the runner-up award for the COVID Health Volunteer/s Award.

Pictured from left: Hugh Fairbairn Palmerston North volunteer driver, Lee Matson Whanganui volunteer driver, Jane Burgess Service Support Manager - Volunteer Services, Theresa Webster Whanganui Volunteer & Transport Coordinator Whanganui, Sandra Fairbairn, Sudha Bhana Volunteer Manager Auckland and Anne Sinclair Auckland Northland volunteer.



Website update

We continued to work on our website (cancer.org.nz). By sharing up-to-date content, activities and helpful information, our website is a reliable resource for cancer patients and their whānau to take action, quickly access information and generate printable versions of the content. We provided timely advice on how services were impacted by COVID-19 restrictions and what to do if your treatment was interrupted by Cyclone Gabrielle.

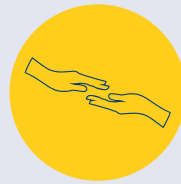
In the 2022/2023 financial year, www.cancer.org.nz had 725,413 total page views.

Key stats: Support 2022/2023



9428

new patient referrals



13,497

face-to-face client contacts



15,773

drives provided



895,115

kilometres driven by
Cancer Society volunteers



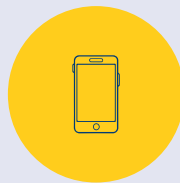
46,600

nights stayed in Cancer Society
accommodation



62,760

phone client contacts



19,344

other client contacts, including
mail, email, text and Skype



5742

supportive care
programme attendees

Equity Tika



We are on a journey to work better with and for the communities we serve. This includes working towards achieving better cancer outcomes for Māori as described in our Equity Charter.

Kāhui Manu Taurite

Under the stewardship of Keri Milne-Ihimaera, this federation-wide group of representatives has been looking at both strategic and operational ways to ensure the Equity Charter is implemented in all of our mahi. Given the name Kāhui Manu Taurite, this roopu now has a clear Terms of Reference to help drive more measurable outcomes/outputs. Work is underway on an Equity Implementation Plan that provides clearly agreed actions and measurable deliverables that have a clear line of sight to our Equity Charter.

Kia ora - E te iwi

Kia ora - E te Iwi is a for Māori, by Māori workshop designed to support whānau Māori with cancer. Following a refresh of the Facilitator Guidelines led by Matua Henare Kani last year, Kia ora - E te iwi is being delivered by a small, dedicated team in Auckland/Northland with a formal evaluation planned to gauge its effectiveness. It is really encouraging to note that other Divisions are at various stages of working to deliver Kia ora - E te iwi. As part of the refresh and in collaboration with Divisions, National Office is updating the tohu with the original artist, creating a new brand and also new video resources.

Te Rito o te Harakeke

This is a group of Māori working for the Cancer Society across Aotearoa/New Zealand. Initially established as a way for kaimahi to support each other, Te Rito members bring te Ao Māori to all aspects of their work. A particular focus in this past year has been addressing inequity for Māori with cancer, as well as progressing delivery of Kia ora - E te Iwi within all Divisions. It has also become a valuable forum for learning more about the work and priorities of all the Divisions.

Māori Language Week

From 12 to 18 September 2022, New Zealand celebrated Te Wiki o Te Reo Māori (Māori Language Week).

Following the success of the Te Wiki o Te Reo Māori 2021 across the Cancer Society, we used this opportunity to once more celebrate, promote and encourage using Te Reo Māori.

All Cancer Society staff used a Te Wiki o Te Reo Māori email signature banner using the Kia Kaha Te Reo Māori image. Every weekday, we promoted a kupu and phrase of the day. We encouraged everyone to share/practise this phrase internally and we shared it externally on social media.



KIA KAHA
TE REO MĀORI

Na Te Kāhui Matepukupuku e
tautoko, arohatia te reo Māori

Te Wiki O Te Reo Māori
12 - 18 Mahuru



Prevention Āraitanga



The best time to stop many cancers is before they start. Prevention and early detection are vital to reducing the incidence and impact of cancer in Aotearoa/New Zealand. Half of all cancer cases are preventable - by reducing exposure to avoidable risk factors such as tobacco, alcohol, unhealthy diet, physical inactivity and ultra-violet (UV) radiation. We implement programmes and advocate for policies that ensure the environments in which New Zealanders live, work and play support and empower them to reduce their cancer risk. We also advocate for vaccinations and early detection.

Less Alcohol, Less Cancer campaign

We launched our *Less Alcohol, Less Cancer* campaign in May. The campaign aimed to raise public awareness about the link between alcohol and cancer. Ultimately, we want to see government introduce policies that address the affordability, outlet density and marketing of alcohol.

The timing was well placed, with the campaign receiving excellent media and social media coverage and a high level of public and stakeholder interest. Cancer Society Medical Director Dr George Laking spoke to, amongst others, [Stuff](#), [AM](#), [Newshub](#), [RNZ](#) and [Newstalk ZB](#). We were also pleased to see comments from Health Minister Andrew Little in the media in response to the media exposure.

We showed more commitment in the alcohol harm reduction space by developing alcohol harm reduction stakeholder relationships and implementing an Internal Alcohol Policy across the organisation.

In March 2023, we ran a second alcohol campaign to extend the reach of the message. Overall, we achieved 942K impressions, 1,313 clicks, and a cumulative reach of 528,096 across social channels.

To complement the social activity, we also advertised on radio midway through the campaign across The Edge, Mai FM, ZM, and Radio Hauraki, which was estimated to reach 203,650.



SunSmart campaign

As part of our contract with Te Hiringa Hauora (now Te Whatu Ora) we are required to deliver a national SunSmart campaign.

This year, we launched a campaign directed at families with children under 12 years old, promoting for SunSmart behaviours with a focus on shade. Shade is the least used but most equitable form of protection from UV radiation.

We chose to repurpose creative content from 20 years ago to create a cost-effective campaign and tap into the trend of nostalgia by bringing back Tiger Prawn. The campaign included social media ad placement and competitions, influencer content, television interviews and ad-libs, and weather-targeted banner adverts via the MetService app and website.

To further increase our sun safety audience, we also partnered with NIWA, MetService, Hato Hone St John, Te Whatu Ora and local communities, who amplified our SunSmart messaging through their channels.



Partnership with Hato Hone St John

We announced a partnership with Hato Hone St John, the largest provider of medical services for events, to protect New Zealanders from sun-related harm in summer.

Eventgoers found co-branded Sun Squirt dispensers at some major events that Hato Hone St John supported.

The automated dispensers distributed free Cancer Society sunscreen, ensuring those attending the outdoor events had a layer of protection against the sun's UV radiation.

We have also supported Hato Hone St John with developing a guide for event organisers as well as a SunSmart Policy.

“We are extremely proud to be partnering with Hato Hone St John New Zealand. We believe this close collaboration provides a fantastic opportunity to enhance the work Cancer Society of New Zealand is currently doing by increasing the awareness of SunSmart messaging and decreasing the incidence of sun-related harm at events across New Zealand.”

**- Chief Executive Lucy Elwood
on the partnership**



HPV vaccination campaign

In October, we launched a campaign to raise awareness about preventing HPV-related cancers and encourage HPV vaccination. HPV vaccination rates plummeted during the Covid-19 pandemic, with 45,000 young people missing out.

The human papillomavirus (HPV) vaccine protects against the strains of the HPV virus, which can cause six types of cancer including cervical, anal, vaginal, vulval, penile and throat cancers. The best time to be vaccinated is around 11 or 12 years old. At this age, the vaccine works best

and provides long-term protection. Our campaign encouraged tamariki who missed the vaccination or didn't receive the full dose at school or kura to visit their whānau doctor, GP or medical centre. Alongside the public-facing campaign, we created a toolkit for health promoters to help them have conversations about HPV vaccination in their communities.

[Radio NZ](#), [Newstalk ZB](#) and [Stuff](#) published about our campaign.

Food and nutrition

Due to changing priorities of the Government, our efforts to gain stronger food marketing regulation have now been redirected into:

- building stronger local and national stakeholder relationships;
- taking opportunities to strengthen our food and nutrition regulations through submissions on FSANZ added sugar labelling, the strategic direction for the ANZ food regulation system and food and drinks in schools policy; and
- working with University of Otago researchers to collect evidence for health promotion staff to support their advocacy efforts with local territorial authorities.

We also supported the written submission and attended the Parliament presentation of the Petition of Open Forum for Health Information: Healthy Food and Drink in Schools.

Bowel screening position statement

New Zealand has one of the highest bowel cancer age-standardised incidence rates in the world and it is currently the second-most diagnosed cancer and the second leading cause of cancer-related deaths in the country. Diagnosis and treatment at an early stage are critical for ensuring positive outcomes for those affected.

In our position statement, published in December 2022, we recommended the following policy interventions:

- Ensure that bowel cancer screening age eligibility is extended to people aged 50-59.
- Ensure the implementation of targeted, proven strategies to reduce disparities in screening participation, including awareness campaigns.
- Identify and address factors that inhibit the pathway to diagnosis and treatment.

Our Voice *Kōkiri*



We advocate on behalf of all New Zealanders to change laws and policies to reduce cancer risks and improve cancer care. Part of this is to speak about cancer in the media to raise awareness of these laws and policies.

Launch of Te Whatu Ora/Health NZ and Te Aka Whai Ora/Māori Health Authority

1 July marked the official start of the new health system led by Health NZ and the Māori Health Authority.

We welcomed this new era with hope. DHBs were clearly struggling to address the many cancer-related issues, and community-centred care is long overdue. We are hopeful the shift will see New Zealand move to an integrated system with patients and whānau at its heart.

The gaps in the current system are obvious. There are major inequities in Māori and Pasifika cancer outcomes and differences between rural and urban cancer outcomes. We have a fragmented collection of systems in New Zealand healthcare, and we have a growing gap between what is available for those in public hospitals and those able to go private.

Our CE Lucy Elwood wrote about the [new health system](#) on Stuff and our Medical Director Dr George Laking spoke to RNZ.



Sunscreen (Product Safety Standard) Bill

The Sunscreen (Product Safety Standard) Bill came into force on 8 September 2022.

Australia and New Zealand have the world's highest melanoma incidence and New Zealand has the world's highest melanoma mortality. The Bill – which requires mandatory standards and regulations for sunscreen – is a step in the right direction.

However, the Cancer Society believes sunscreen should be regulated under the Therapeutics Product Bill, as recommended in our submission and by the Health Select Committee so that it meets stringent safety and efficacy standards as required for other therapeutic products.

Including sunscreen under the Therapeutics Products Bill will ensure all sunscreen is compliant



with a globally-recognised sunscreen standard and is regularly tested. The Cancer Society supports the Australian/NZ Standard (AS/NZ 2604:2021), which is mandatory in Australia, but only voluntary here. The Cancer Society and many other brands already manufacture to this standard.

Smokefree Environments and Regulated Products (Smoked Tobacco) Amendment Act

We strongly advocated for and celebrated the passing of the Smokefree Environments and Regulated Products (Smoked Tobacco) Amendment Act, which came into force on 23 January 2023.

This is a unique moment in history for Aotearoa/ New Zealand. Tobacco is the most harmful consumer product in history. We have seen first-hand the devastating impact it has on individuals and their whānau.

The Cancer Society has urged the Government to be bold and brave and they did not disappoint. This legislation is world-leading and will save thousands of lives in our country. Hon Ayesha Verrall publicly acknowledged the Cancer Society for the advocacy efforts over many years, which have helped to get this over the line.



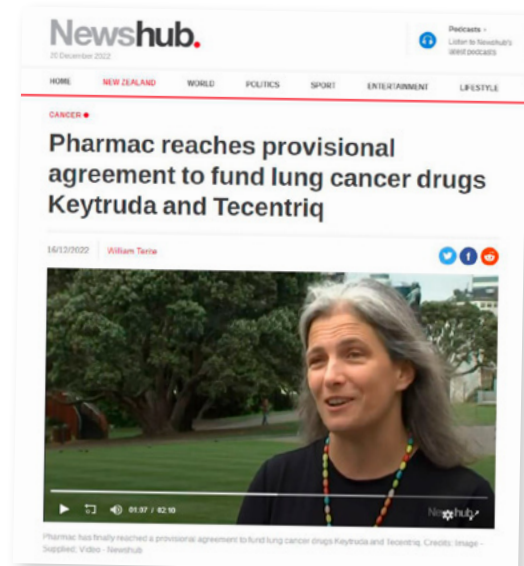
We hope to see a fast implementation to help us achieve Smokefree Aotearoa 2025.

New PHARMAC funding

In December, PHARMAC announced it would start consulting on a first-line treatment of Pembrolizumab (Keytruda) to be available from 1 April 2023. We believe this will lead to massive improvements in cancer outcomes for lung cancer patients. If you compare the five-year survival outcomes for patients on Keytruda to patients on the currently-funded chemotherapy treatments available in New Zealand for lung cancer, twice as many lung cancer patients are still alive with Keytruda.

Funding of a second-line treatment (Atezolizumab) will result in further improved outcomes for a broader group of patients.

Lucy Elwood told Newshub this is a game-changer for patients who have long been advocating for the treatment.

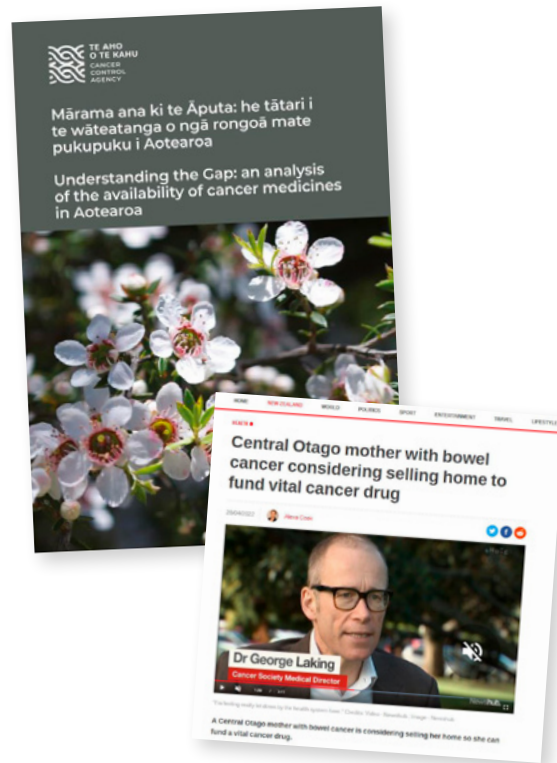


Understanding the Gap

In April, Te Aho o Te Kahu, the Cancer Control Agency, released the report *Understanding the Gap: an analysis of the availability of cancer medicines in Aotearoa*. We all know how difficult it is for New Zealanders that more cancer medicines are publicly funded in Australia than in New Zealand.

[The report](#) analysed what cancer medicines for solid tumours are funded in Australia compared to New Zealand – both in quantity and clinical benefit. Te Aho o Te Kahu identified 20 different gaps (18 individual medicines), across nine different cancer types, where the medicine was publicly funded in Australia and not in Aotearoa and where it was indicated that the medicine would offer substantial clinical benefit.

Our Medical Director Dr George Laking commented on the report on [Newshub](#), [Stuff](#), [Radio NZ](#) and 1 News.



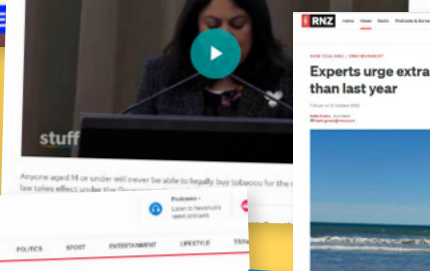
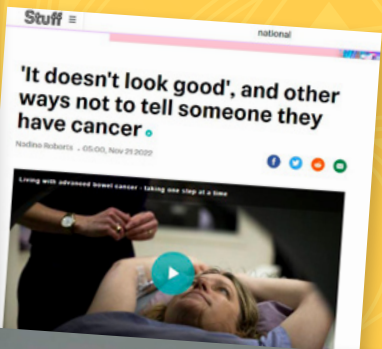
Alcohol Harm Bills

The Reduce Alcohol Harm: Pass the Bill! petition supporting Chlöe Swarbrick's Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill was presented to Parliament on 28 September. The Bill aimed to stop alcohol marketing sponsorship in sport and give communities greater control over local alcohol policies.

The Cancer Society supported the Bill through social media efforts, and Cancer Society Chief Executive Lucy Elwood, Policy and Advocacy Manager Hannah Booth, and National Advisor Cancer Prevention Vicki Robinson attended the presentation of the petition.

A consultation took place on the [Sale and Supply of Alcohol \(Community Participation\) Amendment Bill](#) in early 2023. The Bill aimed to improve communities' ability to influence alcohol regulation in their area, so this had important implications for our Cancer Society Divisions across the motu. The Cancer Society presented both a written and oral submission to the Justice Select Committee on the Bill.

Media highlights



CANGO

A meeting of Cancer Non-Governmental Organisations (CANGO) was hosted by CANGO chairman Peter Fergusson (CEO of Leukaemia & Blood Cancer NZ) on Monday 1 August (in person and online).

The Cancer Society is an active member of CANGO. Members collaborate on key issues facing the sector and through advocacy to improve the cancer care continuum for patients and whānau affected by a cancer diagnosis.



Our submissions

This year, the Cancer Society made submissions to:

- Women's Health Strategy (March 2023)
- The Therapeutic Products Bill (March 2023)
- The Food Standards ANZ on the [Energy Labelling on Alcoholic beverages, P1059](#) (February 2023).
- Department of Internal Affairs on the Future of Local Government (February 2023)
- The Justice Select Committee on the [Sale and Supply of Alcohol \(Community Participation\) Amendment Bill](#) (February 2023).
- The Food Standards Australia New Zealand on [Nutritional labelling about added sugars](#) (January 2023).
- The Health Select Committee on the [Smokefree Environments and Regulated Products \(Smoked Tobacco\) Amendment Bill](#) (August 2022).
- The Ministry of Primary Industries on the [Horizon scan to support the strategic direction of the binational food regulatory system for 2023-2026](#) (August 2022).
- The Ministry of Business, Innovation and Employment on the [Draft Insurance Contracts Bill](#) (May 2022).
- The Ministry of Education on the [Proposed changes to the promotion and provision of healthy drinks in schools 2022](#) (May 2022).

Key stats: Media 2022/2023



723,267

Website page views
on cancer.org.nz



3491

Cancer Society of
New Zealand
media mentions



27,174

Followers on Cancer Society
of New Zealand's national
social media channels

(aggregate of Facebook,
Instagram, X and LinkedIn totals)

Research *Rangahau*



The Cancer Society is a significant funder of cancer research in New Zealand. We know research is vital to finding a cure and improving outcomes for the 25,000 New Zealanders diagnosed with cancer every year.

Auckland Cancer Society Research Centre

We renewed our commitment to funding research in New Zealand, with a cancer drug developed in Auckland starting clinical trials in August.

Tarloxotinib is a revolutionary cancer drug designed to help patients with head and neck cancers combat resistance to conventional therapies caused by low oxygen levels (hypoxia) within regions of existing tumours. The drug releases an 'inhibitor' in areas of low oxygen, a substance to activate the treatment response and allow treatment to be effective.

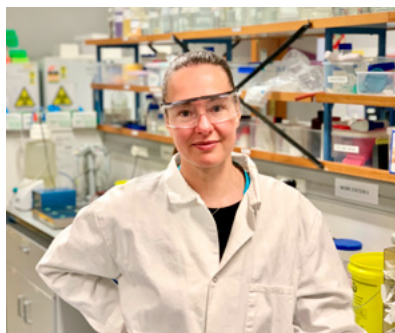
New Zealand ranks as one of the world's highest incidence rates for head and neck cancers, with around 500 to 550 new cases diagnosed each year. Worldwide about one million cases are detected annually.

"It is exciting that our research has demonstrated the therapeutic potential of combining Tarloxotinib with radiotherapy."

- Dr Adam Patterson, Associate Professor at the Auckland Cancer Society Research Centre

National Research Grant Round 2022: Post-Doctoral Fellowships

We were pleased to announce a funding boost for three Post-Doctoral Fellowships, which could potentially transform treatment outcomes for cancer patients.



Dr Anastasiia Artuyants

Dr Anastasiia Artuyants is a member of the Auckland Cancer Society Research Centre at the University of Auckland. Her research will focus on biomarker tests that can significantly improve the health care of women by providing a simple way to detect endometrial cancer early.

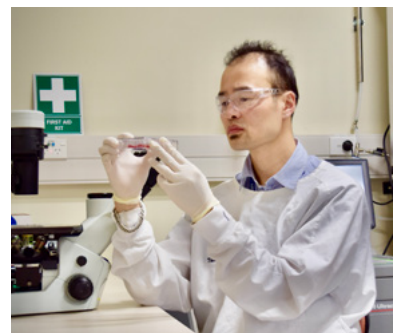
Read more about Anastasiia's research [here](#).



Dr Harikrishnan Kurup

Dr Harikrishnan's research will focus on reducing drug resistance by developing new cancer drugs to make existing drugs more effective. Dr Harikrishnan is at Massey University.

Read more about Harikrishnan's research [here](#).



Dr Kevin Ly

Dr Kevin Ly (University of Otago) received funding from Central Districts for his research into predicting a patient's response to immunotherapy.

Read more about Kevin's research [here](#).

New Zealand Society for Oncology Conference

The New Zealand Society for Oncology (NZSO) Conference was held at Te Pae, the new Convention Centre in Christchurch. The goal of NZSO is to bring together clinicians and scientists. As part of the NZSO Conference, awards are given out to top New Zealand cancer researchers as nominated by their peers. We were delighted to see a number of Cancer Society-supported researchers recognised:



- Dr Myra Ruka, one of our Māori Cancer Researcher Award recipients, gave the Dr Maarire Goodall Keynote presentation, which is awarded to leading Māori cancer researchers in the He Akoranga Whakahoungia session of the conference.
- Professor Michael Findlay, who is the director of Cancer Trials New Zealand (funded by Cancer Society Auckland Northland Division), was awarded the [NZSO Bridget Robinson Award](#). The NZSO Bridget Robinson Award is given to researchers who have had an exceptional career in translational cancer research. Bridget Robinson is a former long-standing member of our National Scientific Advisory Committee.
- Douglas Gaskarth, who is one of our PhD Scholarship recipients, was the winner of Best Biomedical Poster in the poster competition. The poster competition was hotly contested, with over 20 posters presented.

Cancer Society Research Collaboration with the University of Otago: Te Rōpu Rangahau Ō Te Kāhui Matepukpuku

We were pleased to see our partnership with the University of Otago continue to generate great insights. The collaboration has so far yielded a significant body of evidence, with more than 58 articles published in peer-reviewed journals.

A few highlights from the 2022/2023 financial year:

The distribution of harmful product marketing in public outdoor spaces and the effectiveness of marketing bans.

This study shows that children are exposed to harmful marketing across many settings, and not just those conceived as “child places” such as playgrounds or around schools. It involved 122 Wellington area 12-year-olds wearing body cameras for four days, plus mapping analysis of the impact of marketing bans on children. The innovative Kids’Cam cameras took a photo every seven seconds, recording how often children were

exposed to harmful product marketing as they went about their daily lives. Senior author Professor Louise Signal said an end to outdoor marketing of gambling, alcohol and junk food is urgently needed to protect children from harm.

Public Health Summer School course: Taking Cancer Prevention Seriously: The people, the government and industry

The Cancer Society Research Collaboration organised in collaboration with the Cancer Society a one-day workshop on the state of cancer prevention in Aotearoa/New Zealand. Barriers to progress were explored and actions needed to overcome them were identified. Around 50 attendees learned from leading national and international experts and strategised with colleagues from the community, local and central government.

International Cancer Benchmarking Partnership

We continued to fund and support the International Cancer Benchmarking Partnership (ICBP) alongside Te Aho o Te Kahu for the transition phase. More information on this is available on the [Cancer Research UK website](#).

Other Cancer Research

We continued to fund a number of the research contracts, including contracts entered in previous financial years.

Key stats: Research 2022/2023



\$4,682,541

spent on research

66%

of total Cancer Society expenses for the financial year



17

applications across both our National and Māori Cancer Researcher Awards rounds

5

grants in total across these two awards

Fundraising *Kohi moni*



Funds raised through campaigns like Daffodil Day, Relay For Life, Jump For Cancer and many others allow us to continue our support services, cancer prevention programmes and life-saving cancer research. We particularly want to acknowledge our sponsors and partners (including our major sponsor ANZ), those who provided us with a legacy gift in their wills, those who supported us with grants, and everyone who fundraised for us. Thank you to everyone who supported us.



Daffodil Day

Our first nationwide Daffodil Day street appeal in two years is something worth celebrating on its own. On top of that, we had thousands of volunteers proudly representing the Cancer Society, our staff featured on TV, radio, podcasts and in articles, many famous New Zealanders promoted our cause, and we appeared everywhere, from newspapers to billboards.

2022 will be the foundation on which we build future Daffodil Days. It was the first hybrid year

run without Covid interruptions. We ran a strong donation and fundraising-focused online campaign, alongside an equally strong street appeal and physical community fundraising. The campaign raised \$5.1 million with a net return of \$4.14. This is above the average and our second highest year on record after our unique Covid 2021 campaign.



Jump For Cancer

2022 was the first year we ran Jump For Cancer as a national campaign. We partnered with nine skydive companies across Aotearoa and offered a free skydive to anyone who raised \$1000 or more by May. Just under 200 jumpers registered and fundraised a total of \$182,000. Some areas held Jump Days where they encouraged fundraisers

to come and jump together, while others let fundraisers jump on a day that suited them. With a \$1000 fundraising target for each jumper, it's a great return on investment and discussions are already underway for how to expand this campaign.

Relay For Life

The sad but inevitable happened and all physical Relay For Life events were cancelled due to Covid lockdowns. However, the silver lining was that all Divisions made a unified decision to move to an online alternative called Relay Your Way. This unification meant we

were able to use our resources wisely and go to market with a single clear message. Despite no physical events taking place our communities still raised a whopping \$1 million, this was \$2 million down on pre-Covid figures but a big success in difficult times.

Longest Day Golf Challenge

The challenge is to successfully complete four rounds of golf – that’s 72 holes – in one day. Golfers choose the day and the course, then tee off at sunrise and play through to sunset, making the most of daylight on the longest days of the year. Our 545 eager golfers raised \$554,000, a highly successful campaign that you’ll see on the fundraising calendar for many years to come.



Marathon in a Month

We hit the ground running with our first ever national Marathon in a Month held in November 2022. People took on the challenge to run, walk, swim, or even skip a marathon over the course of the month. Our 612 incredible participants pulled together to raise over \$100,000.

You Can for Cancer

You can for cancer hosts any fundraiser the community can think of, from head shaves to garage sales, to friendly sports games and everything in between. In this financial year, 280 fundraisers raised \$310,000. A [refreshed site](#) was launched in May, which has improved data reconciliation, improved user experience, and most importantly is evergreen – with no need to relaunch each year users can register as many fundraisers as they like and see their accumulative contribution. Evergreen sites also open opportunities such as regular giving, search engine optimisation, and the ability to quickly stand up mini-campaigns.





In Memory

After popular demand, we're excited to have created a purpose-built website for people to create a page in memory of a loved one who has passed away due to cancer. As of the end of 2022, phase 1 was completed, a fully functional and informative website - inmemory.org.nz. Phase 2, asset and resource creation, and phase 3, marketing strategy, will continue in 2023.

Individual Giving

While our fundraising events capture the headlines and the hearts of our communities, the bulk of the Cancer Society's fundraising income throughout the motu stems from individual giving through monthly giving programmes, direct mail and bequests/legacy income received by each Division.

We are deeply humbled by the generosity of these donors and appreciative as this helps us

create long-term sustainable income, which leads to tangible outcomes for people facing cancer in the community in the supportive services we can deliver.

We extend our heartfelt thanks to our supporters for making a long-term investment in a future with less cancer.

Grants and Sponsorship

We also want to acknowledge the substantial sponsorship and generous grants we have received to enable us to continue our work. 2022 was the 32nd year of ANZ's support as our major sponsor and we thank them for continuing to back us and believe in our mission and our mahi, and for the strong show of yellow support their teams display each Daffodil Day.

There will be many individual 'thank yous' that happen over the course of the year, but again – to each and every one of our backers – thank you.

In the community, for the community

Just as our services are anchored in our communities, so too our fundraising efforts are driven by champions in our communities. We invite you to also check out the pages of each of our six regional Divisions' annual reports – available on the cancer.org.nz website – for more about fundraising activity and other highlights from the year that was.

Finances

Ahumoni

The audited financial statements of Cancer Society of New Zealand Inc (consolidated with its subsidiary company Daffodil Enterprises Limited) can be found [here](#).

These statements do not present the results or position of the whole Cancer Society Federation. While the activities of the Cancer Society presented in this report include activities of the Cancer Society of New Zealand Incorporated, the six Cancer Society Divisions, plus Cancer Society Centres and other entities that make up the Cancer Society throughout New Zealand, the results and financial positions of Divisions and Centres may be inspected through their Annual Reports or via Charities Services.

The Cancer Society is a Federation consisting of six regions with 34 centres and a national office in Wellington. This map shows where centres are located.



Our People *He Tangata*

Our Board

The Board of Cancer Society of New Zealand at the time of writing this report is:

- Alister Argyle (President)
- Julian Grennell
- Corey Hebbard
- Chris Staynes
- Dr Garry Forgeson
- Dr Kate Reid
- Maurice Gianotti
- Dr Kate Gregory (Medical Director)
- Dr George Laking (Medical Director)
- Dr Keri Milne-Ihimaera (Manu Taki)
- Nick Dangerfield (Chair - National Finance, Audit and Risk Advisory Committee)

Our staff and volunteers

It was a significant year for our staff and volunteers across the motu. Thanks to our staff and volunteers, the Cancer Society is anchored in our communities providing services across Aotearoa.

Our Structure

The Cancer Society consists of a number of different charities operating under the Cancer Society name and brand. This Annual Report summarises some key activities of 2022/2023 of the Cancer Society.

The Cancer Society works towards a collective kaupapa. During this financial year, work continued on a Cancer Society project called Anga Whakamua / Forward Together. This project considers whether some changes to the collective structure and decision-making processes would assist the Cancer Society in achieving this mission.

Key stats: People 2022/2023

 <p>8074 Number of registered volunteers</p> <p>81,919 volunteer hours</p>	 <p>5758 Number of volunteer drivers</p>	 <p>270 paid staff</p> <p>211 of FTEs performed by paid staff</p>
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Cancer Society

Te Kāhui Matepukupuku
o Aotearoa

Annual Report of the Cancer Society of New Zealand Inc
Te Kāhui Matepukupuku o Aotearoa
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Phone (04) 494 7270 | PO Box 651, Wellington 6140
ISSN 2463-3224 (Online)



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