

ANNUAL REPORT 2014



**Cancer
Society**

Te Kāhui Matepukupuku
o Aotearoa

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OUR VISION

THE **LEADING ORGANISATION** DEDICATED TO REDUCING THE INCIDENCE OF CANCER AND ENSURING THE **BEST CANCER CARE FOR EVERYONE** IN NEW ZEALAND

OUR MISSION

IMPROVING COMMUNITY WELL-BEING BY REDUCING THE INCIDENCE AND IMPACT OF CANCER THROUGH THE PROVISION OF **HEALTH PROMOTION, SUPPORT SERVICES, INFORMATION AND RESEARCH**

PRESIDENT'S REPORT

ANOTHER YEAR HAS COME AND GONE, AND IT IS AGAIN MY PLEASURE TO REPORT ON THE ACTIVITIES OF THE CANCER SOCIETY OF NEW ZEALAND.

As part of our advocacy programme we applaud the success in reduced waiting times for surgical and other treatments, for cancer patients, in our public hospitals and clinics. The increased funding made available for specialist cancer-support nursing in the DHBs is starting to show a beneficial effect, but without any lessening of the need for the support services offered by the Cancer Society.

We have also watched with interest the early success of the bowel cancer screening pilot being conducted in the Waitemata DHB. It is to be hoped that the earlier diagnosis of this major killer of New Zealanders will reverse the disappointing data recently released regarding some of the cancer survival rates in this country.

During the year the campaign to have a Smokefree Aotearoa by 2025 made great gains towards legislating for plain packaging. We were hosts for the Oceania Tobacco Control Conference, attended by 443 delegates, mainly from the Pacific.

We were joint hosts, with Massey University's Centre for Public Health Research, for a forum looking at carcinogens in the workplace, UV radiation being one of them. We continued to advocate for legislation to ban sunbeds in 2012, following the lead from Australia.



The Cancer Society has continued to function this year reliant on a generous public and other donated support, both monetary and in time. Our services can only be provided with the support of the thousands of volunteers around the country. The increasing pressure on our resources has again been greatly eased by the great support of our major sponsor the ANZ Bank and we are very grateful for their backing. We have enjoyed working with, and appreciate the support from, Movember, Ryman Healthcare, Soar Print, and Fairfax Media. New streams of fundraising are constantly being looked at and the success of such novel events as the Ride to Conquer Cancer and Walking Stars has started to change the funding landscape.

As always I wish to pay tribute to the hard work of each of the staff at the National Office who has given their all over the last twelve months, often doing great work unnoticed and without recognition. Chief Executive Dalton Kelly has been a tireless leader for the last eight years and his tenure in this important role has been marked by an enormous rise in the profile of the Society at both a national and international level. Dalton is Chair of Cancer Control NZ and is on the organising committee of the UICC World Congress in Melbourne in December this year.

To my National Board go my sincere thanks for their support and wise counsel throughout a year, which has brought considerable challenges.

Thank you one and all.

Murray MacCormick
National President



CHIEF EXECUTIVE'S REPORT

ANOTHER YEAR TO BE PROUD OF

With the closure of yet another year it is pertinent to look back over that year and assess the value of our work over that time. As always, we set out with high hopes and good intentions. I am pleased to report that these hopes and intentions were met in a most satisfactory manner.

Members will be aware that your National Office's role is to coordinate those activities which have a national focus, and to this end, our function covers a very wide spectrum of advocacy and representation of the Cancer Society in a variety of forums, management of national commercial arrangements and generation of very significant, ongoing and regular funding as well as building and maintaining invaluable profile.

The Cancer Society continues to be blessed with an extraordinary complement of skilled and competent staff and volunteers who contribute to the success of one of New Zealand's most iconic charities. Both volunteers and staff in the regions and in National Office show great pride in their work for Cancer Society and this is reflected by the extraordinary ongoing goodwill (both internal and external) towards the organisation. The value of this goodwill and respect cannot be underestimated.

Widely recognised as the peak body representing cancer interests, both for the Society as well as various speciality groups, National Office continues to engage closely with health, official, political interests and other NGOs. And, of course, National Office continues to work with our key sponsors and supporters in national corporates. Our strong central representation continues to be invaluable to the cancer community's wider interests as the lead cancer patient advocate in advocacy around issues and initiatives such as the Cancer Registry, tobacco control, skin cancer prevention, nutrition and physical activity, screening and early detection as well as men's health.

Building on excellent results arising from the implementation of the objectives and direction set in the 2010 - 2013 Strategic Plan, a new plan looking out to 2017 has been developed for the Society. These overarching plans are implemented and measured on an annual basis in the form of annual operating plans with individual work-streams.

At an operational level, each work-stream meets the needs of operational groups. These were all reviewed in 2012 by the Litmus Group and the reported outcome was that operational groups functioned well. The report found these groups are essential to the effective functioning of the Cancer Society – both as a whole, and to different Cancer Society offices, such as National Office, divisions, and centres. They are generally seen to achieve their intended outcomes.

National Office continues its centralised coordination role for intellectual property and trade mark protection. In order to underpin the long-term financial viability of the Society we have progressively registered a number of valuable new assets. The value of this activity is reflected in national campaigns in partnership with major corporates, small and medium businesses, individuals, volunteers and staff.

Daffodil Day, Relay For Life and Movember have become iconic annual events and these have taken on a life of their own with high profiles and a successful return to the Society and its divisions. Other assets which contribute both funding and profile include the NZ House and Garden Tour, Walking Stars, Ride for Cancer, Soar Printing and NZ's Biggest Morning Tea.

The financial contribution from these assets shows clearly that National Office is not solely funded from divisional levies. Indeed, the office's administrative costs are met from income from a small investment portfolio and from royalties and dividends from Daffodil Enterprises. And, in addition, our national campaigns raise enormous sums of money for the Society's wider research, patient care and preventative education activities.

Sincere thanks to the Major Sponsor of the Cancer Society and Principal Sponsor of Daffodil Day, ANZ. The financial support and the support of their staff is a tremendous collaboration for the organisation.

The small and highly skilled National Office team provides significant oversight and input into the Society's activities; not the least having a role dealing with major national issues arising. These can involve policy changes, lobbying by groups with individual or specific political interests or product management of our range of sunscreens.

National Office is proud of its achievements and its contribution over the past 12 months, and in closing I would like to make special mention of the support we have received from the President of the Society, and I would also like to thank my dedicated hardworking team that made our achievements possible.

Dalton Kelly
Chief Executive

OUR PEOPLE



NATIONAL OFFICE STAFF

National Office staff (l to r) Helga Wientjes, Pam Hunter, Dalton Kelly, John McBeth, Barb Hegan, Gloria Love, Fiona Mawley, Sarah Stacy-Baynes, Louise Sandford and Marie Daly. Absent Lynne St.Clair-Chapman, Philip Hope, Kelly Atkinson, Jan Pearson, Sky Kimura-Paul, Sarah Penno and Chris Aitkinson.

NATIONAL BOARD OF THE CANCER SOCIETY OF NEW ZEALAND

The National Board (l to r): Murray Loewenthal, Roy Cowley, Murray MacCormick (President), Kathy Conlan, Garry Forgeson and Nigel Brown.



NATIONAL EXECUTIVES COMMITTEE

Chief Executives (l to r): Mike Kernaghan (Otago and Southland), Liz Chesterman (Canterbury-West Coast), Mike Smith (Wellington), Dalton Kelly (National), John Loof (Auckland), Judy Gould (Waikato/Bay of Plenty), Roger Twentyman (Central Districts).

HEALTH PROMOTION

STAYING HEALTHY

Health promotion aims to enable individuals, groups and communities to increase control over, and to improve, their health. In line with the Cancer Society's Strategic Plan and the World Health Organisation *Ottawa Charter for Health Promotion* (WHO 1986) the Health Promotion team at National Office advocates for policy change and the creation of supportive environments. It also supports Division and Centre staff to advocate on local issues. We provide advice and information and lead programmes that enable the development of personal health skills and community action for health.

Advocacy

The year provided many opportunities to engage with national politicians in Tobacco Control, with plain packs, increases in taxation and smoke free cars being legislation of interest.

We collaborated with the Problem Gambling Foundation and the Salvation Army in a judicial review of the smoke free environments 'open area' calculator, with the Sky City Diamond Lounge used as a case. The judicial review finding was in our favour and we received wide support from the public health sector for taking this action.

We engaged with politicians to advance sunbed legislation and select committees and public servants to highlight the need to address Skin Cancer prevention as a health and safety and workplace issue. The Local Alcohol Plans (LAPs) provided the opportunity for Divisions to engage with regulatory and environmental change at a local level.

Submissions included: Comment on the new National Drug Policy for New Zealand and the Smokefree Environments (Tobacco Plain Packaging) Amendment Bill.

Media

Our media presence continued to increase during the year as we responded to requests and found opportunities to give our key messages to the public. Events we were involved in such as the third biennial Melanoma Summit, the Public Health Association Conference, the Global Controversies in Skin Cancer Control, the Forum on Workplace Carcinogens, the NIWA 2014 UV scientific workshop, the CANGO manifesto launch and the Oceania Conference provided these opportunities.

Collaborating for change

Health promotion activity covers both the primary prevention, and screening and early detection areas of the cancer control continuum. To support this work the Cancer Society works closely with many other agencies, in New Zealand and Australia, on tobacco control, skin cancer prevention, physical activity, alcohol and nutrition-related cancers and the wide range of topics covered under screening and early detection. Through these alliances we advocate for policy change, provide information and support communities to improve their local environments so that the healthy choice is the easier choice.





PHYSICAL ACTIVITY, ALCOHOL AND NUTRITION

Alcohol and Cancer

The links between alcohol and an increased risk of cancer are growing and the challenge to the Cancer Society is to increase public awareness of this link. The passing of the Alcohol Reform Act provided the opportunity for communities to be involved in developing Local Alcohol Plans (LAP's) and during the second half of 2013 many Divisions made local submissions. The Position Statement on Alcohol and Cancer Risk has been reviewed and will be approved early in the 2014-15 year.

Nationally collaboration with other organisations, such as the Heart Foundation, Stroke Foundation, Diabetes New Zealand, Agencies for Nutrition Action, Nutrition Foundation, AUT University, Otago University, The Edgar Centre and the many nutrition and physical activity organisations that deliver similar messages was maintained during the year. Divisional and centre staff continue to network with agencies including: public health units, sports trusts, schools and Marae and collectively we have made significant contributions to committees, working parties, boards and action groups.

TOBACCO CONTROL

Oceania Tobacco Control Conference

We were invited to organise this biennial event and hosted a successful conference in Auckland October 2013. The conference, opened by the Associate Minister of Health the Hon Tariana Turia, was attended by 443 delegates from over 15 countries. With the theme of *getting there together* (to Smoke free Aotearoa 2025) there were over 100 presentations and nine keynote speakers. Pre-conference gateways and workshops, with a focus on priority populations, developed the objectives to be met before the next conference in Perth in 2015. A highlight was the facilitation of attendance by 24 Pacific delegates through the NZaid and AUSaid schemes and the fact that these delegates developed a leadership group to advance Tobacco Control in the Pacific.

During 2013/14 we worked closely with a number of New Zealand agencies to effect policy change. Substantial gains were made, especially in Tobacco Control policy, towards legislating for plain packaging of cigarettes. Our Health Promotion Manager is a member of the boards of Action for Smoking and Health (ASH) and the QUIT Group, and chairs the Smoke Free Coalition (SFC) Board and the National Smokefree Working Group (NSFWG) and is a member of the Tobacco Control Services Review advisory committee. The Tobacco Control Advisor has been on the Te Ara Hā Ora advisory committee.



SKIN CANCER CONTROL

Reducing the risk of skin cancer

It's been a busy and productive year for skin cancer control with advocacy focusing on outdoor workplaces and sunbed control. We supported the second biennial Melanoma Summit in April 2013 and contributed technical support to a number of key documents for the skin cancer control sector.

Advocacy

Workplaces

Following on from our November 2012 submissions to the *Independent Taskforce on Workplace Health and Safety* on the hazard of solar UV radiation and other workplace carcinogens (including asbestos) we met with Massey University's Centre for Public Health Research (CPHR) academics in early 2013. This small group researches a range of occupational exposures in New Zealand.

After discussion we decided that with the launch of WorkSafe NZ in December 2013 the time was right to bring attention to the issue of unnecessary exposure to workplace carcinogens in New Zealand which is estimated to account for 237-425 premature deaths every year. This discussion resulted in both organisations jointly hosting a *Forum on Workplace Carcinogens* in November 2013.

The Forum was aimed at policy makers, academics, business and union leaders, and occupational health practitioners. The Forum had wide media coverage and most importantly good attendance from key Government agencies including Ministry for Business Innovation and Employment, the Environmental Protection Authority, ACC, Ministry of Health and Ministry for the Environment.

Minister for the Environment the Hon Amy Adams opened the Forum and speakers included Professor Gregor Coster, Chair of WorkSafe New Zealand and an ACC board member. Carcinogens discussed included asbestos, silica, wood dust and solar UV radiation. We had good feedback from participants on the usefulness of this inaugural Forum.

Sunbeds

We continue to follow the progress of Associate Minister of Health the Hon Jo Goodhew's announcement in April 2013 to ban under 18s and regulate sunbed premises in New Zealand. We consider her announcement, which coincided with the second biennial Melanoma Summit, was in part due to earlier action by the Sunbed Action Group (which we are part of). This group had provided the Minister of Health, the Hon Tony Ryall with a summation of the evidence as to why sunbeds should be banned in 2012.

In the media we continue to say that sunbeds are unnecessary and dangerous and we should learn from the Australians. They tried regulation without tangible success and therefore are adopting a total ban on sunbed premises commencing at the end of 2014.

Officials assure us that the legislation will progress but there are competing legislative priorities leading up to the 2014 general election. On the Society's behalf we continue to keep opposition spokespeople for health updated on our efforts for regulation of sunbed operators in New Zealand.

✓ **PHOTO:** Minister Amy Adams opens the Forum on Workplace Carcinogens.



“ It’s been a busy and productive year for skin cancer control with advocacy focusing on outdoor workplaces and sunbed control. ”

Technical support

Vitamin D continues to be an issue of interest and our position remains that most of us gain enough vitamin D through sensible sun exposure. We contributed to the Ministry of Health’s *Companion Statement on Vitamin D and Sun Exposure for Pregnancy and Infancy* which was released on-line in April 2013.

We were part of the Melanoma Standards Working Group which resulted in the Ministry of Health’s release of the *Provisional Standards of Service Provision for Melanoma Patients in New Zealand* in December 2013. This can be adopted by DHBs in their annual plans.

We have been part of the group supporting the drafting of the *NZ Skin Cancer Primary Prevention and Early Detection Strategy 2014-17*. This is due for release by the Health Promotion Agency in May 2014. This will be accompanied by an agency output diagram for 2014-17 which includes an overview of our work programme for skin cancer control for the next three years.

During the year we were involved in the planning for the sixth NIWA UV radiation workshop: *Effects on Human Health and the Environment workshop* which will be held in Auckland in April 2014.

PHOTO:
Forum Panel members



SUNSMART SCHOOLS

Making Schools SunSmart

The SunSmart Schools Accreditation programme (SSAP) continued to grow steadily in 2013/14. An additional 103 schools achieved accreditation and 87 reaccruited bringing the total number of accredited schools to 757, with a further 228 in process.

Curriculum Resources

This year has been an exciting one for SSAP. Our curriculum resources are being redeveloped by Cognition Education. Research carried out by the Cancer Society Social and Behavioural Research Unit's (CSSBRU), Jan Jopson and Associate Professor Tony Reeder highlighted the need for an upgrade using an inquiry-based learning model with resources linking to National Maori and mainstream curricula, along with newly implemented National Standards. The resources should help the programme link with more schools and allow teachers to more effectively teach SunSmart annually at each level. Cognition Education manages the Health Promoting Schools programme for the Ministry of Health. The resources will be rolled out to schools in spring 2014.

Taking SunSmart beyond schools

The focus for promoting SSAP was attending relevant conferences and expo's including:

- Festival of Education
- NZ Principals Federation Conference
- New Zealand Schools Trustees Association
- Association of Intermediate and Middle School Games
- NZ Area Schools Conference

Shade in Schools

– permanent not temporary?

The society was invited to rewrite the Ministry of Education's Property Guidelines for Shade to encompass more than just shade sails, as the Ministry does not support the use of these. The society found that there were a number of vital research questions that needed answering to enhance the modern learning environment in school settings before this took place.

The society met with long-time colleague Christina MacKay from the Victoria University of Wellington's School of Architecture to discuss how this could be progressed given the need for UV protection for fair-skinned children is long term, so more permanent shade structures are required. In New Zealand covered outdoor learning spaces (COLA) must respond to different climatic zones to create UV protective and thermally comfortable spaces. The SSAP advisor, teamed up with Christina on a jointly funded VUW summer research scholarship project and supervised a summer research student.



Catherine Hall, a first year Masters student, undertook a project to look at the following questions:

1. What is the best shade design for covered outdoor leaning spaces in the New Zealand climate?
2. When and where do we need warm shade?
3. What materials should be used to build effective shade with adequate UVR protection?

Technical analysis has confirmed the benefit of designing warm shade for COLA in New Zealand schools, but more research and development of these designs, including alternative cladding materials and systems, is required. The Cancer Society looks forward to progressing this work in the future. (http://www.niwa.co.nz/sites/niwa.co.nz/files/MackaySandfordHall_UV%20Workshop_2014.pdf).

Keeping Connected Internationally

The SSAP advisor attended and presented at the second Annual Conference on Skin Cancer Prevention and UVR in Berlin, Germany. The presentation titled, SunSmart Schools in NZ: From Research to Practice, drew on the gains the SunSmart Schools programme has made following research undertaken by the CSSBRU. The presentation highlighted the advocacy work in shade and the redevelopment of the curriculum resources and how research and advocacy can provide opportunities to achieve positive skin cancer control outcomes within existing policy constraints.

PHOTO: SSAP Advisor Louise Sandford with Minister of Education the Hon Hekia Parata

“ The SunSmart Schools Accreditation programme (SSAP) continued to grow steadily in 2013/14. An additional 103 schools achieved accreditation and 87 reaccredited bringing the total number of accredited schools to 757, with a further 228 in process. ”







SUPPORTIVE CARE SERVICES

We care

This year the Cancer Society Social and Behavioural Research Unit at Otago University worked on two research projects that we hope will not only improve our own services but all services offered to people who are living with cancer.

The first project trialled a patient diary toolkit we called 'My Health Matters' so that we could understand how such a resource could assist people who have a cancer diagnosis and then undergo treatment. The second project interviewed 38 people and their families to help us understand how people who live with cancer get through their experience.

“ Our Cancer Connect service, which provides peer support between people with similar cancer experiences, was delighted to be able to train a new group of enthusiastic volunteers. ”

We plan to have the research findings available for anyone who would like to see them in the first half of the 2014/15 year.

Our Cancer Connect service, which provides peer support between people with similar cancer experiences, was delighted to be able to train a new group of enthusiastic volunteers. There are now about 80 peer support volunteers who make the Cancer Connect service possible. This year 230 people living with cancer were connected to a Cancer Connect volunteer who had had a similar experience to them.

Over the course of the year over 13,000 people participated in our programmes and services. Some were assisted with transport to treatment appointments, we provided accommodation for people who had to travel away from home for treatment, offered counselling to those in need of it, facilitated support and education programmes, and provided community nursing and support to both cancer patients and their carers and families.

Almost 11,000 people called our Cancer Information Helpline during the year for information, support and advice from our team of highly experienced oncology staff.

We acknowledge the generosity of those who volunteer to help us provide these services or make very personal contributions to our research projects and programmes such as Cancer Connect; without them, none of this would be possible.

VOLUNTEERING

CONTRIBUTION OF VOLUNTEERS AT NATIONAL OFFICE

Although most of the volunteer activity for the Cancer Society takes place in the regions, there is also a not insignificant volunteer contribution at National Office.

It was Albert Einstein who said that “not everything that counts can be counted”. This is true when looking at the value of volunteer contribution. However, a dollar value estimate helps acknowledge the hours volunteers put in.

In 2013-2014 approximately 3250 hours were donated. Using a standard replacement value of \$20.38 per hour, this would equate to \$66,235, although it is not unrealistic to say that the true replacement cost would be much higher.

Examples of activities these volunteers take on include:

- checking and testing draft information booklets
- providing governance and leadership
- reviewing grant applications
- updating the media clipping database

Cancer Society going digital with its volunteer training



Every Cancer Society volunteer is an ambassador for our organisation as volunteers help take our key messages out into the community. Making sure volunteers have a good understanding of the Cancer Society and what it does, is therefore critical.

This year the Cancer Society launched e-learning to support the orientation and briefing of volunteers. The main reason for going online is because we acknowledge the limited time our busy volunteer have available. It reduces the time spent on face to face orientation. Online orientation is also able to reach people who assist with our events as a one-off opportunity.

Our first online module covers the basics about the Cancer Society and Daffodil Day and some practical information relating to involvement on the day. (see: <http://tiny.cc/daffodilday>). Another module was created for the volunteers of Walking Stars, an event organised by community fundraiser Mel Lloyd. In autumn 2014 a general online orientation for regular volunteers will be released.

PHOTO: I r Graham Turley (ANZ), Bruce Martin (Black Cap), Murray MacCormick (Cancer Society).





“ Last year the Cancer Society of New Zealand won awards for its Relay For Life event and NZ House & Garden Tour event. Both events would not have been possible without the contribution of hundreds of volunteers. ”

Motives to volunteer

This year the Cancer Society shot four videos of volunteers who share what it means to them to volunteer for the Cancer Society. The videos are used as a marketing tool to recruit new volunteers as well as to inform others of the volunteer involvement at the Cancer Society.



<http://tiny.cc/hospitalvolunteer>



<http://tiny.cc/volunteerdriver>



<http://tiny.cc/administrativevolunteer>



<http://tiny.cc/areacoordinator>



“ It’s been a fascinating and humbling experience for the writers. We’ve listened to our audiences suggestions about what’s missing and noticed during usability testing that people rarely open our booklets on page one. ”

This year the Society has taken information design and writing of cancer-related information to the next level. The editorial team has used clear communication techniques, reader-focused writing and usability testing to ensure the Society delivers high quality information. Booklet reviews have begun with the team asking volunteers (our audiences) from all walks of life to describe in real time and out-loud how they use our booklets: where they begin reading and what they expect to read.

It’s been a fascinating and humbling experience for the writers. We’ve listened to our audiences suggestions about what’s missing and noticed during usability testing that people rarely open our booklets on page one.

As a result of reader interviews, booklets have been re-structured so they reflect audience needs. Further testing and interviews on later booklet drafts were done to find out whether the re-structured booklets were easier to read, provided audiences with the information they sought and gave them the right amount of detail. Reviewers have been very positive about the new booklets and their features.

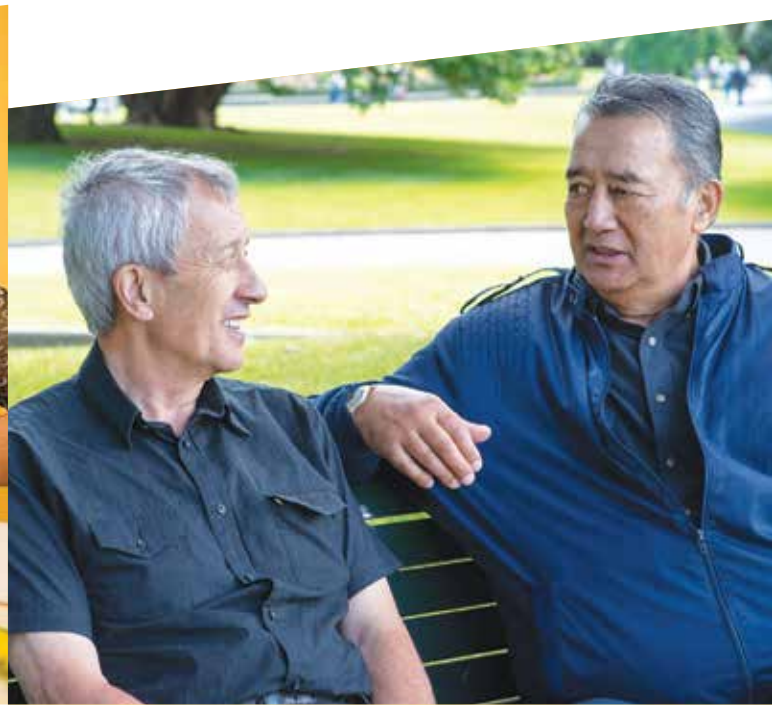
The Society believes that using a reader-focused approach to information design has improved access to information in booklet form and will be even more responsive to the readers needs when we publish the information on our website.



Cancer Information Network New Zealand will improve the quality of cancer information

The Society has been instrumental in setting up a new network to improve the quality of information available to New Zealanders. This network called Cancer Information Network New Zealand represents a new era in collaboration between cancer charities. The charities belonging to the Cancer Non-Government Organisations (CANGO) have agreed to work together, share our expertise and resources.

Recent meetings have laid the ground work for the future. We have an agreed-on workplan and now have funding from the Ministry of Health to meet and collaborate on new resources. Exciting new opportunities to pool talent, share good practice and support each other have emerged and we hope to have several resources completed by mid-2015.





FUNDRAISING

We are proud the Cancer Society is regarded as one of New Zealand's most trusted charities. We are sincerely grateful to everyone who chose to donate and/or support our cause during this past financial year.

Despite the very challenging economic climate, the unwavering support of individual donors and organisations helped raise \$26.8 million dollars nationally, enabling us to:

- provide practical support services and information - everyone affected by cancer deserves support for themselves and their families so they don't face cancer alone
- fund vital research into the causes and treatments of all types of cancer. Finding a cure for cancer begins with scientific research. The Society also invests in quality social and behavioural cancer research
- reduce cancer risk through health promotion and education.

The challenging times reinforce the importance of the Cancer Society's long term commitment to developing and building sustainable fundraising income to help ensure the long term surety of core services.



Daffodil Day 2013

Daffodil Day is the Cancer Society's flagship event which culminates with a street appeal on the last Friday of August.

We are grateful for the valuable support received from many organisations and the thousands of people of all ages who donate time and money, many of whom host events and fundraise for our cause.

In 2013 the Cancer Society delivered its twenty-third Daffodil Day in conjunction with Principal Sponsor, ANZ Bank. Nationally the Society raised \$4.6 million with the support of almost 400 volunteer area co-ordinators and more than 9,200 volunteer collectors. The street appeal requires a huge number of volunteers and we appreciate the support of these special people who help the Society deliver New Zealand's largest face to face fundraising event. 2013 was the most visible Daffodil Day campaign to date.

We are most grateful to ANZ, Principal Sponsor of Daffodil Day. The valuable support of management and staff, and their proprietary media across more than 255 branches provides a platform for Daffodil Day. The support enables the Society to keep campaign costs to a minimum. Almost 10,000 staff assist with fundraising, including the sale of Daffodil Day merchandise and supporting the PR.



Ryman Healthcare

The Cancer Society was thrilled to be chosen by Ryman Healthcare as its charity partner in May 2013.

We enjoyed the opportunity to engage with all 26 villages across New Zealand during the year-long partnership, which included the Cancer Society delivering presentations to inform clients, staff and village guests about our free services and advice on how to reduce the risk of cancer.

The Society is tremendously grateful for the fundraising support provided by Ryman Healthcare villages throughout New Zealand, with various fundraising activities (and donations) that clients, staff and members of the public have provided. We also greatly appreciate the valuable promotion our cause has received during the year.

In addition to the year-long staff and client-led fundraising and friend-raising activities, all villages supported the Cancer Society's Daffodil Day flagship appeal last August.

In 2013, further to ANZ's tremendous fundraising effort of \$769,092, the bank also held a special Gala Dinner to celebrate the first anniversary of the new ANZ. Held in early September this event promoted our cause to major customers and stakeholders and the charity auction raised \$144,296 which was a fabulous result.

The Society acknowledges the support of its creative agency, Creative Marketing, media agency, Communic8 Ltd and the many other media organisations who support advertising for Daffodil Day.

APN NZ Media	Bauer Media	Choice TV
Fairfax Media	Maori TV	Mediaworks
Parkside Media	Signature Promotions	Sky TV
Sommet Sports	The Radio Bureau	TVNZ

Acknowledgement Major Sponsor ANZ



The Cancer Society is truly grateful to ANZ for the many new initiatives it has introduced to further develop our relationship, including an association with NZ Cricket and the very successful ANZ International Series.

Bequests

Bequests are a vital source of philanthropic support, representing more than one third of all fundraising income. During the past financial year the Society's divisions received \$10,454,652 in bequest income from 272 donors.

We appreciate the kindness and forethought of these most dedicated and visionary donors. The Cancer Society has an active bequest programme and it welcomes the opportunity to honour supporters during their lifetime while they are able to accept our thanks and appreciation.

Trusts and Foundations

We are tremendously grateful to the Trustees of the Trusts and Foundations who have awarded grants to the Society in an ever increasing regulatory environment.

The money received from Trusts and Foundations represents an important source of income which helps the Society sustain core services and further diversify its fundraising. The national portfolio also helps reduce duplication across the Society and has established clear guidelines in terms of national fundraising priorities.

AH Watson Charitable Trust	David Levene Foundation
Genesis Oncology Trust	Infinity
Lottery Community	Trusts Community Foundation

Special thanks to NZ Guardian Trust for choosing to feature the Cancer Society organisation in its 2014 calendar. We are most grateful for the valuable endorsement to NZGT clients and stakeholders.

PHOTO: Ryman Managing Director, Simon Challies with Chief Executive of the Cancer Society, Dalton Kelly.



NZ House & Garden Tours 2014



The sixth New Zealand House & Garden Tour was hosted by 39 beautiful homes and gardens with support from more than 500 volunteers, in Auckland (one in the city and the other in Clevedon), Wellington and Canterbury.

The Tour sold almost 5,000 tickets and raised more than \$300,000 (shared equally by charity partners the Cancer Society and Look Good Feel Better who are also responsible for organising the event). The NZ House & Garden Tour received excellent reviews.

We are sincerely grateful to major sponsor Fairfax Magazine's NZ House & Garden Magazine for support.

A warm thanks to national event sponsors Mazda New Zealand, Resene and The Breeze, plus supporting sponsors:

Ashley & Co	Donna White Interior Design
Wallace Cotton	Mid Century Design
Ambiance Interiors Ltd	Seneca Textiles
Bettjemans Salon and Hair Spa	John Dixon Antiques
Le Monde Home	Elizabeth Arden

We also wish to acknowledge our divisions and centres, for their hard work and support, and of course the homeowners, volunteers and all those who joined the day in support of our cause.

Soar Printing



We would like to acknowledge the valuable sponsorship received from Soar Printing, the Society's National Print Sponsor for Relay For Life. Soar is the Society's official print supplier for Cancer Information Booklets, Daffodil Day collateral and stationery.

Soar Printing is regarded as one of New Zealand's most sustainable companies and we are most grateful for their on-going support.

Payroll Giving

The Cancer Society is recognised by the IRD as an approved donee organisation, so can receive donations by way of Payroll Giving.

The Society has been nominated by a number of organisations to receive donations from Payroll Giving, which provide a tax credit of 33.3% on the total deduction.

The Cancer Society sincerely appreciates the valuable support it has received from the following organisations and their employees:

AHL Group	Department of Internal Affairs
Fujitsu	iPayroll
Inland Revenue Department	Ministry of Social Development
Rabobank	Telecom
The Warehouse	



Community fundraising events

The Cancer Society has been fortunate to receive proceeds from a number of unique fundraising events and cause related programmes organised by people in the community. The majority of these events require many hours of planning and also rely on the generosity and goodwill of supporters.

Walking Stars 2013



The Cancer Society was thrilled to be selected as the beneficiary of this inaugural event, which was introduced into New Zealand by event director, Mel Lloyd.

Walking Stars is New Zealand's first night time walking half marathon and it attracted more than 2000 walkers, ranging in age from 15 to 80 years. In fact many people had travelled to Auckland from right across New Zealand.

The Society is also very fortunate Walking Stars has been structured so that all fundraising income comes directly to the cause to help sustain the Society's free support services and to fund research, primarily social and behavioural cancer research.

The inaugural event raised \$283,188 which is a tremendous result and this wonderful support has been applied right across New Zealand.



PHOTO: At the awards, Murray MacCormick, Philip Hope, Dalton Kelly and Lynne St. Clair-Chapman from the Cancer Society with Prime Minister, the Rt Hon John Key.

We are sincerely grateful to Mel for creating such a fun-filled and novel event. Our grateful thanks to each and every-one of the walkers who raised valuable funds and the thousands of donors who chose to donate in support of the Cancer Society.

Ride for Cancer 2013



Ride for Cancer is a national fundraising event organised by New Zealand firefighters in memory of firefighters lost to cancer.

The second annual Ride for Cancer raised \$40,804 for the Cancer Society Social & Behavioural Research Unit in the Department of Preventive & Social Medicine at the University of Otago.

Other events during the year included a special motocross event, the Leicester Walton Memorial Charity MX.

Fundraising Institute of New Zealand Awards 2013

The Cancer Society won two of six categories at the 2013 NZ Fundraising Excellence Awards Dinner in May. Both awards were presented by Prime Minister, the Rt Hon John Key.

The Special Events Charity Fundraising Award - 2012 Relay For Life events/programme

This category covers the raising of funds through a special function or event.

The Corporate Supporters Charity Fundraising Award – the 2012 NZ House & Garden Tours

which is organised in conjunction with charity partner Look Good Feel Better and Event Sponsor Fairfax Magazines - NZ House & Garden Magazine (This category covers sponsorship, product and/or services support and corporate volunteering).

Acknowledgement

Please do take some time to acknowledge our valued supporters listed below:

Major Sponsor of the Cancer Society, Principal Sponsor of Daffodil Day and Official Bank:

ANZ

National Sponsors:

Fairfax Magazines - NZ House & Garden Magazine / Daffodil Day / DM campaign
 Ryman Healthcare
 The Breeze (MediaWorks)
 Soar Printing

Key Supporters:

Movember New Zealand
 Mitre 10 MEGA – Upper Hutt
 Kiwi Karma
 Connect NZ – Men's Health
 Mitre 10 MEGA – Petone
 Signature Promotions

Giving Hope – with your help there is hope

Everyone living with cancer deserves support for themselves and their families and your support will help ensure they don't face cancer alone. Please consider how you can support the Cancer Society:

- donate by mail, in person, or through our secure website
- encourage your employer to make a tax deductible donation
- organise your own fundraising event to raise funds and awareness
- plan a bequest in your will
- plan a regular donation in conjunction with a workplace Payroll Giving scheme
- sponsorship
- support one of our events; Relay For Life, Walking Stars, Movember, Ride For Cancer.

To find out more, visit our website www.cancernz.org.nz





MOVEMBER

IN A FIRST FOR THE ROYAL NEW ZEALAND NAVY, STAFF MEMBERS WERE ALLOWED TO GROW FACIAL HAIR FOR THE 2013 MOVEMBER CAMPAIGN.

In New Zealand, men and women who registered for Movember contributed almost 1.5 million dollars. Again, the available money is shared between the Cancer Society and the Mental Health Foundation of New Zealand.

The funds enable us to continue with our prostate cancer research and the Young Prostate Cancer Investigator scholarships as well as supportive care programmes for both prostate and testicular cancer.

One of the personalities who supported the campaign, albeit reluctantly, was TV1 yachting reporter, Martin Tasker. His moustache had been a permanent feature on his top lip for 41 years, but he succumbed to pressure and shaved it. Martin admitted to being worried about the reaction but it was overwhelmingly positive and he has remained clean shaven ever since!

“ The funds enable us to continue with our prostate cancer research and the Young Prostate Cancer Investigator scholarships as well as supportive care programmes for both prostate and testicular cancer. ”

Another yachting personality, Peter Montgomery ‘the voice of yachting’ agreed to become one of the Movember funded prostate cancer Ambassadors. He has survived the cancer journey and is now available to talk to groups about his experience. Peter is one of fifteen Ambassadors who works alongside the Cancer Society at men’s health events.



PHOTO: Men’s Health Ambassador for the Cancer Society, John McBeth with supporter Alistair Boyce



RELAY FOR LIFE

Relay For Life plays a key role in bringing the Cancer Society's mission to life. It shows who we are, what we do and how we work with communities to reduce the incidence and impact of cancer—locally, nationally and globally.

In mid-2011, the Cancer Society began a process to redevelop and revitalise our Relay For Life programme. Since then, we've made great progress including:

- development of new Relays and rejuvenation of existing events
- achievement of financial and non-financial goals
- more efficient reporting and administrative processes
- introduction of new professional development resources to meet the needs of volunteers and staff
- production of new communication tools to help tell the Relay For Life story and engage diverse audiences.

Now in its fourteenth year, Relay For Life:

- attracts 25,000+ participants, volunteers, cancer survivors and carers of all ages and backgrounds
- produces nearly ten percent of the Cancer Society's total income
- supports achievement of our mission and multiple strategic goals and objectives.

2014 highlights and impact

This year, nearly 20,000 team members and over 4,000 survivors and carers took part in twenty Relay For Life events. A total of three million dollars has been raised thus far, and more events are planned this spring.

Highlights include the development of New Zealand's first university-based Relay For Life. Held at the University of Otago, over one thousand students took part and raised \$60,000. This reflects similar trends in youth engagement and leadership across the country.

For the first time, Relay For Life also featured in Air New Zealand's Kia Ora magazine, providing a significant boost to our profile.

Even Cyclone Lusi couldn't slow Relay For Life's momentum. With five events under threat, staff and volunteers across the country collaborated on alternative plans. This nimble response demonstrates the strength of our internal networks and information-sharing.



Courtesy Manawatu Standard



Courtesy Timaru Herald

Tools to succeed

This year we've developed and introduced My Relay Tools (www.myrelaytools.org.nz), a new learning and development resource for all Cancer Society staff and volunteers.

Its purpose is to:

- create one easy place to host and store Relay For Life resources and key information
- help volunteers and staff find what they need, when they need it, 24/7
- support consistent branding and messaging
- promote wider sharing of good ideas from across the country.

The site includes guidebooks, templates, logos, social media tools, a photo library and video links. Staff and volunteers can also share their good ideas through the site.

Regular inter-divisional teleconferences give staff added opportunities to share ideas, explore challenges and brainstorm solutions with colleagues from across the country.



“The magic of Relay For Life continues long after the tents are taken down. We continue to celebrate the simple things in life, remembering why we do this and who we are honouring. The lives of those lost to cancer continue to inspire us to keep going, to make our community a more supportive place – both in talking about cancer, supporting those who experience it and working to prevent it.” - Kerry Hocquard, Cancer Society Health Promoter and cancer survivor

Our Global Partners

As a global Relay For Life partner, we are part of a movement that unites over four million supporters in 6000+ communities across 24 countries. Our global partners include:

Australia	Cancer Council Australia
Belgium	Fondation Contre le Cancer
Bermuda	Bermuda Cancer and Health Centre
Canada	Canadian Cancer Society
Denmark	Danish Cancer Society
France	Ligue Nationale Contre le Cancer
Honduras	Asociacion Hondurena de la Lucha Contra el Cancer
Guatemala	Una Voz contra el Cancer
India	Indian Cancer Society
Ireland	Irish Cancer Society
Jamaica	Jamaica Cancer Society
Japan	Japan Cancer Society
Kenya	Kenya Cancer Association

Luxembourg	Fondation Luxembourgeoise Contre le Cancer
Malaysia	National Cancer Society of Malaysia
The Netherlands	Dutch Cancer Society
The Philippines	Philippine Cancer Society
Portugal	Liga Portuguesa Contra o Cancro
South Africa	Cancer Association of South Africa
United Arab Emirates	Friends of Cancer Patients
The United Kingdom	Cancer Research UK
The United States	American Cancer Society
Zambia	Zambian Cancer Society

RESEARCH

SCIENTIFIC RESEARCH GRANTS

The Cancer Society awarded the following Grants in the 2013/2014 year:

Seek and Destroy: Developing enzymes to image and target tumours by gene therapy

Dr David Ackerley, Biological Sciences, Victoria University of Wellington

\$120,908 over two years to develop new imaging genes that will be used to label microbes designed to target tumours. It is hoped new targeted chemotherapies may evolve from this approach.

Randomised Trial of Stereotactic body Radiotherapy for Early Stage Non-Small Cell Lung Cancer

Dr Scott Babington, Radiation Oncology Christchurch Hospital

\$156,907 over three years for the co-funding of the New Zealand contribution of a TransTasman Radiation Oncology Group Study "CHISEL" for treatment of early stage lung cancer patients who are not suitable for surgery.

Preclinical studies of novel epoxy-fatty acid analogues for treating intracranial tumours

Assoc Professor Lai-Ming Ching, Auckland Cancer Society Research Centre, and Assoc Professor Mark McKeage, Clinical Pharmacology, Auckland

\$51,635 Grant in Aid to investigate the potential for treating brain tumours with recently synthesised epoxide derivatives of the omega-3 fatty acids.

Understanding the role of the apelin/APJ system in GBM progression

Dr Darren Day, Victoria University of Wellington

\$100,000 Grant in Aid to evaluate the role of the apelin/APJ system in aggressive adult brain cancer (GBM).

DTIC in MGMT Methylated Metastatic Colorectal Cancer

Dr Dean Harris, Medical Oncologist Christchurch Hospital, and Professor Bridget Robinson, Medical Oncologist, Christchurch Hospital

\$83,585 over one year to investigate whether an older cytotoxic agent DTIC is effective third line treatment of a common colorectal cancer in a particular subset of patients.

The tumour microenvironment suppresses anti-tumour T cell responses in colorectal cancer

Dr Roslyn Kemp, Department of Microbiology and Immunology, University of Otago

\$73,468 over two years for working expenses to better understand the micro-environment in colorectal cancer.

Phase II comparison of two chemo-radiation regimens for HPV positive oropharyngeal cancer

Dr Andrew Macann, Radiation Oncologist, Auckland Hospital and Dr Mark McKeage, Medical Oncologist, Auckland Hospital.

\$68,406 over two years to compare two chemo-radiation regimens with radiation treatment in a selected group of patients with oropharyngeal cancer.

BCL6 and Therapy Resistance in the Brain Tumour Glioblastoma Multiforme

Assoc Prof Melanie McConnell Victoria University of Wellington

\$168,985 over two years to better understand the role of a transcription factor BCL6 in mediating treatment resistance as a potential therapeutic target in GBM.

SCUBA: Safe Chemotherapy Using Both Arms. (ANZBCTG Protocol 1104)

Dr David Porter, Medical Oncology, Auckland Hospital, and Dr Richard Isaacs, Medical Oncology, Palmerston North

\$26,418 over three years to study whether lymphoedema after breast cancer surgery is worsened if the arm on the same side as the primary breast cancer is used for chemotherapy.

Development of trehalose diesters as anti-cancer immunotherapeutics

Dr Bridget Stocker, Victoria University of Wellington

\$152,750 over two years to investigate and evolve new anti-cancer trehalose diester compounds with novel mechanisms of anti-cancer activity.

Training Scholarships

The Cancer Society has awarded three new scholarships to allow students to undertake advanced research in the field of cancer, leading to a Doctorate in Philosophy from a New Zealand University.

- Alanna Cameron, Malaghan Institute – investigation of BRAF targeted drugs in malignant melanoma
- Herah Hansji, Auckland Cancer Society Research Centre – Fatty acid binding proteins promote cancer progression and will be investigated in breast cancer and melanoma.
- Michelle Rich, Victoria University of Wellington – gene therapy and PET imaging probes





CANCER SOCIETY SOCIAL & BEHAVIOURAL RESEARCH UNIT

TACKLING SOME OF THE
 BIG QUESTIONS ABOUT
 CANCER ...

Research updates from the Cancer Society Social & Behavioural Research Unit, based at the Dunedin School of Medicine.

The Society funds \$392,500 per annum to support the Unit's research priorities into tobacco control, ultraviolet radiation exposure, physical activity and nutrition, psycho-social-spiritual factors and hauora Maori. Here is just a small sample of what they are working on. For more information check out their annual research report online at www.otago.ac.nz/sbru/publications/reports/index.html

In 2013/14 the Unit projects included:

- How do young people get tobacco from social sources?
- What do young people want in smoking cessation?
- Support for a Smokefree university
- Smokefree Tertiary Institutions
- Smokefree outdoor areas
- Impact of point of sale tobacco promotion on smoking
- Aotearoa/New Zealand narratives of encounters with cancer ('The Cancer Stories Project')
- 'My Health Matters' patient diary evaluation
- Quantifying the association between sun exposure and vitamin D status
- Sunburn in a New Zealand urban population 1994-2006
- SunSmart Schools Accreditation Programme (SSAP) Evaluation
- GP's advice about sun exposure and vitamin D
- Solar ultraviolet radiation exposure and workplace sun protection in outdoor occupational groups: forestry workers
- Are New Zealand adults aware of the roles of alcohol, physical inactivity and poor nutrition in cancer risk?
- Edible gardens in schools and preschools in Aotearoa/ New Zealand
- Cultural competence training for health researchers



“ The Society funds \$392,500 per annum to support the Unit’s research priorities into tobacco control, ultraviolet radiation exposure, physical activity and nutrition, psycho-social-spiritual factors and hauora Maori. ”



STRUCTURE AND GOVERNANCE STATEMENT

Origins

The Cancer Society of New Zealand Incorporated (the Society) was established in 1963.

Organisational Structure

The Society is one of seven, the other members being Auckland, Waikato/Bay of Plenty, Central Districts (Taranaki, Wanganui, Gisborne, Hawkes Bay and Manawatu), Wellington (including Nelson and Marlborough), Canterbury-West Coast and Otago and Southland Divisions. Each Division is an autonomous entity. While there are main areas of activity carried out by all Divisions, each Division is free to fulfil its local role as it sees fit.

Governance Structure

The six Divisions elect a Board that comprises a representative from each Division and a President to provide the governance supervision of the Society. The Chair of the National Finance Audit and Risk Advisory Committee is present on the Board as a non-voting member and the Medical Director and Chief Executive attend in an ex officio capacity. Apart from the Chief Executive and Medical Director all Board members are volunteers.

Mission Statement

Improving community well-being by reducing the incidence and impact of cancer.

Role of the Society

The Society exists to provide one voice where appropriate on national issues. It undertakes the development and maintenance of national policies and resources to ensure consistency across the organisation. It also coordinates the research funding programme. The main purpose underlying these activities is to achieve efficiencies that can't be obtained by Divisions working individually, leaving Divisions to focus on the local level of operations.

This work is based at the National Office in Wellington and is headed by the Chief Executive.

National advisory committees operate in the areas of finance, health promotion and support and volunteer services. The committees report to the Board but work closely with National Office staff in determining strategic direction and policy development. Assessment of applications for research grants is undertaken by the National Scientific Committee. Membership of these committees is predominantly made up of non-Society experts to provide external rigour to policy/decision making.

Funding

The Society receives no government funding. The main activity areas of scientific research, health promotion and support and volunteer services are funded by a levy on Divisions. The levy is set as a bulk amount to fund each area based on the operational plan. The bulk levy is then divided between Divisions on a population basis. Occasionally additional funding is obtained from Divisions or other sources for specific projects.

Administration costs are met by income from a small investment portfolio and from royalties and dividends from Daffodil Enterprises Ltd, the wholly owned trading company of the Society. Administration recovers from each activity area its proportionate share of National Office operating costs.

Sponsorship

ANZ provides major support through its sponsorship of Daffodil Day and the fundraising efforts of its staff. All funds raised from Daffodil Day are returned to Divisions. ANZ is a major sponsor of the organisation and the official bank.

Financial Reporting

It is important to note that the financial statements in this report reflect the activities of the National Office only. The Divisions, being autonomous organisations, publish their own independent financial statements. Their financial statements are not consolidated with those of the National Office because the National Office is a separate entity.

AUDITOR'S REPORT

INDEPENDENT AUDITOR'S REPORT ON THE SUMMARY FINANCIAL STATEMENTS TO THE NATIONAL BOARD OF THE CANCER SOCIETY OF NEW ZEALAND INCORPORATED

Report on the Summary Financial Statements

The accompanying summary financial statements of the Cancer Society of New Zealand Incorporated and Group ("the Society and Group") on page 32, which comprise the summary consolidated statement of financial position as at 31 March 2014, and the summary consolidated statement of financial performance for the year then ended, are derived from the audited consolidated financial statements of the Group for the year ended 31 March 2014. We expressed an unmodified audit opinion on those financial statements in our report dated 31 July 2014.

The summary financial statements do not contain all the disclosures required for full financial statements under generally accepted accounting practice in New Zealand. Reading the summary financial statements, therefore, is not a substitute for reading the audited consolidated financial statements of the Group.

This report is made solely to the National Board, as a body, for the purpose of expressing an opinion on the summary financial statements for the year ended 31 March 2014. Our audit has been undertaken so that we might state to the National Board those matters we are required to state to them in an auditor's report on summary financial statements and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the National Board as a body for our audit work, for this report, or for the opinions we have formed.

National Board's Responsibility for the Summary Financial Statements

The National Board are responsible for the preparation of a summary of the audited financial statements, in accordance with FRS-43: *Summary Financial Statements*.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with International Standards on Auditing (New Zealand) (ISA (NZ)) 810: *Engagements to Report on Summary Financial Statements*.

Other than in our capacity as auditor we have no relationship with or interests in the Society or Group.

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of Cancer Society of New Zealand Incorporated and its subsidiary for the year ended 31 March 2014 are consistent, in all material respects, with those financial statements, in accordance with FRS-43: *Summary Financial Statements*.



Chartered Accountants

31 July 2014

Wellington, New Zealand

This audit report relates to the summary financial statements of Cancer Society of New Zealand Incorporated for the year ended 31 March 2014 included on Cancer Society of New Zealand Incorporated's website. The National Board is responsible for the maintenance and integrity of the Cancer Society of New Zealand Incorporated's website. We have not been engaged to report on the integrity of the Cancer Society of New Zealand Incorporated's website. We accept no responsibility for any changes that may have occurred to the summary financial statements since they were initially presented on the website. The audit report refers only to the summary financial statements named above. It does not provide an opinion on any other information which may have been hyperlinked to/from these summary financial statements. If readers of this report are concerned with the inherent risks arising from electronic data communication they should refer to the published hard copy of the audited summary financial statements and related audit report dated 31 July 2014 to confirm the information included in the audited summary financial statements presented on this website. Legislation in New Zealand governing the preparation and dissemination of financial statements and summary financial statements may differ from legislation in other jurisdictions.

FINANCIAL SUMMARY

Cancer Society of New Zealand Incorporated
Financial Summary for the year ended 31st March 2014

Summary Statement of Financial Performance

For the Year Ended 31 March 2014	Group		Parent	
	2014 \$000s	2013 \$000s	2014 \$000s	2013 \$000s
Royalties/Sales/Advertising Support	620	559	153	134
Income from Divisional Levies	3,010	2,900	3,010	2,900
Donations and Grants	688	644	688	644
Fundraising Income	407	-	407	-
Management fee from Daffodil Enterprises Limited	-	-	65	65
Daffodil Day	673	508	673	508
Investment Income	439	278	556	274
Sundry Income	142	163	142	163
Total Income	5,979	5,052	5,694	4,688

Daffodil Enterprises Expenditure	225	275	-	-
National Initiatives	225	250	225	250
Scientific Research	1,494	2,149	1,494	2,149
Health Promotion	286	296	286	296
Support and Volunteer Services	299	469	299	469
Communications	53	73	53	73
Daffodil Day Expenditure	673	508	673	508
Fundraising Income paid to Division	348	-	348	-
Salaries	1,366	1,360	1,366	1,360
Administration	331	325	331	325
Rent	79	77	79	77
Audit Fee	13	11	13	11
Business Development	98	81	98	81
Depreciation & Amortisation	28	23	28	23
Total Expenses	5,518	5,897	5,293	5,622
Net Operating Surplus/(Deficit)	461	(845)	401	(934)

Summary Statement of Financial Performance

As at 31 March 2014	Group		Parent	
	2014 \$000s	2013 \$000s	2014 \$000s	2013 \$000s
Current Assets	2,943	3,994	2,548	3,641
Non Current Assets	3,541	2,307	3,542	2,308
Total Assets	6,484	6,301	6,090	5,949
Current Liabilities	1,758	2,036	1,730	1,990
Net Assets	4,726	4,265	4,360	3,959
REPRESENTED BY:				
Total Equity	4,726	4,265	4,360	3,959

ELECTED OFFICERS

PRESIDENT

Mr Murray MacCormick

NATIONAL BOARD REPRESENTATIVES

Auckland Division

Mr Nigel Brown

Waikato/Bay of Plenty

Mr Murray Loewenthal

Central Districts Division

Dr Garry Forgeson

Wellington Division

Mr Roy Cowley

Canterbury-West Coast Division

Ms Kathy Conlan

Otago and Southland Division

Mr Peter Hutchison

ELECTED OFFICERS

National Finance Advisory Committee Chair

Mr Stuart Bauld

APPOINTED OFFICERS

National Health Promotion Advisory Committee Chair

Ms Ann Shaw

National Scientific Advisory Committee Chair

Prof Brett Delahunt

National Volunteer, Information and Support Services Committee Chair

Inga O'Brien

PAST PRESIDENTS

Sir James Elliott	1925 – 1955
Dr P Lynch	1956 – 1957
Mr L A Bennett	1958 – 1959
Professor Eric D'Ath	1960 – 1961
Mr J Maxwell Clarke	1962 – 1963
Mr R O'Regan	1964 – 1965
Mr J K Davidson	1966 – 1968
Mr H Gaudin	1967 – 1970
Mr J M Tyler	1971 – 1972
Mr C T Collins	1973 – 1974
Mr Arthur Ibbotson	1975 – 1976
Mr G W Holland	1977 – 1978
Mr E Gifford	1979 – 1980
Dr D W Urquhart	1981 – 1982

Mr B Prior	1983 – 1984
Mr John Heslop	1985 – 1986
Dr P R Kelleher	1987 – 1988
Mr Don Carnachan	1989 – 1990
Dr Chris Atkinson	1991 – 1994
Prof John Blennerhassett	1995 – 1996
Mr John Kelly	1997 – 2000
Dr David Perez	2001 – 2002
Mr Richard Gray	2003 – 2006
Russell McIlroy	2007 – 2010
Mr Clive Clelland	2010 – 2013

MERITORIOUS AWARD RECIPIENTS

Mr William Kelso
Dr David Perez
Dr Peter Fitzgerald
Dr David Becroft
Assoc Prof Chris Atkinson
Mr Athol Hutton
Mr Anthony Finnegan
Mr Tony Schramm
Mr Geoff Clatworthy
Mr Carrick Davidson
Mr Richard Gray
Mr Brian Tyler
Ms Kate Reid
Dr Simon Allan
Mr Russell McIlroy

LIFE MEMBERS

Mr B C Prior
Professor John Gavin
Mr John Heslop
Dr Pat Kelleher
Dr Alan Gray
Professor B Heslop
Dr Peter Fitzgerald

AUDITORS

Deloitte
10 Brandon Street, Wellington

SOLICITORS

Duncan Cotterill
50 Customhouse Quay, Wellington

BANKERS

ANZ
PO Box 2846, Wellington

NATIONAL OFFICE STAFF

Chief Executive

Dalton Kelly

Medical Director

Assoc Prof Chris Atkinson

Health Promotion Manager/ Deputy Chief Executive

Dr Jan Pearson

National Manager Development

Philip Hope

National Communications Manager

Lynne St.Clair-Chapman

National Manager Supportive Care

Marie Daly

National Manager Volunteering

Helga Wientjes

National Information Manger

Sarah Stacy-Baynes

National Manager – Relay For Life and Community Development

Kelly Atkinson

Health Promotion Advisor (Screening and Early Detection)

Sarah Penno

Health Promotion Advisor (Tobacco Control)

Skye Kimura-Paul

Health Promotion Advisor (Skin Cancer Control)

Barb Hegan

Health Promotion Advisor (SunSmart Schools and Pre-Schools)

Louise Sandford

Office Manager

Pam Hunter

Reception/Administration Assistant

Gloria Love

DAFFODIL ENTERPRISES LTD

Marketing Manager

Fiona Mawley

NATIONAL OFFICE

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69 Molesworth Street, PO Box 12 700,
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Major Sponsor



NATIONAL OFFICE

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THORNDON, PO BOX 12 700, WELLINGTON 6144

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...ancer Control Research Advisory Group • Health Promoting Schools • Tobacco Control S
...es • Volunteering New Zealand • Cancer Society's Behavioural Research Unit • Comm2
...y of Education • Smokefree New Zealand • P.A.C.I.F.I.C.A • Foundation for the Blind • V
...tee • Te Hotu Manawa Māori • Health Promotion Agency • MelNet • Melanoma Found
...l communications team • Regional Cancer Networks • District Health Boards • CANGO
...oking and Health Board • Smokefree Coalition Chair • BODE Cancer Interventions Advis
...utrition Action Strategic Council • Minister of Health • Ministry of Health Leadership Te
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...ontrol Sector Steering Group • Skin Cancer Control Research Advisory Group • Health
...er Information Network NZ • ComVoices • Volunteering New Zealand • Cancer Society's
...rks • District Health Boards • Ministry of Education • Smokefree New Zealand • P.A.C.I
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...Cancer Control New Zealand Chair • Cancer Control New Zealand Board • Action on Sn
...Working Group, Chair • Cancer Council Australia Tobacco Control Group • Agencies for

Cancer information Helpline
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