

CANCER SOCIETY OF NEW ZEALAND INC.
ANNUAL REPORT 2016



The image features two vibrant yellow daffodils in full bloom, positioned on a single green stem that runs diagonally from the bottom left towards the top right. The flowers are set against a soft, out-of-focus background of green foliage and other yellow flowers, creating a natural and serene atmosphere. The lighting is bright, highlighting the delicate texture of the petals and the central corona of the flowers.

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



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PRESIDENT'S REPORT

I am pleased to present the 2016 Annual Report for the Cancer Society of New Zealand Inc. (the Cancer Society).

I would like to start by thanking my fellow board members, all of whom are volunteers, and for this reason I am thankful to be working alongside such generous people who give freely of their valuable time for the betterment of the Society. I would like to pass on my personal thanks to Roy Cowley for his six years of service to the board prior to his resignation this year.

Over the past two years the board has made great progress in the development of future strategic priorities for the organisation as it applies to the National Office's role. This included a successful Hui in 2015. As part of the new beginning the board has all but completed an update of the governance policies and procedures and believes that it now has a robust platform to help guide the future direction.

The board has just undergone an independent director review conducted through the Institute of Directors to ensure that we fully understand our current capabilities and to identify gaps, if any. The governance journey is never ending and it is important that we attract the right talent and remain abreast of best practise.

An important role within the Cancer Society is that of our Medical Director and in August 2015, Dr Chris Jackson was appointed to this position. He has brought to the role his expert medical background along with a passion for helping cancer patients. Thank you Chris for accepting this role which you have performed admirably since you joined us.

I want to reference our sponsorship arrangement with ANZ. From my perspective it stopped being just a sponsorship arrangement many moons ago and is now one of the most successful charity-business partnerships in New Zealand history. ANZ are the Major Sponsor of the Cancer Society and Principal Sponsor of Daffodil Day, as well as our official bank. This relationship has prospered over 26 years and we have been in partnership since Daffodil Day started nationally in New Zealand. During this time ANZ have directly helped raise over \$17 million which we have been able to put to good use on research, promoting health initiatives to prevent cancer and providing support services for those affected by the disease. On behalf of those people we have been able to help with your support and your staff's support, thank you.

I'm proud of the work undertaken by the staff in National Office. The move to new premises has helped what is in essence a new team to gel well and the feeling of a new beginning and energy is evident.

They continue to implement the strategy that's been set, including growing its research programme, increasing advocacy both politically and in the media, both helping to prevent and reduce the impact of cancer, as well as working with Divisions across the country to help increase the federations capability and capacity. They have reached new ground in the social and digital realms and the quality of work produced is outstanding. It seems you can't turn on the TV, radio or go online without seeing the Cancer Society which is fantastic. Thanks Claire and the team.

Finally, to the Divisions and volunteers all around the country. Without you and the amazing work that you undertake each and every day, the impact of cancer in New Zealand would be far greater. The reputation of the Cancer Society is not built by TV ads and radio interviews but by the interactions that we have with people directly. Whether it be somebody calling our 0800 line, seeing one of our nurses, or one of the hundreds of other activities we undertake for people on a daily basis, these interactions are the building blocks of our outstanding reputation. So please keep being amazing.

Sincerely,

Peter Hutchison, President



CHIEF EXECUTIVE'S REPORT

The Cancer Society had much to celebrate in 2016, a year in which we reinvigorated our vision for the future and worked towards our goal of reducing the incidence and impact of cancer. In my second year with the Cancer Society, I continue to be amazed by the quality and quantity of work being achieved by staff and volunteers.

In May 2015, National Office was pleased to facilitate the Cancer Society's two-day hui, Our Way Forward. The meeting was an opportunity for over 80 stakeholders - board members, staff, volunteers and clients - to come together to pool their thinking and experience. The group discussed ways to build on our successes and leverage existing opportunities for development. At the end of the two days, participants had built a strong platform and direction for the Cancer Society's future, and evaluated our common purpose, strategic priorities and ambitions. It was heartening to see so many dedicated people come together from across the organisation.

The hui was also an opportunity to strengthen the way we work together as a federation by building our linkages and support systems. The Cancer Society aims to develop existing partnerships to better address health inequalities by seeking more opportunities to collaborate both on key national and regional projects.

In keeping with our goals, the focus of 2016 was improvements for people affected by cancer. This included successfully advocating the funding of breakthrough immunotherapies, and improving the quality of service for cancer patients at Work and Income New Zealand. We will continue to advocate for patients' streamlined access to Work and Income

support, as well as an "early access to breakthrough medicines" scheme to provide patients with life-threatening, or seriously debilitating conditions, and access to promising new drugs when there is a clear, unmet medical need.

With tobacco still our biggest attributable cause of cancer, we have maintained our commitment in the "smoke-free" arena, advocating for the introduction of standardised packaging, increased tobacco taxation, smokefree cars and the broad availability of cessation support. We have worked with Divisions to promote SunSmart messages, administer the SunSmart schools programme, as well as highlight the dangers of sun bed use.

Another focus has been the increase in our social media and media presence. We have strived to spread our messages further and engage with new audiences so that we can address the health inequities affecting our nation. One of our key successes has been our promotion of the USO Bike Ride, which has increased our engagement with Māori and Pasifika communities throughout the country. We remain committed to highlighting the important work being done by the Cancer Society Divisions and centres, as well as raising awareness of the Cancer Society's work and programmes.

Thanks to the generosity of New Zealanders, our research programme has funded important scholarships and vital cancer research. Over \$1.8M was spent on the national research grant round, including \$392,500 on the Social and Behavioural Research Unit housed at the University of Otago.

It's been a successful year for the Cancer Society, but our work is only achievable because of the generosity of our amazing supporters, volunteers, staff and Divisional colleagues.

We are also enormously grateful to our major sponsor, ANZ, whose generosity and support has helped us raise funds for vital cancer research and supportive care services. I'd also like to make a special mention to all ANZ staff going the extra mile to raise funds through direct sponsorship, money collected at banks, staff fundraisers, and awareness campaigns during Daffodil Day.

Please enjoy this snapshot of the Cancer Society's year.

Ngā mihi,

Claire Austin, Chief Executive





ADVOCACY

Advocacy is an essential and powerful tool in all areas of the work we do. The Cancer Society is a non-profit organisation, and National Office receives no direct financial support from the Government. This ensures we can independently inform and lobby for the best services for people affected by cancer and influence policy that reduces cancer risks.

In 2016 the Cancer Society continued to increase its advocacy in the areas of treatment, care for those with cancer, and legislation and systems changes to prevent or minimise cancer. Over the year we have worked on a number of high-profile issues such as PHARMAC's decision to fund breakthrough melanoma therapies.

Our submissions

Over the past year, the Cancer Society have either led or supported the writing of submissions in the following areas:

- PHARMAC submissions for melanoma drugs - supporting the funding of Keytruda and Opdivo to treat those who are diagnosed with our most common cancer.
- Proposed changes to the National Cervical Screening programme - submitting on a suite of suggested changes to the programme: from extending the screening interval from three to five years, the prospect of self-screening, raising the age range, and eliminating inequalities in screening.
- New Zealand Health Research Strategy - contributing to the proposed vision for the first-ever New Zealand Health Research Strategy. The Cancer Society requested more of a focus on equity and people.
- Human papillomavirus vaccine and delivery - supporting a change to Gardisal 9, and changing the age from 11-15 years of age. Excitingly, all of the recommendations we made in our submission were accepted by PHARMAC.
- New Zealand Health Strategy Update - recommending an increased focus upon equity, the needs of the workforce, sustainable funding, and on the roles that non-governmental organisations play in the health of New Zealanders.

- Sunbeds - supporting a complete ban on sunbeds for both private and commercial use.
- Budget Policy Statement (Tobacco Tax) - recommending a continuation of a tobacco tax increase schedule from 2017 and beyond at a rate of at least 20%. This was achieved but at a rate of 10%.
- World Health Organisation Commission on Ending Childhood Obesity - backing the Commission's suggested policies by providing health education, information and support to New Zealanders.
- New Zealand and the Protocol to Eliminate Illicit Trade in Tobacco Products - stating a case for New Zealand to become a signatory to the Protocol to Eliminate Illicit Trade in Tobacco Products.
- The review of the Code of Advertising to Children and the Children's Code for Advertising Food - calling for children's environments to be free from advertising, marketing and sponsorship of unhealthy foods and beverages. We also advocated for an independent monitoring process for complaints and compliance with the code. It also called for the introduction of completely independent monitoring, evaluation and compliance with, and complaints against these codes and to raise the age of 'child' to under 18 years.

Working towards a Smokefree New Zealand

The Cancer Society Divisions have been continually pushing local councils to improve their Smokefree policies, asking for Smokefree Public Places and Smokefree Outdoor Dining areas. We supported a stand at the 2015 Local Government New Zealand Conference (LGNZ) which displayed council areas across the country and their Smokefree policies. From this, a LGNZ remit was passed for a letter to be sent the Minister for Local Government to pass legislation for Smokefree Outdoor areas.

Advocating for the Bowel Screening Programme

In the Budget, the Government announced a nationwide roll-out of bowel screening, a welcome result after some concentrated advocacy on our part. Chief Executive Claire Austin presented to the Labour Party Health Summit earlier this year, speaking on bowel screening, advocating for the review of the National Travel Assistance Scheme, and proposing

the Early Access to Medicines Scheme. The scheme would be allocated a ring-fenced budget of \$100 million per annum in addition to the current pharmaceutical budget. It would also see PHARMAC investigate the costs and benefits of funding or not funding medicines.

Cancer patients needing Work and Income support

The Cancer Society has been working with the Ministry of Social Development (MSD) to improve Work and Income services for cancer patients. Improvements so far include an upgraded website with better cancer information for patients, and development of information for cancer patients that more clearly explain their entitlements and what may be available to assist them. This has included ensuring rights to privacy and that if somebody is terminally ill, that they are not required to resupply their medical certificate. MSD has worked to resolve some client issues referred by the Cancer Society. We look forward to continuing to work with MSD to improve the experience cancer patients have and ensuring that they receive the support they need in a streamlined, timely and supportive way.

Supporting funding for breakthrough melanoma therapies

On 2nd August 2016, the Cancer Society was among those celebrating PHARMAC's decision to fund Pembrolizumab (Keytruda), a new immunotherapy for advanced melanoma. It was highly unusual for the Cancer Society to get involved in any such debate around the funding of particular cancer drugs. However, in this case we were moved to act for reasons of equity, evidence and deep concerns about existing decision processes.

Over the months, we worked publically and behind the scenes to advocate. Often, it was the Cancer Society's new Medical Director, Dr Christopher Jackson, who fronted the public side of this campaign while our CEO, Claire Austin, was able to progress behind the scenes. Dr Jackson became a vocal national advocate on behalf of the organisation, providing clinical insight into the subject and delivering it in plain English.

We couldn't be more thrilled that this new drug is now available to help New Zealanders affected by our most common cancer.





HEALTH PROMOTION

Health Promotion is both a discipline and a process. It focuses on empowering people and communities to take control of their health and wellbeing. Ranging from action at a community level to developing policies, it is founded on the principle that health and wellbeing begins in the settings of everyday life.

The Cancer Society's National Office advocates for policy change and the creation of supportive environments. It also supports Division and Centre staff to advocate on local issues and provides advice, information and leads programmes that enable the development of personal health skills and community action.

SunSmart

Melanoma Summit

The Cancer Society were a co-sponsor of the 2015 New Zealand Melanoma Summit. This biennial event provided a key opportunity for researchers and clinicians to update themselves on the latest research around detection and treatment of melanoma.

We also hosted a pre-conference non melanoma skin cancer meeting to facilitate discussion between international subject experts.

SunSmart Schools

The SunSmart Schools Accreditation programme (SSAP) continued to grow this year, ensuring that more schools have comprehensive sun protection policies and practices to protect the health of their young students.

Nationally an additional 53 schools achieved accreditation, bringing the total number of accredited schools to 848, or 37.5% of all schools. Another 9.6% are working towards accreditation.

Equity

Uso Bike Ride

As part of the Cancer Society's commitment to improving Māori and Pacific engagement and wellbeing, we partnered with the USO Bike Ride. The event was a mammoth 2,250km journey from Bluff to Cape Reinga, finishing up on February 21st.

Stopping off in towns along the way, the riders presented health promotion messages to 1530 people over 12 community fono, and featured in numerous media stories. The riders also partnered with respective Cancer Society Divisions and Centres along the way.

We were thrilled to see how the community responded, as engagement on our national Facebook page skyrocketed. Among our most popular posts were a series of photos and videos taken by our in-house videographer who captured the challenges and rewards of the ride.

Get The Tools

Get The Tools (GTT) men's health programme had great success this year by training volunteers to facilitate health conversations within their own communities. As well as helping to spread health promotion messages, the move has increased GTT's capacity and deepened its roots in the community.

The programme is growing with a joint effort between National Office and Cancer Society Central



Districts, which hosted the first Get The Tools training session to be held outside of Wellington Division. Fourteen volunteers from Whanganui, Manawatu and Tararua attended and since then, the volunteers have been busy organising their own men's health events as well as supporting the Cancer Society's.

Further Get The Tools facilitator workshops have been planned for Central Districts and Wellington Division throughout 2016.

Obesity and alcohol-related cancers

Obesity

In 2016 we and partnering organisations at Agencies for Nutrition Action collaborated on a submission for the World Health Organisation on ending childhood obesity. Tackling the issue of obesity is a challenging but important task in the battle to reduce cancer's impact.



Alcohol and Cancer Conference

The Cancer Society was a co-host of the Alcohol and Cancer Conference, the first conference of its kind in New Zealand. The event, held in June 2015, aimed to raise awareness of the increasing research showing a link between alcohol consumption and certain cancers. It also brought together key experts to discuss actions to reduce alcohol-attributable cancers.

Our thanks go to Alcohol Action NZ for co-hosting this conference and helping to bring public attention to the subject of alcohol and cancer.





POLICY AND RESEARCH

Research is fundamental to reducing the incidence and impact of cancer in the community, that's why we are committed to supporting world-class cancer research aimed at preventing, detecting and treating cancer more effectively.

As an evidence-based organisation, research underpins all aspects our work, from information and support services to health promotion, policy and advocacy.

Statistics give new insights

Our statistical analysis has increased significantly over the past year, including the development of per-division cancer rates - data not previously gathered.

Major projects over the past year include:

- the Minimum Data Set project, looking at the key activities and services of the Cancer Society
- the Research Stocktake project, which included a stocktake of research undertaken by the Cancer Society and external organisations. The findings of the research stocktake will be analysed against cancer trends and the cancer care continuum, in the coming year
- the Cancer Society has joined the International Cancer Benchmarking Project (ICBP) this year. The ICBP is a global partnership of clinicians, academics, data experts and policy makers. It is the first collaboration of its kind seeking to not only identify international differences in cancer survival, but also to explore factors that might influence the observed variations.

Strengthening our policies and processes

We have developed internal policy for the Cancer Society such as our policy for the administration of bequests, and strengthened our national research grant round through the development of contracts for grant recipients and PhD training scholarships.

The Cancer Society Social and Behavioural Research Unit marks 25 years with the Cancer Society

Since 1990, we've supported the Cancer Society Social and Behavioural Research Unit (CSSBRU) with the aim of making a real difference to the wellbeing of people with cancer. 2016 marked 25 years of partnership with the Unit and the University of Otago in Dunedin.

The CSSBRU seeks to:

- build up and maintain an evidence base
- evaluate Health Promotion programmes
- support post graduate students into the field
- work with Support Services to develop a body of evidence on psychosocial/spiritual research focusing on the needs of cancer survivors.



CSSBRU's 2016 projects

The Cancer Society invested \$392,500 in the CSSBRU during the 2015/16 year and these funds helped the following projects.

Tobacco control continued to be a significant research focus during 2015. As New Zealand continues to move towards the Government's Smokefree 2025 goal, CSSBRU researchers published an innovative series of papers on regulating the sale of tobacco through excise taxes, point-of sale advertising restrictions and retailer licensing.

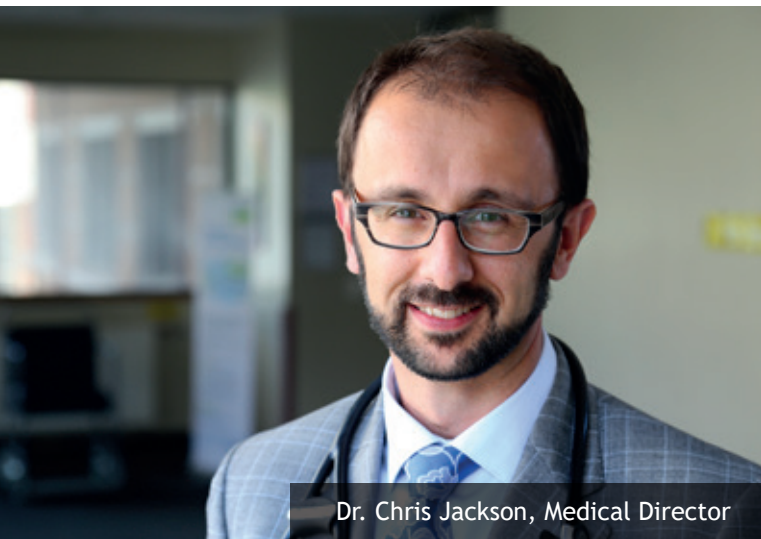
In the area of youth smoking, the CSSBRU examined the transition from youth social smoking to adult daily smoking, and explored the lessons learned from the move for many of New Zealand's tertiary institutions to become smokefree.

The Ultraviolet Radiation (UV) Research Programme continued a fruitful collaboration with international colleagues, publishing papers exploring perceptions of skin colour and knowledge and understanding the UV Index among school age children. They also continue to support SunSmart behaviours in an older demographic: secondary school students.

Another publication looked at edible gardens in school settings as a means to support good nutrition education among children.

Other projects have been longer-term pursuits, stretching over years. These projects continued in 2015/16 and included studies of the policy environment for alcohol consumption, and a national study of cancer awareness among New Zealand adults. The findings of the Cancer Stories project was published, outlining stories of what helps New Zealand people get through a cancer diagnosis. The Cancer Society also published an information resource sharing these perspectives.





Dr. Chris Jackson, Medical Director

Research grants and training scholarships

The Cancer Society is the largest non-Government funder of cancer research in New Zealand, through our annual Research Grants Programme. We also fund training scholarships to allow students to undertake advanced cancer research. This year's projects included:

Targeting tumour hypoxia for personalised treatment of head and neck cancer

Researcher Frances Hunter, University of Auckland, was given \$106,248 by Cancer Society to study how low oxygen tumours in head and neck cancer can be exploited. Low oxygen is a prevalent factor in many tumours and it can contribute to disease progression and failure of chemoradiotherapy. Developing targeted drugs shows great promise however, diagnostics that predict tumour sensitivity are needed. This project will identify genetic determinants of sensitivity to these compounds as a step to developing a biomarker for clinical use.

Variation in transmembrane uptake of 5-FU in human mucosa: a model to predict risk of toxicity

5-fluorouracil (5-FU) is a widely used and effective drug for the treatment of breast and gastrointestinal cancers; however, severe and sometimes life threatening side effects are common among cancer patients taking the medicine. It is thought that transporter proteins may be responsible for uptake in normal cells. Researcher Nuala Helsby, University of Auckland, has been granted \$22,891 to study whether or not 5-FU occurs in healthy normal cells.





The SPAR Trial: simvastatin with preoperative chemoradiation for rectal cancer

Michael Jameson, Waikato Hospital, received \$149,290 to investigate how much effect taking a statin tablet for three months (during chemotherapy and radiation, and for six weeks afterward) appears to have on the rate of good tumour shrinkage and side effects of these treatments.

MRP2 in oxaliplatin transport, handling and responses to chemotherapy

A study will examine transporter proteins that move oxaliplatin, a type of drug treatment, and examine how the body responds and handles this in mice that have gene modifications. Mark McKeage, University of Auckland, received an \$189,556 contribution from the Cancer Society to work on this project.

The role of stem cell markers SOX2 and Wnt in endocrine resistant breast cancer

Anti-estrogen treatments are used in post-operative care, but breast cancers become resistant to this overtime. Euphemia Leung will study signalling pathways controlling stem cell properties that are involved in this resistance. Euphemia will try to identify ways around this. The Cancer Society awarded the study \$100,062.

Novel insights into the mechanisms of glucocorticoid therapy through DNA methylation.

Researcher Ian Morison, University of Otago, will look at the side effects of glucocorticoids such as prednisone and determine the direct effects on the genes in a leukaemia cell line. Prednisone is used to treat a wide variety of cancers. Morison's research received \$66,517 in funding from the Cancer Society.

Helicases, G4-DNA and Drug Design

Vyacheslav Filichev, Massey University, is set to develop new molecular entities to target tumour-specific connections and to be more specific for targeting cancer. These will provide a blueprint for the design of a new series of anti-cancer drugs specific for individual tumours. Cancer Society contributed \$160,568 to the project.

Training scholarships

Kwangyoon (Jason) Ko, Auckland University

Breast cancer treatment and antibody-drug conjugates (ADCs)

Supervisor: Dist. Professor Margaret Brimble

Matthew Storey, Victoria University

Recovery of functional gene clusters from a subset of sponges and soil bacteria that may have anticancer affects that could evolve into promising drug candidates.

Supervisor: Associate Professor David Ackerley and Dr Jeremy Owen

Vehid Seyfoddin, Auckland University

Identification and characterising the genomic abnormalities in New Zealand human glioblastoma multiforme (GBM) cell lines.

Supervisor: Professor Peter Sheppard





SUPPORTIVE CARE

Throughout 2016, Supportive Care staff continued to deliver care to people affected by cancer, and National Office was there to provide support to the Divisions administering it.

Divisional Supportive Care staff and volunteers, in both urban and rural areas, provide peer, social and clinical support. Practical help is also provided in the form of accommodation near treatment centres, volunteer drivers taking people to treatment and yellow shirts at treatment centres.

As part of our support to Divisions, National Office has been advocating with the Ministry of Health to make changes to the way they fund the National Transport Assistance programme. This is an effort to make travel to treatment more affordable for people with cancer, particularly those who live rurally.

We have also been working with the Ministry of Social Development on the benefits available to people with cancer through Work and Income New Zealand. This work is ongoing as we seek to continually improve access to this support as well as to improve the quality of information available to those affected by cancer.

As treatments for cancer evolve there are more people living with, through and beyond cancer. The Cancer Society has been working to develop a clear understanding of how the supportive care landscape is changing as a result of these improvements. Changes can be seen across the care pathway, with the introduction of cancer nurse coordinators (nurses who act as a point of contact to a patient across different parts of the health service) and psychosocial roles at district health boards. Internationally, there has been more research on survivorship and a focus on delivering cancer-related information in new and innovative ways.

National Office has been considering how the examples of innovation could be adapted for people with cancer in New Zealand. This includes how we could work in partnership with the Ministry of Health, district health boards, cancer networks and other non-governmental organisations to develop a framework for survivorship. Most importantly, we are working to understand the needs of people affected by cancer, from their perspective.

Number of clients being supported
by Cancer Society Divisions

14,582

60 FULL OR
PART TIME
STAFF

Number of Divisional Supportive Care
Staff providing care and support

Number of calls answered
by Cancer Society's Cancer
Information Helpline in 2016

11,022





CAPACITY AND DEVELOPMENT

At the Cancer Society, we want to ensure our staff are able to provide care, comfort and hope to people affected by cancer. To do this, we need to have quality infrastructure, develop systems, create efficiencies and plan for the future.

Co-ordinating and supporting our national fundraising events

Daffodil Day

A lot goes in to organising Daffodil Day, the Cancer Society's flagship fundraising event, and good co-ordination is paramount. In 2015 National Office helped the Cancer Society Divisions deliver New Zealand's 25th Daffodil Day. It was an event that attracted 425 volunteer area coordinators and more than 9,000 volunteer collectors nationally.

To mark the anniversary, an exciting new television advertisement was launched, generously supported by Principle Sponsor, ANZ. The appeal was an update on our iconic advert, which had run on New Zealand screens each year since the 1990s.

As well as receiving positive reviews from the public, the new advert was well-received by the advertising industry. It featured in the "top new TVCs of the week" by StopPress, who said: "The ad is beautifully shot and has a simple but effective concept underpinning it."

Relay For Life

In 2016, communities turned out for Relay, with 979 teams raising \$2.4 million across the country, and National Office was able to capture this energy in a series of short videos.

It was the first time the Cancer Society had such video capacity in-house. Video footage captured the colour and diversity of these events, and were a way for Divisions to promote Relay through social media.

**“It was very professionally run
with very inspiring speakers”**

**“Good variety of sessions.
Enjoyable collaborative work”**

**“An excellent programme, valuable
networking and sharing opportunities”**

Boosting up our volunteers

Volunteers are the backbone of the Cancer Society, working across the organisation in every capacity. To help Divisions grow their future workforce and ensure volunteers are supported, Cancer Society coordinated a workshop where participants could share their thoughts, experience, and practices.

Funding through a Lottery Grant helped Cancer Society to hold two-day national workshop for staff and volunteers where they could explore these themes. The programme featured presentations on trends in society, case studies and plenty of workshops.





COMMUNICATIONS AND MARKETING

This year established a refreshed Communications and Marketing team at National Office bringing together a mixture of experience and new ideas in a modern and forward thinking context.

Current staff member Hypatia Stacy-Baynes became Communications Officer following some contract editing work at the Cancer Society.

Ashten Macdonald joined the team as the Media Advisor, bringing his experience as a video journalist from Fairfax Media. Daniel Glover, Communications and Marketing Manager, completed the team after nine years as Brand and Channel Manager at Accident Compensation Corporation (ACC).

With new structure and skills came a new focus for National Office in promoting the work of the Society and its Divisions on a national level through quality content produced within the team. Across all the divisions, wonderful things were happening but there was a lack, over recent years, of promotion at a national level and often this amazing work was going unnoticed.

Introducing video

Videos produced in-house immediately began showcasing fundraising events, highlighting services provided by Divisions and raising the profile of the Society nationally. Local initiatives including Ruck Cancer, USO Bike Ride and Asher Rees' stock car, were extremely popular and engaged new audiences on social media through video. Videos are shared on Facebook and Youtube and so far this year have been viewed over 800,000 times.

Social media

The national office Facebook and Twitter accounts have come to life through the engaging and colourful content that is being produced by the Communications and Marketing team. The team set social media targets at the beginning of 2016 with the aim of growing following and reach, increasing the quality and quantity of in-house produced content and encouraging more engagement through liking, sharing and commenting on every platform. The purpose of this is to better connect with people using modern platforms and attract the attention of new demographics, communities, and businesses. Facebook has become one of the most valuable promotion tools for the Society, with a 32 per cent increase in likes so far this year.



Where we featured

Media appearances hit new highs across all media platforms and the Cancer Society is now the preferred organisation to comment on cancer-related topics for most national media. The Cancer Society featured in all major news stories including Keytruda and other effective therapy for advanced melanoma, quality of service for cancer patients at WINZ, sunbeds causing cancer, being SunSmart, Smokefree and standardised packaging and the national bowel screening in the 2016 government budget.



Recognition

The Cancer Society's CEO Claire Austin was awarded Blackwood PR's New Zealand Communicator of the Year, an accolade credited to the hard work of the communications team following a prominent year in the media. We are also grateful to our Medical Director Dr Christopher Jackson for his commitment to delivering the Cancer Society's messages through his appearances in the media and for his dedication to clinical progress.

Next year, we are looking forward to continuing to promote the work we do, sharing the great stories nationally that happen locally within Divisions and maintaining the Cancer Society as one of New Zealand's most trusted brands.





FUNDRAISING

As an independent charity, fundraising is crucial in helping fund our services, and we are proud to be regarded as one of New Zealand's most valued charities. We are sincerely grateful to everyone who chose to donate and support our cause during this past financial year.

Acknowledgements

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



Other national supporters:

- Fuji Xerox
- Eftpos New Zealand

Bequests

Bequests are a vital source of philanthropic support, representing approximately one-third of all fundraising income.

We appreciate the kindness and forethought of these 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.

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

The Cancer Society sincerely appreciates the valuable support it has received from participating organisations and their employees, which includes, but is not limited to:

- AHL Group
- Department of Internal Affairs
- iPayroll
- Inland Revenue Department
- Ministry of Social Development

- Rabobank
- Spark Foundation
- The Warehouse
- SE Payton J Lowe
- 3 M New Zealand
- Event Cinemas LH
- Fuji Xerox
- Z Energy
- Modica Group
- Rydges Hotels
- Hotel Management Group
- Ministry of Education
- Noah's Hotel

National fundraising events

Daffodil Day

This year the Cancer Society celebrated the 25th nationwide Daffodil Day and it was a chance to look back at the years of amazing support we have had from New Zealanders.

The year also marked another successful event held in conjunction with Daffodil Day's Principal Sponsor, ANZ Bank. ANZ has been a perfect ally and the allegiance is the longest-running sponsorship association with a charity in New Zealand. It remains as crucial to our work now as it did when the relationship was first established 25 years ago. ANZ's generosity and support has come in the form of direct sponsorship, money collected at banks, staff fundraisers, and through the awareness their team helps to generate during Daffodil Day. Last year, ANZ also lent its support by funding an outstanding television appeal that helped revitalise our campaign.

Relay For Life

This inspiring community event gives everyone the chance to celebrate cancer survivors and carers, remember loved ones lost to cancer and fight back by raising awareness and funds to support our work. Relay For Life is community-driven and volunteer-led, involving hundreds of hard-working volunteers and Cancer Society staff. Events like this wouldn't be possible without the generous support of communities as well as Fuji Xerox and Signature Promotions, who contribute generously to Relay For Life.

Junk Free June

This year Cancer Society unveiled its own new health promotion and fundraising event, the first of its kind anywhere in the world. Junk Free June encourages New Zealanders to live "junk free" for the month of June while friends and family donate money in support. The definition of "junk" is self-defined and different for everyone; Junk Free June is about making positive health choices by ditching old unhealthy habits.

Shitbox Rally NZ

2015 provided our first experience of being involved in this colourful rally and we have been thrilled by the level of support that we have received as one of the two chosen beneficiaries. The event started in Australia and this year it came to New Zealand. It wasn't a hard sell to Kiwis, who were attracted to the event's feeling of comradeship and the fun of driving cheap cars across beautiful North Island landscapes.

Dry July

The year also marked our first time taking part in Dry July, a great fundraiser challenging Kiwis to go alcohol-free for the month of July. A total of 1355 New Zealanders put aside their brews and turned their attention to raising money, and the Cancer Society was lucky enough to be one of five chosen beneficiaries.

Please donate - 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, text, direct deposit into a Cancer Society bank account, in person, or through our website www.cancernz.org.nz
- encourage your employer to make a tax-deductible donation
- support our fundraising events or organise your own
- make a bequest in your will
- make a regular donation in conjunction with a workplace Payroll Giving scheme
- become a sponsor.

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



OUR PEOPLE



National Office Staff

Top left: Shayne Nahu, Helga Wientjes, James McNeil, Melanie Metuariki, Hypatia Stacy-Baynes

Middle: Milissa Anselmi, Annita Patel, Daniel Glover, Ashten Macdonald

Front: Karen Heine, Vicky Shuker, Claire Austin, Mary Ryan, Vikki Ambrose

Not pictured: Steve Kenny, Mike Kernaghan, Louise Sandford, Lucy Baker, Hazem Abd Elkader



National Board of the Cancer Society of New Zealand

Top left: Dr Christopher Jackson, Garry Forgeson, Andrew Simpson, Peter Hutchison,

Middle: Nigel Brown, Mike Smith, Stuart Bauld, Neil Boniface

Front: Kathy Conlan, Claire Austin, Murray Loewenthal

STRUCTURE AND GOVERNANCE

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

Organisational structure

The Cancer Society is a federation of seven organisations and sixteen centres. Its seven organisations are: National Office, Auckland/Northland, Waikato/Bay of Plenty, Central Districts (Taranaki, Whanganui, Gisborne, Hawkes Bay and Manawatu), Wellington (including Nelson and Marlborough), Canterbury-West Coast and Otago & Southland. Core areas of activity are carried out by all Divisions and each Division will fulfill its local role according to how it wishes to address its community's needs.

Governance structure

The six Divisions appoint a Board that comprises a representative from each Division and a President to govern the Cancer Society. The Chair of the National Finance Audit and Risk Advisory Committee is present on the Board as a voting member. The Chair of the National Executive Committee and the Chief Executive of National Office attend in an ex officio capacity. All Board members are volunteers.

Mission Statement

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

The role of the Cancer Society

The Cancer Society exists to promote and advocate for agreed policy goals, provide expert advice and optimise the Cancer Society's research programme. It acts as an information conduit, supporting Divisions with the provision and exchange of information, innovation and best practice. It works to support and strengthen the sustainability of Divisions and maximise their services. The Cancer Society also coordinates activities that can best be done on a

national basis.

This work is headed by the Chief Executive. National advisory committees operate in the areas of finance, health promotion and research. The committees work closely with National Office staff to provide expert advice to the Cancer Society Board. The National Executive Committee also acts as an Advisory Committee to the Board. Assessment of applications for research grants is undertaken by the National Scientific Committee in order to provide independent rigour to decision making.

Funding

The Cancer Society receives no direct government funding. Core services and operational responsibilities are funded by Division levies calculated on a population basis. Administration revenue is also supplemented by income from a small investment portfolio and from royalties and dividends from Daffodil Enterprises Ltd, the wholly Cancer Society-owned trading company.

Sponsorship

ANZ Bank provides tremendous support through its sponsorship of the Cancer Society and the fundraising efforts of its staff. We are very grateful to ANZ, who is a Major Sponsor of our organisation, Principal Sponsor of Daffodil Day and the official bank of the Cancer Society.

Financial reporting

The financial statements in this report reflect the activities of the Cancer Society's National Office only. The Divisions, being autonomous organisations, publish their own independent financial statements.



ELECTED OFFICERS AND STAFF (at time of publication)

President

Mr Peter Hutchison (Otago and Southland Division)

National Board Representatives

Auckland/Northland Division

Mr Nigel Brown

Mr Stuart Bauld

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 Neil Boniface

Medical Director

Dr Christopher Jackson

Chief Executive Representative

Mr Mike Kernaghan (Otago and Southland Division)/Mr Michael Smith (Wellington Division) - from December 2015

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

Past Presidents

Sir James Elliott 1925-1955

Dr P Lynch 1956-1957

Mr L A Bennett 1958-1959

Prof 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

Mr Murray MacCormick 2013-2015

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

Prof Brett Delahunt

Patron

Her Majesty Queen Elizabeth II

Life Members

Mr B C Prior

Prof John Gavin

Mr John Heslop

Dr Pat Kelleher

Dr Alan Gray

Prof B Heslop

Dr Peter Fitzgerald

Auditors

BDO

50 Customhouse Quay, Wellington

Solicitors

Kensington Swan

89 The Terrace, Wellington

Bankers

ANZ

PO Box 2846, Wellington

National Office Staff

Chief Executive

Claire Austin

Kaumatua

Hohepa MacDougall

Capacity and Development Manager

Helga Wientjes

National Projects Support Officer

Annita Patel

Information Management Officer

Lucy Baker

National Strategic Advisor

Mike Kernaghan

Policy and Research Manager

Louise Sandford

Policy Analyst

Karen Heine

Policy Analyst

Hazem Abd Elkader

Senior Supportive Care Advisor

Vicky Shuker

Health Promotion and Campaigns Manager

Shayne Nahu

Health Promotion Advisor

Vikki Ambrose

Senior Health Promotion and Equity Advisor

Steve Kenny

Communications and Marketing Manager

Daniel Glover

Communications Officer

Hypatia Stacy-Baynes

Media Advisor

Ashten Macdonald

Office Manager

Milissa Anselmi

Executive Officer, Board Secretary and Governance Support

Melanie Metuariki, Mary Ryan

Daffodil Enterprises Ltd

Manager

Fiona Mawley

Corporate Support

Roxanne Checkley



FINANCIAL SUMMARY

Cancer Society of New Zealand Incorporated
Financial Summary for the year ended 31st of March 2016

Summary Statement of Comprehensive Revenue and Expense For the year ended 31 March 2016	2016 \$000s
Revenue from non-exchange transactions	
Bequests, Donations and Grants	919
Fundraising - Daffodil Day Donations	1,241
Total Revenue from non-exchange transactions	2,159
Revenue from Exchange Transactions	
Divisional Levies	3,121
Royalties and Commission Income	540
Investment Income	184
Other Revenue	123
Total Revenue from exchange transactions	3,969
Total Revenue	6,128
Expenses	
Fundraising - Daffodil Day Expenses	1,285
Operating Expenses	2,074
Personnel Costs	1,328
Research Commissions and Grants	1,702
Total Expenses	6,389
Total Surplus/(Deficit)	(261)
Total Comprehensive Revenue and Expense	(261)
Summary Statement of Changes in Net Assets For the year ended 31 March 2016	2016 \$000s
Capital Reserve	
Opening Balance	1,666
Comprehensive Revenue and Expense for the year	(261)
Transfers out to Research Capital Reserve	(152)
Total Capital Reserve	1,253
Research Capital Reserve	
Opening Balance	2,996
Transfers in from Capital Reserve	152
Total Research Capital Reserve	3,149
Total Equity	4,402
Summary Statement of Financial Position As at 31 March 2016	2016 \$000s
Current Assets	1,788
Non-current assets	4,111
Total Assets	5,898
Current Liabilities	523
Non-Current Liabilities	974
Equity	4,402
Total Liabilities and Equity	5,898
Summary Statement of Cash Flows For the year ended 31 March 2016	2016 \$000s
Net Operating Cash Flow	(719)
Net Investing Cash Flow	286
Net Cash Flow	(434)

Notes to the Summary Report

The summary financial statements comprising of Cancer Society of New Zealand Incorporated and its controlled entity Daffodil Enterprises Limited, together the (“Group”) are presented for 2016. The information was extracted from the full financial statements as audited by BDO Wellington, which were approved by the Board on 22 September 2016. They cannot be expected to provide as complete an understanding as provided by the full financial report.

The full accounts are available on application to the Cancer Society of New Zealand Incorporated at PO Box 651, Wellington.

The presentation currency is in New Zealand dollars. All amounts are stated in \$000’s.

Statement of Compliance

The full Group Financial statements have been prepared in accordance with Generally Accepted Accounting Practice in New Zealand (“NZ GAAP”). They comply with Public Benefit Entity International Public Sector Accounting Standards (“PBE IPSAS”) and other applicable financial reporting standards as appropriate that have been authorised for use by the External Reporting Board for Not for Profit entities. For the purposes of complying with NZ GAAP, the group is a public benefit Not for Profit entity and is eligible to apply to Tier 2 Not for Profit PBE IPSAS on the basis that it does not have public accountability and has between \$2m and \$30m operating expenditure.

The board has elected to report in accordance with Tier 2 Not for Profit PBE Accounting Standards and in doing so has taken advantage of all applicable Reduced Disclosure Regime (“RDR”) disclosure concessions.

The summary financial statements have been prepared in accordance with FRS-43: Summary Financial Statements, except, the Board have elected not to present comparative information in the first year of adoption per the transitional provisions afforded in FRS-47. The comparative information can be found attached to the full financial report.

The Group’s financial statements for the year ended 31 March 2016 are the first annual financial statements prepared in accordance with NZ PBE IPSAS. The following adjustments were made for the opening balances:

Opening Research Capital Reserve (as at 31 March 2015) under old GAAP.	3,221,930
Transitional adjustment to Science Research Grants Committed.	(225,638)
Closing Research Capital Reserve under PBE IPSAS RDR (as at 31 March 2015).	2,996,282



AUDITOR'S REPORT



INDEPENDENT AUDITOR'S REPORT ON THE SUMMARY FINANCIAL REPORT To the Members of Cancer Society of New Zealand Incorporated

Report on the Summary Financial Report

The accompanying summary financial report of the Cancer Society of New Zealand Incorporated (the 'Society') on pages 24 to 25, comprises the summary statement of financial position as at 31 March 2016, and the summary statement of financial performance, summary statement of changes in equity and summary statement of cash flows for the year then ended, and related notes, are derived from the audited financial statements of the Society for the year ended 31 March 2016. We expressed an unmodified audit opinion on those financial statements in our report dated 22 September 2016.

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

This report is made solely to the Members, as a body, for the purpose of expressing an opinion on the summary financial report for the year ended 31 March 2016. Our audit has been undertaken so that we might state to the Members those matters we are required to state to them in an auditor's report on summary financial report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Members as a body, for our audit work, for this report, or for the opinions we have formed.

Board's Responsibility for the Summary Financial Report

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

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial report 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.

Opinion

In our opinion, the summary financial report derived from the audited financial statements of the Society for the year ended 31 March 2016 are consistent, in all material respects, with those financial statements, in accordance with PBE FRS 43: Summary Financial Statements.

A handwritten signature in blue ink that reads 'BDO Wellington'.

BDO Wellington
22 September 2016
Wellington
New Zealand







CANCER SOCIETY OF NEW ZEALAND INC.
ANNUAL REPORT 2016

CANCER INFORMATION HELPLINE
0800 CANCER (226 237)
www.cancernz.org.nz

NATIONAL OFFICE

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Telephone: (04) 494 7270

