

BREAST CANCER NETWORK AUSTRALIA

MEDIA KIT 2013



Field of Women LIVE, MCG, 2010

Breast Cancer Network Australia

Breast Cancer Network Australia (BCNA) is the peak national organisation for Australians personally affected by breast cancer. BCNA works to ensure women with breast cancer receive the very best support, information, treatment and care appropriate to their individual needs.

Our women are the heart of our network, with members from towns and cities right across Australia. These women - our members - are the human faces and stories behind breast cancer.

Our Network

- BCNA works to ensure that women diagnosed with breast cancer, and their families, receive the very best treatment, care and support possible
- BCNA provides information to help women make decisions about their treatment and support their ongoing wellbeing
- BCNA has over 90,000 members (over 90% are breast cancer survivors)
- BCNA connects women to more than 310 member groups across the country (also referred to as support groups)
- BCNA is represented by the pink lady silhouette, which depicts the organisation's focus – women diagnosed with breast cancer





Our Mission

BCNA's mission is to **support, inform, represent** and **connect** Australians affected by breast cancer.

Support: support the needs of Australians affected by breast cancer through our services, resources and programs.

Inform: develop and provide high quality information in a range of formats including information that can empower participation in decisions about treatment and care.

Represent: advocate on behalf of Australians affected or at risk of breast cancer to ensure their voices are heard.

Connect: connect people through their shared breast cancer experience to build support for individuals, groups and communities.

Our History

In 1998, founder Lyn Swinburne envisaged an organisation that would positively influence the way breast cancer was considered in the community. Her goal was for people to talk openly about the disease and acknowledge its enormous personal impact.

Following a public meeting in every state and territory, over 300 women came together to discuss issues affecting women with breast cancer. An action plan was developed and formed the inaugural *Making a Difference Report*. The official launch of BCNA took place following this conference, at the inaugural Field of Women, a visual display of pink lady silhouettes on the lawns of Parliament House in Canberra.

After 13 years as Chief Executive Officer of BCNA, Lyn retired in November 2011.

Maxine Morand was appointed CEO shortly after her own breast cancer diagnosis. Maxine's diagnosis and treatment has provided her with an intimate knowledge and understanding of the issues faced by women in her role as BCNA CEO.

Maxine has a background in health, cancer research and politics providing her with a breadth of skills to ensure BCNA continues to be the peak consumer organisations for Australians affected by breast cancer.

BCNA continues to work towards helping women and their families access the best information, treatment, care and support.



BCNA provides a range of free resources to Australians affected by breast cancer, such as the *My Journey Kit* for newly diagnosed women.



Breast Cancer in Australia Statistics

Incidence

- Breast cancer is the most common cancer diagnosed in women
- One in eight Australian women will be diagnosed with breast cancer by the time they turn 85
- In 2014, 42 women will be told they have breast cancer every day and 7 will lose their lives to this disease
- 15,270 women and around 120 men are expected to be diagnosed with breast cancer in 2013
- It is estimated that in 2020, approximately 17,210 women will be diagnosed with breast cancer

Breast cancer survival

- The 5 year survival rate for women diagnosed with breast cancer has continued to increase
- Between the periods 1982–1987 and 2006–2010, 5-year relative survival from breast cancer increased from 72% to 89%. Ten year relative survival is now 83%
- Between the periods 1982-1987 and 2006-2010, five year survival increased from 70% to 91% for those aged 50-59 and from 72% to 93% for those aged 60-69
- In 2008, there were 159,649 women alive who had been diagnosed with breast cancer in the previous 27 years

Breast cancer and mortality

- The breast cancer mortality rate fell by 29% between 1994 and 2007. In 2007, 2680 women lost their lives to breast cancer
- 26 men lost their lives to breast cancer in 2007
- In 2014, 2,700 Australian women are expected to die from breast cancer

Breast cancer in different groups

- A woman's risk of breast cancer increases with age, with the majority of women diagnosed between 50 and 69 years of age
- The mean age of diagnosis is 60
- Approximately 5-10% of breast cancers are due to a known genetic mutation or a strong family history
- Breast cancer is the most common cancer experienced by Aboriginal and Torres Strait Islander (ATSI) women. However, ATSI women were significantly less likely to be diagnosed with breast cancer than non-ATSI women in 2004-2008
- Women from Culturally and Linguistically Diverse (CALD) groups were found to have a relatively lower incidence of breast cancer than Australian born women
- The number of men diagnosed with breast cancer in Australia increased from 61 in 1982 to 113 in 2008

Source: Australian Institute of Health and Welfare & Cancer Australia 2012. Breast cancer in Australian: an overview. Cancer series no. 71. Cat. No. CAN 67. Canberra: AIHW



Providing support to women with breast cancer

Our events

Through national and local events, BCNA engages communities across Australia, links people together, increases our profile and raises funds. Our events also help to ensure our members feel supported in their own communities.

Our events range from the high profile *Field of Women LIVE*, held in Melbourne in 2010 and 2005, and Sydney in 2007, through to local community events.

For many individuals and communities, holding an event to raise funds for and awareness of BCNA is a way to pay tribute to those affected by breast cancer. *Mini-Fields of Women* and *Pink Lady* events are just some of the ways individuals and organisations show their support for BCNA.

The Bakers Delight *Pink Bun Campaign* is a three week annual fundraising campaign in May which sees every Bakers Delight bakery around Australia donate 100 per cent of the sale of their Pink Finger Buns to BCNA. The BCNA and Bakers Delight partnership had spanned over 12 years in 2012 and over \$6.5million had been raised for BCNA. Incredibly, in 2013, the campaign raised more than \$1.2 million for BCNA, as well as awareness of the support available to those affected by breast cancer.

Other key BCNA events include our National Summits, community forums, *Pink Sports Day*, and various charity fun runs throughout the year, including the Sussan Women's Fun Run each December.



Our Resources

BCNA provides a number of free resources for women and their families:



My Journey Kit

A comprehensive information and support pack, provided free of charge to women newly diagnosed with breast cancer. The Kit provides information and practical advice from women who have experienced breast cancer and includes a *Personal Record*, where women can record important details such as appointments, treatment and results. Women can order a *My Journey Kit* by visiting our website www.bcna.org.au or by calling **1800 500 258**.



Hope & Hurdles

A free information resource for women living with secondary (advanced) breast cancer. *Hope & Hurdles* includes a comprehensive information guides as well as booklets, brochures, magazines and CDs that offer information, support and hope for women and their families. Additional items are also available for women to order according to their personal situation or interest. Women can order *Hope & Hurdles* by visiting our website www.bcna.org.au or by calling **1800 500 258**.



My Care Kit

A free kit containing a specially designed Berlei bra and soft form/s (if required) for women who have recently had breast cancer surgery.

The *My Care Kit* is available via breast care nurses or other related health professionals.



Our Publications



The Beacon

With over **75,000** recipients our free quarterly magazine includes information on research, treatment, support options, events and personal stories from women affected by breast cancer.



The Inside Story

Our four-page supplement to *The Beacon* for women living with secondary (advanced) breast cancer. It features women's stories, new resources, book reviews and issues relevant to women living with secondary breast cancer and their families.



BCNA Research Bulletin

A monthly email which provides women and health professionals with summaries of the latest breast cancer research findings, including electronic links to abstracts and research journals.

Visit our website www.bcna.org.au or call **1800 500 258** to subscribe to these free publications.



Our Website – www.bcna.org.au

BCNA's **website** is a comprehensive resource for those wanting information on breast cancer, or to learn about research, activities, support and services available for people affected by breast cancer. It features evidence-based information including information kits and fact-sheets, and links to other trusted websites and resources.







Our Online Network - www.bcna.org.au/network

Our website also includes an active **online community** where those affected by breast cancer can swap stories, experiences and tips on how they cope, and a **directory** of member-recommended local services and support.

Australia's breast cancer organisations

BCNA works co-operatively with Australia's other leading national breast cancer organisations.

Shades of Pink - Who's Who in breast cancer in Australia

 <p>Breast Cancer Network Australia</p> <ul style="list-style-type: none"> • Supporting and informing women and families • Linking together women with breast cancer • National advocacy leader <p>www.bcna.org.au</p>	 <p>NATIONAL BREAST CANCER FOUNDATION FUNDING RESEARCH FOR PREVENTION AND CURE</p> <ul style="list-style-type: none"> • The leading national organisation raising and granting funds for breast cancer research • With the aim of stopping deaths from breast cancer, and achieving prevention and cure • All funds raised from the community <p>www.nbcf.org.au</p>
 <p>Australian Government Cancer Australia</p> <ul style="list-style-type: none"> • National authority, funded by the Australian Government • Ensuring an evidence-based approach to cancer care • Informing patients and the community • Improving survival through information and education <p>www.canceraustralia.gov.au</p>	 <p>McGrath FOUNDATION <i>together we can make a difference*</i></p> <ul style="list-style-type: none"> • Placing McGrath Breast Care Nurses in communities right across Australia • Educating young women to be breast aware <p>www.mcgrathfoundation.com.au</p>



BreastScreen Australia

- Free screening program targeting women 50 to 69 years
- Also accepts women in their 40s or 70 years and over
- Individual BreastScreen programs operate in each Australian state and territory



Our spokespeople

Maxine Morand – CEO



Maxine has a background in health, research and politics. After commencing her career as a general nurse, Maxine then worked as one of the first organ transplant coordinators in Victoria. Maxine undertook further university study which led to a research role at the Centre for Behavioural Research at the Cancer Council Victoria.

Maxine was an advisor to the Victorian Minister for Health before being successfully elected to the Victorian Parliament in 2002.

An eight year career in Parliament included senior government positions of Parliamentary Secretary for Health, followed by appointment to Cabinet as Minister for Children and Early Childhood Development, and Minister for Women's Affairs.

As Minister for Women's Affairs Maxine was a passionate advocate for women's equality of opportunity, the prevention of violence against women and led major legislative reform in women's health.

Maxine was appointed CEO of BCNA in November 2011. Her breast cancer diagnosis and treatment earlier in the same year has provided her with an intimate knowledge and understanding of the issues and challenges faced by women with breast cancer and their families around the country. Maxine is currently serving on the Cancer Australia Breast Cancer Advisory Group.

Raelene Boyle AM MBE

Raelene competed at an international athletics level for 15 years. She was the first Track & Field athlete to be selected to represent Australia at four Olympic Games. Raelene won 3 Olympic Silver Medals, 7 Commonwealth Gold Medals and 2 Commonwealth Silver Medals.

She was awarded an MBE in 1974 and a Medal in the Order of Australia (AM) in 2007. She was inducted into the Sport Australia Hall of Fame in 1985 and, in 1998, was recognised by the National Trust as one of 100 Living National Treasures. In 2013 Raelene was named in Australia's Top 100 Sportswomen of All Time.



Raelene was diagnosed with breast cancer in 1996 and ovarian cancer in 2000 and 2001. She has been a Board Member of Breast Cancer Network Australia since 1999.

Raelene works tirelessly to raise community awareness about breast cancer and is a very active Board Member of Breast Cancer Network Australia.

Raelene lives on the Sunshine Coast, Queensland.

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Major partner



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- Peter McInnes – KitchenAid
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- Showcase Jewellers
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- Hammamas
- Make A Difference Office Supplies



BCNA Media Team

BCNA's Media Team members are happy to work with journalists and media outlets interested in breast cancer and related issues. We can:

- Answer media enquiries about BCNA and breast cancer in Australia
- Provide a spokesperson for interview
- Provide a woman with breast cancer for interview or media involvement
- Draft feature articles or opinion pieces for publication

Please do not hesitate to contact us if we can assist in any way.

media@bcna.org.au

Laura Crowden

Media Manager

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BCNA Media Resources

- Media releases
- Media backgrounders on our key events and campaigns
- Fact sheets on a range of issues including:
 - Breast cancer pathology
 - Clinical trials
 - Depression and breast cancer
 - Family history
 - Hair loss
 - Lymphoedema
 - Travel insurance
 - Sexual wellbeing
- BCNA position statements – our perspective on key breast cancer issues and solutions to current problems
- Submissions and reviews – submissions to government inquires on issues that may affect women living with breast cancer, and their families
- Research reports
- Information on BCNA's advocacy campaigns