

Impact Report 2024-2025

OUR PURPOSE

To reduce the rate and impact of cancer through best practice prevention, research and support.

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Cancer Council SA acknowledges and pays respect to the Kaurna people who are the Traditional Owners of the land on which our building stands and to all First Nations peoples who use our services from across Australia.

We believe the cultures and histories of First Nations peoples are significant to the past, present and future of South Australia and they should be acknowledged and celebrated. We thank the First Nations peoples for their custodianship of the land and pay respect to their continuous spiritual relationship and connection to the land. We are committed to our role in reconciliation and warmly welcome all First Nations peoples to our building and services.

A message from our Board Chair and Chief Executive

We are proud to reflect on another remarkable year of impact at Cancer Council SA – a year in which our dedicated staff and volunteers have continued to deliver on our purpose to reduce the rate and impact of cancer for all South Australians.

Rarely is cancer confined to a single moment in time. Its impact often begins well before a formal diagnosis and continues long after treatment. That's why Cancer Council SA remains committed to supporting people wherever and whenever the need arises – from prevention and early detection, through to treatment, support, survivorship, and beyond – and researching new ways to improve cancer outcomes and quality of life for future generations.

At every stage, we are there – whether we are leaving a light on for regional South Australians to access affordable and supportive accommodation during treatment; supporting local researchers as they light the way to the next breakthrough; or serving as a trusted advocate shining a light on vital public health issues that support individuals to make informed choices to reduce their cancer risk.

Some highlights of 2024–25:

- We launched a new four-year partnership with **Preventive Health SA** to deliver targeted prevention and early detection programs and awareness campaigns across the state.
- Our long-term **advocacy efforts** contributed to nation-first restrictions on unhealthy food and drink advertising on public transport – a major win for public health, informed by our 2022 research into children's exposure to unhealthy food and drink marketing.
- We proudly partnered with State and Federal Governments to help drive a **28 per cent decrease in youth vaping**, positioning South Australia as a national leader in tobacco and vaping control.
- We delivered more than **35,700 nights of accommodation** at Greenhill Lodge – a critical lifeline for regional and rural South Australians accessing treatment far from home.
- More than **4,500 people** turned to our trusted 13 11 20 cancer information and support line, connecting with experienced cancer nurses for evidence-based care and compassionate guidance.
- South Australia continued to serve a leading role in the development of the **Australian Cancer Nursing and Navigation Program**, with the national navigation component of the program set to launch next year to ensure people impacted by cancer can more easily access coordinated information, support, and referral services across Australia.

- As part of our commitment to inclusivity and improving cancer outcomes for First Nations peoples, we have made significant progress on our **Reconciliation Action Plan (RAP)**, implementing all 48 actions outlined in our Reflect RAP and moving into the next stage of our reconciliation journey commencing the development of our Innovate RAP.
- We were proudly named one of the winners of the **XRef Engage Best Workplace Award** recognising our efforts to improve employee engagement and foster a positive workplace culture.
- And we invested over **\$1.8 million into cancer research** – supporting South Australia's researchers in the pursuit of improved treatments and brighter futures.

These remarkable achievements reflect the power of our community united by a shared purpose. Thank you to our government, service and sector partners, and our dedicated community and corporate supporters for your continued trust and generosity.

Together, we are illuminating what is possible – and ensuring that no one faces cancer alone.



The Hon. Karlene Maywald
Board Chair
Cancer Council SA



Kerry Rowlands
Chief Executive
Cancer Council SA

Almost

1 in 2

Australians will be diagnosed with cancer by the age of 85.

There are around

30

new cases of cancer diagnosed in South Australia *every day*.

That's more than

11,000

South Australians diagnosed with cancer *every year*.

Around

3,800

South Australians lose their life to cancer *every year*.

What your support made possible this year

With the support of the South Australian community, we have achieved some amazing successes. Here is a snapshot of what you made possible this year:



AUGUST

We raised over \$345,000 this Daffodil Day for cancer research happening right here in South Australia, with generous support from our major state sponsor Thomas Foods International.

AUGUST

TAFE SA Apparel, Fashion and Textile students designed and created a collection of outfits inspired by Daffodil Day, showcasing their designs at Cancer Council SA's Greenhill Lodge and Burnside Village Shopping Centre.

AUGUST

The State Government's Multicultural South Australia Ambassador Program pilot finished, of which Cancer Council SA was one of five foundation members selected to participate and promote cultural awareness and understanding within our organisation. Through our involvement in the pilot program, we are now a proud foundation member and will support other organisations through this journey.



DECEMBER

The Longest Day ultimate golf challenge had its biggest year yet in South Australia with 554 participants across 175 teams raising more than \$246,000 for our life-saving prevention programs, world-class research and support services for South Australians impacted by cancer.

JANUARY

Marilyn Jetty Swim founder Sarah Tinney was awarded a Medal of the Order of Australia as part of the 2025 Australia Day Honours List, acknowledging her role in raising funds and awareness for those impacted by cancer through this iconic South Australian event.



FEBRUARY

We celebrated South Australian cancer research by leading our first Behavioural Research Symposium at Flinders University on World Cancer Day.



FEBRUARY

A record-breaking 765 Marilyn's took part in the Marilyn Jetty Swim raising \$400,000 for South Australians impacted by cancer.

FEBRUARY

Cancer Council SA announced an investment of \$1.8 million into world-class research through five new fellowships.



MARCH

We launched our new 'Water. It's flippin' good for you' campaign to encourage South Australian teens to switch sugary drinks for water.

MAY

More than 1,900 South Australians hosted an Australia's Biggest Morning Tea, breaking our fundraising record here in South Australia and raising \$1.4 million for those impacted by cancer.

Your impact



Cancer Council 13 11 20 Nurses made over **4,500** connections with South Australians, providing over **60,500** minutes of cancer information and support over the phone.



Almost **1,100** counselling sessions were delivered to support individuals through their cancer experience.



Over **135,000** resources were distributed to the community about cancer prevention, information and support.



We provided over **35,700** nights of accommodation at our Greenhill Lodge for regional guests travelling to Adelaide for cancer treatment.



Transport to Treatment volunteers travelled approximately **32,000** kilometres transporting up to **42** people per day from Greenhill Lodge to metropolitan treatment centres.



Almost **2,500** social worker appointments were provided for our Greenhill Lodge guests to assist them with emotional and practical support.



The SunSmart Schools and Early Childhood Program protected around **150,000** South Australian children and their educators from harmful UV radiation.



Vaping rates in young people aged **15-29** years decreased by **28 per cent**, thanks to new State and Federal Government laws and restrictions supported by our continued advocacy.



Our community raised **\$5.8 million** for South Australians impacted by cancer.



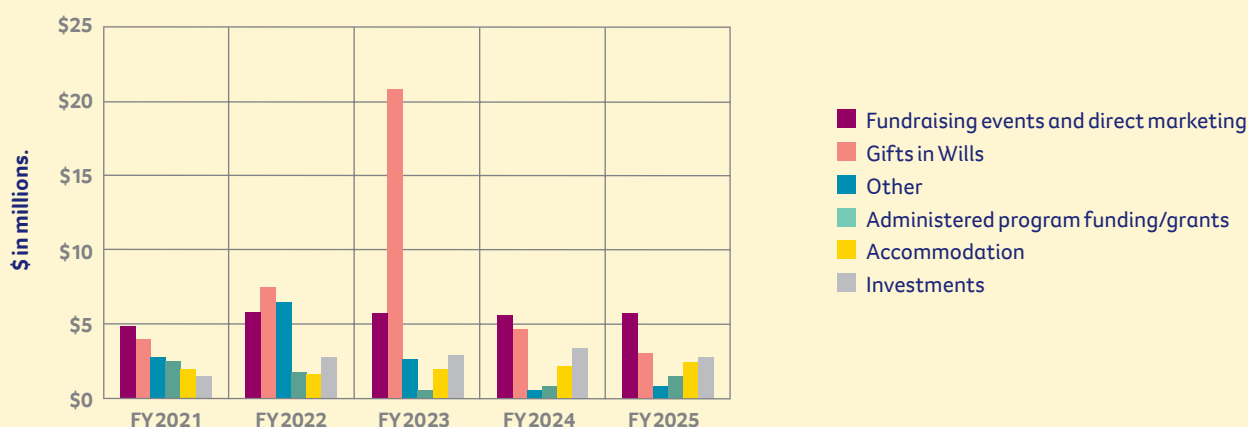
Cancer Council SA invested over **\$1.8 million** into local cancer research.



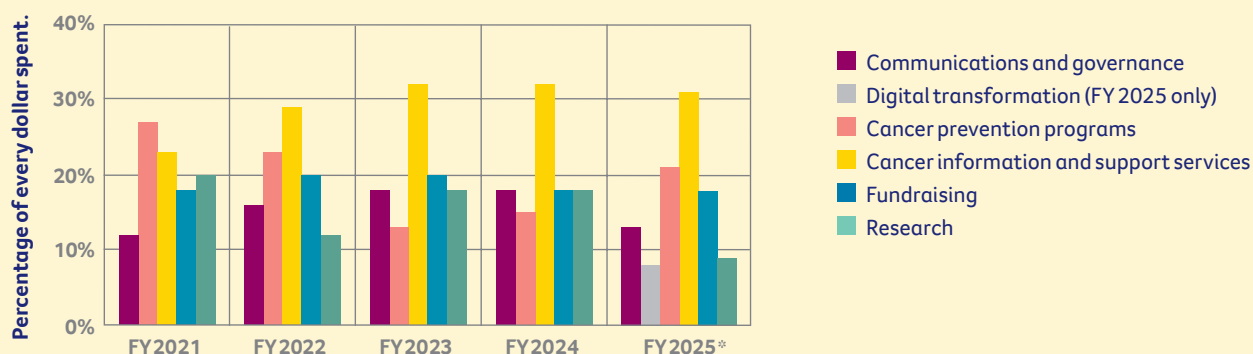
Putting your generosity to work

Thanks to kind support from the South Australian community in 2024-25, we were able to continue to invest in our life-saving cancer prevention programs, world-class research and support services for all South Australians.

Where the money comes from



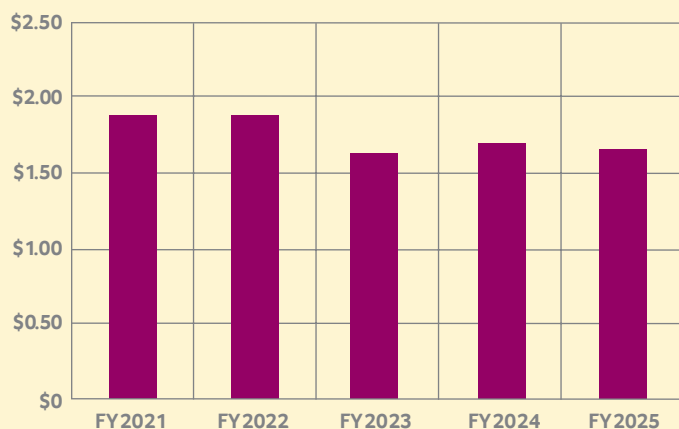
How we put the money to work



* In 2024-25 we invested in digital transformation projects which have enabled us to streamline our service and provide a more tailored experience for all those who engage with us (costs shown separately).

We also launched our new research fellowship program 'Cancer Council SA Research' in May 2024. This program replaces the 'Cancer Council SA Beat Cancer Project', with all administration of the new fellowship program undertaken by Cancer Council SA. The decrease in research expenditure shown for this year reflects the change in timing of payments rather than a decrease in investment in research.

Dollars raised for every \$1 invested in fundraising*



* excluding gift in Wills



This year, our community gave **\$5.8 million** for South Australians impacted by cancer.



This year, we invested **\$12.1 million** into delivering programs and services that will reduce the rate and impact of cancer in our community.



This year, for every **\$1** invested into fundraising, we raised **\$1.66** to invest in prevention, research and support programs for South Australians impacted by cancer.



This year, Cancer Council SA was privileged to receive **\$3.1 million** from generous South Australians who left a gift in their Will.

Taking steps to reduce cancer risk

Up to one in three cancers diagnosed are preventable. Cancer Council SA is committed to providing a range of prevention and early detection programs, projects and campaigns, and advocating for healthier environments to reduce the risk of cancer for South Australians.

Protecting South Australian children from future skin cancer risk

The SunSmart Schools and Early Childhood Program has reached a significant milestone, with over 1,000 South Australian schools, out of school hours care services and early childhood centres now recognised as SunSmart. The program supports schools and centres to develop essential sun protection policies and practices to help reduce future risk of skin cancer.

“Participating in the SunSmart program is crucial for our school because it aligns with our commitment to student health and wellbeing. Students are more diligent in wearing hats and seeking shade, while staff consistently model and reinforce these practices. This collective effort has fostered a safer school environment and instilled lifelong sun-safe habits in our community.” – Tegan Sims, Deputy Principal at Blakeview Primary School, SunSmart school for 10 years



This year, the SunSmart Schools and Early Childhood Program protected around **150,000** South Australian children and their educators from harmful UV radiation.



Advocacy success: Restricting unhealthy food and drink ads on public transport

From 1 July 2025, South Australia became the first state in the nation to restrict unhealthy food and drink advertising on public buses, trains and trams. This includes images of unhealthy products such as chocolate, lollies, confectionery, desserts, ice creams, soft drinks and chips.

This new reform was directly supported by Cancer Council SA's 2022 study which found almost 80 per cent of food and drink ads on buses and bus shelters near South Australian schools marketed unhealthy food and drink.

This is a positive first step in reducing children's incidental exposure to unhealthy food and drink advertising, empowering families to make healthier choices and helping to give South Australian kids the best start they can in life.



Raising awareness of screening in regional multicultural communities

Participation in regular cancer screening gives you the best chance of detecting cancer early and ultimately saving your life, which is why it's so important all eligible South Australians have the opportunity to get screened.

However, cancer screening participation is lower in the Whyalla region compared to the state average for bowel, breast and cervical screening. Additionally, multicultural communities are less likely to participate in cancer screening compared to the general population.

We partnered with BreastScreen SA and the Whyalla Migrant Resource Centre to deliver six information sessions reaching around 64 multicultural men and women.

The initiative also supported nine women to attend mammogram appointments, the reissuing of bowel cancer screening kits for those who needed them and supported three local medical clinics to invite patients who are overdue to make an appointment for a cervical screening test. This initiative is part of a project funded by Country SA PHN to increase awareness of cancer screening in regional communities.

Cancer screening is vital for early detection of cancer, improving treatment outcomes and survival rates. However, migrant and refugee communities in Australia face lower cancer screening rates due to a number of reasons such as language barriers, lack of awareness, and cultural beliefs. This is why this collaboration is significant.”
– Dr Joy Penman, Manager at Whyalla Migrant Resource Centre



This year, Cancer Council SA provided cancer prevention education to more than **2,300** South Australians at **65** workplaces, community groups and events.



This year, Cancer Council SA's Tackling Tobacco Program delivered training to over **420** community service organisations and allied health staff and students to help their clients quit smoking and vaping.



This year, Cancer Council SA, with support from Preventive Health SA, awarded grants to **108** South Australian GPs to receive a fully funded dermatoscope, a specialised device to help detect skin cancer early.



Researching new ways to reduce the rate and impact of cancer

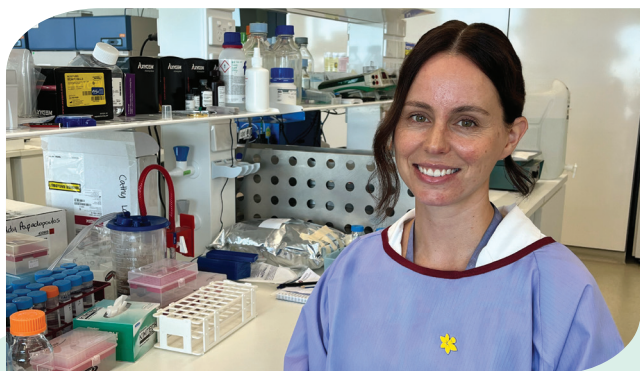
Funding the state's best and brightest researchers

Cancer Council SA is committed to funding world-class cancer research that is working to reduce the rate and impact of cancer, thanks to donations from the South Australian community.

Together, we fund all kinds of research from health system reform and prevention strategies, screening programs and new diagnostic tools, through to new and better treatments, treatment-related side effect management, and survivorship.

We also have a team of dedicated behavioural researchers who help us understand why people behave the way they do and their unique needs when it comes to cancer care. This research helps inform the development of our evidence-based programs, services and advocacy to better support all South Australians.

Because of the contribution of groundbreaking cancer research, more Australians are surviving cancer than ever before with cancer survival rates increasing by as much as 20 per cent since the 1980s.



Dr Carly Whyte from University of South Australia is one of our 2025 Cancer Council SA Research Fellowship recipients. Her research explores how the body's immune system can play a role in new and more effective treatments for head and neck cancers, including cancers that develop in the mouth, nose and throat.

Head and neck cancer is one of the most commonly diagnosed cancers in Australia but unfortunately, the treatments for these cancers aren't always effective. Because of the areas of the body where the cancers develop, they can often have really severe impacts on how well people are able to eat, speak and breathe.



In the past year, Cancer Council SA has invested over **\$1.8 million** into the state's best and brightest cancer researchers working across a range of research areas and cancer types.



Research you've made possible

- Developing a predictive tool for ovarian cancer
- Investigating new and effective treatments for a rare blood cancer
- Boosting immune responses in head and neck cancer
- Uncovering the mental health toll of prostate cancer
- Investigating a new approach to prevent progression of multiple myeloma
- Developing a new blood test for pancreatic cancer
- Improving brain cancer treatment
- Predicting and preventing relapse in patients with acute myeloid leukaemia
- Understanding if a groundbreaking new treatment can treat blood cancer in children

My research hopes to understand the ability of a patient's immune system to fight off their cancer and we want this to lead to new treatments that are less toxic, have fewer side effects and have better outcomes for patients.

There are so many wonderful researchers in South Australia making incredible progress to increase our understanding of cancer, to develop new treatments and to better support people going through cancer.

Without the funding from Cancer Council SA and the support of such generous donors, so much of this work would simply not be possible."

- Dr Carly Whyte

Investigating better ways to support people with intellectual disability impacted by cancer

People with intellectual disability often face more barriers to accessing and receiving appropriate cancer care, leading to poorer health outcomes.

Dr Jennifer Baldock, a Cancer Council SA researcher, is working with a team of community researchers – including people with intellectual disability; academics; and health, community and disability professionals – to develop cancer survivorship resources with and for people with intellectual disability.

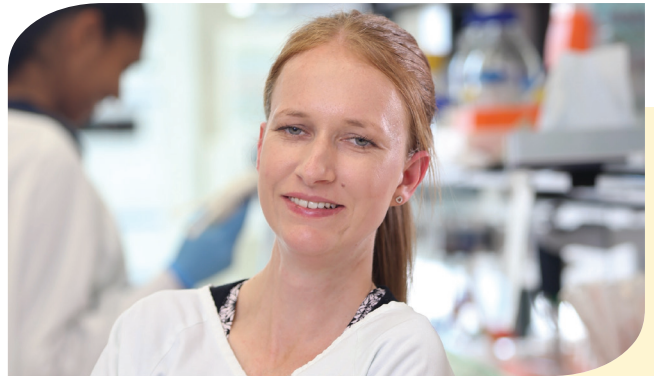
The project, supported by the 2024 Medical Research Future Fund Survivorship Care and Collaborative Research Prioritisation grant, will use inclusive research practices to understand the cancer survivorship experiences, needs and preferences of people with intellectual disability.

The findings will guide the co-production of accessible resources and support tools, developed in partnership with people with intellectual disability and those who support them, to ensure they reflect lived experience, strengthen patient care, and promote positive health outcomes.



This work matters because it's led by the voices and experiences of people with intellectual disability. Our community researchers are central to every step, ensuring the research is grounded in real lives, real needs, and will make real impact.

I feel privileged to work alongside them, and with an incredible team of community organisations, clinicians, policy experts and interdisciplinary academics. It's a truly collaborative effort that's driven by respect, inclusion, and a shared commitment to making cancer care better for everyone." – Dr Jennifer Baldock, Researcher



Peter Nelson Leukaemia Research Fellowship Fund

Cancer Council SA is proud to administer the Peter Nelson Leukaemia Research Fellowship Fund on behalf of the Hon. Marjorie Jackson-Nelson, former Governor of South Australia and Olympic athlete.

Over the past 48 years, the Peter Nelson Leukaemia Research Fellowship Fund has supported 11 talented researchers working towards a cure for leukaemia.

Dr Claire Homan is the current recipient of the Peter Nelson Leukaemia Research Fellowship Fund and her research focuses on targeted therapies for acute myeloid leukaemia. In the past year, Dr Homan has been investigating potential inherited causes of blood cancer within families. She and her team have recently developed models that mimic the genetic changes seen in patients using groundbreaking gene editing technology called CRISPR.

"It still needs to go through clinical trials to make sure it's safe for patients, but I think the technologies we have now are really progressing to a stage where there is hope we can use them in real life in the foreseeable future." – Dr Claire Homan



Our Behavioural Research Team has been part of over **42** research and evaluation projects this year to inform the development of our evidence-based programs, services and advocacy to better support all South Australians.

Supporting all South Australians impacted by cancer

More than 11,000 South Australians are diagnosed with cancer every year. We are there across every stage of a person's cancer experience with a range of services ensuring no South Australian has to go through cancer alone.

Giving cancer survivors tools to live well after treatment

In the past year, our team of qualified health professionals have run four Healthy Living after Cancer Programs, giving people the tools to live well after cancer treatment.

Through a combination of evidence-based workshops and weekly coaching calls with an experienced cancer nurse across 12 weeks, participants are encouraged to make healthy lifestyle changes focusing on physical activity, nutrition and emotional wellbeing.

"The whole program was excellent. Hearing everybody's stories and feeling like you're not alone and like it didn't matter where on your cancer journey you were. It was a very supportive, inclusive environment to be in."
- Amanda, cancer survivor



This year, we delivered expert-led health education to more than **50** cancer survivors, providing over **1,000** minutes of personalised support over the phone as part of our Healthy Living after Cancer Program.



99 per cent of Healthy Living after Cancer Program participants said they would recommend the program to other cancer survivors.

Information and support is just a phone call away

We have a team of experienced cancer nurses providing information and support through Cancer Council's 13 11 20 telephone service. Our team of 11 nurses has more than 400 years of nursing experience combined. Each one also works in clinical nursing roles ranging from working in chemotherapy units, palliative care, research and screening.

When people reach out to us through 13 11 20, their stories are rarely simple or confined to a single issue. Almost 60 per cent of callers this year reported moderate to severe levels of distress, showing just how overwhelming cancer can be, not only medically but also emotionally and psychologically.

A call that begins with a practical question about finances can quickly unfold into something much deeper – a carer in tears from exhaustion, or someone sharing fears about treatment side-effects that leave them feeling isolated and overwhelmed. Our Cancer Council 13 11 20 nurses respond with professionalism and compassion, ensuring that behind every call the person feels heard, supported, and less alone.

"I wasn't coping, it's very hard when you're confronted with seeing the disease affect someone you love. So I called the nurses at Cancer Council SA. I wanted to know how I could be there for her and help her stay positive, and they reassured me that how I was feeling was normal. I always knew they were there on the other end of the line and it blew my mind to see how supportive they were, and it cemented my appreciation of the role Cancer Council SA plays for so many people."
- Margaret, carer



Connecting people through shared experience

Many people going through a diagnosis of cancer find that talking to someone who has been through a similar experience really helps. Cancer support groups allow people to come together to support each other, share practical tips and develop friendships during what is a really challenging time.

There are cancer support groups meeting every week across South Australia facilitated by people who have had cancer, carers, or health professionals. Cancer Council SA provides training to new and experienced cancer support group leaders across metro and regional South Australia, who are often volunteering their time to provide a safe space for people to connect.

This training gives support group leaders the skills and tools to set up and maintain a support group including evidence-based facilitation skills, tips for boundaries and self-care, and tools to navigate difficult group dynamics, challenging conversations, grief and loss.

"I had never heard of bladder cancer and knew nobody who had. Most people see bladder cancer patients as being hardly touched by the illness. The group allows us all to swap stories about treatments, the side effects, the good and the bad." - Richard, cancer survivor



This year, Cancer Council SA supported **39** peer support group leaders across the state with training to provide best practice support to participants.



This year, Cancer Council 13 11 20 Nurses made over **4,500** connections with South Australians, providing over **60,500** minutes of cancer information and support over the phone.



How Cancer Council 13 11 20 nurses can help

- Support to cope with a new cancer diagnosis
- Questions about treatments and side effects
- Emotional support and someone to talk to
- Help to support a loved one with cancer
- Questions about screening and reducing future cancer risk
- Support with financial concerns and challenges
- Connect with other services that can help



This year, almost **1,100** counselling sessions were delivered to support individuals and their loved ones as they navigate the emotional challenges that come with a cancer experience.



This year, over **135,000** printed resources were distributed to the community about cancer prevention, treatment and support.



This year, **37** Cancer Connect volunteers provided over **20,000** minutes of one-to-one peer support over the phone to South Australians impacted by cancer.



This year, we supported more than **300** South Australians impacted by cancer with financial assistance to pay household bills and expenses to provide financial relief and allow them to focus on their health and recovery.

Ensuring every South Australian has the best chance of surviving cancer

We're here for every South Australian impacted by cancer, no matter where they live. For people living in regional areas, a cancer diagnosis can present a unique set of challenges which is why we provide 120 rooms of supportive accommodation at Greenhill Lodge, alongside a range of support services, for regional South Australians who need to travel to the city for their treatment.



This year, we provided over **35,700** nights of accommodation at our Greenhill Lodge for regional, rural, remote and interstate guests travelling to Adelaide for cancer treatment.



This year, over **11,300** meals were served to our guests in our dedicated dining room.



This year, our Transport to Treatment volunteers travelled approximately **32,000** kilometres transporting up to **42** people per day from Greenhill Lodge to metropolitan treatment centres.



This year, almost **2,500** appointments with a social worker were provided for our Lodge guests to assist them with emotional and practical support.



Luke's home away from home

When father-of-five Luke received the devastating diagnosis of incurable blood cancer, the shock was only the beginning. To start immediate treatment, he faced an 800-kilometre journey from Streaky Bay — and five long weeks away from home.

Over the past two years, Luke has travelled back and forth for chemotherapy and immunotherapy treatments, and every time he stays at Cancer Council SA's Greenhill Lodge.

I love a challenge but this has definitely been one of the biggest challenges of my life. Treatment has been hard and I haven't really had anyone there with me, with my kids back home in Streaky Bay with their mum.

Greenhill Lodge and the people there have been everything for me – volunteers, to the reception staff and the bus drivers who take you to treatment – without it, I wouldn't be where I am today.

I've spoken to Steve, the social worker, most times I've come to stay and when I've needed someone to talk to during some really tough times and he's been really great.

I go there and it's like being at home. Some days I'm too tired to do much, so I go and play games in one of the activity rooms. That's how you want to feel when you're away from your home, you want it to feel as comfortable as possible.” – Luke, Greenhill Lodge guest

Left: Luke and his sisters at Greenhill Lodge while he was in Adelaide for treatment.

Below: Luke and his children at home in Streaky Bay.



We couldn't do what we do without the support of the South Australian community

Daffodil Day

On Daffodil Day, over 200 volunteers sold more than 9,000 bunches of daffodils across South Australia, raising \$345,000 for vital cancer research.

The year's efforts were generously supported by major state sponsor Thomas Foods International.

"We know the terrific impact Cancer Council SA has and are immensely proud to be their corporate partner for Daffodil Day this year. Thomas Foods International considers it a privilege to give back to the community and we know that cancer is something that affects not only our staff, but all of our stakeholders indiscriminately." – Darren Thomas, Managing Director, Thomas Foods International



Inspired by Daffodil Day, 12 TAFE SA Apparel, Fashion and Textile students designed and created a selection of amazing garments, showcasing them at Cancer Council SA's Greenhill Lodge and Burnside Village Shopping Centre.



"When I was working on my daffodil dress, I broke down in tears many times. I felt deeply connected to this project and I wanted to design and make something to be proud of. This truly represented hope, life and freedom. It resonated so deeply with me and feels sentimental and close to me." – Athena, TAFE SA student

Relay For Life

In the past year, more than 1,000 Relayers took part in four Relay For Life events across South Australia, raising over \$374,000.



"It brings us together, being a part of Relay For Life. We show support for the people we love, for those we have sadly lost, and raise funds for the services that are super crucial for so many people." – Zoe, Gawler Relay For Life participant

Community fundraising

Sneaky's Restaurant hosted their second ever Sneaky's Under The Stars fundraiser and this March they chose to raise funds for Cancer Council SA. Over 300 guests were treated to a delicious meal, music, entertainment, raffles and auctions and raised over \$80,000 for South Australians impacted by cancer.

"Our 'Sneaky's Under the Stars' fundraising event was a huge success! We chose to raise these funds for Cancer Council SA because we were inspired by their dedication to supporting South Australians impacted by cancer. We are proud to know that the money we raised will go towards much needed prevention, research and support." – Anthony Pilaia, Owner, Sneaky's Restaurant



Marilyn Jetty Swim

Marilyn Jetty Swim swelled in numbers for the 12th consecutive year, with 765 participants donning bathers and blonde wigs to raise more than \$400,000. For the first time, RAA sponsored our new Marilyn Mile which was a popular pitstop for our Marilyn's to gather and meet before and after the swim.

Founding 'Marilyn', Sarah Tinney was also awarded a Medal of the Order of Australia as part of the 2025 Australia Day Honours List for her role in establishing and growing the beloved Brighton fundraising event.



“She [our friend Bernie] is the reason so many of us braved the water and braved the white swimsuit. It will be another really emotional day because she's not there with us, but I know Bernie would be so pleased that we'd chosen to do it again. When you have that connection and you know someone who has been through cancer, it really pushes home why you're doing this. We're all just so passionate about raising funds for research.” – Mary-Jane, Marilyn Jetty Swim participant

Appeals

Thanks to our incredible appeal donors, we raised over \$330,000 for South Australian cancer research and support services. Last year's Christmas Appeal featured Petrea and her 22-year-old son Alex who was diagnosed with a rare and aggressive form of lymphoma.



“I believe that because of the money that has gone into cancer research, Alex is alive today. And it's research that will keep him alive in the future. We know that there may be more challenges ahead, but because of cancer research, we are hopeful instead of fearful.” – Petrea, carer

Australia's Biggest Morning Tea

May marked a record-breaking effort for Australia's Biggest Morning Tea, as more than 1,900 South Australians hosted an event and raised an extraordinary \$1.4 million for those impacted by cancer.

“In the midst of busy schedules, it's easy to overlook moments that truly connect us. That's why this event is special; it brings people together, encourages conversation, and reminds us why giving back is so important.” – Zoe, Australia's Biggest Morning Tea host





Cancer Research Giving Day

The South Australian community got behind our second annual Cancer Research Giving Day, raising an incredible \$175,000 on 18 February. Thanks to our dollar match partners including SCS Group, the Sue Chase Foundation and Millicent Cancer Support Group, we were able to double our impact raising even more funds for South Australian cancer research.

Gifts in Wills

This year, Cancer Council SA was privileged to receive \$3.1 million from generous South Australians who left a gift in their Will. We know this is a strong affirmation of the work we do and the trust that community members have in us. After providing for their family, so many people are making a final gift because they believe in the value and impact of our prevention programs, world-class research and support services. These powerful gifts ensure we can continue our work long into the future and provide life-changing support to future generations.

"I have four kids, 11 grandkids and six great grandkids, and knowing that cancer runs in our family I want to make sure that I leave a legacy [in my Will] for my family and future generations who are impacted by this terrible disease." - Ern, cancer survivor



The Longest Day

More than 554 golfers turned out on the green to take on the ultimate golfing challenge in December and January – completing a massive 72 holes of golf in one day to raise funds for life-saving prevention programs, world-class research and support services for all South Australians impacted by cancer. Thanks to the support of 27 host clubs, our intrepid golfers raised more than \$246,000.



"This year we went big and put ourselves through the gruelling challenge of 100 holes of golf, all for a good cause. It's a fun day out, but the primary reason we're there is to raise funds." - Alex and Jarrad, The Longest Day participants

Thank you to our community partners and supporters

Thank you to our corporate partners

We are grateful to partner with a number of leading South Australian organisations that make a positive difference in our community. Thank you for your continued support.

Clinpath Pathology

We are proud to be Clinpath Pathology's charity partner for two years running, with our collaboration going beyond financial support.

Our partnership is built on a shared understanding of the challenges faced by people impacted by a cancer diagnosis. Cancer care is not just about medical treatment – it's about providing holistic support for individuals and families as they navigate the emotional, psychological and practical challenges of their situation.

Clinpath provides an onsite blood testing service for our guests at Greenhill Lodge which saves our regional guests who are undergoing cancer treatment the hassle of finding a local collection centre. Our staff and Clinpath staff also benefit from education and shared information about ways we can all best work together to support South Australians impacted by cancer.

They also actively encourage their staff to participate in our fundraising activities throughout the year and hosted a movie night to help us say thank you to our incredible volunteers.

Clinpath is proud to partner with Cancer Council SA again in 2025. There is a synergy between our values and we're honoured to contribute to their vital work. Our staff and their families can attend events not only supporting Cancer Council SA, but also ensuring they are informed about the services they offer. Through education of our staff, we can further enhance our collective impact. Together, we strive for a future where cancer is preventable, treatable, and ultimately curable.” – Brooke Kenny, Operations Manager, Clinpath Pathology



SCS Group

National commercial cleaning service provider SCS Group has been a very generous supporter of our Cancer Research Giving Day for the past two years, coming onboard as one of our matched giving donors. In 2025, SCS Group donated \$30,000 towards our matched fund to help double every donation made by the South Australian community.

“It’s been a truly meaningful pleasure to support Cancer Council SA over the past two years. All of us at SCS Group are incredibly proud to contribute to such a positive social impact through our efforts in promoting and providing vital funds for cancer research here in Australia. We are particularly grateful to support the great work being done by the Cancer Council SA team. It’s been incredibly rewarding to see the impact we’ve been able to make together in the fight against cancer.” – Glyn Davies, CEO, SCS Group



If your organisation is interested in partnering with Cancer Council SA, please reach out to our Business Development Lead on philanthropy@cancersa.org.au.



Thank you to our research partners

We are proud to work with leading research partners in South Australia to reduce the rate and impact of cancer. Our support directly benefits some of the state's best and brightest cancer researchers currently conducting their work at Flinders University, the University of Adelaide, the University of South Australia and SAHMRI (South Australian Health and Medical Research Institute).

This year, Cancer Council SA joined as a key funding partner in the Health Translation SA Medical Research Future Fund (MRFF) Catalyst Grant Scheme.

Our first project funded under this scheme, led by Dr Amanda Lumsden at the University of South Australia, seeks to improve survival outcomes for people with ovarian cancer by developing a new screening tool to help detect ovarian cancer earlier.



Health Translation SA deeply values the support provided by Cancer Council SA to fund the cancer-related stream of the Catalyst Grant Scheme in 2024 and 2025. The stream funds SA-led teams that bring together consumers, clinicians and researchers to drive projects that improve outcomes for people affected by cancer. Designing the scheme in collaboration with Cancer Council SA means the research projects that are funded, are addressing the priority health needs of the community in relation to cancer and deliver real impact.” – Tom Symonds, Executive Director, Health Translation SA



Thank you to our Aboriginal Reference Group

It is important to us that when developing programs and services for the First Nations community, that they are community led and co-designed to ensure they meet the needs of the community and are culturally safe. Our Aboriginal Reference Group are all highly regarded within the community and really understand the impact of cancer, whether through their own personal experiences or having worked in the cancer space for many years.

We look forward to working together to continue our work to reduce the rate and impact of cancer for all First Nations peoples in South Australia.

Thank you to our Aboriginal Reference Group members: Major ‘Moogy’ Sumner AM, Eunice Aston, Nicole Gollan, Warwick Wallace and Nathan Rigney.



Thank you to our Government partners

Preventive Health SA

We were delighted to sign a four-year \$4.1 million partnership with Preventive Health SA this year to deliver impactful campaigns and programs that help South Australians reduce their cancer risk and detect cancer early.

This significant partnership has already successfully delivered on key public health initiatives, including the 'Get2It' bowel cancer screening campaign – aimed at reducing cancer incidence across the state.

As part of our joint efforts to reduce the rate of skin cancer, we also ran our 'Same Goes For You' sun protection campaign encouraging South Australian men to be SunSmart and facilitated the distribution of 108 fully funded dermatoscopes – specialised tools for early skin cancer detection – to general practitioners across South Australia. Priority was given to practitioners in regional and high skin cancer incidence areas, strengthening early detection capabilities where they are needed most.



Department for Education of South Australia

Cancer Council SA continues to partner with the Department for Education to provide training to all of their employees, empowering education leaders and teachers to take a proactive role in promoting sun safety measures. They also supported our SunSmart Schools and Early Childhood Program helping us to recruit 70 new schools, education and care sites to become recognised as SunSmart in the past year.

Country SA PHN (Primary Health Network) and BreastScreen SA

With grant funding from the Commonwealth Government's Country SA PHN, we partnered with Aboriginal Drug and Alcohol Centre Stepping Stones and BreastScreen SA to promote cancer screening among First Nations women in and around Ceduna.

Around 40 First Nations women attended a Women's Health event in April, with 24 women completing a mammogram, and 18 women having a cervical screening test or discussing cervical screening with the local Yadu Aboriginal Health Corporation Women's Health GP.

After successfully implementing cancer screening projects in the Limestone Coast and Riverland regions in 2023-24, Cancer Council SA received funding from Country SA PHN to continue this work, partnering with BreastScreen SA and the Whyalla Migrant Resource Centre to promote cancer screening among multicultural communities in the Spencer Gulf region.

We delivered six information sessions reaching around 64 multicultural men and women, supported nine women to book a free mammogram while BreastScreen SA's mobile screening unit was in town, and recruited 26 local healthcare professionals to complete migrant cross-cultural training.

South Australian Department of the Premier and Cabinet

As part of our commitment to diversity and inclusion, we are proud to be part of the State Government's Multicultural Ambassador Program as a Foundation Member, promoting cultural awareness and understanding both within our organisation and through our work in prevention and support across the state. Through our involvement in the program, we continue to support other organisations by sharing our best practices and insights.

Our dedicated volunteers and staff



From driving our guests to their treatment, to helping out at our events and ensuring people can access cancer information at their hospital or treatment centre – we are so grateful for our volunteers. They are integral to our purpose and we say an immensely heartfelt thank you to each and every one.

Recognising our amazing volunteers

In May 2025, we presented our inaugural Volunteer Acts of Service Award. These awards were inspired by Fran Tann, who will be remembered fondly by the staff and volunteers of Cancer Council SA for her 14 years of service as an ambassador and volunteer. Fran sadly passed away from cancer in 2023.

Barrie Spencer – 2025 Acts of Service Award recipient

Barrie has been generously donating his time to Cancer Council SA for over six years, following his own treatment for prostate cancer. He welcomes our guests to Greenhill Lodge as a Concierge and hosts morning teas to bring people together and make them feel at home while they're staying with us.

Barrie also spends time calling our generous donors to thank them for their support. And as a Cancer Connect Volunteer, Barrie provides peer support over the phone by sharing his personal cancer experience with others who are currently going through treatment.



In the past year, **456** volunteers supported Cancer Council SA.

One of the most asked questions of me, and I suspect all volunteers is why do you volunteer? My simple answer is that I get more from it than I put into it. It gives me hope and comfort in the human spirit of caring for others. To work with such a dedicated group of people, staff and volunteers at Cancer Council SA – serving the health needs of those less fortunate than us, meeting our clients and seeing their response of our efforts – that is more than enough recognition.”
– Barrie, volunteer



We'd also like to recognise our 2025 nominees who have all made a significant impact to South Australians impacted by cancer:

- David Hoffman, Transport to Treatment volunteer
- Mark Jenkin, Concierge and Cancer Connect Volunteer
- Robyn Combes, Cancer Information Centre Volunteer

The impact our volunteers make every day

- Driving our Greenhill Lodge guests to treatment
- Helping our guests navigate our Greenhill Lodge accommodation
- Helping us prepare for fundraising events
- Providing cancer information and support at hospitals
- Providing peer support for those going through cancer treatment over the phone
- Sewing breast prostheses for those who have had surgery for breast cancer
- Selling daffodils to raise funds for cancer research
- Organising Relay For Life events in their local community
- Providing sunscreen and sun protection information at community events
- Supporting us to deliver our life-changing prevention, research and support programs and services





Corporate volunteering

We were honoured to have some amazing local businesses – Australian Gas Infrastructure Group, Credit Union SA, GenesisCare, People First Bank, Plenti, RAA, Thomas Foods International and Westpac – encourage their staff to volunteer their time to help us run our major fundraising events including Daffodil Day and the Marilyn Jetty Swim.

To just step out of your every day, to sell a pin or a daffodil to someone who is touched by cancer. It puts things into perspective. You get back more than you put in, you see how you can make a change. That is the rewarding part. Participating in a corporate volunteering event like Daffodil Day is easy. It sets itself up, everything is prepared to just participate.”
– John Thornton, Regional Sales Manager at Team Global Express



This year, we had **8** organisations donate staff support through corporate volunteering.



Educating young professionals

We encourage the education of the next generation of public health professionals and researchers, taking on 16 student placements from local universities in the past year across our prevention and research teams.

“My placement with the Cancer Council SA research team was an incredibly rewarding experience. Working in such a supportive team, I developed my research skills which sparked my interest in exploring how cancer can affect cognition, and grew my skills in communication, collaboration, and working with diverse perspectives.” – Savannah Kaveberg, Bachelor of Psychology (Honours) Student at the University of South Australia



Our dedicated staff

Thank you to the 100 employees who work hard every day to help us deliver our purpose. Your dedication, compassion and commitment are the driving force behind our work to reduce the rate and impact of cancer for all South Australians.

In 2025, Cancer Council SA was proud to be named one of the winners of **XRef Engage Best Workplace Award**. This prestigious award recognises workplaces who have excellent organisational practices and a highly engaged workforce, based on employee engagement survey results.



Thank you to our Board

Cancer Council SA is privileged to have a volunteer Board comprising a highly committed and experienced cohort of Directors from diverse backgrounds and lived experience.

On behalf of every South Australian impacted by cancer, thank you for your dedication and commitment to working to reduce the rate and impact of cancer for all South Australians.

The Hon. Karlene Maywald
Board Chair

Ms Rosey Batt
Deputy Chair

Mr Nick Ashley
Director

Professor Fran Baum AO
Director

Ms Bronwyn Dodd
Director

Dr Ganessan Kichenadasse
Director

Mr Jason Russo
Director

Mr David Swan
Director

We would also like to recognise the following outgoing Board Members who volunteered their time this year:

Professor David Watson
Director – resigned 13 November 2024

Thank you to our **independent committee members** who generously provide their expertise to support the Board in making important decisions that help us work towards our purpose.

Professor Susan Hillier
Cancer Research Committee member

Professor Chris Karapetis
Cancer Research Committee member

Professor Guy Maddern
Cancer Research Committee member

We would also like to recognise **Cancer Council SA's Executive team**, who are committed to supporting every South Australian impacted by cancer through leading our prevention, research and support programs.

Kerry Rowlands
Chief Executive

Lucy Ayre
General Manager Finance and Governance

Dr Peter Diamond
General Manager Support and Research

Di Edlington
Interim General Manager People, Safety and Culture

Toby Evans
General Manager Digital

Paul Morton
General Manager Fundraising and Engagement

Thank you to outgoing General Manager People, Safety and Culture Julie Pennetta.



We're working to reduce the rate and impact of cancer for all South Australians.

Get in touch with us

For general information and enquiries:

- Call 08 8291 4111
- Email cc@cancersa.org.au

Confidential cancer information and support

For confidential information and support about cancer from experienced nurses, Monday to Friday, 9.00 am until 5.00 pm:

- Call Cancer Council 13 11 20
- Email askanurse@cancersa.org.au

Interpreting service available 131 450.

Greenhill Lodge accommodation

To enquire about our Lodge accommodation for regional South Australians travelling to Adelaide for cancer treatment located at 202 Greenhill Road, Eastwood:

- Call 08 8291 4200
- Email stay@cancersa.org.au