



# Cancer Society

Te Kāhui Matepukupuku  
o Aotearoa



# 2022 Annual Report Pūrongo ā-tau

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# Foreword

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Alister Argyle



Lucy Elwood

**Nōu te rourou  
Nōku te rourou  
Ka ora te katoa**  
*With your basket  
And my basket  
We will sustain everyone*

Tēnā koutou,

It has been another tough year for many dealing with the impacts of COVID-19, and the Cancer Society is no exception. Across the country, our staff and volunteers have worked incredibly hard to keep our essential services running for cancer patients. We organised safe options for both vaccinated and unvaccinated patients and provided the fullest service possible at all traffic light settings.

Despite the COVID challenges, we are also pleased to report that the Cancer Society as a collective achieved significant progress towards both our Strategic Plan and Equity Charter.

One of the key strategic projects we made significant progress on this financial year is Anga Whakamua / Forward Together. This project is designed to ensure our organisation is effective, efficient, agile and innovative, respects our commitment to Te Tiriti, and meets high governance standards.

Also in 2021/2022, under the leadership of the Waikato/Bay of Plenty Division, we developed a national model of care for Cancer Society supportive care services, which is evidence-informed, relevant and equitable with common core services across the motu. This new model was approved nationwide, and we will implement it over the coming years.

We were delighted to partner with Hei Āhuru Mōwai to fund and awahi early career Māori cancer researchers. Our equity charter acknowledges significant inequities experienced by Māori; in cancer rates, cancer care and cancer outcomes. We also note the underrepresentation of Māori researchers in the cancer space. The Māori Cancer Researcher Awards demonstrate the importance of Māori representation in the research workforce.

More key highlights and activities from across New Zealand are presented in this report, although the accompanying Annual Financial Statements reflect only the operations of Cancer Society of New Zealand Incorporated and Daffodil Enterprises Limited.

Ultimately none of this would be possible without our staff, volunteers and many donors who so generously choose to support us. As we move into another year, your support is even more crucial - more New Zealanders will be diagnosed with cancer than ever before and the demand for our services has never been higher. With your support, we can help ensure that no one faces cancer alone through being there to support those with cancer and their whānau when they need us most.

Ngā Manaakitanga,  
**Alister Argyle**  
*CSNZ President*

Ngā mihi nui,  
**Lucy Elwood**  
*Chief Executive*

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# A message from our Medical Directors

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*Dr. Kate Gregory*



*Dr. George Laking*

In August 2021, former Medical Director Dr Chris Jackson passed on the mantle to nationally recognised and respected cancer specialists Dr Kate Gregory and Dr George Laking. Dr Chris Jackson served as Cancer Society Medical Director for 6 years and his achievements during his term are many, including advocacy leading to the establishment of Te Aho o Te Kahu, the Cancer Control Agency. Dr Chris Jackson has shown that we can achieve transformational change by being a strong public voice. We want to thank him again for his immense contribution to our organisation.

With the appointments of Dr Kate Gregory and Dr George Laking as co-Medical Directors, we welcomed the first female and first Māori Medical Director. Medical Director is one of the most important voices in the cancer sector, heard by many affected by cancer.

Dr Kate Gregory says: “I feel very privileged to have joined the Cancer Society to improve the lives of patients and whānau affected by cancer in New Zealand. In the past year, we celebrated a few important milestones. After years of advocating for changes to the Pharmac process, we welcomed many findings in the final Pharmac Review report. In addition, our health system is restructured to hopefully eliminate the postcode lottery. And finally, after years of campaigning, we were very pleased with the release of the Smokefree 2025 Action Plan in December 2021. We continue to be a strong voice on behalf of all New Zealanders to change laws and policies to reduce cancer risks and improve cancer care.”

Dr George Laking adds: “Through the Equity Charter, the Cancer Society is committed to improving outcomes and support for those experiencing cancer. That includes recognising that some groups carry a disproportionate burden of cancer. There is clear evidence that the accessibility and acceptability of cancer services for Māori whānau aren't as good as Aotearoa/New Zealand would hope for. I am doing the best I can as Māori Medical Director to ensure everyone has the same access to good health outcomes.”

Ngā mihi

**Dr Kate Gregory & Dr George Laking**

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## Support *Tautoko*

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Right across the motu, the Cancer Society is in communities providing supportive care services, including a helpline, counselling, transport, accommodation, webinars and information sessions to individuals and their whānau affected by cancer.



## Cyber attack Waikato DHB

In May 2021, a cyber attack on Waikato DHB caused a few challenging weeks for the Waikato/Bay of Plenty Division. The loss of systems was hugely disruptive for people affected by cancer across the Waikato, particularly guests at the Cancer Society's Lions Lodge who travelled some distance for treatment at Waikato.

In a media statement, we acknowledged the difficult time for many clients who felt anxious about delays to treatment and the burden of unexpected travel.

Our former Medical Director Dr Chris Jackson explained on *Radio NZ*, *Newstalk ZB* and *The AM Show* how we supported patients and their families with accommodation and travel in areas where they needed to go.



## Work underway on new Cancer Society building

On 19 May, the Cancer Society's Canterbury-West Coast Division celebrated the start of work on their new building project with a blessing and sod-turning ceremony.

The Cancer Society's new complex at 74 Langdons Road in Papanui will include 52-rooms of patient accommodation that will serve as a home away from home - not only for people from around the South Island, but also for people as far afield as the Chatham Islands who need to come to Christchurch Hospital for cancer treatment. The building will also house the Christchurch centre to support local people with cancer and their whānau. The new complex is expected to be complete by early 2023.



## New lung cancer booklet

We launched a new version of our *Understanding Lung Cancer* booklet in February 2022. The booklet provides information about how lung cancer is diagnosed, the different stages of lung cancer, how it can be treated, and living well during and after treatment.

The booklet has an updated layout and there is a summary of key points in English and Te Reo Māori at the start of every section.



## New model of care

In 2021/2022, under leadership of the Waikato/Bay of Plenty Division, a project was launched to develop a national model of care for Cancer Society supportive care services, which is evidence-informed, relevant and equitable with common core services across the country.

The four key priorities for the model of care project include:

- Eliminate inequalities by investing and targeting resources
- Determine what effective supportive care looks like
- Define the supportive care workforce - what skills and competencies are needed
- Identify options for the best way of delivering supportive care services

Work on this project will continue in the 2022/2023 financial year.



## End of Life Choice Act

The End of Life Choice Act came into effect on 7 November 2021. The Cancer Society acknowledges the diverse range of strongly-held personal and professional beliefs on euthanasia and assisted dying. We appreciate the importance of these perspectives to ways of thinking about euthanasia and assisted dying.

Our position on the End of Life Choice Act remains neutral and we believe this is an individual choice. The Cancer Society does not provide End of Life care.



## Website update

We continued to work on our new website ([cancer.org.nz](http://cancer.org.nz)), which went live early April 2021. By sharing up-to-date content, activities and helpful information, our website is a reliable resource for cancer patients and their whānau to take action, quickly access information and generate printable versions of the content.

In the 2021/2022 financial year, [www.cancer.org.nz](http://www.cancer.org.nz) had 723,769 total page views.



## Support Crew

The Cancer Society continued to operate many digital platforms to support cancer patients, including Support Crew, Ripple and Cancer Chat.

Our Ripple app offers mobile, 24/7 cancer support. We updated the app to ensure that news and events published on the Cancer Society website will automatically be displayed on the Ripple app.

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

In the 2021/2022 financial year, we introduced a new Support Crew logo, including a new Māori name and tagline. The Māori name Hei Whare Āwhina means a place for communities to gather together to support. The Māori tagline Kia tū te whare āwhina, hei painga mā tātou means creating a support community for the wellbeing of the community. These changes reflect the Cancer Society's equity charter.

*“Support Crew has saved me from communicating with all the various friends and family members repetitiously. It leaves the person/family involved in control and gives options of different ways for friends and family to help. It's brilliant and I have already recommended it to others.”*

*- Support Crew user*

## Financial review project/ Sorted guide

The Cancer Society and Sorted NZ have partnered to create a financial and legal resource for New Zealanders facing a serious or terminal diagnosis. The life guide *Managing your money after being diagnosed with a serious or terminal illness* was launched in April and is the first step towards helping make the financial journey of patients easier to navigate.

As things become tougher economically, we know the need for guidance around talking to employers, dealing with bills, and what assistance people may be eligible for will only become more important.

We will be expanding the guide further in the 2022/2023 financial year, including integrating on cancer.org.nz, producing video content, and translations in Te Reo Māori and other languages.

The guide is available [here](#).



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# COVID-19

## *Mate Korona*

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2021 was another year in which our flexibility was tested, with the re-emergence of COVID-19 in the community.

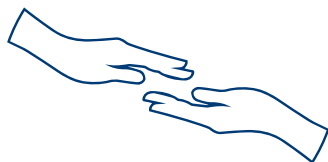
Across the country, our staff and volunteers have been working hard to keep our essential services running for cancer patients. This has included working through PPE, RAT kits, organising safe options for both vaccinated and unvaccinated patients, and providing the fullest service possible at all traffic light settings.

We worked through COVID-related legal requirements. Some of those added complexity to our work, for example, mandatory vaccination for healthcare workers. But we were also pleased

that the Cancer Society was recognised as a critical health service in February 2022. This emphasised the need for our community-based cancer services. We received \$250,000 Government-funding to keep our services open and cover the costs for PPE and RAT kits.



### Key Stats: Support 2021/2022



**10,515**  
face-to-face client contacts



**14,103**  
drives provided



**51,643**  
nights stayed in Cancer Society accommodation

**778,243**

kilometres driven by  
Cancer Society volunteers



**62,948**  
phone client contacts



**7,631**  
other client contacts, including  
mail, email, text and Skype



**1,914**  
Supportive care  
programmes' attendees



# Equity *Tika*

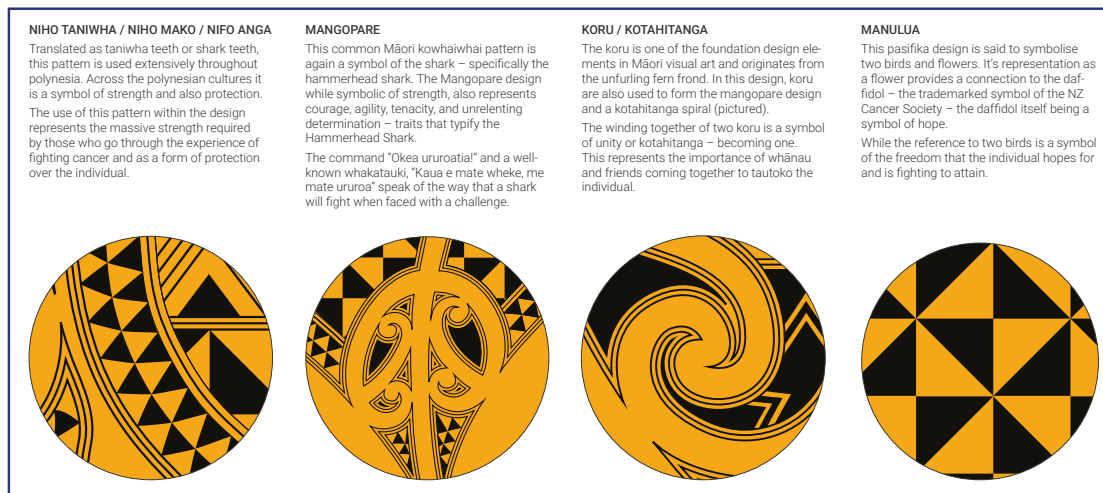


We are on a journey of working for and better with the communities we serve. This includes working towards achieving better cancer outcomes for Māori and Pasifika.



## Tohu/branding

To make our resources more relatable to Māori and Pasifika, we looked at how our brand can be enhanced in a way that complements our daffodil logo. Therefore, we launched the new tohu/branding developed by the Wellington Division in July 2021. The overarching idea behind this tohu is hope.



## Kia ora - E te iwi

Kia ora - E te iwi helps whānau increase knowledge about cancer and its treatment, available services and support, how to cope with side effects, and how to live well.

COVID impacted our Kia ora - E te iwi programme, but several Hui were held around the country and we updated our resources. The Cancer Society is pursuing this as a national flagship programme. Both the Auckland/Northland Division and Central Districts Division approved increased resources in 2022.

## Equity dashboard

In the 2021/2022 financial year, we introduced a new reporting framework to report on our progress on our [Equity charter](#).

## Māori Language Week

From 13 to 19 September 2021, New Zealand celebrated Te Wiki o Te Reo Māori (Māori Language Week). Following the success of the Te Wiki o Te Reo Māori 2020 across the Cancer Society, we used this opportunity again to celebrate, promote and encourage using Te Reo Māori.

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



### Kīwaha of the day

“Ka mau te wehi” - that’s inspiring / marvellous!

Source: Taringa podcast.

### Kupu of the day

Mātauranga - knowledge / wisdom

### Mātauranga of the day

[https://www.reomaori.co.nz/te-wa\\_2020](https://www.reomaori.co.nz/te-wa_2020)

One million moments

## Te Rito o Te Harekeke

Te Rito o Te Harekeke continues to be a great forum for our kaimahi Māori. Despite challenges due to COVID, the group managed to meet in person in February and has done great work growing the Kia Ora e Te Iwi programme, including a training session with roll out across the motu despite COVID interruptions. They took up the name Te Rito o Te Harekeke this year to signify the importance of the network of people it represents.

## Kura Mana Taurite Equity: Pilot Equity Volunteer Training Programme

In July 2021, we ran a pilot session of our Equity Volunteer Training Programme for some oncology hosts, accommodation hosts and admin volunteers at the Domain Lodge in Auckland.

The session was focused on the Cancer Society's Equity commitment and covered:

- Health disparity
- Cultural competence
- How their roles could help achieve our equity goals.

The session created great discussion, raised more awareness, and sparked robust feedback.



## Prevention *Āraitanga*



The best time to stop many cancers is before they start. Prevention and early detection are vital to reducing the incidence of cancer in Aotearoa. We implement programs and advocate for policies that support and empower New Zealanders to lead healthier lives by reducing their cancer risk. Around half of all cancers are potentially preventable.



## New SunSmart website

We partnered with Te Hiringa Hauora/Health Promotion Agency to take over the delivery of [www.sunsmart.org.nz](http://www.sunsmart.org.nz) and associated campaigns.

The new website with additional information and content was launched on 1 December and is a one-stop-shop for all things SunSmart, including SunSmart schools. We are excited to be entrusted with delivering this important piece of work.

Twinkl helped us to develop new teaching resources for our SunSmart Schools Programme. We believe schools are the perfect place to provide a SunSmart environment, educate students about SunSmart behaviours and reduce the risk of skin cancer.

The focus of our SunSmart campaign this year was seeking shade. We developed a range of resources for different stakeholders, including a [video](#) in cooperation with Tauranga City Council.

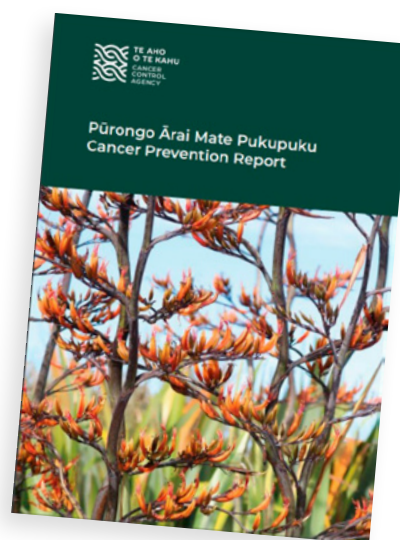


## Cancer Prevention Report

Te Aho o Te Kahu's Pūrongo Ārai Mate Pukupuku Cancer Prevention Report was released on World Cancer Day (Friday 4 February) and we contributed to this report. We support all of the recommendations in the Cancer Prevention Report and continue advocating for their implementation.

This is the most comprehensive set of recommendations to date to prevent New Zealanders from dying of cancer. Cancer will continue to be a leading cause of ill health and death unless local and national governments capitalise on the strategies outlined in this report. We have long advocated for these strategies and stand ready to support the government in rolling them out.

We issued a [media release](#) in response to the report and *Stuff* interviewed Dr George Laking about our statements.



## Cervical Cancer Elimination Day of Action

Wednesday 17 November 2021 was Cervical Cancer Elimination Day of Action. On the same day in 2020, the WHO launched the Global strategy to accelerate the elimination of cervical cancer, with a resolution passed by 194 countries, including New Zealand.

Approximately 190 New Zealanders per year are diagnosed with cervical cancer and 60 people die from it. We support the WHO's global goal of eliminating cervical cancer by 2030 in Aotearoa with ambitious targets for HPV vaccination, HPV screening, and treatment.

New Zealand was the first country to mark the first anniversary of this historic movement by illuminating several monuments around the country in the colour teal: Eden Park (Auckland), Kate Sheppard statue (Wellington), Christchurch Airport and Otago Museum (Dunedin).

Our Medical Director Dr Kate Gregory explained on [The AM Show](#) why this was an important day for the world.



## Drive smokefree

[The Smoke-free Environments Amendment Act](#), strongly advocated for by the Cancer Society, came into effect on 28 November 2021 and prohibits smoking and vaping in vehicles carrying children and young people under 18 years. We are incredibly pleased to see another step forward towards Smokefree 2025 and that our tamariki will be protected from the harmful effects of second-hand smoke in cars.



## Position statement on the primary prevention of skin cancer

More than 2,000 New Zealanders are diagnosed each year with melanoma, a particularly serious form of skin cancer, and over 90,000 new cases of keratinocytic (non-melanoma) skin cancers. Around 500 New Zealanders die from skin cancers annually.



Our position statement outlined seven measures that we are advocating for to prevent skin cancers:

- Provide resources for a comprehensive, coordinated Government-led SunSmart programme, particularly for the education, occupation and recreation sectors.
- Implement comprehensive SunSmart policy in local government, workplaces, schools and communities.
- Establish centralised and regional funding sources to provide more (quality) shade in the places where we live, learn, work and play.

The full position statement is available [here](#).

## More work in the prevention space

We also advocated for:

- More shade in public spaces.
- Regulating sunscreen as a therapeutic product. As a step in the right direction, it should be mandatory that sunscreens sold in New Zealand comply with the AS/NZ Sunscreen product standards. In addition, we supported MP Todd Muller's call for better standards and regulations around sunscreen manufacturers' Sun Protection Factor (SPF) claims. However, the Bill, if passed, should only be seen as an interim solution and New Zealand should move to the Australian regulation model.
- Restricting marketing and sponsorship of unhealthy food to children.
- More Government investment into increasing awareness about links between alcohol consumption and cancer.
- Stricter alcohol regulation, including support for Chloe Swarbrick's Members' Bill on the Sale and Supply Act (Harm Minimisation).

Engaging with key decision-makers and the wider community is essential to develop support for these topics. Over the year, Cancer Society staff:

- Launched five national campaigns on reducing tobacco availability, restricting marketing and sponsorship of unhealthy food to children, alcohol and cancer awareness, and eliminating cervical cancer.
- Held over 50 meetings and events with key decision-makers (such as MPs and local councillors) to advance cancer prevention strategies.
- Worked on joint prevention strategies with over 45 Māori and other organisations.

## Our Voice *Kōkiri*



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



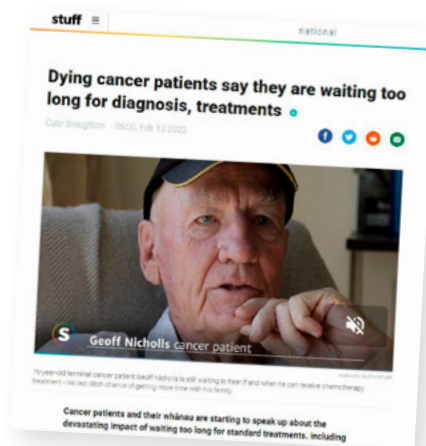


## Alarm bells for radiation services

We worked on a campaign calling on the Government to invest in the radiation oncology workforce to avoid even longer waiting times in 2022. There are already significant waiting times for radiation services across large parts of New Zealand.

Current forecasts show that New Zealand will drop from 64 radiation oncologists in 2019 to only 58 in 2029 due to the current levels of training and the fact that a third of the workforce are set to retire in the coming years. We believe the Government needs to start funding more training posts for radiation oncologists to grow the workforce.

Stuff published the [first article](#) about this issue mid-January 2022, followed by an interview with Kristy Christensen, a patient who experienced significant treatment delays. Sadly, Kirsty passed away a few weeks after the article was published. We also issued a [media release](#).



## Pharmac review

The Cancer Society has been advocating for changes to Pharmac processes for a long time. We attended NGO meetings with the Pharmac Review Panel members and organised a cancer-specific meeting for cancer charities to discuss specific issues with access to funded cancer drugs.

On 1 June, the Pharmac Review report was finally released, three months after the Minister received it. We agreed with many of the report's findings. Integration between Pharmac and the health workforce is essential to improving cancer outcomes. New Zealanders want better tools to fight cancer, like more cancer drugs, but we also need doctors and nurses to deliver these treatments.

The Cancer Society also welcomed an increased focus on more equitable outcomes and stronger outcomes for Māori, Pasifika and others with specific health needs. Current funding is unfair.



## Planning for the launch of Health NZ and Māori Health Authority

We submitted on the Pae Ora Bill in December 2021. We are thankful for the health reforms as we have long called for a greater focus on preventive health and the end of the variability of care for people with cancer - "the postcode lottery." We are hopeful that these reforms will save lives, but we do not underestimate the task ahead.

## Oral submission to the Petitions Committee

We spoke to the Petitions Committee about our [Petition to phase out the sale of tobacco to save lives and reach Smokefree Aotearoa 2025](#). This petition closed on 28 May 2021 and received 7,874 signatures. Our oral submission was followed by the Ministry of Health, who reinforced many of our key messages.

## Giant open letter in support of Smokefree 2025 Action Plan

In November, we joined a delegation led by Health Coalition Aotearoa (HCA) to present Associate Health Minister Ayesha Verrall with an open letter of support for her Smokefree 2025 Action Plan.

Our Chief Executive Lucy Elwood, alongside several members of Health Coalition Aotearoa, handed over the 1.2 metre letter signed by more than 110 organisations and 650 individuals.

The letter urged the Government to adopt the full Smokefree 2025 Action Plan.

[Stuff/The Dominion Post](#) published about our giant letter.



## Smokefree 2025 Action Plan

After years of campaigning, we were very pleased with the release of the Smokefree 2025 Action Plan in December 2021.

The plan includes lowering the level of nicotine in cigarettes, reducing the availability of tobacco products, making Māori leadership and decision-making a priority, including the creation of a Māori task force led by Dame Tariana Turia and Hone Harawira, and establishing a date when people aged under 14 will never be able to legally purchase tobacco.

In a [media statement](#), our Chief Executive Lucy Elwood said: “This is a great day for Aotearoa New Zealand. We urged the government to be bold and brave and they did not disappoint. We can now look forward to a Smokefree future and a Smokefree generation for our tamariki. This is a ground-breaking plan that will work to end our relationship with big tobacco and allows us to turn the tide on the biggest cause of cancer death in Aotearoa.”

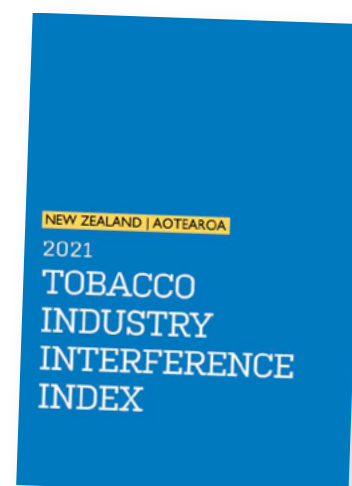
We will be encouraging submissions from the public on the Smokefree 2025 Action Plan in the 2022/2023 financial year.



## NZ/Aotearoa Tobacco Industry Interference Report 2021

For the second year running, we were pleased to complete the NZ/Aotearoa Tobacco Industry Interference Report 2021. This report highlights the many tactics tobacco companies and their affiliates employ to kill, weaken, or delay essential policies to reduce tobacco use in New Zealand.

Our NZ report informed the [Global Tobacco Index 2021](#) (launched in November 2021). This Index highlights how the tobacco industry interferes in public policy in 80 countries worldwide and continues to capitalise on the COVID-19 pandemic. Although New Zealand fares quite well compared to many other countries, we still need to implement a number of measures to protect ourselves, particularly in relation to lobbying, conflicts of interest, and transparency.

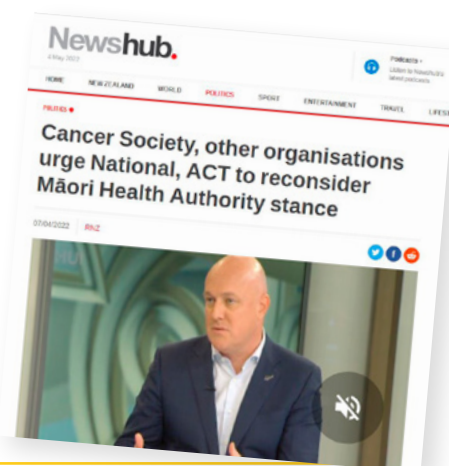


## Open letter in support of Māori Health Authority

The Cancer Society and Hei Āhuru Mōwai partnered to rally support for an open letter to the National and ACT Party supporting the establishment of the Māori Health Authority / Te Mana Hauora Māori.

On Thursday 14 April 2022 the letter, signed by 60 NGOs and 433 individuals, was sent to Christopher Luxon and David Seymour. You can read the [final version](#) of the letter here.

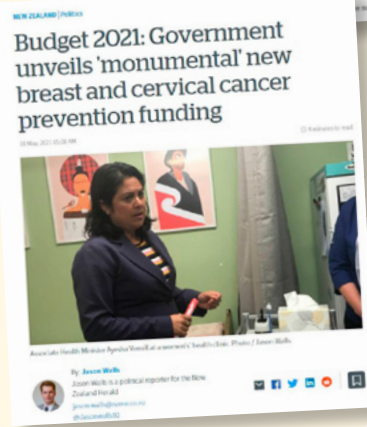
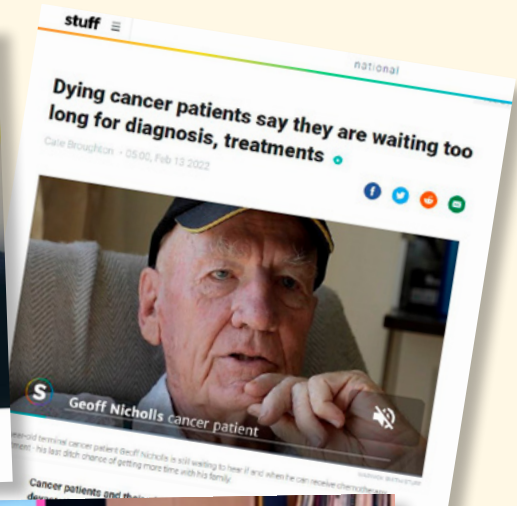
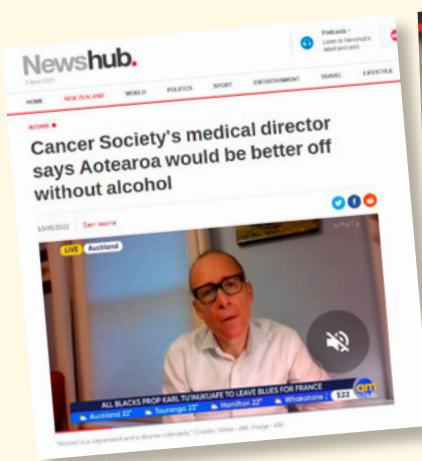
Cancer Society Medical Director Dr George Laking spoke to *RNZ, Stuff, RNZ Middy, NZ Doctor* and *Māori Television* about the importance of a Māori Health Authority.



## Other advocacy highlights:

- In an [open letter](#) to Health Minister Hon Minister Little, we expressed concern that critical cancer care targets, such as monitoring the time from diagnosis to treatment, do not feature in the 12 new health system indicators. The letter detailed our position and responded to comments that the Cancer Society is ‘off the planet’ and ‘misinformed’. *1 News, Newstalk ZB* and *Stuff* interviewed Lucy Elwood about this.
- We [welcomed the Government’s pre-Budget announcements](#) of additional investment in cervical cancer and breast cancer screening. Our Chief Executive Lucy Elwood highlighted the importance of screening on *NewsHub, Radio NZ* and *Newstalk ZB*.
- On Budget Day, the Government announced extra funding to roll out the National Bowel Screening Programme and increase access for Māori and Pacific peoples. We warned in a [media statement](#) that it’s not clear if the extra boost for PHARMAC will help people with cancer today.
- We [commented](#) on National Party MP Dr Shane Reti’s Members’ Bill that was pulled from the ballot. The Bill would see unfunded chemotherapy drugs administered in public hospitals. We believe this Bill will make a difference to some, but it is one component in a very complex puzzle.

# Media highlights



## Our submissions

This year, the Cancer Society made submissions to:

- The Minister of Commerce and Consumer Affairs on the [Sunscreen Product Safety Standard Bill 2021 \(May 2021\)](#).
- The Ministry of Health on the [Smokefree Aotearoa 2025 Action Plan](#) (May 2021).
- The Australian Government on the [Public health and consumer organisations call for food regulatory reform \(Statement\)](#) (June 2021).
- The Australian Government, Department of Health on the [Review of the Food Standards Australia New Zealand Act 1991 - Draft Regulatory Impact Statement](#) (June 2021).
- The Petitions Committee on [Phase out the sale of tobacco to save lives and reach Smokefree Aotearoa 2025](#) (July 2021).
- The Ministry of Health on the [Pharmac review](#) (July 2021).
- The WHO on the [Global Alcohol Policy Alliance APAPA](#) (September 2021).
- Senator the Hon Richard Colbeck on [Support for food regulation to prioritise public health](#) (September 2021).
- The Auckland City Council on [Liquor store signs in Auckland](#) (October 2021).
- The Ministry of Business, Innovation and Employment on [Alcohol Buy-Now, Pay-Later: Understanding the triggers of financial hardship and possible options to address them](#) (December 2021).
- The Pae Ora Legislation Committee on the [Pae Ora \(Healthy Futures\) Bill](#) (December 2021).
- The Reserve Bank of New Zealand on the [Future of Money Consultation](#) (February 2022).

## Key Stats: Media 2021/2022



**1,759,391**  
Websites Visits



**2,817**  
Cancer Society media mentions



**91,607**  
Facebook pages' likes



**96,218**  
Facebook pages' followers



**352**  
YouTube channels' subscribers

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## Research *Rangahau*

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



## Review into Auckland Cancer Society Research Centre

In 1956, we established the Auckland Cancer Society Research Centre (ACSRC). Now managed jointly with the University of Auckland, the centre has grown to include over 80 researchers and students.

In 2021, ACSRC conducted an independent review of the research undertaken by the centre over the past 65 years. The review showed the ACSRC has made a significant impact on cancer research worldwide. It also demonstrated that the ACSRC has been highly successful at every step of anticancer drug development.

### Some key findings:

- 16% of drug compounds tested and developed by ACSRC have gone onto become new cancer treatments. That success rate is three times higher than the industry standard for cancer research centres globally.
- The review highlighted a particularly successful new class of anticancer drug developed by the ACSRC, which has benefitted an estimated 600,000 patients worldwide.
- The reviewers found the researchers are driven by a singular focus - changing patients' lives with new anticancer drugs. This drives them to work together, as a truly multidisciplinary team across different scientific disciplines.
- Through a series of case studies, data analyses, and international comparisons, the review concluded that the ACSRC is performing at the highest level.
- It's a great result that we are incredibly proud of. The work that the ACSRC does makes a significant difference for New Zealanders facing cancer and cancer patients around the world. We had extensive coverage for the independent review of the ACSRC in the *Listener*.
- We were also delighted to see Distinguished Prof Bill Denny being honoured as a Knight Companion of the NZ Order of Merit. Sir Bill has been at the forefront of cancer drug research for over 40 years, and he was the director of the Auckland Cancer Society Research Centre.

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

We extended our contract with the University of Otago for 3 more years, worth around \$1.2M. We are pleased to see this partnership continue to generate great insights. The collaboration with the University of Otago has so far yielded a significant body of evidence, with more than 90 articles published in peer-reviewed journals.

Despite some delays with COVID-19 restrictions, this partnership has continued to generate important work. A few highlights from the 2021/2022 Financial year:

### Prevention is better than a cure: We can do better in skin cancer control in New Zealand!

Skin cancer prevention in communities can be achieved through providing a supportive environment and strengthening sun protection policies and regulations. The systematic web-based review identified that only five New Zealand Territorial Authorities currently have a sun protection policy. The challenges, benefits, and recommendations were published in *New Zealand Medical Journal* and in several news articles.

### Promoting HPV self-testing amongst Pacific women

Pacific women are less likely to engage in screening programmes, including HPV testing. The study aimed to understand how to encourage Pacific women to follow HPV self-testing programmes. From the interviews with Pacific women, researchers learned that implementation of self-testing in Aotearoa New Zealand should be accompanied by readily accessible, clear information about the entire process, using culturally appropriate tailored educational campaigns in multiple languages. Findings are not yet published.

## Māori Early Career Development in Cancer Research Awards

We proudly announced the three recipients of the Māori Early Career Development in Cancer Research Scholarships in March 2022. We've partnered with Hei Āhuru Mōwai to award these PhD scholarships to Māori Cancer Researchers who are early in their careers.

Their research will help bridge the gap in Māori health equities and shed light on cancer research from a Māori perspective. The three scholarships are worth \$160,000 each over three years of full-time study.

Several media outlets, including *Stuff*, *NZ Herald* and *Māori Television*, published about the Māori Early Career Development in Cancer Research Awards.



Hei  
Āhuru  
Mōwai

Māori Cancer  
Leadership  
Aotearoa



**Helena Abolins-Thompson** (Ngāti Toarangatira, Ngāi Tahu) is a Master of Biomedical Science student and is about to start her PhD at the University of Otago.

Helena will be using advanced genetic sequencing technologies on tumour samples from the Māori population.

She will be analysing ovarian and breast cancer samples from Wāhine Māori patients, as well as cardiovascular disease samples, to create a more accurate representation of these diseases in Aotearoa New Zealand.



“This funding is incredibly important to me and I am so grateful to be a recipient of this scholarship. Having had whānau impacted by cancer myself, the cause is very near and dear to my heart. Having a team of cancer experts, as well as a team of Māori researchers who are experts in the field of cancer research, is invaluable to me as I progress throughout my career in health and science.”

- *Helena Abolins-Thompson*

**Video:** [Helena Abolins-Thompson talks about receiving Māori Early Career Development in Cancer Research Awards.](#)



**Dr Myra Ruka** (Raukawa, Ngā Puhī, Ngāti Kuri) is a Clinical Haematologist at Waikato Hospital and a PhD student at Auckland University.

In her work, she has identified that health system design is a major contributor to unjust and unfair Māori cancer outcomes. Myra’s PhD project aims to develop an equity and Tiriti o Waitangi led quality improvement framework for cancer care in Aotearoa. It will also include co-design and implementation of a Kaupapa Māori Cancer Service in the early cancer care pathway.

Myra says the PhD scholarship not only helps her but also provides the opportunity for other Māori health professionals to develop.

“This scholarship will enable me to reduce my work in the hospital and focus on completing my PhD. The added benefit of reducing my clinical equity role in the hospital is that it will create a succession opportunity for Māori clinicians to take up the clinical equity lead role.”

- *Dr Myra Ruka*



**Irene Kereama-Royal** (Ngāpuhi, Ngāti Raukawa ki te Tonga, Ngāti Tūwharetoa, Ngāti Maniapoto) is a researcher based in Auckland and a PhD student at Te Whare Wānanga o Awanuiāraangi.

Irene’s PhD examines the reasons for mistrust among whānau Māori with participating in genetics research and identifying the potential of genomics health to lift Māori health inequities in cancers.

This work draws upon her own whānau’s personal journey with cancer and achieving whānau wellbeing through the knowledge of genomics health.

“The funding is important - it provides a deeper understanding from whānau Māori voices about the barriers and disparities that lead to low participation rates in genetics based research, for example, where whānau have familial cancer.”

- *Irene Kereama-Royal*

## International Cancer Benchmarking Partnership (ICBP)

We continued to fund and support the International Cancer Benchmarking Partnership (ICBP) and were pleased to see that Te Aho o Te Kahu also joined this partnership. An overview of numerous ICBP publications is available [here](#).

## Other Cancer Research

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

### Key Stats: Research 2021/2022



**12**

applications received  
in the 2021 Grant Round

**10**

applications approved  
in the 2021 Grant Round



**\$5,769,567**

spent on research

## Fundraising



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



## Daffodil Day

In 2020, we were unable to hold a street appeal in Auckland. Unfortunately, a year later in 2021, we found ourselves in a similar situation throughout all of New Zealand. Roughly one week before Daffodil Day, we made the decision to prioritise the safety of our volunteers and everyone involved and cancel the street appeal. This was the right decision as on Friday 27 August, New Zealand was still in level 4 lockdown.



The street appeal typically raises over \$1 million for people affected by cancer. But with incredible teamwork across the federation and those who supported Cancer Society both online and within their bubbles, Daffodil Day was still a huge success and we raised more than ever before.

We were also delighted to receive substantial coverage for Daffodil Day. Some highlights included:

- Our former Medical Director Dr Chris Jackson on his last day as Medical Director being a weatherman on [TVNZ Breakfast](#).
- [The Project](#) covering Emma Twigg's fundraiser and the fantastic dollar match support provided by ANZ and the three anonymous donors.
- Our superstar supporter Lochie and his dad Luke on [Seven Sharp](#).
- The PM Jacinda Ardern and Dr Ashley Bloomfield wearing daffodils during the daily COVID briefing.
- The Hawke's Bay Cancer Society teaming up with the legendary New Zealand artist Dick Frizzell to create an exclusive run of t-shirts, hoodies and prints as a fundraiser for Daffodil Day. The Daffy to Daffy artwork follows Frizzell's famous 'Mickey to Tiki' format of a beloved cartoon character morphing into a significant symbol - in this case, turning Daffy Duck into a daffodil.
- We were pleased to see that our partner ANZ received a 2022 Beacon Award in the Most Effective category for "The socially distanced Daffodil Day".



## Relay For Life - it's all about community

The sad but inevitable happened, all physical Relay For Life events were cancelled in 2022. However, the silver lining was a nationally available online option - Relay Your Way. Relay Your Way had its own page on the Relay For Life website and offered participants a guided experience that combined all the best parts of Relay with the luxury of walking when they wanted, with who they wanted, and where they wanted. The creation of Relay Your Way also meant we could keep the Relay For Life spirit alive until we are able to gather in person again.

Relay Your Way continues in the 2022/2023 financial year.

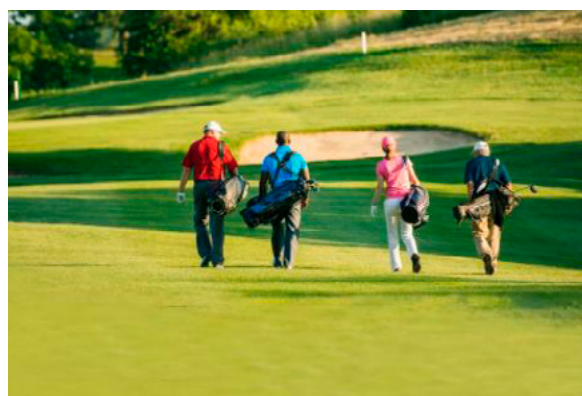
Watch the Relay Your Way Guided Experience [here](#).



## The Longest Day Golf Challenge

This was the second year the Longest Day Golf Challenge featured on the Cancer Society events calendar. In December and January (when the days are the longest) golfers hit the course teeing off at sunrise and playing through sunset completing 72 holes in one day. The Auckland Fundraising team led the mahi for this national event and did an incredible job with more golfers dusting off their clubs to support the Cancer Society than the year before.

The event was a huge success raising \$733,000 in funds for those affected by cancer.



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# Finances

## Ahumoni

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

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

The 2021/2022 financial year was challenging for the Cancer Society. The operational challenges of COVID-19 meant that operating plans in all parts of the Federation were disrupted. Cancer doesn't stop for COVID-19, and the work of the Cancer Society can't stop either. Through effective financial management, the Cancer Society of New Zealand Inc finished the financial year in a sound financial position.

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



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# Our People

## He Tangata

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### Our Board

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

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

### Our staff and volunteers

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

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## Our Structure

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The Cancer Society consists of a number of different charities operating under the Cancer Society name and brand. This Annual Report summarises some key activities of 2021/2022 of the Cancer Society.

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

### Key Stats: People 2021/2022



**61,326**  
volunteer hours



**348**  
paid staff  
**239.75**  
of FTEs performed by paid staff



Annual Report of the Cancer Society of New Zealand Inc,  
Te Kāhui Matepukupuku o Aotearoa

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