

Annual Report Pūrongo ā-tau **2024**



Our mission

Reducing the incidence and impact of cancer in Aotearoa New Zealand

Our goals

1. To be a respected voice on cancer prevention, care and survivorship
2. To be a valued partner within the health sector and internationally
3. To use our resources efficiently to deliver equitable cancer outcomes for people, whānau and populations
4. To ensure we are anchored in our communities in the high value services we deliver

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Foreword

Tēnā koutou

It is our pleasure to present this Cancer Society of New Zealand Annual Report and outline our achievements in the 2023/2024 year in our mission to reduce the incidence and impact of cancer in Aotearoa/New Zealand.

It is my first year leading the Board, and I am very proud of what we have achieved.

In the lead-up to October's General Election the Cancer Society was an authoritative and influential voice framing cancer as a significant issue for the new Government – both in advocacy efforts behind the scenes and more widely in national media.

Our first-ever Manifesto posed 12 key asks to decision-makers and called for bold action against cancer.

Our top priority was reform of the National Travel Assistance (NTA) Scheme, so we were pleased to welcome the announcement in March of an \$18m boost that will directly support those New Zealanders needing to travel for cancer treatment.

Our advocacy work with our NGO partners who “pushed for change” was expressly mentioned by Health Minister Dr Shane Reti when he made the announcement. This is recognition we hope was heard and felt by the many people who have pushed for meaningful change over many years on this issue. Our collective mahi is having an impact, and our voices will be crucial as we continue to advocate for further vital changes to the Scheme.

Another high point was our second most successful Daffodil Day ever, raising \$5.5m from generous New Zealanders. We are particularly grateful to our long-standing major sponsor, ANZ. ANZ brought in more than \$1m to this year's Daffodil Day campaign, which gives us greater capability to support as many people as possible. We are also very grateful to our ANZ Daffodil Day Ambassador Dai Henwood, whose generosity sharing his story and rallying his comedy companions for our cause enabled us to further amplify awareness of the support and services we offer.

Continuing to deepen and develop our support of cancer research in New Zealand has been another key theme. We funded four new research projects, three post-Doctoral fellowships and announced two Māori Cancer Researcher Award rounds. Our research grants play an important part in building the cancer research workforce in New Zealand and ensuring we retain the brightest minds working on cancer here in Aotearoa.

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

None of our achievements would be possible without our staff, volunteers and many donors who so generously choose to support us. We therefore extend our heartfelt thanks to our volunteer Directors and acknowledge the contribution of those who stepped down from their roles during the past year, including my predecessor as president Alister Argyle, Manu Taki Dr Keri Milne-Ihimaera, Corey Heberd and Maurice Gianotti.

We also say thank you to Dr Rachael Hart, who finished up as National Chief Executive at the Cancer Society in June 2024, for her leadership in positioning us for continued growth and success. We wish her well.

This past year we welcomed new board members Candace Kinser, Sue Hope and Karen Bennett.

As we turn from reflecting on the last year to looking to and planning for the future, we know many challenges lie ahead. Every day 74 New Zealanders are diagnosed with cancer. One in three of us will get cancer in our lifetime. The demand for the Cancer Society's services has never been higher and looks likely to increase.

We remain committed to continuing to work with the Government, our partners in the health system and cancer sector, and within our communities to deliver the best outcomes for those impacted by cancer.

We cannot do it without you. So again, we say thank you.

Ngā Manaakitanga,



Julian Grennell
CSNZ Board Chair

A message from our Medical Directors

This Government has set a health target for 90% of cancer patients to receive management within 31 days of the decision to treat the disease.

Everyone likes the idea of treating cancer in a timely way, but our health system will face significant challenges meeting this target – namely, the lack of long-term strategic thinking, workforce pressures, and a widening medicine gap.

The World Health Organization has predicted cancer cases to rise 77 percent worldwide by 2050. Closer to home, Te Aho o Te Kahu Cancer Control Agency says patient numbers will double in just 20 years.

We need a long-term strategy to help cope with the expected increase in cancer cases. The trouble is that we are hampered by a three-year political horizon for thinking about long-term problems.

To lift our cancer management in New Zealand we also need more investment in the public system, particularly in our health workforce. We desperately need action and investment to stop our specialists leaving for higher pay in Australia or in the private sector, and to prevent burnout among those left behind. People just won't be attracted into the sector if they see it is under-resourced.

Some of the saddest headlines in the media this past year reflect the reality we face daily in the medical profession – the stories of patients waiting years for treatments which could be lifesaving.

New Zealand is falling behind Australia and many similar countries in addressing cancer. People shouldn't be setting up "Give a Little" pages to fund treatments; they shouldn't be mortgaging their homes or cashing in their KiwiSaver; and they don't have the luxury of time to wait for a government to fulfil its promises.

Cancer has no quick fix. There are significant challenges in cancer control that are larger, more expensive, more complex, and more acute than in other areas of health.

The good news is there are steps our country's leaders can take to address key cancer issues right now if they dare to be bold and commit to action, acceleration and investment where it counts.

We have signalled we want to be part of the conversation and help shape system-level change in prevention, screening, treatment, care and research.

Our voice is strong — and we will keep raising it.

Ngā mihi,



Dr Kate Gregory

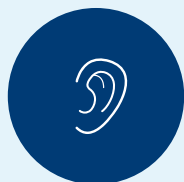


Dr George Laking

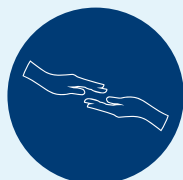
Our year in numbers

KEY STATS FOR 2023/2024

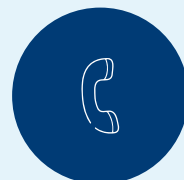
- SUPPORT -



11,131
new referrals



29,293
face-to-face contacts



64,346
phone contacts



35,799
other client contacts
(including mail, email, text and Skype)



52,892
accommodation nights provided



20,016
drives provided



1,008,901
kilometres driven by
Cancer Society volunteers



10,937
support programmes'
attendees

- RESEARCH -



\$3,634,970
million dollars directed
to research

- MEDIA -



796,077
website page views on
cancer.org.nz



2,455
Cancer Society of
New Zealand media mentions



29,286
followers on Cancer Society of
New Zealand's social media
channels (aggregate of Facebook,
Instagram, X and LinkedIn totals)



\$16,498,615
Total Advertising Sales
Revenue (ASR) value of media
mentions for the 23/24 year

- PEOPLE -



6,810
Number of registered
volunteers



1,161
Number of volunteer
drivers



265
Total number of FTE staff



86,865
Number of volunteer hours

A respected voice on cancer



A trusted brand

Every two years, we take part in a Brand Awareness Survey that investigates the general public's awareness, knowledge, beliefs and attitudes towards the Cancer Society.

The insights from our 2023 survey were incredibly valuable and highlighted several key opportunities for us.

Key findings included:

- 100% of respondents had heard of the Cancer Society
- Trust and confidence are high
- People have a positive perception of the Cancer Society
- Credibility of the Cancer Society branded products is high

Advocating for cancer prevention

Cervical Screening HPV self-test roll-out a game-changer

In September we celebrated the switch to Human Papillomavirus (HPV) primary testing for cervical screening in New Zealand, with the option to self-test.

The new self-test for HPV is a game-changer as it makes screening more accessible and acceptable, especially for Māori wahine.

HPV is a virus that causes almost all cases of cervical cancer. High rates of HPV vaccination, together with high rates of cervical screening, can help eliminate cervical cancer in Aotearoa.

In preparation for the launch of the new self-test, we hosted a webinar on cervical cancer, providing valuable insights into the changes to the cervical screening programme. One of our Cancer Society-funded researchers Anna Adcock spoke at this event. To coincide with the new self-test rollout, we also updated the HPV Vaccination Toolkit for health promoters and community advocates.

We also took the opportunity to make a call for free cervical screening for all eligible people, one of our 12 key asks to decision-makers in our Cancer Society Manifesto, by issuing a media release quoting Cancer Society Medical Co-Director and gynaecological cancer specialist Dr Kate Gregory.

Manifesto calls for bold action on cancer

In September we released our first ever [Cancer Society of New Zealand Manifesto](#) ahead of the 2023 General Election.

In it we posed 12 key asks to decision-makers, that fell under four key areas:

- investment in prevention – so more New Zealanders live cancer free lives;
- early detection and diagnosis of cancer – so more lives are saved;
- timely and accessible cancer care services – so all New Zealanders receive the cancer treatment they need; and
- cancer care and support closer to home – so all New Zealanders receive the cancer support they need.

We called for political leaders to take bold action against cancer.

Along with the Manifesto, we conducted a candidate survey in the lead up to the election and post-election presented a Briefing for Incoming Ministers.

Media activity around our Manifesto release included a 16-minute interview with Cancer Society's National Chief Executive on New Zealand Herald's podcast The Front Page; as well as a live election panel discussion on health on Radio Rhema.



Trans-Tasman tag team tackles food regulation

Cancer Prevention staff have been very involved in the Food Standards Australia New Zealand (FSANZ) Act Review with colleagues both in Aotearoa and Australia this past year.

The FSANZ Act sets rules and boundaries for our food regulatory system. It has the potential to both support the health and wellbeing of New Zealanders and underpin a productive food industry. This review is an important opportunity to improve the food regulatory system's capacity to protect public health and consumers. It is well established that a healthy weight and diet are key to preventing many types of cancer. In 2019, almost 8% of all cancer deaths in Aotearoa New Zealand were due to unhealthy diet, and more than 6% were due to high Body Mass Index (BMI).

Public health and consumer organisations, including the Cancer Society, are concerned the package of reforms currently proposed will not enable FSANZ to meet its primary, legislated objectives – protecting public health and informing consumers, and they will increase risks and costs to both consumers and governments.

We have contributed to trans-Tasman working group discussions, helped write a submission template, made our own submission on this issue, connected with sector stakeholders, met with Government officials, and met with the Food Safety Minister Andrew Hoggard.

Campaigns, Submissions, TV and Media



SunSmart campaign builds engagement

As part of our contract with Te Whatu Ora Health New Zealand we deliver a national SunSmart campaign, working with NIWA and MetService.

We went live with the SunSmart campaign across Meta platforms (Facebook and Instagram) and MetService. We launched Out Of Home campaign components with decals and small billboards in key summer locations across the country.

The star of the 2023/24 campaign was once again the iconic Tiger Prawn. Building on the previous year's summer campaign we saw high levels of engagement and positive reactions from our target audience of families with young children.

Smokefree – Let's stay on track!

We were extremely disappointed to learn that the new coalition Government's agreement and 100-day plan announcements brought with them the repeal of what we believe to be world-leading, lifesaving Smokefree legislation.

Our teams worked hard to mobilise the community and ensure our voice and utter disappointment was heard alongside our allies in the health sector in response.

This included: media releases, development of a smokefree toolkit, social media posts and shares, promotion of and staff participation in rallies, and our signing petitions and open letters in support of retaining and implementing Smokefree Environments and Regulated Products (Smoked Tobacco) Amendment Act as intended.

We shaped up a mini parliamentary campaign to help save our Smokefree laws.

The campaign centred on a visual created by editorial cartoonist and illustrator Jeff Bell that depicts New Zealand's ambitious goal of Smokefree Aotearoa 2025 represented by a mountain. It shows a kiwi, tui, kākāpō and pūteketeke ascending it, ready to stake a Smokefree flag when they reach the summit.

The image depicts the birds close to the summit because New Zealand has a long, proud Smokefree journey and we have come a long way. However, we wanted to remind politicians that we haven't made it yet, and that some of us are further behind than others. That's why we need bold and brave action to keep us on track and achieve our goal for all New Zealanders.

Thanks in large part to our campaign we secured a meeting with Minister Casey Costello to express our disappointment, and our expectations that any other options need to be evidence-based and strongly informed by the voices of our communities.

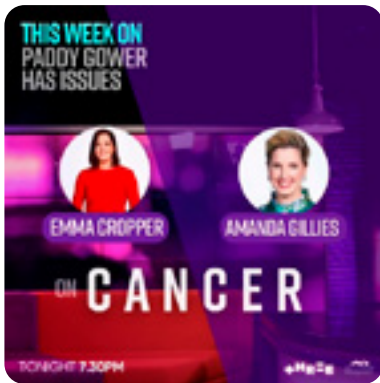
We will continue to take opportunities to advocate strongly for bold action to achieve a Smokefree Aotearoa.



Our submissions

This year, the Cancer Society made submissions to:

- Pharmac on the [Review of rule 8.1b of the Pharmaceutical Schedule regarding paediatric cancer treatments in New Zealand](#) (April 2023)
- Pharmac on the [Proposal to widen access to intravenous trastuzumab and the change the funded brand](#) (June 2023)
- Ministry of Health on [A proposal to clarify how nicotine levels for vaping products are expressed in the Smokefree Environments and Regulated Products Regulations 2021](#) (June 2023)
- The Justice Committee on [The Sale and Supply of Alcohol \(Rugby World Cup 2023 Extended Trading Hours\) Amendment Bill](#) (June 2023)
- The Department of Internal Affairs on [Safer Online Services and Media Platforms](#) (July 2023)
- Food Standards Australia New Zealand on [Carbohydrate and sugar claims on alcoholic beverages](#) (September 2023)
- Food Standards Australia New Zealand on [Defining added sugars for claims](#) (October 2023)
- Ministry of Justice on [Political lobbying code of conduct options survey](#) (January 2024)



From small screen to big screen

Our team worked with investigative journalist Patrick Gower and his production team for a cancer-focused episode of the *Paddy Gower Has Issues* series.

The National Travel Assistance (NTA) Scheme and its need for an overhaul, as well as the medicine gap and the rise of patients looking to private care due to lengthy waits in the public system each had a spotlight. The hour-long episode prompted Te Whatu Ora to schedule work to address inadequacies in the Scheme. It proved to be a powerful piece we were able to draw on later in the year during our "NTA: Let's Drive Change" campaign to see this work prioritised.



TV presenter Matt Gibb was one of 18 contestants on *Celebrity Treasure Island*. He represented the Cancer Society as his chosen charity. Matt has been eager to work with us to use his platform to raise awareness of our mahi and shared posts via his social media, tagging in Cancer Society, as well as winning us \$10,000 in charity challenges on the show.

Iconic Kiwi film *The Mountain* was released in cinemas across the motu at Easter 2024. Cancer Society Medical Co-Director Dr George Laking was proud to act as Advisor for the film, and we were also excited to provide sunscreen for the shoot.



The family film follows three tamariki on a journey of friendship, healing and adventure under the watchful eye of Taranaki Maunga.

One of the characters is determined to fulfil her mission of connecting with her mountain in the hope they can heal her from the cancer she battles.

We promoted this unique connection via our social channels.

Making headlines...

Stuff
 NZ NEWS / QUIZZES / SUPPORT STUFF / SPORT / WORLD / LISTEN
 Two people have been arrested after a rugby team's van was shot at in Hastings... 2024.02.02

Where healthcare is hard to find: Kiwis going cross-country for cancer care

Mar 21, 2024, 10:05am

Dr Shane Hart on why cancers are diagnosed in emergency departments.
 Health Minister Dr Shane Hart talks health reporter Rachel Thomas on how to do much better on the number of New Zealanders who are diagnosed with cancer as a result of...

Dr George Lilling, Director of Medical Oncology

Newshub
 Exclusive: Newshub reveals significant win for cancer patients battling 'postcode healthcare'

Newshub can reveal a significant win for Kiwis battling 'postcode healthcare'. To help meet rising demand for patients who need to travel for treatment, the Government will lift the 'travel cap' it pays them and the accommodation rate will also be boosted to offset the rising cost of living.

RNZ News
 NEW ZEALAND / HEALTH

Princess of Wales' cancer diagnosis a wake up call - Cancer Society

6:22 pm on 21 March 2024

RACHE PATEY, CORONER

RACHAEL HART
 Cancer Society

TE AO MĀORI / HEALTH

Three wāhine receive awards to support cancer research

2:54 pm on 17 February 2024

Pukeko Pawaui, Māori issues reporter

Nurse consultant Stella Williams-Tee (Te Rauawa, Te Aupōuri, Ngāpahi, photo supplied)

Three Māori researchers are receiving funding for their research into improving cancer care and addressing health inequities which see cancer disproportionately affect Māori.

Te Kāhiri Matepūkupuku o Aotearoa (the Cancer Society of New Zealand) and Hei Ahuru Nōwāi Māori

Dr Rachael Hart, CEO of Cancer Society

RNZ News
 NEW ZEALAND / POLITICS

Call for time limits on Pharmac's drug assessment process

1:02 am on 6 February 2024

The Cancer Society wants Pharmac to have fixed timelines in which to assess new medicines.

The Cancer Society says it is going to write our government to...

RNZ News
 NEW ZEALAND / ELECT ION 1000

Infrastructure investment needed before National's cancer drugs could be delivered - Cancer society

6:33 pm on 22 August 2023

RNZ News
 NEW ZEALAND / HEALTH

Health agency admits need to review funding for travelling cancer patients

6:09 am on 10 June 2023

Pauline Fife, reporter

The National Travel Assistance Scheme did not cover all costs for cancer patients.

Some cancer patients struggling with the cost of travel away from home for care are making the difficult decision not to have treatment.

Newshub

Cancer Society CEO Rachael Hart on the vital role the charity plays in supporting those impacted by cancer

18/09/2023

New Zealanders are getting ready to show their support for Daffodil Day, as yet another year sheds light on the vital initiatives of the Cancer Society and their remarkable endeavours to assist those impacted by cancer.

Cancer Society NZ CEO Rachael Hart says Daffodil Day is about more than fundraising but about sharing stories of cancer experiences, and a day to remember those we wear or buy our daffodils for.

A valued partner



Leading the cancer sector

In September 2023 Cancer Society’s National Office began to shape up a “mini-campaign” to unite whānau and organisations wanting to see much-needed changes to the National Travel Assistance (NTA) Scheme progressed with urgency within the new Government’s first 100 days in office.

On 20 November our “NTA: Let’s Drive Change” campaign site www.letsdrivechange.org.nz went live.

We invited people to sign an Open Letter to the new Health Minister Dr Shane Reti and share their reasons for supporting the campaign/how the current scheme affects them. We gathered the support of more than 30 organisations and 1000+ individual signatories.

We also launched a campaign website and social media campaign.

Dr Reti announced the following changes to the NTA would take effect from 1 April 2024:

- Kilometre rate will rise from 28c to 34c/kilometre.
- Nightly accommodation rates will rise from \$100 to \$140 a night.
- Rate for those staying with friends or whānau will increase from \$25 to \$35 a night.

Plus, the Government signalled it would work on changes to eligibility and payment options.

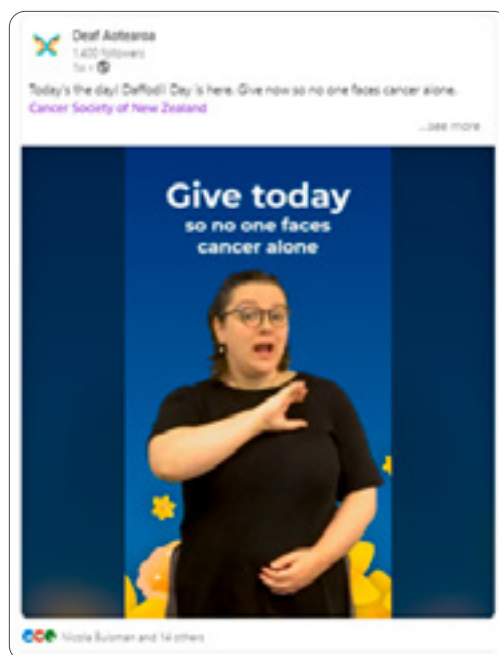
We, and our NGO partners, saw this as a step in the right direction – but are determined not to take our foot off the pedal. We continue to drive for meaningful change for those who need to travel to treatment, their whānau, friends and supporters across the motu.



Building relationships

As part of our Daffodil Day 2023 communications and public relations campaign we focused on building on existing relationships with Cancer Society allies as well as forming new ones.

One of these new partnerships was with the team at Deaf Aotearoa, who delivered our campaign messaging in New Zealand Sign Language (NZSL) to help us be more inclusive in raising awareness of our support services.



Strengthening research collaboration

Our partnership with the University of Otago, the Cancer Society Research Collaboration Aotearoa New Zealand/Te Rōpū Rangahau ō Te Kāhui Matepukupuku, continues to generate great insights.

A particular highlight was the publication in October of the report *Public awareness of cancer risk factors & support for prevention policies in Aotearoa New Zealand: A focus on alcohol and diet*, which generated good interest in the media and provided a great evidence base for informing advocacy work.

The research shows there is considerable public support from New Zealanders for government to take policy action to reduce people's exposure to alcohol and dietary cancer risk factors in their environment. Key findings in the report include the fact that 80% of those surveyed either support or feel neutral towards a ban of alcohol sponsorship at sporting or community events that under 18-year-olds attend, and 84% support policies addressing the cost of healthy food.

Read more about this research and our wider involvement as a federation in the research space at: www.cancer.org.nz/about-us/cancer-research

Delivery of equitable cancer outcomes



Funding high quality research

In November we were pleased to announce a \$1.8m boost for cancer research, funding four research projects and three post-doctoral fellowships in our 2023 National Research Grant Round.

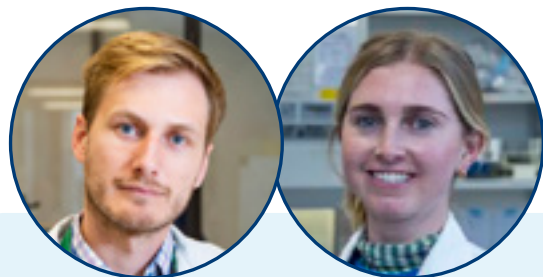


Above: National Scientific Advisory Committee (NSAC) meet to discuss and evaluate the applications in the National Research Grant Round 2024

- Post-doctoral Fellowships -



Dr Hanna van Waart has been awarded a post-doctoral fellowship to work alongside Dr Marta Seretny in the prehabilitation in cancer research group at the University of Auckland. Hanna will look at co-designing 'prehab' programmes in a collaborative team including researchers, healthcare providers and patients.



Dr Alistair Brown from Victoria University of Wellington and **Dr Olivia Burn** from the Malaghan Institute of Medical Research both received post-doctoral fellowships. Dr Brown plans to develop a cutting-edge synthetic biology platform and Dr Burn is looking at a unique mRNA vaccine approach to enhance the effectiveness of immunotherapy in liver cancer.

- Project Grants -



University of Auckland researcher **Associate Professor Anna Miles** has been awarded a project grant to evaluate the use of Expiratory Muscle Strength Training (EMST) for patients with head and neck cancer following radiation treatment.



Professor Zimei Wu from the University of Auckland aims to develop a therapy that may help eradicate triple-negative breast cancer, based on delivering a drug 'nano-cocktail' that is directed to tumour cells and, in particular, the cancer stem cells or 'bad seeds' often left behind by conventional therapy.



Dr Arthur Morley-Bunker from the University of Otago, Christchurch is focused on improving clinical diagnostic tools that lead to advanced detection of patients with possible genetic predisposition to colorectal cancer (Lynch syndrome), and patients who will respond to immunotherapies. His research will apply digital pathology and artificial intelligence to evaluate cancer tissue to provide a deeper analysis of tumour features that are not easily observed with the human eye.



Dr Glen Reid from the University of Otago is seeking to understand how rare drug-tolerant cells emerge during cancer treatment. Dr Reid will test out his prediction that dying cells send out signals that promote the emergence of these therapy evaders. He hopes that with greater understanding we can block this process using readily available and cheap anti-inflammatory drugs to ultimately improve outcomes for lung cancer patients.



Detailed summaries of this year's funded projects and fellowships are available on the Cancer Society website: www.cancer.org.nz/about-us/cancer-research/national-research-grants

Māori Cancer Researcher Awards

During the 2023/24 financial year we were excited to announce with our partners at Hei Āhuru Mōwai (Māori Cancer Research Leadership Aotearoa) two Māori Cancer Researcher Award rounds.

In April 2023 Danielle Sword (University of Otago, based at the Malaghan Institute) and Grace Young (University of Otago) received awards.

Danielle's PhD research focuses on CAR T-cell therapy, a form of cancer immunotherapy. She will look into improving the mechanisms of CAR T-cells in the laboratory and investigate te ao Māori perspectives on CAR T-cell therapy from patients, their whānau, and the researcher.

Grace's PhD research focus is developing a better treatment for triple-negative breast cancer, which is fatal to many patients. This type of cancer is prevalent among young women in New Zealand, and in particular Māori women.



Danielle Sword



Grace Young

In February 2024 another three wahine committed to maximising Māori health gains received funding for their research into improving cancer care.

Paediatric dietitian Alexis Ross' PhD research (The University of Auckland) will focus on co-designing a prehabilitation pathway for children with acute lymphoblastic leukaemia (ALL) that optimises nutrition and physical activity. Fellow Auckland University researcher, nurse consultant Stella Williams-Terei, will look at how Māori nurses contribute to cancer care and navigation for Māori patients.

Maria Marama will be hosted by Pūrangakura, an independent kaupapa Māori research centre based in Tāmaki Makaurau/Auckland, for her Master's project exploring traditional and complementary approaches to breast cancer treatment for wāhine Māori.



Alexis Ross



Stella Williams-Terei



Maria Marama and supervisors

Below: Cancer Society National Office Policy Lead, Cancer Care Ellen Fisher (left) and Research Manager Dr Nicole Stanton at the New Zealand Society for Oncology conference.



Above: Dr Kimiora Henare and Dr Nicole Stanton presenting at the World Indigenous Cancer Conference.

→ You can read more about our Māori Cancer Researcher Award recipients at: www.cancer.org.nz/about-us/cancer-research/national-research-grants/

Championing our cause at conferences

CSNZ representatives attended the New Zealand Society for Oncology (NZSO) Conference held in Napier in September.

The goal of NZSO is to bring together clinicians and scientists to encourage translational cancer research collaborations and the conference attracts attendees from across the country, covering many research fields across the cancer continuum. The conference was an excellent opportunity to raise the profile of our funding rounds and to connect with our currently funded cancer researchers, Hei Āhuru Mōwai, Te Aho o Te Kahu, and fellow cancer NGOs.

We were excited to be able to have Cancer Society's Research Manager represent us at the World Indigenous Cancer Conference (WICC) 2024, held in March in Melbourne, Australia.

Dr Nicole Stanton presented with Dr Kimiora Henare, Research Fellow at the University of Auckland, on the Māori Cancer Researcher Awards, a partnership between Hei Āhuru Mōwai, Māori Cancer Leadership Network and Te Kahui Matepukupuku o Aotearoa/Cancer Society of New Zealand established in 2021 to grow Māori cancer research leadership.

We were delighted that a number of those researchers whose mahi is funded through this partnership presented at the conference.

Meaningful connections were made between the Cancer Society and other organisations wanting to set up similar funding rounds to the Māori Cancer Researcher Awards.

Over 500 attendees at WICC represented indigenous groups from around the globe, with particular representation from Canadian, US, Australian, and Aotearoa/New Zealand communities.



Above: Dr Kimiora Henare (far left) and Dr Nicole Stanton (far right) with Māori Cancer Researcher Award recipients (second from left to right) Helena Abolins-Thompson, Stella Williams-Terei, Dr Myra Ruka, Danielle Sword and Maria Marama at the World Indigenous Cancer Conference 2024.

Cancer Society Grant Portal up and running

In June 2023 we established our new Grant Portal in partnership with Tahua, a New Zealand-based company that specialises in cloud-based grants management software. The platform is user-friendly, with highly responsive local support available. It was used for the first time for the National Research Grant Round 2024 and will be used for all National Research Grant Rounds going forward.

Maximising our fundraising for the sustainability of important services



Daffodil Day

Daffodil Day 2023 was another record-breaking year raising \$5.47 million.

In total 3380 individuals, groups, schools and businesses fundraised for Daffodil Day this year, and for that we are extremely grateful.

Our major sponsor ANZ had another remarkable year. Through the mammoth efforts of ANZ staff fundraising, hosting the Comedy Treatment starring Dai Henwood, encouraging and enabling public donations, and generous dollar matching ANZ raised well over \$1m for Daffodil Day 2023, surpassing its impressive contribution to Daffodil Day 2022.

In addition to ANZ, relationships with suppliers and supporters continued to grow. Thank you to all our Daffodil Day suppliers with special mention to EFTPOS NZ, TradeMe, Boost Promotions, Lotto and the NZX Stock Exchange.

Relay For Life

Relay for Life is an inspiring community event that celebrates people who have had cancer, remembers loved ones lost to cancer, and raises awareness and funds.

This year we built a new website that could enable and empower community groups and schools to host their own Relay.

This year 11,797 people took part in Relay For Life events and raised over \$2.6 million, of which we are very grateful for.



→ In the community, for the community

Just as our services are anchored in our communities, so too our fundraising efforts are driven by champions in our communities. We invite you to also check out the pages of each of our six regional Divisions' Annual Reports – available on the [cancer.org.nz](https://www.cancer.org.nz) website – for more about fundraising activity and other highlights from the year that was.



Jump For Cancer

This was the second year Jump For Cancer was held as a nationwide event.

In total 1236 brave jumpers raised an inspiring \$228,500, including current and former Cancer Society staff.

Longest Day Golf Challenge

This year we had 897 eager golfers, raise \$637,385, a whopping \$83,000 more than the previous year.



Marathon in a Month

We held our second nationwide Marathon in a Month in November with 913 taking on the challenge to run, walk, swim, or even skip a marathon over the course of the month.

This was 301 more participants than the previous year. Collectively these motivated marathoners raised \$143,000.

You can for cancer

You can for cancer is our home base for community fundraising and has the ability to host any fundraiser the community can think of.

This year we hosted 151 fundraisers, who collectively raised \$215,000. This included many brave head shaves and some incredible physical feats such as hiking and scootering the length of Aotearoa.

Photos: All Black Sevens' Star Andrew Knewstubb before and after his You Can for Cancer Chop-the-Mop fundraiser, which raised over \$5000.



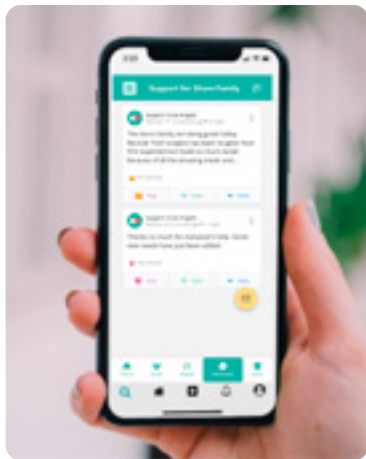
Anchored in Communities



Providing information to those impacted by cancer

Our website www.cancer.org.nz attracted a total of 796,077 views throughout the year, with 326,562 users accessing cancer-related information on our webpages.

We released a new information booklet and associated webpages on the topic of 'head and neck cancer'. The resource provides accurate, up-to-date information to support those with a cancer diagnosis and their friends, whānau and supporters. It includes the risk factors for head and neck cancer, what head and neck cancer is, how it is diagnosed and treated, as well as how to live well during and after treatment.



“A great platform to support your loved ones through their ups and downs.”

- Feedback from a Support Crew user

Connecting loved ones in challenging times

Support Crew is a free online help roster that assists patients and their whānau dealing with cancer, or any other challenging life event, to easily coordinate meals and support from whānau and friends across the motu.

This year, our platform continued to evolve. With Datacom as our Technology Partner, Support Crew has undergone a remarkable transformation, becoming even more powerful and user-friendly. The transformation included a fresh new look, providing a more visually appealing and mobile-friendly experience, a streamlined navigation, and an enhanced intuitive interface.

Support Crew has helped nearly 12,000 people give and receive support, with nearly 8,500 requests for help – and we aim to double our impact with Support Crew over the next two years.

Find out more about Support Crew at www.supportcrew.co

Throughout stores and homes in NZ

Daffodil Enterprises Limited launched a new addition to the Cancer Society Sunscreen range – a Daily Face 3-in-1 face sunscreen with a strong campaign.

Summer arrived late but lasted through until April with unusually warm temperatures. Despite a general decline in sunscreen sales across all brands, Cancer Society sunscreen achieved a 0.8% growth over last season. Tight consumer discretionary spending, as families balanced their needs, led to a preference for larger pack formats (1 litre), which also kept consumers out of the market longer.



Finances

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 individual Annual Reports or via Charities Services.

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.



Our People

Our Board

The Board of Cancer Society of New Zealand as at 31 March 2024.

- Julian Grennell (President)
- Candace Kinser
- Dr Keri Milne-Ihimaera (Manu Taki)
- Chris Staynes
- Sue Hope
- Nick Dangerfield (Chair - National Finance, Audit and Risk Advisory Committee)
- Dr Garry Forgeson
- Dr Kate Gregory (Medical Director)
- Dr Kate Reid
- Dr George Laking (Medical Director)
- Karen Bennett

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 firmly anchored in our communities, providing cancer support services across Aotearoa.



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

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 www.cancer.org.nz

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