



**Towards  
zero  
deaths**



**Breast Cancer  
Foundation NZ**

**Annual Report**  
2022 - 2023

# Annual Report

1 August 2022 - 31 July 2023

## Towards Zero Deaths

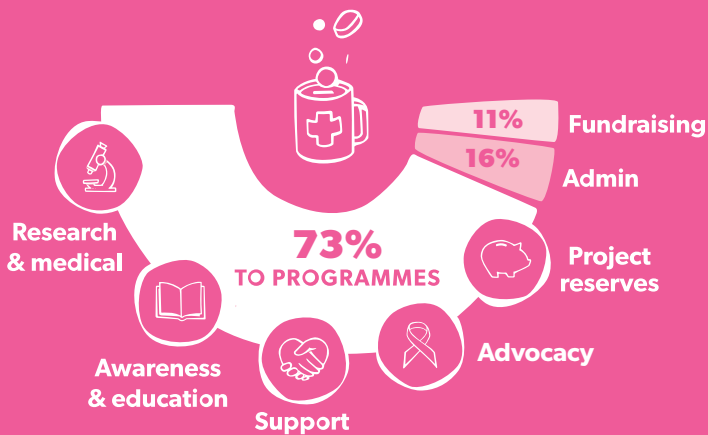
Every day, nine New Zealanders are diagnosed with breast cancer. It's the biggest killer of Kiwi women under the age of 65. But with your help, we are working relentlessly to change this.

Our vision is zero deaths from breast cancer. Together, we are working towards this, through:

- 1 Education and awareness** campaigns that promote the importance of early detection;
- 2 Research** by world-class New Zealand scientists and doctors seeking to advance breast cancer detection and treatment;
- 3 Support** to help patients get through treatment and recovery;
- 4 Advocacy** to improve access to mammogram screening, diagnosis, treatment and care.

As a charity that doesn't receive any government funding, we couldn't do any of this vital work without your generous support.

# Where your support goes



Breast Cancer Foundation NZ is governed by a volunteer Board of Trustees who are responsible for all aspects of the Foundation's strategy, operations and financial stewardship. In addition, the Foundation is guided by a Medical Advisory Committee of medical practitioners who volunteer their time to give direction on a variety of programmes.

# From the Chair and Chief Executive

We are pleased to report 2022/23 has been a successful year for BCFNZ. Our resilience coupled with the generosity of our supporters has allowed us to bounce back strongly after Covid-19.

This year we invested more in our programmes than any other year in our history, accelerating our progress to reach zero deaths.

We made significant achievements in the midst of a cost of living crisis and a public health system still under severe pressure. Notably, after seven hard years of campaigning for the screening age to be lifted to 74, we finally saw parliamentary progress to make this a reality. And one of our greatest assets, Te Rēhita Mate Ūtaetae - Breast Cancer Foundation National Register, is driving crucial improvements so the health system can deliver better breast cancer care.

A new fundraising strategy enabled us to deliver greater results, despite Cyclone Gabrielle and the other extreme weather events creating turbulence. We also began revising our programme strategies to ensure our actions have the greatest possible impact.

We couldn't have done this vital work without the donors, corporate partners, volunteers and supporters who stuck with us through the toughest of times. Your unwavering loyalty is a testament to your commitment to our shared vision and it strengthens our resolve.

It's an exciting time for the Foundation. Next year marks our 30th anniversary – we look forward to celebrating this wonderful milestone with you, and we'll continue to lead the charge to end deaths from breast cancer. Thank you for standing with us on this ambitious journey.

**Justine Smyth, CNZM** (Chair)  
**Ah-Leen Rayner** (Chief Executive)



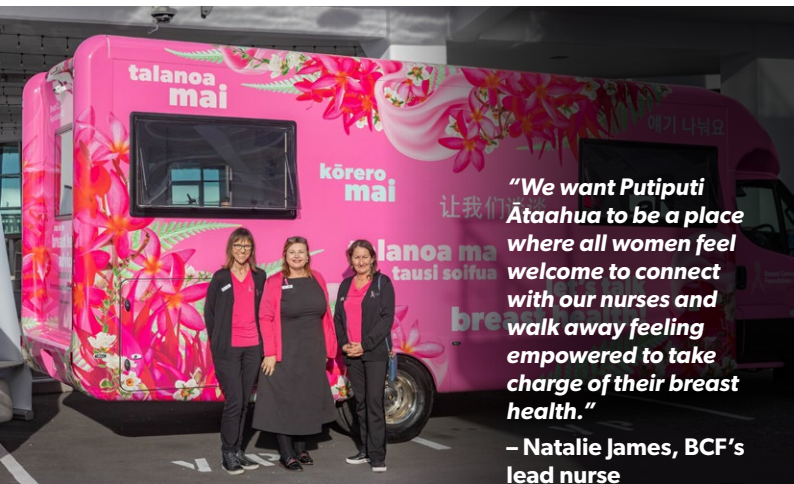
# Education

**Early detection of breast cancer offers the best chance of survival. Your support allows us to spread this message to Kiwis all over the country.**

Our life-saving early detection education programme now can't be missed thanks to our new eye-catching Pink Campervan.

Putiputi Ātaahua (meaning 'Beautiful Flower', a name gifted by Ngāti Whātua Ōrākei) is a purpose-built, state-of-the-art vehicle used by our nurse educators to deliver life-saving breast health messages to all corners of NZ.

Thanks to generous Kiwis like you, we successfully fundraised to get the campervan built in time to hit the road in October 2023. We'll now be able to visit all communities across the country, something we'd never been able to do before.



***"We want Putiputi Ātaahua to be a place where all women feel welcome to connect with our nurses and walk away feeling empowered to take charge of their breast health."***

**– Natalie James, BCF's lead nurse**



**HEY AUNTIES, MUMS,  
WAHINE, HAVE YOU  
BOOKED YOUR  
MAMMOGRAM?**

**BOOK NOW**

*Our Mammograms for Us campaign called on Kiwis to tell the women they love to book a mammogram, because mammograms save lives.*

Pinkie, our beloved retro Pink Caravan, went on her final nationwide tour, making 109 stops in 41 towns. The focus of the 2022/2023 tours was staying longer in communities and engaging with local service providers to gain a better understanding of locals' needs.

Our nurse educators also promoted breast awareness at major events like Fieldays, and upskilled doctors and nurses at conferences and clinics.

Through television, radio and digital advertising, we reach millions of Kiwis with our "Mammograms for Us" awareness campaign. The film sends the message that mammograms matter to the whole whānau, because we all need our wāhine.

A special thanks goes to the 14 Bunnings Warehouse NPC teams, who for the first time, took to the field wearing pink socks during round nine of the championship. It was fantastic to have our nation's favourite sport spread awareness and raise vital funds for us.

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# Research & Medical

**You are funding world-class Kiwi researchers and doctors to make ground-breaking advances in effective treatment and care for breast cancer.**

Our Breast Cancer InSIGhts conference brought together 100 healthcare professionals to share experiences, knowledge and cutting-edge research. We were honoured to host Professor Angel Arnaout, a Canadian surgical oncologist. She delivered the keynote speech highlighting latest international best practice favouring breast-conserving surgery over mastectomy.

On Metastatic Breast Cancer Awareness Day, we launched the 2nd New Zealand Consensus Guidelines for Advanced Breast Cancer. Developed by the country's top breast cancer specialists, the clinical guidelines set out agreed best practice treatment and care to ensure Kiwis with this incurable disease can live longer with a better quality of life.

Results from the trailblazing PantoCIN clinical trial, funded by our donors, were presented at the prestigious San Antonio Breast Cancer Symposium. The trial, led by Palmerston North-based medical oncologists Dr Navin Wewala and Dr Richard Isaacs, proved a cheap heartburn medication, pantoprazole, prevents and reduces delayed nausea and vomiting caused by chemotherapy.

Through important partnerships with health agencies, Te Rēhita Mate Ūtaetae - Breast Cancer Foundation National Register is transforming breast cancer care through data insights. Register data was used to produce BreastScreen Aotearoa's latest report on diagnoses and treatment showing the effectiveness of the screening programme, and to analyse Te Aho o Te Kahu - Cancer Control Agency's upcoming breast cancer quality performance indicators to improve services. Work also began on integrating Register data into Te Aho o Te Kahu's CanShare platform to provide quality, timely data to clinicians across NZ.



**Professor  
Gavin Painter**

Progress was made in our partnership with Victoria University's Ferrier Research Institute to develop a vaccine to prevent breast cancer from spreading beyond the breast. The Ferrier team of world-leading scientists are now preparing vaccine formulations for testing using mRNA technology, which rose to fame during Covid-19.

*"Due to advances in mRNA technologies Ferrier Research have contributed to on the world stage, we can now accelerate our activities towards developing an mRNA-based breast cancer vaccine. BCFNZ's contributions are enabling us to generate a vaccine that will have distinctive features and be made locally in Aotearoa." – Professor Gavin Painter, who leads the chemistry team at Ferrier.*

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# Support

**Your donations mean we can offer a range of free practical support services so Kiwis don't have to face breast cancer alone.**

In 2022/23, we continued seeing the knock-on effects of Covid-19's impact on breast cancer. Demand for our 0800 support line stayed strong, with our nurses taking increasingly complex calls from distressed and concerned patients. People faced ongoing barriers and delays in our stretched health system, but the ability to connect with our specialist nurse team provided much-needed expert support.

We launched a private Facebook group to replace our mybc online community. This has improved the way members connect with our nurses and support one another.

Our patient information resources remained as popular as ever. We ran seven new webinars ranging in topics from food and nutrition advice to bone health. By far the most popular topic was long-term effects of breast cancer, attracting over 1,000 views. We also conducted a survey with patients to better understand this under-researched problem.

ABCpro was expanded to Wellington, after a successful pilot launched in Hamilton in 2021. During 2022/23, 75 Kiwis with advanced breast cancer (ABC) used this innovative telehealth service to help manage their complex symptoms. An internationally renowned doctor from Australia was so impressed by ABCpro's ability to improve patients' quality of life, she is rolling out the programme in a Sydney hospital.

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# Advocacy

**Thanks to you, we have a stronger voice when we campaign for better access to diagnosis, treatment and care.**

Building on the momentum of our advocacy work in 2021/22, we kept up the pressure for improvements in the health system to ensure Kiwis can get timely diagnosis and treatment.

We made huge gains in our push to get the free mammogram age raised to 74. We presented our Missing Women petition, signed by more than 10,600 of you in 2021, to Parliament's Petitions Committee. The cross-party group of MPs agreed with our calls and expressed concern more had not been done by Government in the last six years towards this goal.

We were thrilled when the National Party's Dr Shane Reti submitted a Private Member's Bill to cement free screening to 74 into legislation. The bill was selected from the ballot box in July, initiating the parliamentary process for the law change.

In March, the Ministry of Health received nearly 400 submissions asking for breast cancer to be included in its first ever Women's Health Strategy, after we rallied our community to have their say. The power of our collective voice was evident when the strategy was released in July, identifying the priorities and direction Government will take to improve the health of our wāhine.

We kept the spotlight on breast cancer throughout the year by speaking out in the media about screening, as well as the need to fund Keytruda for triple negative breast cancer and widened access to Herceptin.

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***“I was very lucky my cancer was picked up early and that was thanks to the mammogram – it saved my life.”***

**– Kirihi Murray**

**Kirihi Murray, who was diagnosed with breast cancer in 2020, joined us at a Pink Ribbon Breakfast we held at Parliament in May.**

More than 100 MPs, Kiwis affected by breast cancer and health officials gathered to hear about the changes we need to stop deaths from breast cancer.

Kirihi shared her story of how she owes her survival to early detection, and backed our call for meaningful political action.

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# Making a difference

**Receiving a breast cancer diagnosis can be devastating but, with your support, we help Kiwis to get back on their feet following the hardest moments of their lives.**

Amy was diagnosed with breast cancer in September 2022 and went through six rounds of chemotherapy, a double mastectomy and radiation treatment. She received invaluable support through our specialist nurse support service, thanks to you.

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***“No one can prepare you for a breast cancer diagnosis. But BCFNZ were there to hear me when I was feeling scared and alone. It can be overwhelming taking in all of the information the doctors give you, but the BCFNZ nurses reassured me by answering all of my questions. And receiving the heart pillow to use after surgery was not only kind, but also useful – something I never would have thought of.***

***“Being able to call the nurses, who understood me when I was in such a vulnerable place, made all the difference.”***

**– Amy McAuley, diagnosed at age 48**

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# Thank you for supporting our vital work



**151,321 hosted**  
or attended a Pink Ribbon  
Breakfast

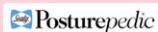
**Over 10,500 hours**  
volunteered for the Pink  
Ribbon Street Appeal



**4,208 people**  
at the Pink Ribbon Walks



**10-year partnership**  
with Sealy NZ celebrated



**Nearly \$1m raised by our  
5 major partners: Farmers,  
Griffin's, Stuff, Harrison's &  
Estee Lauder Companies**



# Your impact in 2022/23

Education & awareness campaigns  
**viewed 46 million times**

**539,757**

printed education &  
support resources  
given out

**29,227 people**  
spoken to face-to-face

**3,973**

messages and emails  
sent to patients

**9,945**

breast nurse  
helpline calls

**1,592 patients**

funded for counselling,  
physiotherapy &  
lymphoedema therapy

**8,677 viewed**  
patient webinars

**202 advocacy**  
engagements with

influencers & decision-  
makers to drive change

**\$1,364,000 spent**

on research & Te Rēhita Mate  
Ūtaetae, the Breast Cancer  
Foundation National Register



Breast Cancer  
Foundation NZ

To view the 2022/23 Breast Cancer Foundation NZ  
financial reports, go to [www.charities.govt.nz](http://www.charities.govt.nz)

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