inherited
CANCERS AUSTRALIA

2024 – 2025

Impact Report

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Acknowledgement of Country

Inherited Cancers Australia acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples. We support and are working towards a positive reconciled future, collaborating with Aboriginal and Torres Strait Islander people who have experienced hereditary cancer risk or cancer. We hope this approach promotes a true understanding, together.

Purpose of this report

This is our first **Impact Report** as **Inherited Cancers Australia (ICA)**. It reflects a pivotal year of transition, growth and national leadership, capturing not just what we did, but the difference it made for people and families living with inherited cancer risk.

Formerly known as Pink Hope, we officially became Inherited Cancers Australia on **27 August 2024** to better represent the breadth of the communities we serve and the lifelong nature of inherited cancer risk.

Chair Report

As Chair of the Board for Inherited Cancers Australia, I am pleased to look back on an outstanding and transformative year for our organisation.

In August 2024, Pink Hope was rebranded as Inherited Cancers Australia. This decision was undertaken after careful consideration to better represent the scope of our work and the diverse communities we support. The transition provided an opportunity to reflect on our history and engage with our community to understand both their current needs and importantly what their families may need for the future.

As we say on our new website:

> *"We give people the opportunity to assess their cancer risk and support them with evidence-based information, so they are empowered to make informed decisions about their health. We give people the one thing their DNA doesn't: choice."*

Despite this significant piece of work early in our financial year the team continued to deliver multiple programs and services to the community, including education events and Community Catchups across Australia. They delivered important pieces of work including our Breaking the Cycle report and were lead authors on the MAGENTA publication and led Project Shirley – understanding the unmet needs for women with fear of breast cancer recurrence.

The team attended and participated in conferences, provided input to the National Framework for Genomics in Cancer Control and the National Health Genomics Policy Framework and advocated to the government on behalf of all people impacted by inherited cancer risk.

We remain deeply appreciative of the exceptional fundraising contributions from our community, both through events hosted by our organisation and those independently organised by our supporters, including, Manly Eagles Baseball Club, Get your Pink On, F45 Dickson, Tall Foundation, Capital Chemist Group, and Ainslie Football Club. We would also like to thank all our donors; we simply could not exist without you all. Your generosity sustains our organisation and ensures that our Genetic Counsellor Support Service can continue to operate.

In closing, the Board would like to acknowledge everybody that walks beside us including other charitable organisations, medical collaborators, and the many families who, often during the most difficult times of their lives, show incredible grace. Thank you. We promise to continue empowering everyone touched by inherited cancer, especially at times when they may feel powerless.

Deborah Homewood
Board Chair
Inherited Cancers Australia

CEO Report

This year marked a defining moment in our organisation's history. In August 2024, we proudly rebranded from Pink Hope to Inherited Cancers Australia.

This change was more than a new name. It reflected the evolution of our purpose, the breadth of the families we support, and our commitment to national leadership in education, advocacy, and support for those living with inherited cancer risk.

For more than a decade, Pink Hope empowered individuals and families to understand and navigate hereditary breast and ovarian cancer risk. Over time, our community, our work, and the needs of the health system expanded well beyond that remit. Today, inherited cancer risk spans multiple cancer types, affects all genders, all ages, and requires lifelong support. Our new name better represents the people we serve, strengthens our advocacy voice, and positions us for the future.

The response to the rebranding has been overwhelmingly positive. It has strengthened trust within the health sector, deepened our visibility as a national leader, and ensured individuals feel recognised and included no matter their gene variant, gender, or cancer history.

Our digital presence has continued to grow rapidly, helping us reach, educate, and support more Australians. Across LinkedIn, Instagram, and Facebook we now reach more than 54,500 people, with 38% growth in online followers this year and our campaign reach growing significantly.

This year we delivered a strong national program of in-person information days, community catchups, peer support training, and events in multiple locations including Sydney, Melbourne, Adelaide, the Gold Coast and Canberra. We also launched and expanded our:

- Peer Support Program – providing one on one support to community members.
- Medically Induced Menopause Resources & Survey (in partnership with Jean Hailes for Women's Health).
- Family Ties educational resources – providing helpful advice for discussing inherited cancer risk with your family.
- ICA Support Service - improving access to timely psychosocial support and risk navigation facilitated by an experienced genetic counsellor.

Our voice at the national level continues to grow. This year we supported major consultation work including participating in national genomics and hereditary cancer policy discussions, made multiple submissions to Health Technology Assessment (HTA) reviews supporting new medications and tests to be available for the inherited cancers community, and launched our Breaking the Cycle report, strengthening lived-experience representation in policy environments. We are also partnering with Cancer Australia to deliver the goals of the recently released Australian Cancer Plan.

We remain committed to ensuring that lived experience continues to inform and shape research. This year we were lead authors on the MAGENTA publication, led Project Shirley – understanding the unmet needs for women with fear of breast cancer recurrence, partnered on a Medically Induced Menopause project, and participated in several national and international research and expert committees.

In FY26, our priorities include:

- Scaling the ICA Support Service to increase national access
- Expanding health professional education and referral pathways
- Delivering Australia's first Inherited Cancers Awareness Day on 27 August 2025
- Advancing national advocacy for funded lifelong support after a genetic test result
- Strengthening partnerships to sustain long-term organisational growth

To our staff, volunteers, Board, Medical Advisory Committee, research and clinical partners, funders, community ambassadors, and the thousands of individuals who courageously share their stories: thank you. Your trust and commitment allow us to lead national change.

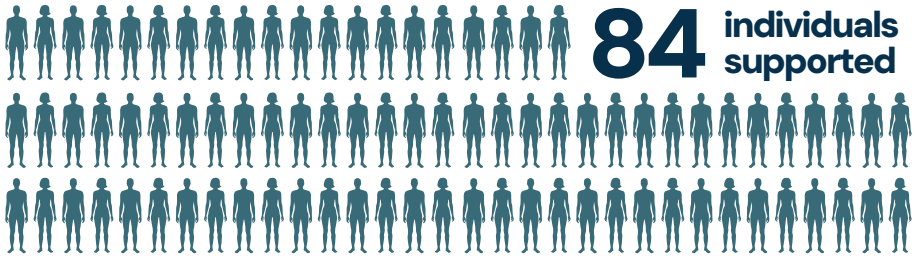
To our community - we see you, we stand with you, and we will continue to advocate, to ensure that no one is disadvantaged because of their genes.

Sarah Powell
Chief Executive Officer
Inherited Cancers Australia

At a glance:
Our year in impact

2024–25 highlights

- National rebrand to Inherited Cancers Australia
- Introduction of the ICA Support Service delivered by an experienced genetic counsellor
- Major national advocacy and policy contributions in genomics and cancer control
- Publication and leadership of multiple patient-led research initiatives
- Growth in digital reach, engagement and national visibility
- Delivery of education, support and community connection across multiple states



84 individuals supported

through ICA support service (telehealth genetic counselling) & peer support program

Hosted our inaugural Think Tank weekend **with 6 members**

3 education events delivered nationally with 160 attendees

498 Healthcare Professionals educated about inherited cancer risk.

5 community catch ups with 55 attendees

Inherited Cancers National Support Group

↑ **150 new members**

since starting in Jan 25

3 medically induced menopause focus groups delivered

869 community members surveyed

to better understand the impacts of treatment and surgical menopause.

Support increased for women / assigned female at birth

1676 supported	↑ 47

Before & After Photos Support Group

1089 members	↑ 42

> **Can I just say that chatting to you yesterday was actually really helpful. Most of the specialists I've seen since my diagnosis have made me feel like I didn't have options (particularly in relation to my surgery) and taking back some of that power by making an informed decision about hormone therapy feels really important to me."**
>
> – 45 years old, AFAB, CHEK2, diagnosed bilateral breast cancer at 44 years

"The whole process with Gabby has been an absolute pleasure and I think this is such a fantastic and important service you provide. After submitting an enquiry through the website, Gabby contacted me very promptly and immediately put me at ease - her communication before, during and after our session went above and beyond to make sure I felt comfortable, informed and in control. It was very easy to arrange an appointment and Gabby even checked in on the day to make sure the time still suited me.

Her warm and caring nature is an absolute asset to ICA and a bonus on top of her clear expertise in genetics. My session was so helpful with helping me to consider my fertility options and next steps moving forward. I could not recommend this service more highly to others in the ICA community - I hope it continues into the future and is promoted within the organisation. The fact it is free is an absolute bonus, particularly when there are so many costs involved with medical appointments for scans, specialists, IVF etc on the BRCA journey. Thank you Gabby and ICA team! "

– 27 years old, AFAB, NSW, BRCA2, identified gene positive at 23 years

> **"It's reassuring for me and my children that our family's chances of having inherited cancer genetics are low. We will definitely take up your recommendation to follow the standard population-based cancer screening guidelines. Once again, I appreciate you for spending your time answering my concerns with such care and clarity."**
>
> – 50 years old, AMAB, WA, significant family history of cancer, reached out to ICA for support/guidance regarding familial risk assessment

"My mentor was absolutely invaluable to my experience, and I am very grateful for the existence of the mentorship program. I'm not sure I would have confidently made my way through the last 6 months without her help. She was very open about her own experiences, answered any questions I had or would field answers if she wasn't sure. She was very knowledgeable about the resources available on the Inherited Cancer website and would send links through that she may have referenced, or she thought would be useful to my situation. She knew the whole process back to front, and I learnt so much from her about what to expect pre/post-surgery, what to ask my surgeon and even having conversations with family and loved ones about my situation.

The pairing choice was perfect - her experiences through surgery, recovery, stage of life and outlook.

I am so grateful to the peer support program and to my mentor's experience as I genuinely think I would have been an absolute mess if I hadn't done the groundwork to my decision-making process with her back through May/June. I went through the surgery confidently and felt very well equipped with the knowledge and resources I've received through the program."

"My mentor was brilliant! When we first spoke properly a year ago, it was just really helpful to talk to her – but at that time I was in a different place, so I was just beginning to process this and at the time I thought that I would just do ongoing monitoring. As the one-year mark has approached, I need to get all my scans done again - I've realised that I have too much health anxiety, and I'm going to get some preventative surgery!

So, I've just reconnected with her again to talk to her soon as I decided to go ahead with surgery. This is a really great program, and I really appreciate it and my mentor."

Who we are

Inherited Cancers Australia is the only national charity supporting Australians and families living with inherited cancer risk.

We give people the opportunity to assess their cancer risk and support them with evidence-based information, so they are empowered to make informed decisions about their health.

We give people the one thing their DNA doesn't: *choice.*

OUR FOCUS:

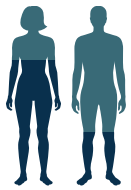
- **Education** – Clear, evidence-based information across the lifespan
- **Support** – Psychosocial, peer and professional support beyond the test result
- **Advocacy** – Amplifying lived experience to drive system and policy change

Genetic testing for cancer gene mutations

Medicare data shows around 70% of cascade genetic testing services are provided to women, compared with 30% to men.

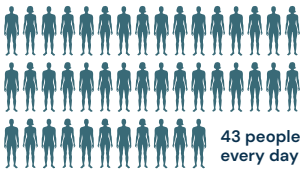
70% women

30% men



15,700

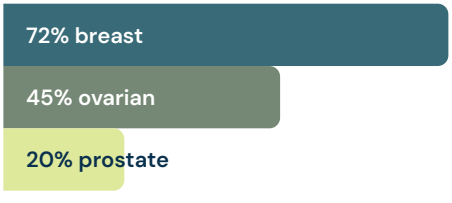
Australians had genetic testing for common cancer gene mutations in 2025



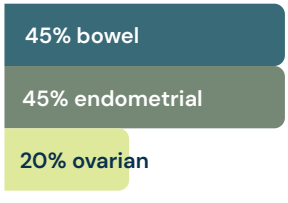
Life impacting decisions

May include risk-reducing surgery, medically induced menopause and/or intensive cancer surveillance, depending on the gene and individual risk.

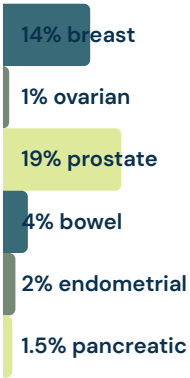
BRCA1 cancer risk



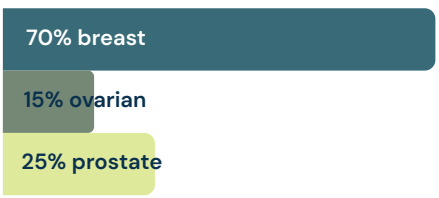
Lynch Syndrome cancer risk (risks vary by gene)



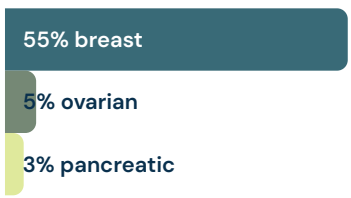
General Population



BRCA2 cancer risk



PALB2 cancer risk



A year of **transformation**

2024–25 marked a defining chapter in our organisation's history.

In August 2024, Pink Hope became Inherited Cancers Australia. This was not simply a name change – it was a strategic and values-led decision that reflected:

- The expansion of inherited cancer risk beyond breast and ovarian cancer
- The inclusion of men and entire families
- The growing need for national leadership in genomics, policy and workforce reform

The response from the community, health sector, and policymakers has been overwhelmingly positive, strengthening our credibility, reach and impact.

Our impact areas

1 Supporting people and families

Genetic testing is only the beginning. What follows are complex decisions and lasting emotional impacts.

THIS YEAR WE:

- Delivered the ICA Support Service, providing timely support and risk navigation through an experienced genetic counsellor
- Provided peer support, connecting people with others who understand inherited cancer risk firsthand
- Developed resources to support family conversations
- Expanded safe, moderated online communities for connection and shared learning

WHY IT MATTERS

People with inherited cancer risk are often younger and navigating complex medical and personal decisions. Ongoing support ensures genetic testing translates into meaningful action.

2 Education that meets people where they are

Access to information is essential - but it must be practical, relevant and grounded in real life.

THIS YEAR WE:

- Delivered national in-person education days and Community Catchups across Australia
- Facilitated online education sessions and webinars to increase reach and equity of access
- Created targeted resources for priority and underserved communities
- Developed practical tools to support risk management and informed decision-making

WHY IT MATTERS

Our education bridges the gap between clinical advice and lived experience. We empower people with clarity, confidence and the knowledge to take action.

3 Advocacy and system change

Real change requires more than awareness – it requires influence, evidence and persistence.

2024–25 ADVOCACY HIGHLIGHTS:

- Contributed to national genomics and cancer policy frameworks
- Made multiple submissions to Health Technology Assessment processes
- Led the Breaking the Cycle report to elevate lived experience evidence
- Continued advocacy for funded lifelong support after genetic testing

WHY IT MATTERS

ICA ensures lived experience shapes policy, funding and service design. We advocate not just for access to testing, but for safe, sustainable systems that support people for life.

4 Research with lived experience at the centre

Research must reflect the realities of those living with inherited cancer risk – not just clinical outcomes, but the psychosocial impacts as well.

THIS YEAR ICA:

- Led or co-authored multiple patient-centred research initiatives
- Advanced Project Shirley, exploring fear of breast cancer recurrence
- Progressed medically induced menopause research in partnership with Jean Hailes for Women's Health.

WHY IT MATTERS

Our involvement ensures research asks the right questions and delivers practical, real-world impact. By centred lived experience, we help translate evidence into meaningful change for individuals and families.

Digital reach and national voice

Our digital platforms are a key mechanism for education, support and advocacy.

2024–25 snapshot

54,500+
people reached across platforms

↑38%
growth in online followers

Digital engagement enables national reach, particularly for regional and rural Australians.

Financial snapshot

2024–25 was a year of planned investment in impact, capability and national leadership.

64% of expenditure was invested directly in programs and services.

29% of revenue was generated from individual donations, strengthening income diversification.

ICA remains financially stable with strong governance and oversight.

The net result for FY24/25 was – $323,401, reflecting deliberate investment to expand national programs, strengthen advocacy and build organisational capability.

Looking ahead

As we move into 2025–26, our priorities include:

- Scaling the ICA Support Service nationally
- Strengthening health professional education and referral pathways
- Delivering Australia's first National Inherited Cancers Awareness Day (27 August 2025)
- Advancing advocacy for funded lifelong support after genetic testing
- Building sustainable partnerships for long-term impact
- Elevating inherited cancer risk in national health and prevention agendas

Thank you

This work is not possible without the trust, generosity and collaboration of many.

We thank our:

- community, who share their stories and experiences
- supporters, donors and funders
- clinical, research and policy partners
- Board, Medical Advisory Committee, staff and volunteers

Together, we are changing what it means to live with inherited cancer risk in Australia.

Appendices

Audited Financial Summary 2024–25*

Revenue	
Sponsorships & Grants	$342,507
Donations & Fundraising	$148,386
Interest	$12,047
Other Income	$6,060
Total Revenue	**$509,000**
Expenditure	
Programs & Services - Support, Education & Advocacy	$528,645
Fundraising & Events Expenses	$95,479
Governance & Operations	$208,277
Total Expenditure	**$832,401**
Net Result	**– $323,401**

*Full audited financial statements are available via the ACNC Charity Register.

Supporters and Partners

DNA Screen
POWERED BY MONASH UNIVERSITY

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COLOUR YOUR LIFESTYLE

GIRLS GETAWAYS
ESCAPE. INDULGE. RELAX.

Jean Hailes for Women's Health

AstraZeneca

GILEAD

gsk

MSD

NOVARTIS

Ogilvy PR

ooh!

evo

cocogun

CUBE group

BeeKind
MARKETING

barge creative

Capital Chemist
We know what matters

Governance and Leadership

OUR TEAM

Sarah Powell
Chief Executive Officer

Lisa Caterina
Community and Partnerships Manager

Robyn Smith
Programs and Advocacy Manager

Charlie Durazza
Events and Fundraising Coordinator

Carol Leung
Digital Marketing Specialist

Dr Gabby Reid
Genetic Counsellor

OUR BOARD

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Co-Chair

Lidia Valenzuela
Co-Chair

John Sheehy
Director

Warren Brandt
Director

OUR MEDICAL ADVISORY COMMITTEE

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Chair

A/Prof Emma Allanson

Dr Eryn Dow

A/Prof Heather Thorne OAM

Prof Geoff Lindeman

Prof Finlay Macrae

A/Prof Joe Dusseldorp

A/Prof Kylie Snook

A/Prof James Lynam

Dr Catherine Shannon

Prof Martha Hickey

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