Partner with ICA to recruit for your research

Connecting researchers and studies with Australia's inherited cancer community

Inherited Cancers Australia (ICA) is the only national charity dedicated to supporting people and families affected by inherited cancer risk. Because of the strength, reach and trust within our community, researchers frequently approach ICA seeking access to our national network to support participant recruitment. This is a request to connect with a highly engaged, values-driven community that ICA has carefully built, nurtured and protected. We take this responsibility seriously.

To ensure we can continue enabling high-impact research in a way that is sustainable, ethical and respectful of our community, ICA has introduced a tiered **Research Recruitment Support Framework**. This framework helps us to:

- Match our level of support to the scope and resourcing of your study
- Protect our community from over-solicitation and research fatigue
- Sustain the infrastructure required to responsibly facilitate researcher-community connection

This approach recognises that meaningful access to our community requires time, governance oversight, and relationship management, all of which represented significant organisational investment.

Why partner with ICA?

By partnering with ICA, you are not just promoting a study, you are engaging with:

- A powerful national network of people living with inherited cancer risk
- A highly engaged and segmented database of affected/unaffected individuals, demographics, lived experience characteristics
- A digital community of >55,000 followers
- A growing network of 2900+ community members in our moderated private support groups
- A trusted, supportive environment where people feel safe contributing to research that matters

ICA acts as a responsible intermediary, ensuring research opportunities are appropriate, clearly communicated, and aligned with community priorities.

Research Recruitment Support Tiers

Tier	Best For	What's Included	Indicative Contribution
Tier 1 – Essential Listing	Low-budget, honours/PhD, or early-stage projects	▪ Listing on ICA website Research Hub	**$250–$500**

Tier 2 – Community Share	Funded academic or hospital-based studies	**Tier 1 +** ▪ Post shared in ICA private support groups ▪ Single ICA social media post and story (FB/IG/LinkedIn) ▪ Inclusion in community database newsletter email featuring as "research spotlight"	**$750–$1,500**
Tier 3 –	Multi-site studies, larger funded	**Tier 2 +** ▪ Targeted EDM to relevant audience	**$2,000–$3,500**

Tier	Best For	What's Included	Indicative Contribution
Full Digital Amplification	projects, genomic trials	▪ Post in Private Facebook group pinned to top of page (2 weeks) ▪ Report on reach & engagement	
Tier 4 – Strategic Partner	National/multi-year studies or industry-supported trials	**Tier 3 +** ▪ Multiple campaigns across study period ▪ Option for ICA-facilitated community webinar or IG Live ▪ Recruitment engagement strategy co-development	**From $5,000+ (custom)**

Indicative fees exclude GST. Reduced rates may apply for student-led, ICA-endorsed or unfunded high-value studies.

Requirements for research recruitment support

- Evidence of Human Research Ethics Committee (HREC) approval, or (where applicable) a pre-approval recruitment-of-interest summary
- A plain language description of the study suitable for community distribution.
- Documentation outlining participant safety measures and available support pathways
- Confirmation of agreement to provide a final plain language summary of study outcomes for dissemination to ICA and our community
- Approved logo usage and adherence to ICA and branding guidelines
- Appropriate acknowledgement of ICA as a recruitment partner in study materials

Provision of the above documentation does not guarantee approval. All applications are subject to review under ICA's Research Recruitment Support Framework.

Research recruitment application process

Researchers seeking recruitment support through ICA are required to complete a brief application form (available upon request). All applications are reviewed by ICA's Medical Advisory Committee to ensure alignment with community priorities, ethical standards, scientific rigour, and organisational capacity.

Following review, ICA will:

- Advise the outcome of the assessment
- Confirm eligibility under the Research Recruitment Support Framework
- Recommend the appropriate support tier and associated contribution

Upon confirmation, recruitment activities will be scheduled in accordance with the agreed framework parameters. Where applicable, ICA will provide engagement metrics and will reconnect

following study completion to support dissemination of outcomes to the community.

Our commitment
ICA is proud to support ethical, meaningful research that advances understanding, treatment and support for families with inherited cancer risk. By partnering with researchers sustainably, we ensure our community remains informed, empowered, and heard, every step of the way.

To get started or receive the application form, contact:
info@inheritedcancers.org.au