

Who are the SBCF?

The SBCF is the voluntary fundraising arm of the Sydney Breast Cancer Institute located at Royal Prince Alfred Hospital.

Patrons

Her Excellency, Professor Marie Bashir AC,
Governor of New South Wales

Sir Nicholas Shehadie AC, OBE

Committee Members

Dr Jane Beith	Mrs Margo-Lynne Lee
Mrs Jane Betts	Ms Frances Randall
Dr Hugh Carmalt	Mrs Jane Scott
Mrs Lynne Crookes (President)	Dr Andrew Spillane
Ms Julie Brook	Ms Danielle Walley (Vice President)
Mrs Jacki Espinasse	Mrs Anne West
Mrs Carol Flanagan	Ms Deborah West (Vice President)
Ms Meg Foster	A/Prof. Richard West AM
Mrs Harriett Harrison (Treasurer)	

Honorary Committee Members

Ms Angela Bishop	Ms Amanda Warn
A/Prof. Stuart Renwick	Mrs Jan Warn
Mrs Jacqueline Samuels	

Saluting Our Sponsors

The SBCF receives generous support from many individuals and companies. Here are a small selection



Volunteer News

The SBCF's most dedicated and hard working volunteers are in fact the members of the management committee. Not only do these dedicated individuals give up a great deal of their professional and personal time to attend meetings, and organize our annual program of fundraising events but they also sell merchandise and help out at our stalls. Thanks to **Julie Brook, Anne West** and **Jane Scott** for supporting the Warringah Mall Stall on May 1. Special thanks also for bringing along their friends and family members **Ella Scott, Marion Lyons, Rosalind Baker** and **Maureen Howard** who also kindly assisted with the stall.

SBCF volunteers contribute at many levels. Earlier this year, **Emily Macfarlane**, a second year Physiotherapy student from the University of Sydney, undertook a placement with the SBCF helping with mail-outs, awareness campaigns and in the Breast Clinic. On completing her studies Emily is interested in pursuing a career in Cardiopulmonary Physiotherapy or specialized Physiotherapy training for the treatment of Lymphoedema.

If you would like to volunteer please contact our office on 9515 6045 (Ph) or www.sbcf.org.au

Herringbone

HERRINGBONE has generously sponsored the Rugby Long Lunch two years running. The Company which is synonymous with quality and craftsmanship has retail stores in Sydney's Macquarie Place, Queen Street Woollahra and Queen Victoria Building as well as on Collins Street, Melbourne. Herringbone collections are also available in boutique stores throughout Australia and New Zealand. Herringbone's range includes men and women's suiting, tailored casual wear, accessories and a small range for children. www.herringbone.com.au



Enquiries: Sydney Breast Cancer Foundation
Tel: 02 9515 6045 Fax: 02 9515 7773

BEATING BREAST CANCER together

WINTER 2004

NEWSLETTER OF THE SYDNEY BREAST CANCER FOUNDATION

News from the President

BY LYNNE CROOKES

The Sydney Breast Cancer Foundation (SBCF) committee spend a great deal of time determining how best to apply the funds we raise through events and donations so that we can achieve the best outcomes for the individuals who are being treated for breast cancer while at the same time supporting the broad needs of Professor West and his team at the Sydney Breast Cancer Institute (SBCI). At our April meeting the committee saw a demonstration of the high resolution visual presenter and the mobile ultrasound machine which were purchased for the SBCI with funds raised by our activities in the last half of 2003, including the Pink Ribbon Ball and the Ladies Golf Day.

Congratulations and thanks to Jane Scott, for organizing her first SBCF event-

Cocktails at Government House. Deborah West and Danielle Walley joint Vice Presidents of the SBCF are also again to be applauded along with their extraordinary sub-committee for the delivery of a successful second Rugby Long Lunch on 2 July. The year is not over yet and we have our annual Ladies Golf Day on December 13. I hope to catch up with you at some or all of our forthcoming events.

Breast cancer continues to take a heavy toll. Catherine Prime and Marion Monteith were both lost recently to breast cancer. Cathy and Marion will be greatly missed by their families, friends and colleagues. On behalf of the SBCF I would like to thank the many members of their personal and professional networks for the thoughtful donations in memory of these dear friends.

Malaysia Airlines Lends Its Wings To The Fight Against Breast Cancer

The SBCF has entered an exciting new sponsorship arrangement with acclaimed international carrier, Malaysia Airlines. As part of this arrangement Malaysia Airlines will provide an extensive range of flight and travel experiences to support the Foundation's fundraising activities.

"We are indebted to Malaysia Airlines for their compassion and excellent corporate citizenship in lending their wings to the fight against breast cancer.", SBCF President, Lynne Crookes.

Associate Professor Richard West, Director of the SBCI, "The generous support we will receive from Malaysia Airlines will enable us to support a raft of new initiatives in breast cancer research, diagnosis and treatment."

Mr Salleh Tabrani, Regional Vice President, Australia, New Zealand & SW Pacific for Malaysia Airlines said, "Malaysia Airlines is one of the world's leading airlines, and we

are extremely proud to be a Principal Sponsor of the SBCF. I hope you will join us in supporting this worthwhile cause, as the efforts of SBCF makes an extraordinary difference in the research and treatment of breast cancer, raising awareness of breast cancer and supporting individuals and their families faced with breast cancer."

Malaysia Airlines is the third largest foreign carrier in Australia operating 46 flights weekly from 5 cities in Australia - Sydney, Melbourne, Perth, Brisbane and Adelaide with connections to over 100 destinations across 6 continents. It is an award winning airline that has been voted "Best Cabin Staff" in 2001, 2002, 2003 & 2004, and is the carrier of choice for many loyal customers.

Reservations Toll Free 13 26 27 or visit <http://www.malaysiaairlines.com.au>



SBCF Mission Statement

The Sydney Breast Cancer Foundation (SBCF) is focused on activities and raising funds for support, treatment, awareness and research, which helps individuals, their partners and families facing breast cancer.

www.sbcf.org.au

The SBCF website provides online access to all the latest information on our activities, events, sponsors and friends. It provides online facilities for making enquiries as well as booking and paying for event tickets. An online shop facility is also available to view and purchase from our Pink Ribbon merchandise including T-Shirts (\$25), Aprons (\$20), Back-Packs (\$10) and Trent Nathan Silk Ties (\$60). Don't forget to order your Christmas Cards early this year from the SBCF!

SBCF website designed and sponsored by Webqem.



Rugby Long Lunch #2...

Scores a victory in the fight against Breast Cancer

Generous sponsorship provided by **Richard Crookes Constructions Pty Ltd** was a major factor in the success of the 2004 Rugby Long Lunch held at the Four Seasons Hotel Sydney on Friday 2 July. Building on the success of last year's event, the sub-committee chaired by SBCF Vice President, Deborah West secured the support of some of the giants of Rugby Union. Bledisloe champions Owen Finegan, Greg Cornelson, Phil Kearns and Jason Little joined in a lively panel discussion on the 'Greatest Wallaby Bledisloe Victories' under the guidance of MC Chris 'Buddha' Handy. The recollections of these giants of Rugby Union were complimented by breath-taking footage

of game highlights that had guests reliving past Bledisloe victories.

Malaysia Airlines generously provided a much sought after travel experience for the live auction that was successfully bid for by **Geoff Cuffe of Weame & Co.** The package included two business class tickets to Langkawi via Kuala Lumpur with two nights at The Regent Kuala Lumpur and a three-night stay in a Melaleuca pavilion at the new Four Seasons Langkawi Resort to be opened in early 2005. In addition to a great lunch and lots of Rugby Union banter **John Barkus** was the lucky guest who won a new BMW in the major raffle. There was also an exciting range of other auction prizes

available to guests including gift items supplied by **Herringbone, Sony, Tenacious Yacht Charters, Toshiba, Billich Galleries, Yarra Wines, Cadbury's Chocolates, the Australian Jockey Club, the Pier Restaurant and the Bondi Icebergs Club.**

Deborah West and Dani Walley, joint Vice Presidents of the SBCF and the event organizers commented, "The 2004 Rugby Long Lunch has exceeded our sub-committee's expectations on every level above all in achieving a financial result of \$130,000. Our sponsors and dedicated volunteers played a significant role in helping us reach this goal-we are indebted to them for assisting our cause."

<p>Key Sponsors</p>	<p>Major Sponsor</p>	<p>Key Sponsors</p>
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1. Jo Miller, Robyn Kemp and Richard Crookes, I-r
 2. Greg Cornelson, Deborah West, SBCF Vice President, Brett Papworth, Ping Lam Malaysia Airlines' Corporate Communications Manager and Owen Finegan, I-r
 3. Lynne Crookes, SBCF President and Professor Richard West AM, SBCI Director,

Cocktails At Government House



1. Gail O'Brien and Professor Chris O'Brien, Director, Sydney Cancer Centre, I-r
 2. Jane Scott, SBCF Committee Member and event organizer

Despite occasional drops of rain 150 of the Foundation's supporters joined us for **Cocktails at Government House** on Friday 12 March. Event organizer and SBCF Committee member, Jane Scott organized a fabulous, laid-back evening that generated in excess of \$12,000 to support our activities. The ever-changing array of delicious, cocktail food was complimented by a selection of fine wines and fresh Nudie Juices-the odd Nudie mixed with a touch of vodka. Guests were entertained by the marvellous talent of **Nikki Crayson** and jazz musicians **Alistair Spence, Len Barnard** and **Jonathan Schwartz.**

Network Ten's Angela Bishop, hosted the evening and guests spotted at the event included **Director of the Sydney Cancer Centre, Professor Chris O'Brien** accompanied by his wife **Gail, Ping Lam** from **Malaysia Airlines**, new SBCF Committee member **Jacki Espinasse** with her husband **Bruno, Felicia** and **Doug Starr, Lady Mary Fairfax, Narelle Turvey, Sally Draycott** from **Nudie Pty Ltd** and **Dr Ellis Choy** from the SBCI. One guest, **Tony Hurst**, enjoyed the evening so much that he sent in a delightful thank you letter, offering to lend his yacht, "Tenacious" to the SBCF for fundraising.

Thanks to all the generous sponsors who provided the silent auction prizes for this event including **Australian Geographic, Lyceum Jewellers, the Australian Jockey Club, New Holland Publishing, Lancôme** and **Jurlique** as well as Archibald Prize winners **Nicholas Harding** (Rex Irwin Art Dealer) and **Cherry Hood** (Mori Gallery).



Breast Care Nurses Conference: NSW Breast Cancer Interest Group - Supported by the SBCF

The 4th Annual Breast Care Nurses Conference, **Diversity in Breast Cancer Care** saw 98 nursing professionals gather at the Mercure Hotel on May 28-29. Guest speakers included psycho-sexual therapist, Dr Margaret Redelman and Medical Director of Family Planning Association, Dr Christine Read. The Program covered three broad areas of interest-metastatic breast cancer, wounds and psychosocial issues. The Conference examined a range of other topics such as diet and breast cancer, menopause issues, osteoporosis and medicolegal issues.



News from Associate Professor Richard West AM

Director Sydney Breast Cancer Institute

The last four months have witnessed a number of significant developments. The Institute has been awarded funding of \$20,000 from **The Ronald Geoffrey Arnott Foundation** administered by **Perpetual Trustees Australia Limited**. This funding, in conjunction with the income generated by the Foundation, will support an extra position for a Breast Care Nurse at the SBCI in 2004/2005. This funding will have a significant impact on our work with breast cancer patients by enabling us to provide more comprehensive patient support services, including one-to-one support through the rigors of chemotherapy.

I am also pleased to announce the establishment of the **SBCF Fellowship In Clinical and Translational Breast Cancer Research**. A generous scholarship to be provided by the SBCF has made this important initiative a reality.

The fellowship will be filled in early 2005 and aims:

- To provide educational, research and career development opportunities in the field of breast cancer for young investigators
- To support multidisciplinary clinical and translational research in breast cancer at the Sydney Cancer Centre and SBCI
- To promote collaboration between the SBCI and other Australian and international research centres.

The Fellow will be responsible for the design and delivery of the Institute's breast cancer research and the development of their own research project as well as publications. The Fellow will be responsible for the investigation, treatment and follow-up of breast cancer patients, as well as women and men at high risk of invasive disease, including those on clinical trials at the SBCI.

It is anticipated that the Fellow will also undertake postgraduate study with the Faculty of Medicine at the University of Sydney and participate in national and international workshops, scientific meetings and educational activities at the Sydney Cancer Centre.

On behalf of the professional team at the SBCI I would like to thank all our many friends and supporters, above all the dedicated members of the SBCF who give so generously of their time and energy to assist our work. I would also like to thank the many caring and generous corporate sponsors, in particular **Richard Crookes Constructions Pty Ltd**, who have and continue to support our work.

Think Pink-Australian Breast Cancer Month

Pink Ribbon Day 25 October 2004

Pink Ribbon Day is the focus of Australian Breast Cancer Month, an annual awareness activity held every October that is promoted around the nation by organizations as well as support groups working to increase awareness of breast cancer and generate funds to support individuals being treated for breast cancer.

Our aim is to increase awareness of breast cancer and raise money for breast cancer treatment, diagnosis, research and support services for individuals with the disease.

A range of pink ribbon merchandise including pink ribbons and lapel pins are sold at outlets around Australia. In buying and wearing a pink ribbon we demonstrate our support and caring for people affected by breast cancer and assist in generating funds for research, education and support services.

There are many ways to become involved with Australian Breast Cancer Month in 2004;

- Attend the Pink Ribbon Lunch (October 11) at the American Club in Macquarie Street or dance the night away at the Pink Ribbon Ball (October 23) with a friend or group of mates.
- Join our Pink Ribbon Partners Scheme and organize to have a box of Pink Ribbon merchandise on the counter in your workplace, hold a fundraising activity at home, work or in your community or sell SBCF pink ribbon merchandise on Monday October 25 or on another day in October.
- Make a donation direct to the SBCF (donations over \$2 are tax deductible) or purchase an item from our Pink Ribbon product range, including lapel pins for \$5, from our online shop facility.

Investec Bank (Australia) Limited

Investec is a private investment bank that specializes in providing distinctive advice and services for companies and high net worth private clients. They have offices in Sydney, Melbourne and Brisbane focusing on the following core areas of specialization:

- Corporate advisory
- Private equity
- Property investment banking
- Growth and acquisition finance for small and medium sized enterprises
- Project and resource finance
- Investment advisory services for high net worth individuals

They are part of the international Investec Group, a specialist banking group that is listed in both London and Johannesburg and which operates in 10 countries worldwide.

 **Investec**



profile

JANE BEITH

Jane Beith is a Senior Staff Specialist in Medical Oncology at the Sydney Cancer Centre and a valued member of the Sydney Breast Cancer Foundation. She graduated in Medicine from the University of Sydney in 1985 and became a fellow of the Royal Australasian College of Physicians in Medical Oncology in 1994. Jane worked as a clinical research fellow at the University College Hospital in London from 1990-1992. She was awarded a PhD in 1997 for research assessing and modulating drug resistance.

Since joining the Royal Prince Alfred Hospital in 1996 Jane has been busy treating breast, gynaecological cancers and melanoma. Jane has been involved with many trials in the management of these tumours and has published findings in all these fields. She has a special interest in studies investigating the management and prevention of lymphoedema and fatigue associated with chemotherapy. The SBCF has provided financial assistance to support some of these studies.

Jane is a member of a number of societies including the ANZ Breast Cancer Trials Group, the American Society of Clinical Oncology and the Medical Oncology Group of Australia. In addition she holds appointments on a number of advisory boards.

coming up



Breast Care Fashion Parade and Luncheon

SPONSORED BY THE SBCF
WEDNESDAY 8 SEPTEMBER, 11.30AM-2.30PM
KIRRIBILLI CLUB-LAVENDER BAY
\$35 per person/\$350 per table for 10

The SBCF presents a fashion event for women who have experienced breast cancer. This event has been developed to address the special needs and interests of women who have experienced breast cancer first hand. Information on how to wear prostheses, new styles and viewings of the latest designer swimwear will provide breast cancer survivors with specialist advice. Organizations providing resources and assistance to women following their treatment, will also be present to answer questions and display their information: including the **Encore Program and Look Good, Feel Better.**

Thanks to our sponsors Myer, Nudie Pty Ltd, Unilever, Warringah Mall, Estee Lauder and McDonald's Australia.

Pink Ribbon Lunch

MONDAY 11 OCTOBER, 12 NOON-2PM
AMERICAN CLUB, MACQUARIE STREET SYDNEY
\$70 per person/table of ten \$700

The 2004 Pink Ribbon Lunch offers a rare opportunity to hear the renowned specialist in genetic medicine, Associate Professor Judy Kirk, Director of the Familial Cancer Service at Westmead Hospital who will speak on the subject of breast cancer and genetics. Continuing this theme breast cancer survivor, Jenny Petterson, will speak about her experiences as a twin. Guests will also enjoy wonderful food and harbour views at the American Club. The Pink Ribbon raffle on the day will feature a beautiful Pink Ribbon necklace specially created by **Canturi Jewelers** for this event, a travel package provided by **Malaysia Airlines** and other items generously donated by **Hermes** and **Ella Bache**.

Malaysia Airlines' Pink Ribbon Ball - A Touch Of Pink

SATURDAY OCTOBER 23, 7PM-LATE
WHARF 8, DARLING HARBOUR, DRESS BLACK TIE

\$185 per person/table of ten \$1,850

Corporate tables of ten \$2,500 including acknowledgement in the official program, table signage and display of corporate logo at Ball.

The Pink Ribbon Ball, one of Sydney's most prestigious charity events, is entering a new era. This year's eleventh Pink Ribbon Ball will take the theme of a **Touch of Pink**. Guests will enjoy a three-course dinner complimented by **Kilikanoon Wines** and **Ursus Vodka**. Network Ten's Entertainment Reporter and Producer, **Angela Bishop**, will again host this special evening. The entertainment will feature many opportunities for guests to secure great gifts and prizes, including a major auction prize generously provided by event sponsor **Malaysia Airlines** featuring a business class travel and five-star accommodation package to London. Additional items have been generously donated by the **Grace Hotel, Imax, Revlon, Cass Brothers, Metropolitan Museum Store, Sony Music, Crabtree & Evelyn, Elizabeth Arden, Opera Australia, Company B, Sydney Theatre Company, Ursus Vodka, Chesea Tea House** and the **Ensemble Theatre**.

Ladies Golf Day

MONDAY 13 DECEMBER, 7AM-4PM
MACQUARIE LINKS GOLF COURSE, CAMDEN
\$175 per person/\$700 per team

This year's annual Ladies Golf Day will take place at the magnificent Macquarie Links Golf Course at Camden. Players will take to the field for a competitive golf match with refreshments served along the way, followed by lunch. A highlight of the afternoon's entertainment will be an awards ceremony for the players and a range of fundraising activities including auctions and a major raffle. Prizes for the day have been provided by many sponsors including **Bombay Sapphire, Malaysia Airlines, Harvey Norman, Thalgo, Sydney City Lexus, Crabtree & Evelyn** and the **Omega Restaurant**.

Sponsors: **Imedeen, Richard Crookes Constructions Pty Ltd, Wizard Home Loans.**

Donation News

The SBCF welcomes donations and support from individuals, community groups and organizations seeking to join us in the fight against breast cancer. Since our last newsletter **Elite Property Brokers Pty Ltd** have generously provided cash sponsorship of \$1,000 to support this year's Pink Ribbon Ball. **John Carney** made an equally generous cash donation to support the work of the SBCF.

Geraldine Thompson and her son **Rhys Pogonoski** raised \$77 in merchandise sales as part of a community service activity in May. The **North Haven Baptist Church** also recently held a function and donated the proceeds to our cause. The **Krambach Golf Club** held a **Chip-In for Breast Cancer** golf day with the proceeds coming to the SBCF. While the Lady Members Sunday Competition players at the **Balgowlah Golf Club** donated \$300 from a raffle. Kind donations in support of our cause were also made by the **Mudgee Golf Club Associates** and the **Belmore Bowling Club**.

Kerry Jarvis who works in the Pharmacy Department at the Royal Prince Alfred Hospital pursued a very novel approach to fundraising on behalf of the SBCF. **Kerry** raised \$761 in donations through personal sponsorships from family and friends when she undertook a Tandem Skydive on April 24 to mark her Thirtieth Birthday.

The SBCF also received funding through the Community Development Scheme from the **City of Canada Bay, Randwick City Council, Souths Juniors, Hurstville City Council, Petersham RSL, Liverpool City Council, Penshurst RSL, Hornsby Shire Council, Macarthur Community Forum** and the **Western Suburbs Leagues' Club (Campbelltown)** for the production and distribution of a new batch of the Three-Step Breast Check Shower Cards. Celebrating Pink Ribbon Month this year with the SBCF are **Penrith Golf Club, Lane Cove Country Club, RAE Engineers Golf Club and Dunryle Golf Club** who are all participating in our **Chip-In for Breast Cancer** program in October.

The SBCF continues to receive generous support by way of prizes and gifts that are used in our fundraising activities. The **Malaysia Airlines' Pink Ribbon Ball 2004** has received strong support from Sydney's performing arts community. Some of the wonderful prizes that will be available at the Ball in October include tickets to the **Ensemble Theatre, Opera Australia's The Barber of Seville, The Spook at Company B** and **Scenes from a Separation** at the **Sydney Theatre Company**.

Bombay Sapphire is generously supporting our Ladies Golf Day.

There is no other gin like Bombay Sapphire. Based on a secret recipe from 1761, Bombay Sapphire's distinctive taste is unexpectedly clean and crisp, yet subtle. Its smooth, balanced flavour is achieved through a fine distillation method in combination with ten carefully selected botanicals. Delicious with tonic, it also lends itself perfectly to a wide range of cocktails, particularly the "Bombay Blush".

How to make a donation.

Online: www.sbcf.org.au

By Fax: +61 2 9515 7773

By Phone: +61 2 9515 6045

By Post: The Sydney Breast Cancer Foundation
Level 6 Gloucester House
RPAH, Missenden Rd
Camperdown NSW 2050

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Enquiries and bookings for all events phone: 9515 7774,
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