

Welcome to the first PCF E-newsletter.

## **2010 PCF CONFERENCE**

This year's conference was held at Jet Park Hotel & Conference Centre in Auckland. A record number of people attended the Saturday sessions.

Many of our sponsors came onboard this year to help make the weekend a success by supplying give-aways to the delegates (Placemakers, TVNZ, New Idea, Coffee Club). A big thank you to Pacific Blue for flying many of the delegates to Auckland.

### **CEO's address to Delegates**

The first session of the conference was the CEO's address where he set the theme of the conference and that of PCF's forthcoming year; this is the CEO's 4<sup>th</sup> month in the position.

His address was entitled "*Towards the Future*", and showcased many of the changes the Foundation has undergone in the last few months and those that will happen over the coming year.

A new management structure is in place with a separation between governance and operations and a new financial system is up and running.

### **Rules Workshop**

This was a great chance for people to discuss any clauses in the new constitution they had concerns about, before it was voted on at the AGM. After an amicable discussion several amendments were made to the constitution, the new rules were passed at the AGM.

### **AGM 2010**

The 2010 AGM heralded a new era for PCF.

- Early in the year Barry Young indicated that he would not be standing for the position of President and Mark von Dadelszen was elected to the position unopposed.
- William Boag was elected to the position of secretary unopposed
- Trevor Green also indicated that he would not be standing for the position of Treasurer and Dene Ainsworth was elected as Treasurer
- Ian Chapman was elected to the position of Vice President
- A number of members put themselves forward for the position of Board Member.



Mark von Dadelszen



William Boag



Ian Chapman

- The successful members were: Ann Smith, Anthony Corcoran, John McFedries, Syd Pitman, Dennis Gray and Ian Hedley. Congratulations to all those elected.

### **PCF Dinner**

The PCF dinner was a chance for members to renew old friendships and establish new ones. This year was no exception. In the relaxed atmosphere which marked this conference people mingled freely between courses. Jet Park really excelled themselves with a well presented and delicious dinner.

### **Introductory Board meeting**

The Board members had an early start on Sunday morning with an 8:00 a.m start. At the brief introductory Board meeting members had an opportunity to meet each other and the new President. It was a chance for the President to outline the goals for the coming year.



2010 PCF Board

### **Presentations**

The presentation section of the conference gave everyone a chance to hear 3 excellent presentations and we were fortunate to have Dr P Hutcheson, MP, in the audience. Paul had re-scheduled his Sunday morning to be with us.

**Dr Elspeth Gold**, a researcher at Otago University, enthralled the audience with a description of her current research into prostate cancer and the methods she is employing in the hope of developing a prostate cancer screening tool.



Dr Elspeth Gold

Elspeth's ability to relate her research in layman's terms ensured that the audience left the lecture with a greater depth of knowledge on the subject than they could have imagined.

**Sue Osborne** is a nurse practitioner and was the recipient of a Prostate Cancer Foundation Study grant in 2009. Sue's lecture covered her study trip to a major cancer centre in the USA. Sue highlighted the differences between the NZ hospital system and that of the Memorial Sloan-Kettering Cancer Centre. Sue has brought a number of new ideas back to her practice. Her study time in the Kettering Cancer Centre has broadened her view of cancer patient treatment and she would like to see other nurses have a similar opportunity.

### **MWC Media – Blue September**

Like last year, Geoff & Mel of MWC gave a memorable presentation. The first part of the presentation detailed the successes of the 2009 Blue September campaign, both in monetary and publicity value.

The second part of the presentation took the form of an "In The Bag" show with the bags containing the dates and descriptions of each of the event categories of Blue September 2010. The audience really got involved with



Geoff & Mel Burton and Dene Ainsworth playing 'In The Bag'

the game as can be seen from the picture below.

### **Branch Workshop**

The workshop was designed to allow branches to interact and learn from each other. A panel of coordinators from established support branches each gave a brief outline about how their branch operated. The audience then asked questions and discussed the operation of a successful branch. This proved to be a valuable session and will be included in the 2011 conference.

**2011 Conference will be in Dunedin** on the last weekend in July. Planning has already started in order to make it even bigger and better than the 2010 conference. Start planning your trip south now.

## **FROM THE BOARD ROOM**

The Board's first full Board Meeting took place at the end of August.

- The Strategic Plan was reviewed and the contents were prioritised to ensure a realistic work load is achieved by the Board.
- All policies are timed to come up for review in September and each Board Member has been allocated a policy to review and bring to the next Board Meeting for discussion and signing off.
- All the regulatory bodies have been advised of the Foundation's change of Board Members. The Registration of The Annual Return is with The Charities Commission. The Registration of Rules change is with The Registrar of Incorporated Societies and Charities Commission.
- The Board is reviewing the Secretariat function. As we have a change in officers [President, Secretary and Treasurer] and the employment of a CEO (who is not a member of the governing committee), there needs to be a re-focus on what the Foundation's President, Secretary and Treasurer do.
- Parliamentary Select Committee on Health is yet to report on its recommendations regarding PSA testing of men
- The Foundation is preparing procedures and policies to allow a Grants Committee to form and efficiently administer grants for research and study. It is hoped to start a regular grants process later this year.
- Work is underway to run training for both branch facilitators and people taking health calls. It is proposed to run the first training weekend in Tauranga. The course prescription is complete and the task of seeking professionals in the various disciplines has begun.
- The CEO has been commissioned to prepare a paper on erectional dysfunction drugs and the current funding arrangements are for prostate cancer sufferers.
- The new website is commissioned with fine tuning currently taking place.

### **Starter Packs for the Recently Diagnosed**

Over the last 2 months a prototype starter pack has been distributed from Head Office to any recently diagnosed men or partners who have rung seeking help. It is proposed to formalise this service and we are working on a distribution model.

### **PCF Australia Conference**

The PCFA bi-annual conference was held in early August. This event was a significant event for prostate cancer in the southern hemisphere with approx 1000 worldwide delegates, and the Board decided that the CEO should

attend (with trans-Tasman travel costs meet by sponsor Pacific Blue). The event ran in conjunction with a scientific forum of Australian, Canadian and American academics.

The event was superbly run with at least 4 streams of sessions most days. The topics covered by speakers were:-

- Statistics and successes from the various PCa treatment methods
- Multi-disciplinary approach to supporting and treating men
- How to run support groups
- Erectile dysfunction, why it happens and how to limit the cause
- Incontinence, why it happens and how to deal with it

## **Dr SCHOLZ' LECTURE**

The Foundation was fortunate to be able to bring Dr Scholz and his wife to Auckland for a lecture at Sky City. Dr Scholz is a medical oncologist in Los Angeles in a practice that specialises in prostate cancer. His knowledge of the treatment of this disease is extensive and he was keen to impart his knowledge to the audience. Dr Scholz' view on the testing of men is similar to the views of both the Foundation and USANZ (Urological Society of Australia and New Zealand) – i.e. men should start being tested at 40. Dr Scholz advised us to study the latest findings of a recent Gothenburg Study on PSA testing.

The data from the study shows that population screening with prostate-specific antigen (PSA) in men between 50 and 69 years of age reduced prostate cancer mortality by almost half during a follow-up period of 14



Dr Mark Scholz

years. The finding was published online on the 1<sup>st</sup> July this year by *Lancet Oncology*.

Robin Smart concluded the meeting by summing up prostate cancer from a New Zealand perspective.

## **BRANCHES**

### **Ashburton Branch**

Men in the South Island town of Ashburton have organised themselves into a support group and had their first meeting on 9<sup>th</sup> September. The CEO has been liaising with the group and was present at the inaugural meeting. The Board see the formation of support groups as perhaps the top priority for the Foundation over the next two years.

### **Auckland Branches**

Ann Smith is undertaking a major push to establish support groups in Auckland. She is running a number of meetings at The Coffee Club premises around Auckland.

### **Dunedin Branch**

Dunedin's August meeting was a de-brief by the CEO of the Australian Conference and the PCF Conference. Keith Beck stepped down as the coordinator and was replaced by Ron Brass.

### **Invercargill Branch**

Invercargill's September meeting included a de-brief on the AGM and a speaker, Dr D Tulloch who is the local Urologist.

## **BLUE SEPTEMBER**

### **Preparations**

MWC, members, sponsors and supporters have been feverishly working preparing for Blue September and now it is upon us. Events this year are spread the length and breadth of NZ.

### **Events**

A Blue September events roundup will be available in October, however in the meantime keep visiting the [www.blueseptember.org](http://www.blueseptember.org) & [www.coastridersnewzealand.co.nz](http://www.coastridersnewzealand.co.nz) sites for photos of events as the happen.

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