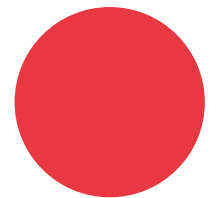




Melanoma New Zealand
Impact & Performance
Report 2023



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Michael Bradley Photography



MELANOMA NEW ZEALAND – ABOUT THE ORGANISATION

Melanoma New Zealand was founded in 2004 with a clear vision for the country to have no deaths from melanoma. It aims to achieve this through its mission of championing melanoma prevention, early detection and treatment of melanoma for all New Zealanders.

It does this by:

- addressing issues of access and removing barriers to quality services
- driving public awareness of the disease through impactful campaigns
- advocating for improved outcomes for New Zealanders
- being financially sustainable to optimise cause delivery
- partnering strategically to amplify effectiveness
- making evidence-based decisions to inform the organisation's work.

A national organisation with its office in Auckland, Melanoma New Zealand has an executive team of eight led by Chief Executive Andrea Newland and is governed by an eight-strong Board of Trustees chaired by Johnathan Eele.



Johnathan Eele

Chair



Andrea Newland

Chief Executive

CHAIR & CHIEF EXECUTIVE REPORT

Melanoma New Zealand had a solid year of growth and impact delivery during 2022-2023, building on the significant results of the previous financial year.

Growing the team and bringing on new supporters and partners has enabled Melanoma New Zealand to enhance its activities. These include a notable increase in the number of spot checks provided, a considerable shift in the number of participants at events that helped to raise melanoma awareness, and an increase in the number of melanoma information brochures that were distributed.

The Spot Check Van, for example, travelled to the South and North Islands and our Nurses provided 5,870 spot checks across the year, with the majority being done on the van — an 89.5% increase on the number of spot checks provided last year.

Securing official charity partner status for Southern Cross Round the Bays and the Downer New Zealand Masters Games were major contributors to Melanoma New Zealand's 64% increase on raising awareness amongst attendees at large scale outdoor events across the country.

Workplaces throughout New Zealand are supporting staff to improve their health literacy by offering them our online education programme and 5,665 course links were registered this past year. The resource is an excellent all-round introduction to melanoma and how to prevent and detect melanoma, and we would encourage all corporates to consider subscribing to this course to provide life-saving education to their teams.

In 2022-23, Melanoma New Zealand's Nurse Educators continued to provide much needed support — with 121 patients and their families reaching out for information and guidance.

We are pleased to see the considerable impact these activities are having towards achieving the organisation's overall objectives of championing melanoma prevention, detection and patient care for all New Zealanders.

Our Board and executive team continue to advocate for improvements to how the Government and the health system in New Zealand manage melanoma prevention and treatment.

Findings from research we undertook highlighted three key areas for our organisation to focus on in the coming years — research, patient support and advocacy.

To better serve the growing numbers of melanoma patients in New Zealand, we plan to further develop our national patient support service. The form this will take is currently being worked through, but the voices of 108 patients, as well as others involved in the patient care pathway, have been sought and will be central to the shape of the service.

Thanks to a generous bequest, and with the support of partnerships and expert collaboration, we will be moving into the research funding space — an exciting development for Melanoma New Zealand.

Melanoma New Zealand has continued as the only New Zealand representative on the Global Melanoma Coalition, a patient advocacy organisation with a network of partners in 26 countries and a collaborative approach to raising awareness of the disease, supporting patients and advocating for improvements. Membership of the coalition is both insightful and inspiring, working with others who have the common goal of reducing melanoma incidence and mortality rates, and providing advice and care to melanoma patients, in our respective countries.

Following Paul Head's retirement from the Melanoma New Zealand Board in March 2022, we would like to thank longstanding board trustee Don Mackay who has stepped up to the role of Deputy Chair. Don's governance expertise and perspective on the melanoma landscape are highlighted on page 18 of this report. We also thank our other trustees, Hon. Amy Adams, Pete Bernhardt, Dr Sonja Bodley, Amanda Johnston, Mr Richard Martin and Dr Rosalie Stephens for the commitment, skill and guidance they bring to the board of Melanoma New Zealand. Pete Bernhardt also shares his perspective on page 19 of the report.

We wish to thank our Founding Patrons — Fife Foundation, Douglas Charitable Trust and Lynn Stratford — for their generous support. And enormous thanks to our corporate partners, including FMG, La Roche Posay, MSD and Lidgard Shades, for their support. Thank you too to our dedicated Ambassadors - Josh Emett, Adine Wilson, Laura McGoldrick and Martin Guphill for sharing their stories, skills, and platforms to help raise awareness and vital funds.

Without the support of our Ambassadors, Patrons, corporate partners, grant providers and donors, we would not be able to deliver our awareness campaigns, offer education and free spot checks and provide support to melanoma patients and their whānau when they need us most.

Ultimately though, none of the achievements Melanoma New Zealand has made in the last year would have been possible without the hard work of our dedicated team and all our wonderful volunteers who have supported them. We thank them for their unwavering commitment and skill that advances Melanoma New Zealand's cause across the country.

The contribution you all make is deeply appreciated.

Johnathan Eele
Chair
Andrea Newland
Chief Executive

OTHER THANK YOUs FOR THIS YEAR INCLUDE:

- Our grantors: Waikato Trust, One Foundation, Community Organisation Grants Scheme (COGS), Auckland Council, Four Winds Foundation, BlueSky Community Trust and Lottery National Community.
- Our other corporate supporters: Giltrap Group, SCG, Simpson Grierson, Rainger & Rolfe, Pathfinder Asset Management, Infomatrix, National Mini Storage, Bunnings, Masport and The Warehouse Group.
- Each of the organisations, business and individuals that took part and fundraised for us along with the 127 schools, early childhood centres and kindergartens during our annual Get Spotted campaign.
- All those individuals and small groups that held their own personal fundraisers on our behalf, in the community, including Trinity Powell, Abigail Anderson, Riley Klenner and the Huntly Ladies Allsortz.
- Each of our individual donors who make contributions to our organisation through programmes like regular giving, payroll giving or one-off donations.
- The wonderful team at Gibbs Farm for allowing us to host an event at their magnificent property and raise \$20,000 from ticket and raffle sales.
- The Estates of Doreen Gladys Watson and Carol Ann James for their generous bequests to our organisation.
- All our wonderful volunteers who generously give up their own time to support our team both in the office and at events.
- Finally, the patients and their family members who agreed to generously share their stories to help us make a real difference. It is a privilege to have your support and involvement.

From the bottom of our hearts, we sincerely thank you all.





THE YEAR IN FOCUS

The 2022-2023 year saw growth within the Melanoma New Zealand team and the functionality of the organisation, along with many other highlights and achievements, some of which are noted below:

- New appointments to the Melanoma New Zealand team include our new Office Manager, Alessandra Francoia, two new Corporate Partnership Managers, Jon Clarke and Leigh Franklin, Events Coordinator, Bridget Bond and Communications Manager, Abbey Cameron. Sue Bibby took over from Gill Rolfe as Nurse Educator when Gill semi-retired in December. Fortunately, Gill remains part of the team providing patient support and additional spot checks
- With around 34,000 participants, Southern Cross Round the Bays was a highly impactful event in which Melanoma New Zealand was involved. As the official charity for the iconic event, Stuff Events, provided us with a \$50,000 media package and a generous donation of a further \$50,000. We were also given a platform to share our life-saving messages about melanoma prevention and the importance of early detection to participants and spectators in the lead-up to and during the event. A further \$8,376 was raised for Melanoma New Zealand by 145 event participants, and more than 60 volunteers from Auckland Grammar School and St. Cuthbert's College, plus a number of locals, supported us throughout the day.
- Our Founding Patron, Fife Foundation worked with Melanoma New Zealand to organise and host an amazing charity auction dinner, 'Josh Emmett at Great Hall' in Christchurch in October 2022, where more than \$140,000 was raised. We are so grateful to all involved in the event held in the beautiful Arts Centre — especially Gina Satterthwaite and the Fife Foundation, Melanoma New Zealand Ambassador Josh Emmett who designed and executed the exquisite menu, the wonderful Boh Runga for entertaining the crowd, guest speaker Emma de Teliga, for sharing her own heartfelt journey with melanoma and the event sponsors.
- Another of our Founding Patrons Lynn Stratford generously sponsored the opportunity for Melanoma New Zealand to provide ball deliverers who had a personal connection to melanoma at each home game for the Mainland Tactix netball team during the 2023 season. This not only provided memorable experiences for the special young people who delivered the ball on our behalf but it was beneficial as a branding exercise and enabled us to share lifesaving messages with the vast netball community at each game in Christchurch and via the commentators on Sky who discussed each of the children's relationship with melanoma as they moved onto the court.
- Several other organisations held fundraising events in support of Melanoma New Zealand, including the Marketing Association and The Pond, which hosted the inaugural Keith Norris Charity Golf Tournament in May 2022 and raised \$30,000. Then in February 2023, they held a second tournament, raising an impressive \$51,000.
- We were also fortunate to benefit from generous individuals who fundraised in support of our cause, including Queenstown businessman Matthew Rose who walked the length of the South Island on the Te Araroa Trail (1,400 kilometres) as a means of self-discovery combined with philanthropy. He set a goal to raise awareness and \$250,000 shared between 10 charities that resonated with him for personal reasons, including Melanoma New Zealand.
- Our Nurse Educators provided online support to 121 melanoma patients and their families and provided 5,870 spot checks to New Zealanders throughout the country.
- The Melanoma New Zealand brand and key messages were seen at large scale outdoor events with audience numbers reaching 219,983.
- We undertook 246,063 engagements to promote melanoma awareness to people at schools and workplaces through our Get Spotted campaign and via partners' communications.
- Our social media audience grew to 7,029 followers.
- We distributed our quarterly newsletter *Spot News* to 19,318 people and 34,178 melanoma information brochures were sent to patients, their families and health providers.





Mia Shankar

Volunteer

VOLUNTEERS

Melanoma New Zealand is truly fortunate to have the support of volunteers who, in the last year, have offered a combined total of 755 hours of their time to help us at events and with administrative tasks such as data input at our office in Auckland.

Two regular volunteers, Arundhati (Mia) Shankar and Dhara Sinhal, are busy students from the University of Auckland who dedicate much of their precious time to supporting our cause.

Mia was inspired to start volunteering after witnessing the pressures the healthcare system was under during the COVID-19 pandemic, and like Dhara, she decided to support Melanoma New Zealand after learning that New Zealand had the highest rate of melanoma globally.

"Melanoma New Zealand's work to ensure the safety of many Kiwis is very selfless, and I was eager to aid this in any way I could," said Mia. "Volunteering is something I treasure, knowing I can help make a difference in at least one person's life. I highly recommend it."

Dhara is working towards a Bachelor of Science with ambitions to pursue dermatology and has gained many new skills since working with the team.

"I have learnt a lot, such as the Slip, Slop, Slap, Seek and Slide rule, which I have told all my family and friends about, and when I have helped out at spot check events, the nurse told me what to look for when looking for melanoma using the ABCDEFG rule."

She said it feels amazing knowing she is making a positive change in the community and encourages everyone to volunteer at some point, "Everybody deserves this natural sense of accomplishment and an added sense of pride, identity, confidence and satisfaction."



Dhara Sinhal

Volunteer

MELANOMA IN NEW ZEALAND – A SNAPSHOT

- Eight out of every ten cancers in New Zealand are skin cancer, making it our most common cancer.
- Most skin cancers are caused by too much UV radiation, either from the sun or artificial sources such as sunbeds.
- New Zealand has the worst rate of melanoma in the world – around 10 times the global average.
- Annually, more than 6,000 people are diagnosed with in situ or advanced melanoma in New Zealand.
- Melanomas are less common than other skin cancers but are responsible for the most deaths from skin cancer — around 300 a year.
- More people die from skin cancer in New Zealand than die on our roads.
- Men are twice as likely than women to die from melanoma.
- The estimated healthcare cost annually for melanoma is \$51.2 million.
- New Zealand's growing and ageing population is contributing to an increased overall incidence of skin cancers.
- By 2025 the projected cost of skin cancer treatment is estimated to grow to around \$295 million annually.
- But the good news is that melanoma can be preventable, and if caught and treated early enough, it is almost always curable.

SPOT CHECK VAN – THE FACTS

*From 1 April 2022 to 31 March 2023,
Melanoma New Zealand's Spot Check Van:*

- Carried out 48 community site visits travelling from Kaikohe in the far north to Christchurch in the south.
- Provided 5,695 spot checks (excluding events without the van) to patients and identified 664 suspicious lesions, of which 107 were suspected melanomas and were referred on for further evaluation.
- Visited 10 workplaces for our Nurse Educator to provide staff education and spot checks.
- Attended 18 rurally-focused events.
- Supplied each visitor with valuable education, empowering them to know what to look for when checking their own skin.

“Well worth doing. A simple 5-minute check could ultimately save a life. Well done to your service.”

“A great service. We have a yearly skin check as my partner has had two melanomas. It has made us realise we need to have a check more often.”

“I learnt that things that look normal may not be. Suspect melanoma can appear anywhere on the skin.”

“The nurse during the spot check was excellent. She communicated exceptionally well. Gave good concise information. Provide good specific scientific/technical information.”





Nichola Murray

I have no doubt that my visit to the Spot Check Van that day saved my life.

When 48-year-old Auckland pharmacist and mother of two Nichola Murray discovered a small pinhead-sized nodule on her shin in 2021, she initially didn't think too much of it.

However, by the end of the year, she noticed it had grown and thought she should get it checked out.

"It looked clear in colour, with regular borders, and I thought it was a dermatofibroma, which I've had before.

"In the busy lead-up to Christmas, I figured I'd leave getting it checked until the New Year. When the kids went back to school in February, I was walking the dog with a friend when we saw the Melanoma New Zealand Spot Check Van parked by Narrow Neck beach. So, on the spur of the moment, we decided to go and get a spot check.

"When it was my turn to jump in the van, I was struck by how lovely and warm Gill was, so I relaxed immediately. Gill took one look at the nodule on my leg and said I needed to go to a doctor as soon as possible. She told me to say I had been to the Melanoma New Zealand van and tell them that they were concerned that it could be a melanoma.

"I got an appointment with a specialist soon after that, and he removed it. I remember driving home from work a couple of weeks later and getting a call from the doctor's surgery saying they needed to see me. I immediately knew something was wrong. The next thing I knew, I was diagnosed with stage 3A melanoma and was heading to hospital for further surgery. I was really worried at that point that the cancer had spread. I had to have a wide excision on my leg and a biopsy of my lymph nodes.

"It was tough waiting for the results, but thankfully it ended at that point, as my lymph nodes were all clear and there was no further spread.

"I have no doubt that my visit to the Spot Check Van that day saved my life.

"If I had waited any longer to get it checked out, my prognosis could have been very different. I have two children, aged 12 and 14, and they need their mum.

"The Spot Check Van and Gill were in the right place, at the right time. I am so thankful my melanoma was caught before spreading any further.

"I was really shocked that the pinhead nodule was a melanoma. I am a pharmacist, so have some medical knowledge, and have always been aware of melanoma and the importance of skin checks. My lump didn't fit the usual criteria for skin cancer — but while I thought it was clear in colour when my specialist viewed it with his dermatoscope, it had slightly pink borders, which can be a warning sign of melanoma.

"If you notice any change to your skin, go and get it checked out by a medical professional — waiting too long can cost you your life. As working mums, we are all so time poor, and it can be difficult to make time for ourselves. It is scary to think that I may not have gotten around to seeing my doctor in time. I am forever grateful to Melanoma New Zealand for the mobile van being there that day.

"I know it's just one van working its way around the country right now doing an amazing job to raise awareness and provide spot checks along the way, so let's get behind the cause, get more funding and imagine if we could clone it so there are vans travelling all over New Zealand to help save lives!!"



PERSPECTIVES

The Patients

Ross Johnston

Chance Encounters

One of the highlights of Mystery Creek Fieldays 2022 was a visit to our site from Ross Johnston, who took time out of his busy day to thank our now semi-retired Melanoma Nurse Educator, Gill Rolfe, for successfully identifying a melanoma at one of our community spot check events just a few months earlier in the Coromandel.

In July 2022, Ross heard through the local Visitor and Information Centre that our Spot Check Van was coming to the Coromandel and decided to get a mole his wife had identified on his back checked.

Gill was providing the free spot checks that day and agreed that the mole needed further investigation and subsequently made a referral to Ross's GP. Ross said his GP then sent an image of his mole to Te Whatu Ora in Waikato, and he was advised that the mole needed to be excised immediately.

Te Whatu Ora contacted him soon after to tell him the excision area had to be extended to ensure they had removed all the cancer cells and further surgery was done a month later by a plastic surgeon at Thames Hospital.

Fortunately, the histology report confirmed that no other cancer cells were detected. Ross said he was very relieved after already having three basal cell carcinomas removed in the past.

Ross's father had also successfully been treated for melanoma in his eye, so he was aware of the risks and signs of melanoma and would advise anyone with a suspicious mole or spot to go to their GP to check it immediately.

"I learned through this process that melanomas come in all shapes and sizes, and the only way to ensure that any mole or spot is OK is to seek professional advice immediately. It could save your life."

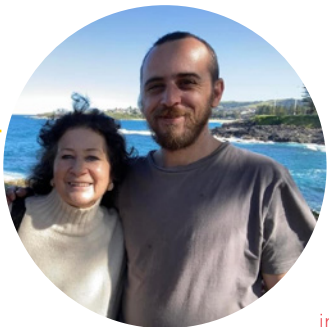


Ross said he was so happy to see Gill working at the Melanoma New Zealand site at Fieldays.

"It was a chance meeting with the same person I attribute to my textbook identification and treatment of my melanoma.

"I can only say how much I am indebted to Melanoma New Zealand's service, as it catalysed my eventual successful treatment."

At Mystery Creek Fieldays 2022 our nurses saw 745 people and found 106 suspicious lesions during the four-day event. Pulling off such a great result was due to the team's effort to manage the eager crowds, with support from our rural partner FMG, which lent us some of its crew to volunteer on our site.



Ben McGaffney

The Injustice of Unfunded Treatments

36-year-old Ben McGaffney had a clinic appointment at North Shore Hospital in March 2022 to review a large skin lesion thought to be a squamous cell carcinoma. The lesion had been present for 10 years but had rapidly increased in size in the last year. He was then sent for a CT scan which highlighted the skin lesion and some nearby lymph nodes. By April, his consultant had removed the mole and two subcutaneous lymph nodes. Unfortunately, histology showed melanoma in his lymph nodes, so he was sent for PET/CT and MRI of his brain to see if it had spread further.

After reviewing his imaging, his consultant referred Ben to Cutaneous Surgical Oncologist and Melanoma New Zealand trustee Mr Richard Martin to discuss more intensive surgery.

In June, Mr Martin performed a right partial parotidectomy and selective neck dissection. His mother, Pauline Mulqueeny, says waiting to hear how the surgery went was horrendous, "When Clinical Nurse Specialist Helen Kinchley called to say it hadn't spread, it was the best phone call I've had in my life."

Ben was advised that adjuvant immunotherapy was the preferable treatment option following surgery in his case. However, because his melanoma was Stage 3D, he would not qualify for funded treatment, which Pauline says she found unbelievable considering the high rate of melanoma in New Zealand.

"We're not taking anything away from other cancers, but funding only seems to come in when cancer gets to a stage where there's not much hope, and the patient can't be operated on. It just doesn't make sense."

Fortunately, Ben had been a permanent resident in Australia and still qualified to have Keytruda funded through Medicare. When Prince Charles Hospital in Brisbane offered to treat him, plans quickly got underway to relocate to Queensland. Then floods hit the region and accommodation became scarce.

Because Ben had to begin his treatment within 12 weeks after surgery, they had to arrange for him to change to St George's in Sydney, where a close friend offered to accommodate them.

Pauline soon discovered a six-week delay to their Medicare cards due to COVID-19 and flooding, so initially, they had to pay for everything upfront.

Pauline says considering all the variables they have had to deal with to get to this stage, she and Ben have realised they will not return to New Zealand for some time.

Looking back, Pauline now appreciates all the support they received from Ben's healthcare team in New Zealand. She has had to navigate booking all of Ben's appointments in Australia, from MRI scans to blood tests, which their New Zealand team would have sorted for them in New Zealand.

"I spend a lot of time chasing up departments, ringing around to make sure everything is sorted and taking all Ben's paperwork to appointments to make sure they have everything correct. I'm sure a lot of people must struggle with that. It is so different from New Zealand."

Pauline and Ben wanted to thank Mr Martin and Helen Kinchley for their incredible support.

"We have probably been quite spoilt. There has been a united effort from family and friends, and everyone has played their part."

Pauline's daughter, Rachel, organised a Givealittle campaign to help them relocate, and Ben's father gave them money to put towards accommodation.

"The whole process of leaving New Zealand was challenging and very rushed. All our family helped, but it was tough.

"That has been extremely difficult and heart-breaking because we didn't have the time to prepare mentally and financially to go. Without our family's love and financial support, we would not be here. It restores your faith in humankind."

Although Pauline and Ben would be home in a heartbeat if they had a choice, neither of them takes anything for granted. They both feel incredibly blessed that Ben can have his Keytruda funded in Australia, unlike so many other kiwis in Ben's situation who have to raise around \$120,000 to be treated.

"If Ben's melanoma was terminal, he would have been offered funded treatment in New Zealand.

"At Stage 3, who lives or dies depends on who can pay for treatment. It's so unfair."



Victoria Hudson-Craig

Keeping Positive While Facing Adversity

Victoria Hudson-Craig was in her early 30s, sitting in a pub in Devon in the UK, when her sister noticed blood on her back from a mole that had been there for years. Once she saw her doctor, she was immediately sent to hospital to have it removed.

The biopsy results showed that it was stage 2B melanoma and after two surgeries, she was told it was all removed. Victoria says it was then that she decided to get on with life by moving to New Zealand to have more of an outdoor lifestyle close to the sea and ski fields.

She settled in Christchurch, where she met her husband Ryan and had daughter, Ruby. Life was good until 2020 when Victoria was admitted to hospital with appendicitis. They were about to whip out her appendix, when a pre-surgical scan showed some lumps embedded in her heart muscle. The medical team came into her room and told her they thought the lumps were metastatic melanoma tumours, which Victoria says put her in a complete state of shock.

"It was horrific news to deal with, compounded by the fact that the biopsy results were inconclusive and had to be sent offshore for further testing (which took an additional five months to be confirmed). Apparently, it's rare to have melanoma come back in your heart and nowhere else. It usually comes back first to other organs, such as your brain and liver. I didn't experience any heart palpitations until late last year, so we may not have discovered the tumours if I hadn't had appendicitis."

Shortly after they discovered the tumours, Victoria started immunotherapy, but after nine months of treatment, the cancer progressed, and a fifth tumour grew. This meant she no longer met the criteria to continue on funded immunotherapy. This was just before Christmas last year.

"I just went all out — I figured that if it was going to be my last Christmas, I would make it the biggest one yet!

"Thankfully, early in the New Year, I was told that there was a different drug combination they could try on my particular tumour type. Now, seven months later, my tumours have shrunk to the same size as they were when I was diagnosed in 2020.

"Unfortunately, the drugs are not funded and are extremely expensive, so I am not sure how long I can afford to remain on them," she says. Victoria says she has had an incredible response so far, and she is grateful for the extra time she has had with Ryan and Ruby.

"I don't like being unhappy. I'm essentially a positive person and feel really well, despite the tumours. They've told me these drugs are not a cure, but my tumours have shrunk, and apart from taking a pill every day, I am living a normal life. They are not impacting significantly on my heart — I can exercise, work full-time as a legal advisor, go out as normal and, of course, look after our beautiful daughter."

Victoria says that it would have been a very different story if the drugs hadn't worked, "I was starting to find everyday life a bit harder last year and would likely have developed heart failure.

"As a family, we just live in the moment and try not to think too far ahead. Ruby keeps me sane, and I really don't have time to dwell on things.

"When they initially told me that my melanoma had come back, we didn't know if I had days or weeks to live, and I learned to take one day at a time.

"I want to ensure Ruby has a happy, carefree childhood, and if the worst happens, that she has good memories of me. I don't want her to remember me lying around being sick. She knows I take medication, but I've kept it from her. She's such a happy child, and I want to keep that for her.

"A huge source of stress for us is that whether I live or not depends on how much money we can raise through the kindness of others as we can't afford to personally fund the drugs I need for treatment in New Zealand. Potentially our only option is to move overseas and that's pretty tough.

"I was only 33 when I was first diagnosed with melanoma, and I want people to know that this can happen to them.

"Melanoma is just so sneaky. You don't know where it will turn up, and it definitely doesn't discriminate. So, if you notice any skin changes, please get them checked out as soon as possible — it could save your life."

PERSPECTIVES

Our Partners

FMG Advice & Insurance

"In partnering with Melanoma New Zealand, we delivered the FMG Spot Check Roadie throughout the country and checked 759 spots, identifying 113 suspicious lesions that were referred on for further investigation, including 14 potential melanomas."

"Our teams also worked alongside each other at various rural events, including several Field Days events not only at Mystery Creek but also in Northland and Central Districts and the NZ Dairy Event and AgFest, all of which have helped us reach people in rural communities who don't always have the time or access to facilities to get their skin checked and get educated about the dangers of working outdoors. We are so grateful for the opportunity to be helping Melanoma New Zealand protect rural New Zealand and save lives."

Glenn Croasdale
Chief Client Officer, FMG





"Merck Sharp & Dohme New Zealand Limited (MSD) is proud to be Melanoma New Zealand's Patient Support Programme (Pilot) Partner. Melanoma New Zealand is performing a national and global review of the melanoma landscape looking at the scope and structure of current patient support services. Initiatives being considered for the support programme include; increased one-on-one nurse support, assistance in navigating health pathways, a healthcare provider referral system, patient and carer support group establishment, updated patient support booklets and a patient advisory board.

"We are excited to see the pilot come to fruition and impact the lives of New Zealanders."

Vanessa Gascoigne
MSD New Zealand Director

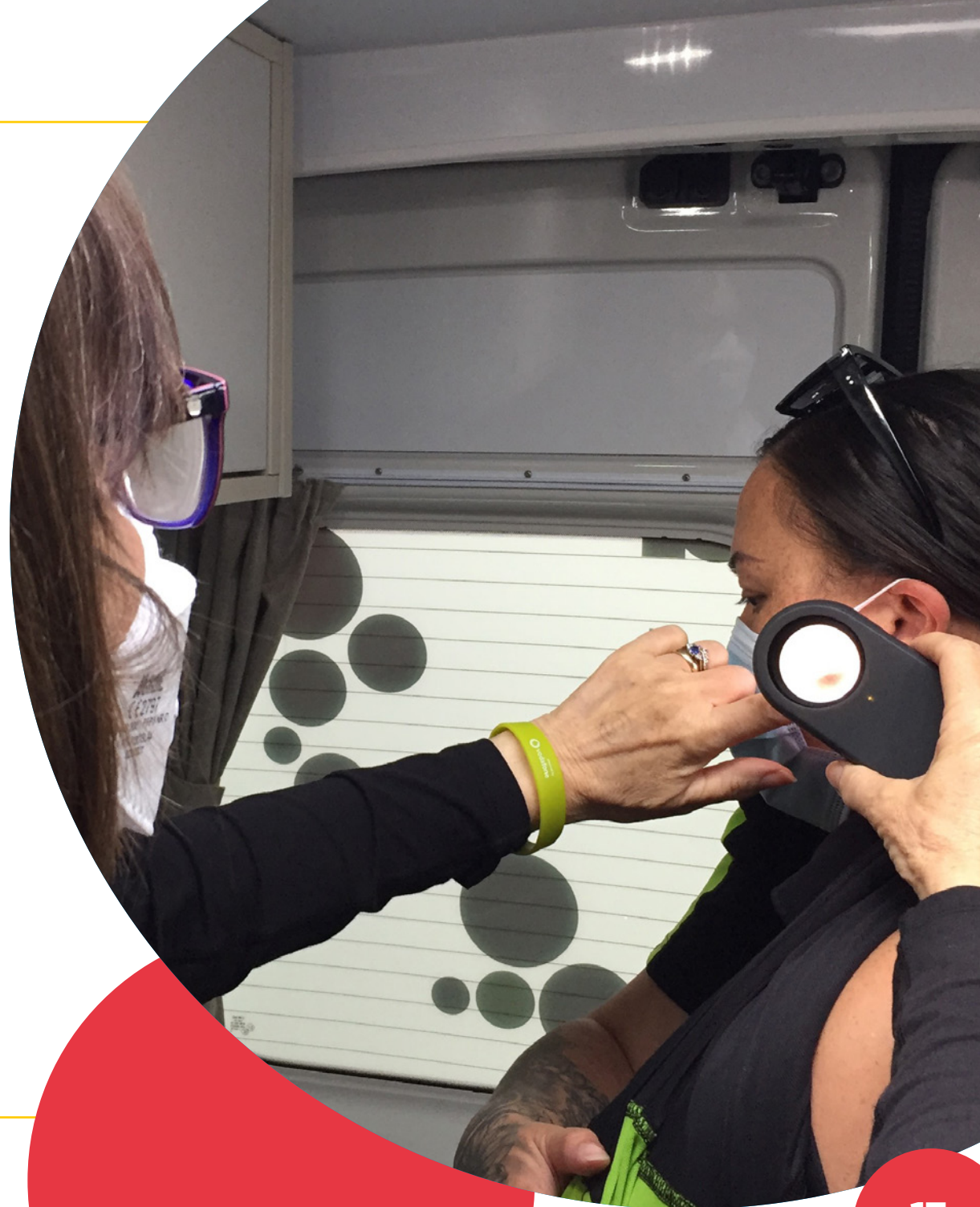


"Melanoma New Zealand and La Roche Posay have a common mission to reduce the burden of Melanoma on New Zealanders through education and awareness of UV protection and early Melanoma detection."

"Some of the ways that we have partnered together to do this is by producing a patient self-check guide made available at GP clinics across the country and by providing free spot checks & sunscreen at our La Roche Posay sponsored sporting events."

"We look forward to partnering on more initiatives in the future in an effort together to positively impact the skin health of New Zealanders."

Hayley Sigmund
New Zealand Market Director
L'Oreal Dermatological Beauty



PERSPECTIVES

Professionals

Don Mackay

Don is our Deputy Chair and an independent consultant and company director and is a Chartered Member of the Institute of Directors and a Chartered Member of Engineering NZ.

In 2016, after working overseas for around 20 years, I decided to return home to New Zealand. I wanted to give back to the community using my experience as a director on private company boards and work with not-for-profits that I was passionate about, including Melanoma New Zealand.

In 2010 I had my first melanoma diagnosis. Fortunately, it was in-situ and detected early, but it was a wake-up call. I had been ignorant about melanoma and the risks associated with UV radiation exposure. Since being back in New Zealand, I have had three further diagnoses, one in-situ and two Stage 1 melanomas. This has made me very passionate about sharing the importance of early detection because for me it saved my life.

This experience motivates me in terms of the energy I put into my role as Deputy Chair and a trustee of Melanoma New Zealand. After having had melanoma detected, experiencing how primary care works and the psychological aspects of having cancer (which takes a bit to get your head around), I am one of two current trustees who offer a patient's perspective, which complements the other board members' expertise and clinical experience.

As a professional company director and a Chartered Member of the Institute of Directors, I am passionate about good governance. Whether for a not-for-profit or a corporate organisation, good governance is the foundation for the success or failure of an organisation, and I am passionate about getting it right. The key to good governance is setting the strategic direction, ensuring the organisation has the resources to fulfil its mission, and supporting the Chief Executive by making them accountable for performance and delivery.

As trustees for a charitable trust, my fellow board members and I have a duty to act in the best interests of the beneficiaries — who are essentially melanoma patients. Every decision we make is in the context of how it can positively impact them.



We can do many things in the melanoma space, but we need to make a real material difference for patients and prevent avoidable deaths from melanoma.

Melanoma New Zealand also needs to be financially sustainable and can only deliver what we can with the funding we have — so sponsorship and partnerships are critical.

Over the last three years, we have focused on getting ourselves in a better financial position and have identified some new priorities to focus on. A key consideration in these new priorities is looking for the 'big wins,' i.e., getting the 'biggest bang for the buck' with the most efficient use of resources to get the maximum impact and best outcomes. We have done that work over the last year, and that has been fantastic.

Looking ahead, patient support will be a key focus. Although it sits as part of 'primary care' within the New Zealand health system and under what the Ministry of Health should be doing, we see ourselves as the conduit that patients can come to for support.

Advocacy is another focus; we cannot do it all alone. It is important that we collaborate with others and increase our connections and presence with Government, relying on evidence-based data to make real gains for the good of all New Zealanders, and particularly melanoma patients.

We have been involved in clinical research in the past and have a renewed focus on all research. I have a personal interest in behavioural science research around managing and reducing UV radiation exposure and what behaviours could drive change.

Balancing the economic downturn will be challenging, but we have a strong board of trustees that works well together, are experienced and have robust governance in place that provides the foundation for Melanoma New Zealand to grow. Most importantly, we have a very capable Chief Executive and a team that can deliver. We now have a launching pad for implementing some of the new strategic priorities. It is an exciting time as we go forward to areas that we haven't explored before and are on course to deliver and reduce the number of deaths from melanoma.

Pete Bernhardt

Pete is a strategy practitioner and Chartered Member of the Institute of Directors with experience across the private, public, and not-for-profit sectors.

My primary motivation for joining the board was to contribute to tackling melanoma, having lost my Opa (grandfather) to melanoma when I was in primary school. This personal connection contributes to my passion for the cause and my approach to governance. As a board, I think it is critical that we weave together the perspectives of those personally impacted by melanoma along with the evidence from research and practice, and our organisational purpose and intent.

I'm grateful to be able to contribute to, collaborate with, and learn from, such a high calibre board, Chief Executive and wider Melanoma New Zealand team as we grapple with a fascinating array of diverse challenges — from the global to the organisational. Three that I'm particularly interested in are the interface of health and climate change, the role of culture and behaviour change, and the importance of balancing focus and adaptability.

Climate change is widely recognised as the biggest global health threat of the 21st century. The evidence is clear that rapidly reducing emissions and increasing societal resilience is critical for improving health outcomes — in other words, climate action is health action. While the interface between climate change and melanoma is relatively less explored than other health impacts, it is anticipated that warming temperatures will likely see people spending more time outside with fewer clothes on, leading to greater UV exposure and melanoma risk. Climate change is also likely to further strain the health system through damage to critical infrastructure, creating additional barriers to accessing care and exacerbating existing inequities. Fortunately, efforts to increase access to green space and shade — critical for adapting to increased extreme heat — have the co-benefit of providing space where people can be outside whilst avoiding UV exposure.

Culture and behaviour change are key for melanoma prevention. We need to mobilise a similar cultural transition that has taken place for other known carcinogens like tobacco and, more recently, emerging with alcohol. Along with replacing the sunbathing culture

with a sun smart culture, we also need systemic changes. For example:

- removing the barriers for people to make sun smart choices, like increasing access to sunscreen when and where people need it;
- creating contexts in which making sun smart choices are the default, like increasing the provision of shade for playgrounds; and even
- eliminating options for risky behaviours entirely, like banning sunbeds.

For an organisation like Melanoma New Zealand, balancing focus and adaptability is critical. We are a small organisation with big aspirations and a lot of potential opportunities to pursue — this presents the challenge of requiring us to be bold, decisive, and focused around where we invest our time and resources while also maintaining our adaptability and nimbleness to explore significant emerging opportunities when they arise. Following a piece of market research, we have recently increased our focus on patient support, advocacy, and research. My aspiration is that these efforts are mutually reinforcing and enable us to significantly improve the lives of those currently affected by melanoma, help shape a more effective melanoma ecosystem, and build new knowledge that contributes to avoiding future melanoma suffering.

Over the past year, it has been fantastic to see the ambidexterity of the organisation in a challenging operating environment — creating impact through the delivery of our current services while building critical foundational elements to enable us to have an even more significant impact in the future. I'm excited for what's next.



FOUNDING PATRONS

We are enormously grateful for the generosity of our Founding Patrons, the Fife Foundation, the Douglas Charitable Trust and Lynn Stratford, all of whom support our ongoing day-to-day work and help to position us strategically to have an even greater impact and reach people around the country with our life saving messages about melanoma prevention and early detection.

LYNN STRATFORD

“Unfortunately, like many New Zealanders, I have a personal connection to melanoma and fully understand the importance of Melanoma New Zealand’s work to raise awareness about melanoma prevention and early detection. Having the opportunity to be a Founding Patron of Melanoma New Zealand and support this work in any way I can is something I feel very honoured to do.”

Lynn Stratford, Melanoma New Zealand Founding Patron



“Our hope is that through our collaboration with Melanoma New Zealand (such as the charity dinner and auction we hosted in Christchurch last year in support of Melanoma New Zealand), we can help raise greater awareness and much-needed funds, support patients and their families, drive improvements to the system and turn around New Zealand’s terrible melanoma statistics.”

Gina Satterthwaite, Fife Foundation Founder and Melanoma New Zealand Founding Patron



“Giving back to the community in which we live is an important part of our company culture. The Douglas Charitable Trust feels very privileged to have been a Founding Patron of Melanoma New Zealand since 2021. The work they do to educate New Zealanders about the importance of melanoma prevention and early detection and their continual efforts to reduce our country’s dire melanoma statistics is something we are all very proud to be associated with.”

Jeff Douglas, Douglas Charitable Trust and Melanoma New Zealand Founding Patron

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PERFORMANCE REPORT & INDEPENDENT AUDITOR'S REPORT

For the year ended 31 March 2023

Please click the link below for the full audited accounts of Melanoma New Zealand.

www.melanoma.org.nz/performance-report-2023





Melanoma New Zealand would like to warmly acknowledge and thank the team at Rainger & Rolfe for its generous support designing this Impact & Performance Report.

