



cancer  
**wellness support**

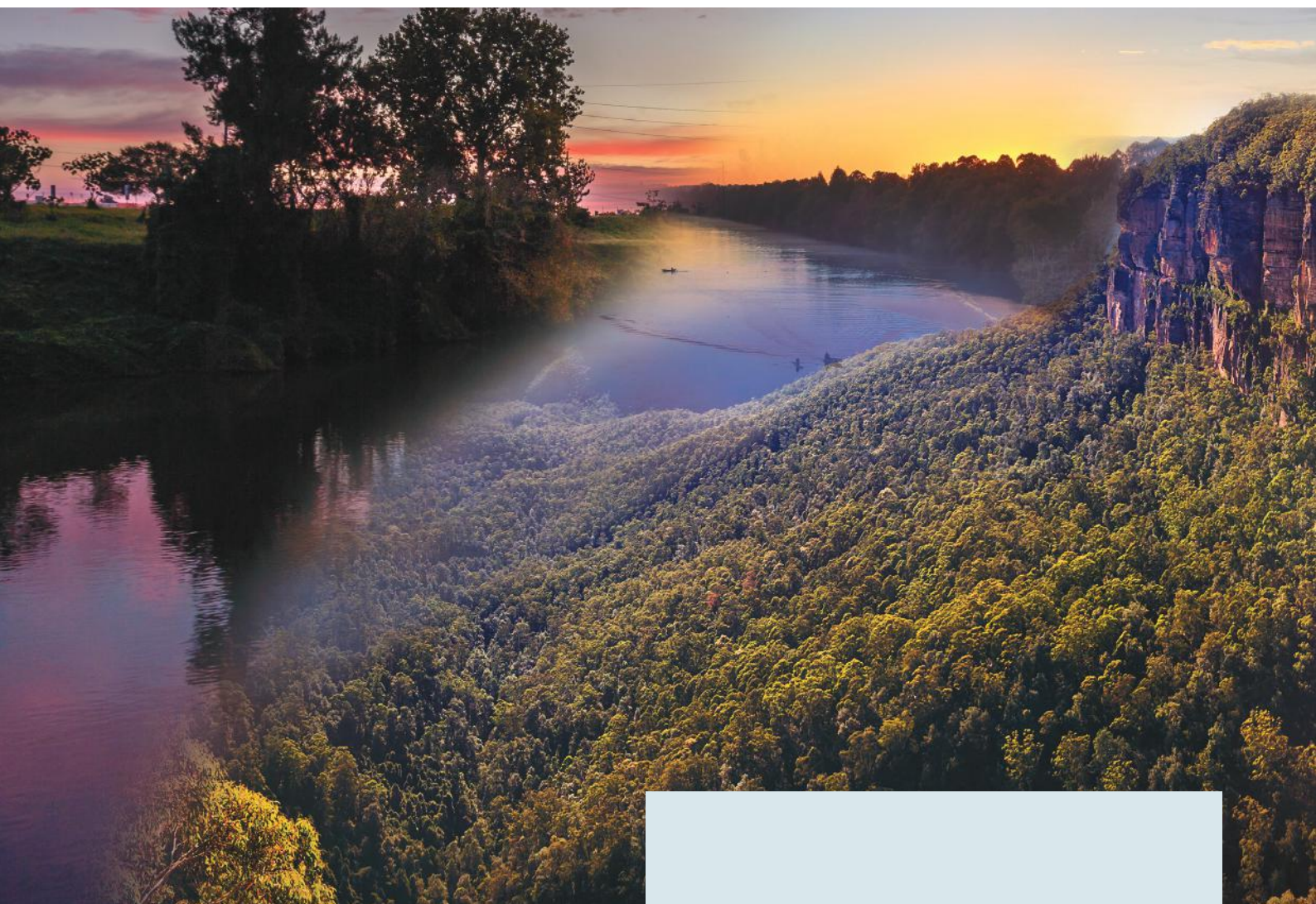
Complementary Therapies | Community Generosity

**ANNUAL REPORT**  
2023/24



**CARE | COMPASSION | COLLABORATION**  
**INNOVATION | CONFIDENTIALITY | RESPECT | COMMUNITY**





Complementary Therapies  
Community Generosity

**We respectfully acknowledge the traditional custodians of the land on which we operate in the Blue Mountains, Penrith and Hawkesbury regions, the Dharug and Gundungurra Peoples. We recognise their enduring connection to this land, their rich cultural heritage, and pay our respects to Elders past and present.**



Robyn Yates OAM

“The power of one—one person, one idea, one group, and one community—can create a place of meaningful and personalised care.”

At Cancer Wellness Support, a connection to wellness is at the heart of everything we do.

Established in 2005, in the Blue Mountains, and then expanding our services to the Penrith and Hawkesbury regions, we continue to adapt to the needs of our diverse, growing community.

We are a purpose-driven organisation, grounded in values of care, compassion, collaboration, innovation, confidentiality, respect, community, and a shared commitment to support local individuals and their families living with cancer.

Our logo, inspired by the native Australian flannel flower, represents more than just beauty. Flourishing throughout the Blue Mountains, this resilient plant thrives after fire, drought, and adversity. It stands as a symbol of hope, survival, joy and reflects the essence of Cancer Wellness Support.

We are grateful to our founder, Robyn Yates OAM, whose enduring legacy is the foundation of Cancer Wellness Support. Her vision, values and principles continue to guide us today.

We also acknowledge our current and past Board members, management team, staff, therapists and volunteers. Everyone has made their mark on Cancer Wellness Support, and has given to the unfolding of our purpose.

Our Leura headquarters, named the Robyn Yates Centre, stands as a tribute to Robyn's remarkable work. In addition to our two wellness centres located in Leura and Penrith, we are supported by our two Op Shops in Katoomba and Penrith.

Whether you visit us in the Blue Mountains or Penrith, we invite you to experience the healing power of community, compassion and connection.

Cancer Wellness Support's story is one that is true to the belief that the power of one - one person, one idea, one group, and one community—can create a place of meaningful and personalised care.



# 2024



**755**  
Members

**34,272**  
Volunteer Hours



**110**  
Volunteers

**27**  
Types of Therapies  
& Workshops



# SNAPSHOT



39

Therapists

6,849

Therapies

\$2,300,711

Total Revenue



# Our Charitable Status

Cancer Wellness Support is a registered charity with the Australian Charities and Not-For-Profit Commission (ACNC).

Our deductible gift recipient (DGR) endorsement from ACNC means your generous donations are eligible for tax deductions.

While we're a medium-sized organisation with an annual turnover of under \$3 million, we maintain audited financial reports for transparency and accountability.



## WWA 2023 Winner Business Excellence Award

Acknowledging our remarkable growth and transformation over 2022-2023, we were thrilled to be awarded the Business Excellence Award in 2023.



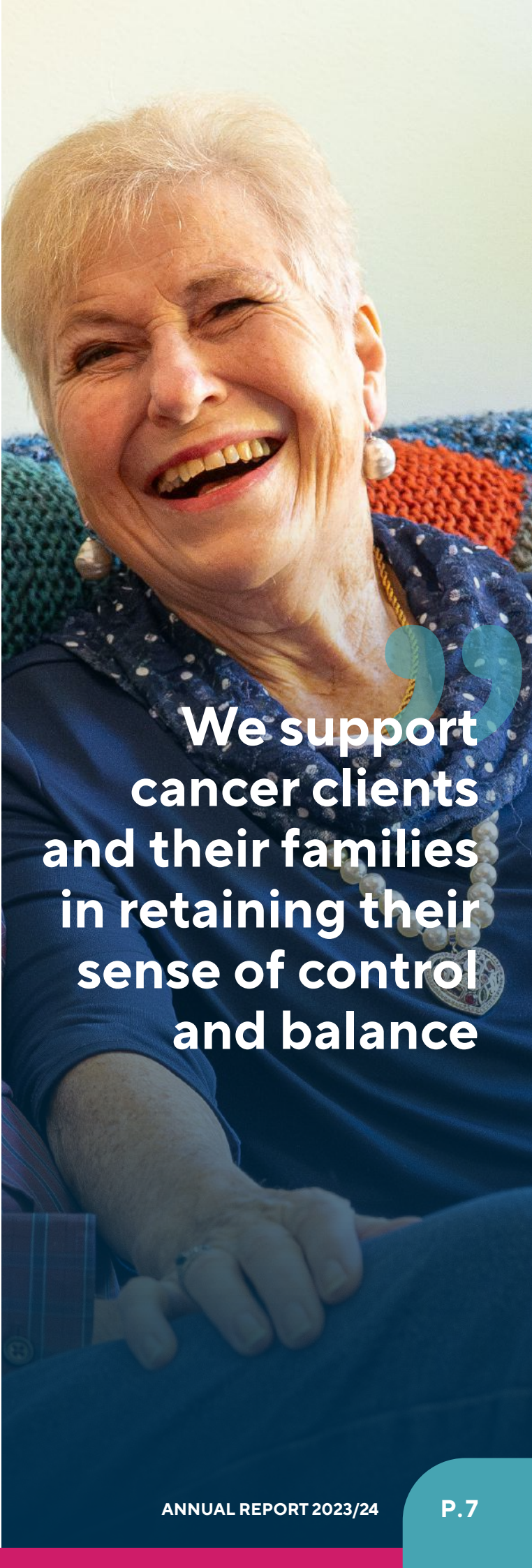
**WWA 2023 Finalist** - Pioneering Achievement Award for our Client Services Manager, Vivienne Maitland

**WWA 2023 Finalist** - Emerging Leader Award for our Operations Manager, Louise Palmer

**WWA 2023 Nominee** - Purpose Driven Award for our Retail Manager, Gail Searle



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**We support  
cancer clients  
and their families  
in retaining their  
sense of control  
and balance**

# About Us

Powered by an extraordinary community spirit, Cancer Wellness Support has been assisting local people living with cancer and their families in the Blue Mountains, Penrith and Hawkesbury regions for nearly two decades.

Established by Robyn Yates OAM in 2005, our holistic, person-centred model of care is built on participation and collaboration. We provide access to complementary therapies and opportunities for social connection with others for those affected by cancer by removing financial, geographic and other barriers.

This year, we provided 6,849 subsidised complementary therapy sessions. Key therapies include counselling, massage, meditation, acupuncture, yoga, Qigong, reflexology, reiki, lymphoedema management, expressive arts therapy, and Bowen therapy.

With accessibility and affordability at the core of our principles, we offer a comprehensive program of 27 individual complementary health therapies, workshops, counselling, events, and retreats at substantially discounted rates.

## Theory of Change







## Our Purpose

Cancer Wellness Support is an innovative, compassionate, community-driven organisation that provides holistic, person-centred complementary care.

We support people living with cancer and their families in retaining their sense of control and balance whilst at all times giving hope to those in challenging circumstances.

## Our Values

We are a values-based community organisation. Everything we do is based on:



### Care

Creating the time to actively listen, hear and act with kindness



### Compassion

By being present - no judgement, no advice



### Collaboration

We nurture relationships to achieve a shared purpose



### Innovation

We create an environment to explore, share ideas, problem solve and embrace change



### Confidentiality

Providing a safe space that honours people's right for privacy



### Respect

Acceptance through shared values



### Community

Working together on something bigger than ourselves

**We look forward to celebrating our 20th anniversary as Cancer Wellness Support continues to grow and develop its services to support people living with cancer in our region.**

## Chair Message



Ilse Blignault—Chair



In our 19th year of operation and on behalf of my fellow board members, I commend to you our annual report including audited accounts for the financial year 2023–2024.

At the start of every board meeting we acknowledge that Cancer Wellness Support facilities (our wellness centres and op-shops) are located on the traditional lands of the Dharug and Gundungurra peoples. We also acknowledge our late founder, Robyn Yates OAM, for her vision in establishing this organisation whose work we take forward today.

I thank our CEO, Deborah Shepherd, our staff and therapists and our committed volunteers for the wonderful work they do. Also our generous donors and sponsors and loyal op-shop customers for their continued support. As Robyn was fond of saying “With the community working together, we can achieve anything”.

Members of our skills-based board bring enthusiasm and a depth of knowledge and experience to their roles. I thank them all: Judith Field, Paul Harris, Jared Pichler, Marilyn Tinsley and Chris Bryett; and Denise Shaw who stepped down from the board in October 2023.

The four board committees have played an important role in supporting and advising the work of the organisation over the year. In particular, I extend my gratitude to the members of the Client Services and Clinical Governance Advisory Committee, which includes clients, carers and external healthcare providers in addition to therapists and staff.

I trust you will enjoy reading about our achievements in the following pages, and looking at the photos.

In the coming year, we look forward to celebrating our 20th anniversary as Cancer Wellness Support continues to grow and develop its services to support people living with cancer in our region.



## Cancer Wellness Support will continue to play a pivotal role in enhancing the quality of life & health outcomes.

### CEO Message



Deborah Shepherd

Across Australia, the need for affordable and person-centred cancer care is increasing.

Over 1 million people are currently living with, or have lived with, cancer, with more than 160,000 people diagnosed in 2023. Our population is expected to increase by 15% by 2031, and cancer cases are estimated to rise by around 22% during this time.

In our local region, with a population of over 380,000, approximately 2,300 people are diagnosed with cancer each year.

This year, Cancer Wellness Support membership and therapy delivery grew by 15% and 35%, respectively, reflecting the growing need for our tailored programs and integrated health services. Our organisation is adapting to meet these demands.

We were honoured to receive the Business Excellence Award at the Altitude Awards in recognition of our personalised care, extensive support for carers, and our commitment to accessibility and affordability, all enabled by strong collaborations and community support.

Building on the strength and legacy of our existing brand, we celebrated a brand refresh with a new website, marketing brochures and a new brand identity for our Op Shops. Our website serves as a comprehensive resource, and our Power of Community newsletter celebrates our stories and provides an organisational lens.

Investment continued in IT infrastructure, leading to significantly improved efficiencies, security and privacy, thus building a platform for continued growth.

Our strategic collaborations continue to flourish and serve as the backbone for wider community support. Fundraising activities, including our Dry July 2023 campaign, collectively raised significant funds for complementary therapies for our clients and carers.

Client Services realigned to support our growth, delivered tailored programs, and nurtured relationships to build awareness within the community. Our qualified therapists continue to offer their expertise at reduced rates, and through a collaborative

approach, enable us to continue delivering affordable cancer care.

Our Op Shops play a pivotal role within the community, generating a phenomenal \$2.1 million in 2023-24, all while repurposing quality items and supporting local charities. Our accreditation with Charitable Reuse Australia continues to be a source of pride, acknowledging our ethical practices and contribution to environmental sustainability.

Through the dedication of our therapists, volunteers, staff, Board, strategic partnerships, supporters, and members, Cancer Wellness Support will continue to enhance the quality of life and health outcomes for people living with cancer and their families within a compassionate and supportive community.

Next year, we look forward to celebrating our 20th anniversary and Robyn Yates OAM's vision, the continuance of our purpose, and the contributions of everyone involved.





## Why We Exist

*Australia's 2024 Health Report* reveals that more people are living longer with cancer and often seek support within their local community.

*The Medical Journal of Australia* notes that 1 in 10 people living with cancer spend over \$10,000 on healthcare, often resulting in poorer outcomes when care is unaffordable. *The Australian Carers Talk Study* highlights that one-third of informal carers dedicate up to 40 hours of unpaid care weekly, totalling 1.9 billion hours annually.

We exist to provide affordable cancer care within the local community.

As a multi-award-winning social enterprise, we are guided by our purpose to assist people living with cancer and their families by removing the financial and other barriers that prevent them from accessing complementary therapies and holistic support.





## We exist to provide affordable, cancer care within the local community.

We are committed to ensuring that individuals, their families, and caregivers have the knowledge, coping skills, and resilience to manage their wellbeing amidst the challenges of cancer. Our focus encompasses all types of cancer, aiming to reduce feelings of isolation and cultivate strong social support networks and a sense of belonging.

We strive to ensure everyone can experience the benefits of an integrated health approach through our comprehensive range of 27 therapies and programs. Our person-centred approach ensures that programs are tailored to individual circumstances and that services can be accessed for as long as our clients and carers remain members.

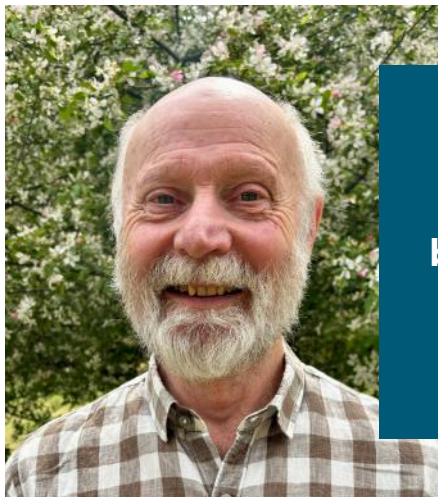
Through our financial model, we create a sustainable support network with our clients and therapists. We are deeply grateful to our therapists for offering services at reduced rates, as well as to our dedicated volunteers, team members, and the wider community for their heartfelt contributions.

As a 100% self-funded organisation, we rely on the gift of time, in-kind donations, fundraising, bequests, donations, and our Op Shops. Local community support, especially through our Katoomba and Penrith Op Shops, which generate most of our revenue, is crucial.

Our clients constantly tell us that Cancer Wellness Support does not feel clinical—it is a warm, welcoming, and homely environment. We have created a sanctuary where shared experiences foster a sense of community, helping everyone feel safe, heard, and less alone.

# John Bragg

Carer/Member



**When you're caring for someone, you often avoid the deeper emotional conversations because you're trying to protect each other. This group allows everyone to express themselves openly, with the group there to help.**

John discovered Cancer Wellness Support (CWS) when his wife, Deb, was diagnosed with metastatic cancer. As her carer for two years, John began counselling sessions with Vivienne (Viv) Maitland, Client Services Manager, shortly before Deb passed away.

Viv's deep commitment to supporting carers was clear from the beginning, as her understanding of their unique challenges comes from years of experience. John immediately felt understood and supported, with Viv seemingly always knowing what he was experiencing, what he needed, and where he was at.

In addition to counselling, John turned to CWS for individual therapies like massage and acupuncture. Initially hesitant, as he didn't have cancer himself, Viv reassured him that these services are available to all members, and that his wellbeing as a carer is equally important. John has found relief in these treatments, helping him manage his own health challenges.

After Deb's passing, John joined the Metastatic Support Group, finding it to be a place where he could process his emotions, listen to stories from others, and share experiences. "When you're caring for someone, you often avoid the deeper emotional conversations because you're trying to protect each other. This group allows everyone to express themselves openly, with the group there to help," says John.

To this day, John continues to attend the weekly sessions. He finds solace in sharing stories, participating in discussions, and enjoying moments of laughter and levity. Despite the weight of the topics discussed, the group brings a sense of humour, connection and support. "We're all vulnerable, and we're all in it together," he reflects, appreciating the strength that comes from being part of this group.

John is grateful for the support that he and many others experience at CWS, knowing that it provides a lifeline of care, compassion, and community during some of life's most challenging moments.



# Kim Nelson

Therapist/Member



**Kim loves that her clients can receive ongoing and regular treatments. She understands that cancer is often a long and emotional journey, with no set end point.**

Originally a reflexologist, Kim felt a deep calling to help people living with cancer. When she moved to the Blue Mountains, she searched online for complementary therapies and discovered Cancer Wellness Support. The connection was immediate, particularly after a fellow mum shared her own experience with lymphoedema and the incredible support she had received from our Wellness Centre.

Intrigued and inspired, Kim reached out to our founder, Robyn Yates OAM. The two quickly discovered a shared vision, and Kim knew she had found a unique opportunity to make a meaningful difference. Everything seemed to align

perfectly from there, with her first client even helping her find the clinic space she now practises from.

Eight years later, Kim loves that her clients can receive ongoing and regular treatments. She understands that cancer is often a long and emotional journey, with no set end point. Whether it's dealing with memories of surgery, ongoing scans and assessments, or the challenges of living with a diagnosis, the emotional toll can be significant.

In recent years, Kim has expanded her expertise to include craniosacral therapy, a practice that she describes as the perfect middle ground between traditional therapy and bodywork. Craniosacral therapy focuses on

deep listening to the body, providing a safe space for both physical and emotional release. Every session is unique, and her clients often describe it as feeling like a homecoming back into the cells of their body to create safety.

For Kim, being part of Cancer Wellness Support aligns with her purpose-driven approach to life. She takes pride in making vital therapies affordable and accessible to everyone, knowing that without this support, many wouldn't be able to afford the treatments they need.

We thank Kim for her dedication and compassionate care as an invaluable part of our community.

# John Eva

Volunteer/Member



**John was inspired by the incredible services provided to local people and their families, living with cancer.**

Volunteering has been a lifelong passion for John, who has always been deeply involved in his local community. From helping out at the nursing home where his mother lived, to supporting HIV-positive children at Prince of Wales Hospital and creating kids camps throughout the 1980s and 90s, John's dedication to others is evident. For the past 16 years, he has also been a volunteer at the Blue Mountains Food Service, including serving on their Board for three years.

John's connection to Cancer Wellness Support (CWS) began over eight years ago. Drawn to CWS both as a regular shopper at the Katoomba Op Shop and through his admiration for Robyn Yates OAM and her vision, John

was inspired by the incredible services provided to local people and their families, living with cancer. Having lost his brother to Non-Hodgkin Lymphoma and his partner to cancer, John felt a strong personal connection.

In his volunteer role at the Katoomba Op Shop, John brings his strong focus on efficiency and process improvement, where he sorts incoming donations, prices new items, and ensures the shelves are neat and orderly.

Never one to do things by halves, John recently raised a phenomenal \$5,022 for CWS as part of Dry July, with the help of his generous friends and family who he rallied to donate.

With a background as a trainer and a belief in fully understanding and committing to whatever cause he is supporting, John believes wholeheartedly in the purpose of CWS.

With an understanding that the Op Shops (which generate over \$2 million annually and 93% of the income) are crucial to sustaining the services provided, he takes pride in playing his part to ensure local people across the Blue Mountains, Penrith and the Hawkesbury continue to receive the support they need.

# Kerry Denten

IT Manager/Member



**Kerry finds satisfaction in the people, the purpose, and the progress they've made together over the first year and immense joy in knowing he is making a difference.**



After running his own cloud services business for over 15 years, and as he approached 60, Kerry Denten found himself craving the camaraderie of a team and a new challenge.

Kerry felt energised when he saw his role in CWS, recognising that it would enable him to serve a meaningful cause.

Eighteen months later, Kerry finds satisfaction in CWS's purpose, its people, the progress they've made together, and the immense joy of knowing he's making a difference.

Kerry's approach has always focused on creating structures and automations that simplify processes, allowing people to concentrate on clients and support organisational growth. At CWS, he has unified IT systems and security under one cohesive framework.

One integration transformed payment and accounting processes, reducing a three-day task to just 30-45 minutes (much to bookkeeper Judith's delight!). Kerry has also supported the Op Shop, ensuring seamless operations.

Recognising the limitations and costs of their previous CRM, he partnered with Operations Manager Louise Palmer and an external consultant to develop a new customised solution. The launch of the new system marked a significant milestone—streamlining membership renewals, reducing back-end administration, and ultimately offering seamless service delivery.

Kerry's innovative solutions have not only solved immediate problems but also set CWS up for success over the next decade. He quickly gained the trust and

confidence of the team, who, rather than experiencing change fatigue, embraced and were inspired by the positive changes IT brought to their work lives.

More development is planned for the coming year to ensure CWS has a solid platform for growth, secure data, and operational efficiency.

Kindness, friendship, and care are qualities Kerry endeavours to bring to every aspect of his life. At CWS, he's received these back in spades.

The team's shared passion for CWS's purpose creates an environment filled with hard work, roaring laughter, and endless support, making every day a rewarding experience.





# Creating a Warm and Welcoming Environment

# Lee & Rob Pitman

Client & Carer/Members



**The group offered positivity, laughter, and shared experiences, helping Lee and Rob feel supported and empowered.**

Before discovering Cancer Wellness Support, Lee Pittman and her husband Rob were considering moving from the Blue Mountains to Sydney for cancer support services. However, the personalised therapies, Metastatic Support Group, tailored programs, and the genuine warmth of the Cancer Wellness Support community convinced them to stay.

Lee's cancer journey began with a breast cancer diagnosis in July 2007, followed by a metastatic breast cancer diagnosis in May 2020. In February 2022, she began her involvement with Cancer Wellness Support by emceeing a fundraiser.

Despite initial reluctance, Lee joined the Metastatic Support Group after encouragement from Viv Maitland, the Client Services Manager. The group offered positivity, laughter, and shared experiences, helping Lee and Rob feel supported and empowered.

Cancer Wellness Support has provided individual therapies tailored to their needs. Lee has worked on her balance, while Rob has received massages to alleviate shoulder pain. The holistic support has been invaluable to both.

Although they considered moving to Sydney for better support, they found nothing comparable to Cancer Wellness Support. The warmth, care, and community in the Blue

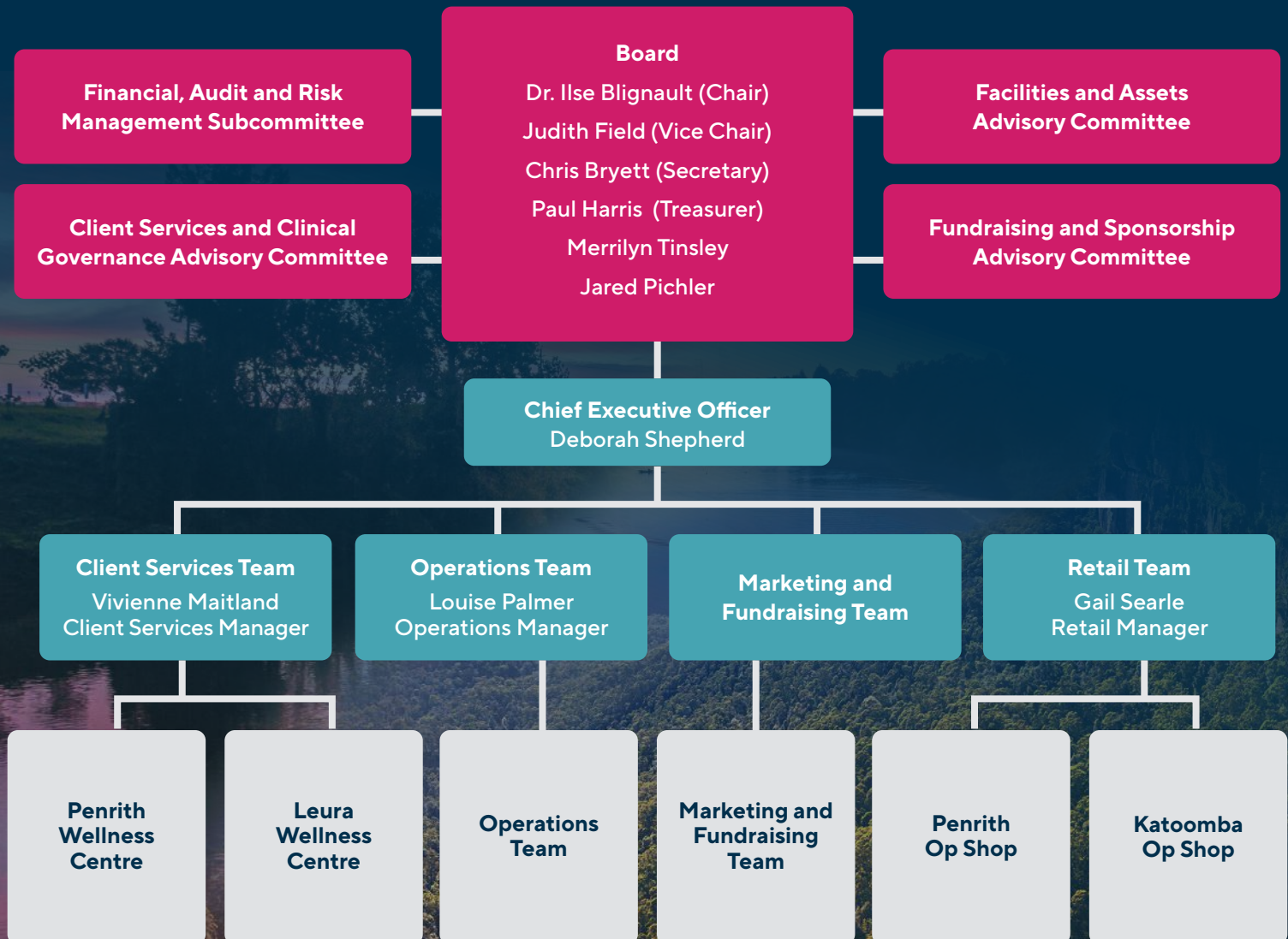
Mountains are irreplaceable. For them, travelling to Sydney for monthly oncology appointments is a small sacrifice for the weekly support they receive locally.

What sets Cancer Wellness Support apart for Lee and Rob is the peaceful environment, friendly faces, and genuine care that make every visit feel like coming home. Lee appreciates having a professional to confide in, while Rob values the serene experience and welcoming atmosphere.

Their appreciation for Cancer Wellness Support has led them to introduce four friends to the community, knowing firsthand the difference it can make. Lee and Rob credit Robyn Yates' vision and the dedication of the therapists, volunteers, and staff for making it all possible.



# Organisational Structure





# Client Services Report

*Vivienne Maitland—Client Services Manager*



**Recognising the growing need for affordable cancer care, Cancer Wellness Support is stepping up to meet this demand.**

This year, we restructured the Client Services team to support our therapists in delivering personalised programs tailored to client and carer needs, facilitated specialised workshops and events, and grew community awareness of our services.


Our Brand Research revealed 6% of referrals are received from health professionals, highlighting an opportunity to increase awareness. This realignment has enhanced our capacity to focus on health liaison, community connections, and succession planning.

Building relationships with our culturally and linguistically diverse (CALD) communities and raising awareness of complementary therapies as part of comprehensive cancer care has been a significant focus.



Viv Maitland, our Client Services Manager, continues to provide oversight of the team and therapists, and was a Finalist for the Pioneering Achievement Award at the 2023 Altitude Awards for her passion to improve the quality of life and health outcomes for those living with cancer and their families.

**In 2023-24, our services and support within the community increased significantly:**

 **UP 35%**  
**6,849**  
therapies delivered  
in 2023/2024

 **UP 13%**  
**483**  
clients

 **UP 28%**  
**88**  
carers

 **UP 15%**  
**755**  
members

# Immeasurable Love and Care from our Therapists

**Our qualified therapists are dedicated to Cancer Wellness Support's purpose of providing affordable cancer care.**

By offering their expertise at a reduced rate compared to their own commercial rates, assists us to ensure our service delivery is sustainable. This collaborative relationship builds the foundation of CWS and demonstrates the power of community.



## Prioritising Carer Wellbeing

**At Cancer Wellness Support, we recognise the vital role of carers, and we ensure that personalised programs are created for their wellbeing, available for as long as they remain members.**



# Retail Management Report

Gail Searle – Retail Manager



**With rising living costs and interest rates, our shops remain a haven for affordable, stylish finds, with women’s clothing and bric-a-brac making up over 60% of sales.**

In 2023-24, we welcomed over 124,000 customers and raised \$2.1 million, all reinvested into supporting individuals and their families living with cancer.


Our newly established Op Shop sub-brand has been rolled out with a new “look and feel,” consistent branding, engaging social media and updated aprons to enhance recognition.

We’ve also upgraded our tablets and registers for better efficiency and refined the store layouts and visual displays.

**In line with our sustainability commitment to repurpose and keep items out of landfill, we’re proud to report in relation to our donated clothing:**

 **85 %**  
of items are sold

 **10 %**  
are repurposed

 **5 %**  
ends up in landfill



We are thrilled to remain accredited under the Clothing Reuse Export Accreditation Scheme with Charity Reuse Australia.

We maintain strong relationships with local shelters, hospitals and charities, addressing their specific donation needs, and have built new relationships with Hawkesbury Remakery, Western Sydney Airport, and Western Sydney Youth Health.



In recognition of her lifelong commitment to combining retail excellence with impactful community support, our Retail Manager, Gail Searle, was nominated for the Purpose-Driven Award at the 2023 Altitude Awards.



# A Sparkling Partnership

**Our Community Cares Penrith regularly visits our Op Shops, and this year we collaborated with the 'Black and Bling' fundraiser as Boutique Partner.**

Many attendees found their perfect outfit in our themed section in the store, and many Cancer Wellness Support team members attended the event.

We also received a \$1,000 donation to go towards Expressive Arts Therapy.



# Making a Difference Together

**Junction 142 in Katoomba provides meals three days a week to those in need and prepares food hampers to take home.**

Our Op Shops contribute by donating blankets, sleeping bags, food items, clothing and personal care items, as they also offer shower facilities for the homeless.

Being part of a community, our Op Shops are more than a place to purchase good quality items. They are a central hub for social connection and a place where appropriate goods can be redistributed to other local charities where our weekly deliveries are always gratefully received.

**junction  
142**





# Operations Report

*Louise Palmer – Operations Manager*

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**This year, our Operations team focused on strengthening systems and processes.**

Investing in IT systems to boost efficiency and support future growth, and enhancing our accounting systems for faster reconciliation, improved reporting, and seamless integration.

Additionally, we've upgraded our Op Shop tablets, registers, and office phones to enhance communication and streamline operations.



Recognising the vulnerabilities in charities and healthcare, we've significantly upgraded our security measures, including data protection, Office 365 security and network safeguards.



We congratulate Louise Palmer, Operations Manager for being a Finalist as an Emerging Leader at the 2023 Altitude Awards as recognition of her role in our business transformation.





# Streamlining Membership Renewal: Introducing Our New CIVICRM

Working with a specialist consultant we developed tailored software aligned with our operations. We've successfully rolled out the first stage, transforming our membership renewal from a paper-based process into a sleek, automated online system.



This upgrade eliminates manual cross-checking and follow-ups, freeing up additional team capacity to support our clients and carers.

## The Heart of Cancer Wellness Support

At a time when volunteer rates have dropped in Australia from 36% in 2010 to 29% in 2019 (*Volunteer Australia's 2024 Report*), we continue to be supported by our community.

Through their dedication we continue to be able to provide our services.

To celebrate National Volunteers Week, our team of volunteers enjoyed a scenic cruise on the Nepean Belle Paddlewheeler, acknowledging their invaluable contributions.





# Marketing and Communications Report

Deborah Shepherd—Chief Executive Officer



**This year, we successfully delivered on our brand strategy and explored new fundraising opportunities to diversify our income.**

Our Brand Report revealed that while 61% of the community is familiar with Cancer Wellness Support, and 54% feel a strong connection, only 35% are aware of our full range of services and the vital role of our Op Shops.

As part of our brand refresh, we designed an Op Shop sub-brand and launched a new website offering informative articles, access to cancer support resources, and direct access points.

We also developed a suite of marketing materials and brochures to showcase our services, highlight various aspects of our organisation, and inform people on how to get involved.

In May, we launched our “Power of Community” newsletter, which reflects our community’s strength and keeps everyone connected through stories and our collective impact.



This incredible team effort was headed by our CEO, with our Fundraising and Events Manager overseeing event delivery. Specialist services were also provided by Hive Media for social media, Around The Campfire for copywriting, Lime Pixel Design for graphic design, and The Sponge for website design and brand activation.

# Fundraising and Events Report

*Mary Donnelly – Fundraising and Events Manager*



In December 2023, we welcomed our Fundraising and Events Manager, Mary Donnelly. With a strong background in the not-for-profit sector, fundraising, and events, Mary was drawn to Cancer Wellness Support's purpose-driven and values-based approach and the opportunity to make a meaningful difference in the lives of those in the local community affected by cancer. Mary has enjoyed being part of CWS's growth, witnessing firsthand the direct impact of fundraising and events across our Wellness Centres.

## Throughout 2023-2024, we hosted a series of fantastic events:



### Brand Refresh

Our celebratory event proudly unveiled our refreshed brand, including the Op Shop sub-brand, launched our website, and acknowledged our community support.



### Dry July

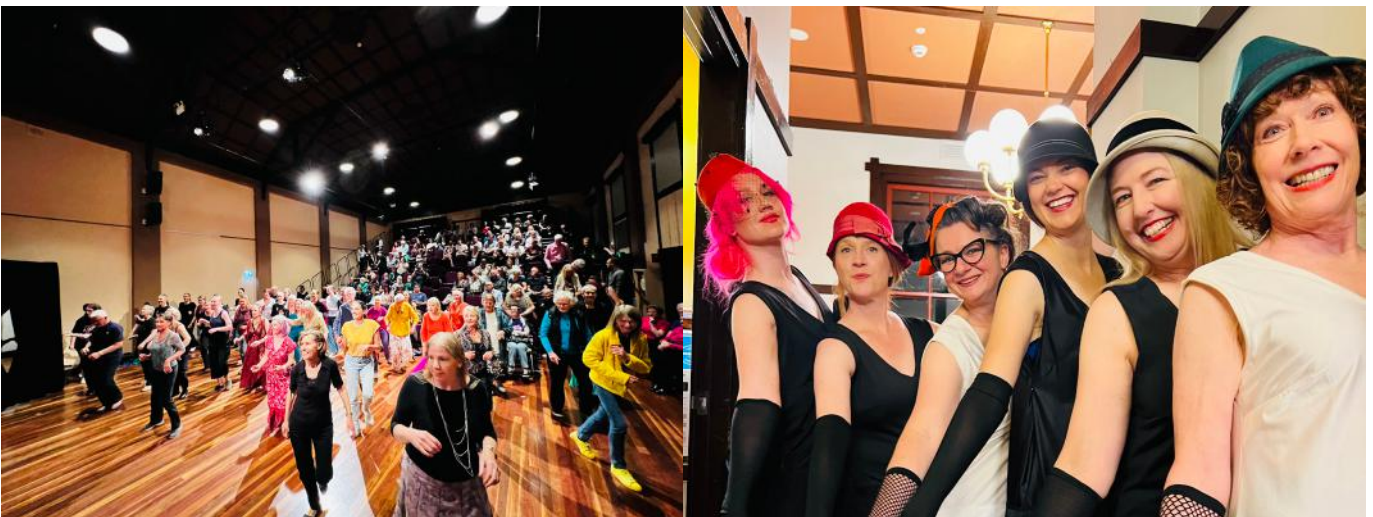
The Dry July Foundation supports cancer organisations across Australia. We participated in fundraising activities throughout the month, raising an impressive \$31,135 towards our wellness centres and complementary therapies.





## Annual CWS Fundraising Dinner with Bygone Beautys

Long-term supporters Maurice Cooper OAM and Kerry McKenzie organised this event at the Blue Mountains International Hotel Management School. Over 80 guests enjoyed a three-course meal, guest talks, and both live and silent auctions, raising \$19,000 for Cancer Wellness Support.



## Celebration of Dance

The Celebration of Dance is an annual event that brings together local groups to showcase different forms of dance and celebrate Robyn Yates OAM, and Founder of Cancer Wellness Support.

Robyn created this event to spread the joy of movement, community and connection, and we are forever grateful to Fiona James and the whole community who have continued with the event, as a way to honour Robyn's legacy.



# Governance

## Our Board Members

Our Board contributes diverse skills, backgrounds, and motivations to their roles at Cancer Wellness Support. They are not only dedicated financial members, but also generous donors to our cause.



**Dr Ilse Blignault (Chair)**

**Experience:** Senior health sector manager; Associate Professor specialising in mental health and wellbeing, public health, health promotion, and consumer and community engagement; Registered Psychologist.

**Skills:** Health and allied health; senior management-public sector and not-for-profit (NFP); grant writing; governance; policy/politics; strategic planning; research and evaluation.



**Ms Judith Field MAICD (Vice-Chair)**

**Experience:** Executive Manager in private and higher education sectors; Non-Executive Director in NFP and charity organisations; Chair of Human Resources (HR) and Succession, Risk and Audit and various business policy committees.

**Skills:** Senior management/leadership; governance; advocacy/policy; strategic planning and marketing; policy/politics.



**Ms Denise Shaw (Secretary, 1 July 2023 to 31 October 2023)**

**Experience:** Senior Executive with expertise in general, financial and HR management; Company Secretary; organisational advocacy with government agencies and politicians.

**Skills:** Strategic planning and evaluation; corporate governance; NFP; compliance and statutory requirements



**Mr Chris Bryett (Secretary, 1 November 2023 to 30 June 2024)**

**Experience:** Principal Solicitor in private legal practice; Vice President and Executive Committee Member in community legal centre; World War I Historian; Editor

**Skills:** Legal and compliance; historical research and preservation; editorial and publishing; community engagement.



**Mr Paul Harris (Treasurer)**

**Experience:** Chief Executive in public sector; HR; learning and development; corporate services and planning; work health and safety.

**Skills:** HR, change management and effective workforce management; financial management; corporate governance



**Ms Merrilyn Tinsley**

**Experience:** Senior Executive in public and private sectors; governance experience in community organisations and NFPs.

**Skills:** Workplace health and safety; strategic planning; governance.



**Mr Jared Pichler**

**Experience:** Senior roles in Operations in commercial, public sector and NFP; risk and compliance, business resilience, fundraising compliance.

**Skills:** Risk and compliance; clinical governance, aged, disability and care services; business improvement.

**To support the work of the organisation, the board has established four committees:**

**Financial, Audit and Risk Management Subcommittee** Members have included Paul Harris (Chair), Jared Pichler, Merrilyn Tinsley and Deborah Shepherd

**Client Services and Clinical Governance Advisory Committee** Members have included Ilse Blignault (Chair), Joanna Kalkstein, Hannah Clinton, John Bragg, Richard King, Michelle Barlow, Dr Nirzari Pandit, Pia Lambert, Natasha Trotter, Lais Bertelli Dubber, Robyn Hunter, Deborah Shepherd and Vivienne Maitland

**Facilities and Assets Advisory Committee** Members have included Merrilyn Tinsley (Chair from March 2024), Denise Shaw, Ilse Blignault, Chris Bryett, Deborah Shepherd and Louise Palmer

**Fundraising and Sponsorship Advisory Committee** Members have included Judith Field (Chair), Jared Pichler, Deborah Shepherd and Mary Donnelly.



“

The two most important days  
in your life are the day you  
were born, and the day you  
find out why. Mark Twain





# Strategic Partnerships

At a time when people are craving connection, Cancer Wellness Support is partnering with our local community to be part of something bigger than ourselves and create a greater impact together.





## Bygone Beautys

**We are truly fortunate to have a long-standing relationship with Bygone Beautys, which has brought together business and community leaders to raise vital funds, and has supported us since Cancer Wellness Support was founded.**

This year, Bygone Beautys hosted their annual Cancer Wellness Support Fundraising Gala Dinner on Thursday, 30 May, an event that has become a cornerstone of our fundraising efforts.

Held at the Blue Mountains International Hotel Management School, this sold-out event welcomed over 80 guests for an evening of connection and purpose, raising an astounding

\$19,000. Even those unable to attend contributed generously, with all proceeds supporting our purpose to provide affordable cancer care to the local community.

This commitment to making a difference is evident in the success of these events, which have a profound impact on our ability to deliver essential services.

Our heartfelt thanks go to Maurice G. Cooper OAM and Kerry McKenzie, whose tireless efforts in organising these fundraisers have been instrumental in spreading the word about our work and supporting our purpose.

### Philanthropic support

**Organise fundraisers on our behalf and/or make a prize donation to assist us in raising vital funds towards our subsidised complementary therapies, support and services.**

[Click here to find out more](#)



*Bygone Beautys*  
TREASURED TEAPOT MUSEUM  
& TEAROOMS



# McGrath Wentworth Falls

**Matthew Gale, Principal of McGrath Estate Agents – Wentworth Falls, along with Suzy Gale and Matt Norris, have demonstrated remarkable dedication this year in supporting Cancer Wellness Support.**

Like many in our local community, Matthew and Suzy's family has been personally affected by cancer. They were deeply moved by the comprehensive care and support that Cancer Wellness Support offers, motivating them to take meaningful action.

In 2023/2024, they committed to donating \$500 to Cancer Wellness Support for every sale made, with the goal of raising between \$20,000 and \$25,000. Through their dedication, they not only met but exceeded this goal, proudly donating \$30,500 as of 30 June 2024. This consistent financial support has had a significant impact on our ability to deliver vital services to those in need.

Beyond their financial contributions, Matthew, Suzy, and Matt have also leveraged their platform to enhance our visibility within the community. Through their regular Market Review Report, which reaches over 4,000 households, they have spread awareness and fostered greater brand recognition for Cancer Wellness Support.

They are immensely proud of their achievements and are honoured to give back to a cause that resonates deeply with them.

## McGrath



### Regular donations

**Receiving regular donations, big or small, all contribute and assist us in our ability to plan our programs.**

[Click here to find out more](#)



# Complete Recruitment

**Complete Recruitment is a family business founded by Linda Kemp and now led by her daughter, Managing Director Liz Smith. Both Linda and Liz have a deep and personal connection to Cancer Wellness Support.**

Linda first met our founder, Robyn Yates OAM, in the 1980s and later became involved with Cancer Wellness Support as both a client and a carer.

Their family is all too familiar with cancer, having lost three family members between 2015 and 2017. In 2017, Linda semi-retired to care for her sister, who had been diagnosed with cancer, and utilised the counselling and therapies offered by Cancer Wellness Support. The following year, Linda herself was diagnosed with breast cancer, and Cancer Wellness Support was one of her first points of contact.

Recognising the warmth, empowerment, and invaluable support their family received from Cancer Wellness Support, Linda and Liz were inspired to contribute in various ways. They were fully aware of the impact they could make on local people living with cancer and their families.

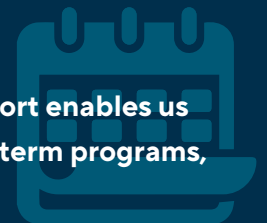


Complete Recruitment has been a regular sponsor of our initiatives, with Linda serving as the keynote speaker at our recent brand refresh event. Liz, understanding our unique needs, handles all recruitment, ensuring that we have warm, empathetic, and understanding team members essential to our mission.

We deeply appreciate the profound impact of Complete Recruitment's contributions, as they understand firsthand how their support helps provide affordable and accessible cancer care to others.

## Annual sponsorship

**Consistent, ongoing support enables us to plan and execute long-term programs, events and initiatives.**



[Click here to find out more](#)





### Corporate partnerships

Contribute funds, goods, or services, such as participating in a donation drive.

[Click here to find out more](#)

## Commonwealth Bank



Commonwealth Bank  
of Australia

**Bronwyn Shacallis, Area Manager at the Commonwealth Bank, first connected with Cancer Wellness Support through a Women With Altitude gathering, where she met our CEO, Deborah Shepherd. Their shared values quickly became evident, and they envisioned creating something impactful for the two Wellness Centres and the local community.**

Bronwyn's commitment is deeply personal, having lost her best friend, mother, and a staff member to cancer within a year. Before meeting Deborah, she was unaware that a place like Cancer Wellness Support existed for those living with cancer and their families.

Overseeing a vast geographic area and a large team, Bronwyn finds her involvement with Cancer Wellness Support provides her and her team with a sense of connection and purpose. Through the staff community fund, CBA has been able to provide financial support, and simple acts, like providing warm blankets, have made a tangible difference.

Bronwyn believes that by focusing on building a positive, generous workplace, her team is making a real impact. She finds this involvement deeply rewarding and is inspired to continue this important work, which perfectly aligns with CBA's values of community support.



# Andrea Turner Boys, Women With Altitude

**Andrea Turner-Boys, Founder of Women With Altitude, first became aware of Cancer Wellness Support (CWS) through business circles where Robyn Yates OAM was a familiar and inspiring presence.**

Admiring Robyn's dedication and vision, Andrea's respect grew when Robyn won the Altitude Award for Purpose-Driven Entrepreneurship in 2015, solidifying her appreciation for Robyn's work and the impact of CWS.

Andrea's drive to stay connected to CWS stems from a shared passion for making a positive difference. Women With Altitude are deeply committed to partnering with social enterprises and charities that align with their values of support and transformation. When Deborah Shepherd became CEO, Andrea saw an opportunity to further strengthen the collaboration and actively support CWS's purpose.

The greatest joy comes from witnessing the impact of Women With Altitude's collective efforts and the genuine connections that are built. This collaboration has allowed Women With Altitude to feature CWS in their quarterly magazine 'BRAVE', support fundraisers, and organise events that directly benefit CWS's initiatives.

Andrea finds immense satisfaction in the shared sense of community and purpose between Women With Altitude and CWS. With a clothes swap event planning already underway, we look forward to collaborating together into 2024-25.

## Purpose-led communities

Donations, championing our causes and spreading awareness of the work we do within the local community.

[Click here to find out more](#)







“

**Creating a Legacy  
Towards Affordable  
Cancer Care For All.**



# Treasurer's Statement

*Paul Harris—Treasurer*

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**Cancer Wellness Support (CWS) ended the 2023/24 financial year in a strong financial position with total retained earnings of \$2.823m. The previous total for the 2022/23 financial year was \$2.81m.**

The Board decided that, from this financial year, the accounts would be audited against Australian Accounting Standards instead of Australian Auditing Standards. The impact of this was that leases were now included in the Statement of Financial Position, with these recognised and provided for under the standard AASB 16 Leases. The net effect of this change was a \$19,490 decrease in retained earnings.

Revenue during the year totalled \$2.3m, and expenses were \$2.27m, resulting in a small surplus of \$31,000.

The primary source of CWS funds continues to be our Op shops with \$2.12m received during the year, a contribution of 92.2% of total income and an increase over the previous year of 8.4%.

Income from other sources, such as donations and grants, totalled \$163,000, an increase over the previous year of 31%.



# Independent Auditor's Report to the Members

## Report on the Audit of the Financial Report

### Opinion

We have audited the financial report of Cancer Wellness Support Inc, which comprises the statement of financial position as at 30 June 2024, the statement of profit or loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including material accounting policy information, and the responsible persons' declaration.

In our opinion the financial report of Cancer Wellness Support Inc has been prepared in accordance with Division 60 of the Australian Charities and Not-for-profits Commission Act 2012, including:

- (i) giving a true and fair view of the Registered Entity's financial position as at 30 June 2024 and of its financial performance for the year ended; and
- (ii) complying with Australian Accounting Standards - Simplified Disclosures and Division 60 of the Australian Charities and Not-for-profits Commission Regulation 2013.

### Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Registered Entity in accordance with the auditor independence requirements of the Australian Charities and Not-for-profits Commission Act 2012 (ACNC Act) and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (including Independence Standards) (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Responsibilities of Responsible Entities for the Financial Report

The responsible persons of the Registered Entity are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards - Simplified Disclosures and the ACNC Act, and for such internal control as the responsible entities determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the responsible persons are responsible for assessing the Registered Entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the responsible entities either intends to liquidate the Registered Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Registered Entity's financial reporting process.

# Independent Auditor's Report to the Members

## Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at: [https://www.auasb.gov.au/auditors\\_responsibilities/ar4.pdf](https://www.auasb.gov.au/auditors_responsibilities/ar4.pdf). This description forms part of our auditor's report.



A J Dewar  
Registered Company Auditor

Penrith, NSW

Dated this 30th day of September 2024



# Profit and Loss Account

	2024 (\$)	2023 (\$)
<b>INCOME</b>		
Op Shop Sales	2,121,312	1,957,417
Interest income	2,872	77
Member subscriptions	12,895	17,654
Grants	37,204	25,125
Donations	80,397	16,886
Other income	46,031	82,410
<b>TOTAL INCOME</b>	<b>2,300,711</b>	<b>2,099,569</b>

<b>LESS EXPENSES</b>		
Accounting fees	5,994	4,425
Advertising & promotion	55,898	15,057
Bank charges	22,071	18,296
Cleaning & rubbish removal	84,546	80,926
Computer expenses	25,967	21,162
Consulting and professional fees	2,132	10,389
Depreciation	237,354	238,136
Donations	8,083	-
Electricity, Gas and water	26,252	25,802
Gifts & flowers	-	5,341
Interest expense on lease liability	31,789	39,975
Insurance	27,398	45,818
Lease expenses	10,847	8,843
Leave pay	28,895	25,357
Long service leave	54,043	23,449
Motor vehicle expenses	39,748	41,296
Other employee costs	15,180	53,509
Office expenses	9,667	10,342
Office equipment	4,439	12,056
Postage	1,509	3,929

The above should be read in conjunction with the accompanying notes which can be found on our website in the full version of our audited Annual Financial Statements, [click here to view](#). The financials can also be viewed on the ACNC Financials and Documents page, [click here to view](#).

# Profit and Loss Account

	2024 (\$)	2023 (\$)
Printing and stationery	25,187	10,542
Rates and taxes	6,878	6,265
Repairs and maintenance	28,916	37,587
Salaries	1,037,809	903,669
Security costs	6,448	5,100
Staff training	5,522	1,455
Subscriptions & memberships	8,236	3,261
Sundry expenses	46	-
Superannuation contributions	112,488	93,845
Telephone and fax	5,678	13,511
Uniforms	1,576	-
Workers compensation insurance	2,024	1,548
Client Services	16,015	41,132
Client Therapies	238,313	238,974
Staff amenities	23,451	14,120
Grant Expenditure	29,585	-
Meeting & Networking	2,504	3,199
Fundraising Costs	17,754	5,394
Volunteer costs	9,388	2,681
<b>TOTAL EXPENSES</b>	<b>2,269,630</b>	<b>2,066,391</b>
	31,081	33,178
<b>Other items:</b>		
<b>PROFIT BEFORE INCOME TAX</b>	<b>31,081</b>	<b>33,178</b>

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# Statement of Profit or Loss and Other Comprehensive Income

	Note	2024 (\$)	2023 (\$)
Revenue	5	2,134,207	1,975,071
Finance income	6	2,872	77
Other income	5	163,632	124,421
Employee benefits expense		(1,255,961)	(1,102,832)
Depreciation and amortisation expense		(237,354)	(238,136)
Client Services		(16,015)	(41,132)
Client Therapies		(238,313)	(238,974)
Staff amenities		(23,451)	(14,120)
Grant Expenditure		(29,585)	-
Meeting & Networking		(2,504)	(3,199)
Fundraising Costs		(17,754)	(5,394)
Volunteer costs		(9,388)	(2,681)
Other expenses		(407,516)	(379,948)
Finance expenses	6	(31,789)	(39,975)
<b>Profit before income tax</b>		31,081	33,178
Income tax expense		-	-
<b>Profit from continuing operations</b>		31,081	33,178
<b>Profit for the year</b>		31,081	33,178
<b>Other comprehensive income, net of income tax</b>			
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>		31,081	33,178

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# Statement of Financial Position

AS AT 30 JUNE 2024

	Note	2024 (\$)	2023 (\$)
<b>CURRENT ASSETS</b>			
<b>Cash Assets</b>			
Cash and cash equivalents	8	303,848	254,167
Trade and other receivables	9	36,498	3,587
Other assets	11	10,040	9,423
<b>TOTAL CURRENT ASSETS</b>		<b>350,386</b>	<b>267,177</b>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment	10	2,750,048	2,716,877
Right-of-use assets	12	825,365	570,322
<b>TOTAL NON-CURRENT ASSETS</b>		<b>3,575,413</b>	<b>3,287,199</b>
<b>TOTAL ASSETS</b>		<b>3,925,799</b>	<b>3,554,376</b>

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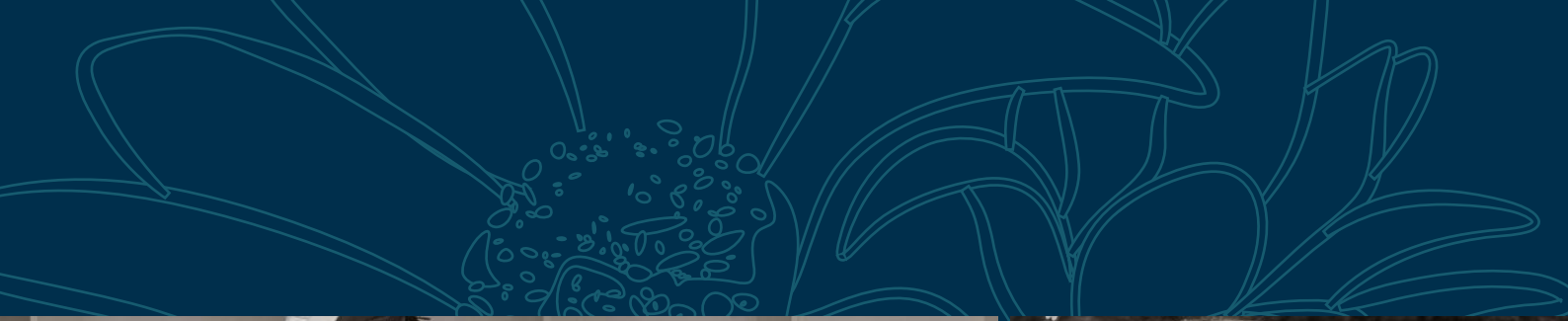


# Statement of Financial Position

AS AT 30 JUNE 2024

	Note	2024 (\$)	2023 (\$)
<b>CURRENT LIABILITIES</b>			
Trade and other payables	13	71,759	64,572
Lease liabilities	12	190,415	195,940
Employee benefits	15	146,074	104,529
<b>TOTAL CURRENT LIABILITIES</b>		<b>408,248</b>	<b>365,041</b>
<b>NON-CURRENT LIABILITIES</b>			
Borrowings	14	-	3,242
Lease liabilities	12	652,856	393,872
Employee benefits	15	41,393	-
<b>TOTAL NON-CURRENT LIABILITIES</b>		<b>694,249</b>	<b>397,114</b>
<b>TOTAL LIABILITIES</b>		<b>1,102,497</b>	<b>762,155</b>
<b>NET ASSETS</b>		<b>2,823,302</b>	<b>2,792,221</b>
<b>EQUITY</b>			
Retained earnings		2,823,302	2,792,221
		2,823,302	2,792,221
<b>TOTAL EQUITY</b>		<b>2,823,302</b>	<b>2,792,221</b>

The above should be read in conjunction with the accompanying notes which can be found on our website in the full version of our audited Annual Financial Statements, [click here to view](#). The financials can also be viewed on the ACNC Financials and Documents page, [click here to view](#).










**THA**





# ANK YOU

**TO EVERY SINGLE MEMBER, VOLUNTEER,  
STAFF, THERAPIST, DONOR, SPONSOR,  
SUPPLIER AND PARTNER WHO SUPPORTED  
US IN 2023 & 2024 AND FOR CONTINUED  
SUPPORT INTO THE FUTURE.**



**Robyn Yates Centre  
Cancer Wellness Support**

104 Railway Parade, Leura NSW 2780  
PO Box 18, Katoomba NSW 2780  
Email: [leura@cancersupport.org.au](mailto:leura@cancersupport.org.au)  
Phone: 02 4783 9777

**Penrith Wellness Centre  
Cancer Wellness Support**

56 Warwick Street, Penrith NSW 2750  
Email: [penrith@cancersupport.org.au](mailto:penrith@cancersupport.org.au)  
Phone: 02 4721 1317

**Katoomba  
Op Shop**

Units 1-3/27 Whitton Street, Katoomba NSW 2780  
Email: [op.katoomba@cancersupport.org.au](mailto:op.katoomba@cancersupport.org.au)  
Phone: 02 4782 6076

**Penrith  
Op Shop**

201 - 211 High Street, Penrith NSW 2750  
Email: [op.penrith@cancersupport.org.au](mailto:op.penrith@cancersupport.org.au)  
Phone: 02 4721 5823

**Head Office  
Cancer Wellness Support**

105 Railway Parade, Leura NSW 2780  
PO Box 18, Katoomba NSW 2780  
Email: [headoffice@cancersupport.org.au](mailto:headoffice@cancersupport.org.au)  
Phone: 02 4784 2297

**CANCERSUPPORT.ORG.AU**

