

THE WELL WISHER

THE OLIVIA NEWTON-JOHN CANCER AND WELLNESS CENTRE APPEAL - UPDATE

A Personal Message from Olivia

*I*t is great to see so much progress being made with our Centre. This time last year, the old cancer building Heidelberg House was being prepared for demolition.

Since then, a major service diversion tunnel has been constructed and major earthworks prepared the area for construction that began in May this year.

We are now well and truly moving forward with the building of the Centre's radiotherapy bunkers which you can read about in this Well Wisher.

Your wonderful support has been vital in helping us continue to progress with this dedicated Cancer and Wellness Centre. We couldn't do it without you!

You can also read about the progress being made in cancer research that's undertaken at Austin Health. This research

will be further enhanced in our Centre, thanks to a more collaborative working environment that will help accelerate advances in cancer treatments and vaccines.



My ultimate dream is that we can take away the fear of a cancer diagnosis, because we will have the treatments to ensure cancer is no longer life threatening.

I wish you all the very best for a happy and healthy holiday season and I look forward to sharing more progress with you in the coming months.

Thank you so much for all your support this year.

Love and light

TRIAL GIVES NEW HOPE



Glenn Ford.

A 51 year old father of two, Glenn Ford found out he had kidney cancer after visiting his doctor for a cough that wouldn't go away. The cancer had already spread to his lung.

"It came as such a shock," he said. But Mr Ford has been given hope since participating in a clinical trial with the Ludwig Institute for Cancer Research, at the Austin Hospital.

The trial involves the use of an antibody (combined with a drug) that had been developed through the institute's own research. The trial is being led by Associate Professor Ian Davis, of the joint Austin / Ludwig Institute Oncology Unit.

Patients' response to the treatment is measured with specialised Positron Emission Tomography (PET) imaging

techniques at Austin Hospital that help researchers observe shrinkage and other changes within tumours.

After completing his second round of experimental treatments on the trial, scans revealed a dramatically reduced blood flow to Mr Ford's tumour.

"After only two weeks, doctors had told me that my cancer had shrunk," he said. "That's all I wanted to hear."

Director of the Ludwig Institute for Cancer Research based at Austin Hospital, Professor Andrew Scott said that results like Mr Ford's were possible only because of the unique joint research and clinical program between the Austin Hospital and the institute.

There are over 100 professionals involved in clinical research at Austin now, purely in cancer. The Olivia Newton-John Cancer and Wellness Centre, when fully completed, will substantially increase that number.

THE CENTRE'S BUILDING PROGRESS



Construction of the radiation bunkers are well on their way.
Photos courtesy of Peta Philips.

Building works are well underway to complete the full structure and facade of the building by mid 2012. Ambulatory service areas will be fitted out in this construction phase that will include the Day Oncology (chemotherapy unit), Radiotherapy, Wellness Centre and Information and Resource Centre.

“An enormous amount of concrete was poured for the Radiation Oncology bunkers, located on the lowest levels of the Centre,” the Centre’s Project Officer, Rohan Vaughan said.

“Approximately 1,732 cubic metres of concrete was used in the main bunkers alone, which required about 290 concrete truck trips,” he said.

Austin Health Cancer Services currently only have two radiation oncology machines (Linear Accelerators). Mr Vaughan confirmed that the new Centre will have three Linear Accelerators and a spare bunker.

“We will have more flexibility built into the other bunkers that will allow for future treatment directions,” said Mr Vaughan.

Many of the building materials and coverings for the Centre have environmentally friendly qualities – including the concrete. Other eco-friendly materials include the bamboo floor coverings that will be used where appropriate and eco-friendly resins that will be used in place of glazing or panelling.

Mr Vaughan explained that 80 percent of any building materials left over will be recycled, as was the case with the old cancer building (Heidelberg House) that was demolished last year.

Continued fundraising support is needed for the Centre’s full fit-out. With \$13 million left to raise, through individual donations, philanthropic foundations and the business community, every dollar counts.

WORKING TOGETHER

Listening to people who have been through cancer, either as a patient or a carer, is one of the best ways of finding out how to improve on the design and delivery of cancer services.

Consumer participation has been a guiding principle of our project team who are responsible for the design and development of the Olivia Newton-John Cancer and Wellness Centre.

Our consumer consultation sessions have not only contributed to “wellness” being a strong design principle of the Centre, but has led to fit-out elements such as ensuring hand basins will be included in toilet cubicles of patient rooms and that waiting areas will be relaxed and comfortable, with a non-clinical feel.

The most recent consumer session has helped guide planning for the Centre’s services and delivery. The consumers were asked how patients and carers would like their medical and supportive care needs met.



Consumer consultation session – a valued part of meeting patients needs.

A special guest speaker was chairman of a cancer patients’ advocacy group Ian Roos, from Cancer Voices Australia, who spoke about the importance of patient privacy, the need to help patients maintain dignity during medical procedures and for patients to always feel heard when expressing views about their medical treatment.

Patients’ needs addressed in the Radiation Oncology area included:

- Separate areas for patients who are fully dressed and for those gowned and waiting for treatment
- Design large enough waiting areas to cater for unexpected delays
- Lockers for patients to securely store personal items during treatment
- Clear communication processes to allow patients to best utilise and access the facilities that will be offered at the Centre
- Non-clinical environment where possible. Areas with an outlook (views)

THE LUNG CANCER CLINIC

In Australia, lung cancer accounts for one in five deaths from cancer and is now the most frequent cause of cancer death in both women and men. About 8,000 men and women develop lung cancer each year, but the rate is dropping in men at present, due to the reducing rate of cigarette smoking.

Lung cancer usually develops over a period of many years. If it’s detected at an early enough stage, the cancer can be eliminated by a variety of treatments.

Austin Health’s Lung Cancer Clinic is Australia’s largest clinic devoted to the management of lung cancer and related diseases.

The clinic offers an extensive range of services and is attended by surgeons, medical oncologists, nuclear medicine physicians, respiratory physicians and radiation oncologists.

Patients may be asked to participate in trials of new treatments that compare new drugs with more established ones, attempting to lead to improved methods of arresting

the spread of lung cancers with less side effects.

For information on new cancer treatments that are available, you should discuss these issues with your doctor. For information about the clinic, visit www.austin.org.au and search for Lung Cancer Clinic or ask your doctor for a referral.



ORDER YOUR CARDS AND HAMPERS IN TIME FOR CHRISTMAS



You can now purchase Christmas greeting cards and hampers through a dedicated website that donate a percentage of the retail price to our Cancer and Wellness Centre Appeal. There are many designs to choose from or you can personalise your own.

To find out how you can organise your Christmas cards and hampers in support of the Olivia Newton-John Cancer and Wellness Centre Appeal, telephone Charity Greeting Cards on 02 9779 1533 or visit their website www.christmascards4charity.com.au/onj to purchase Christmas cards. To purchase electronic Christmas cards, go to www.charityecards.com.au/onj or for Christmas hampers go to www.christmashampers.com.au/onj to view and order hampers.

Thank you TO OUR SUPPORTERS

Our supporters' commitment is the very foundation of the Olivia Newton-John Cancer and Wellness Centre Appeal that helps us progress towards providing better cancer care, treatment and research in a world-class Centre. We couldn't do it without you!

There are many ways people can help make a difference through the Appeal: by making a donation, joining Olivia's Circle as a regular donor, leaving a bequest or holding your own fundraising event.

Some recent fundraisers include:

- The Rotary Ovarian Cancer Research (RoCan) and the Union Road Traders Association held a black tie gala dinner in October to celebrate the 150th running of the Melbourne Cup and to raise funds for our Appeal. The event was managed by RoCan founder Yvonne Moon and her organising committee. Appeal Ambassador Tottie Goldsmith was MC and guests were entertained by Daryl Cotton's band.
- The Rotary Club of Brighton held their annual Brighton Lunch in October, presented by the Porsche Centre Brighton in support of our Appeal. The lunch was hosted by Appeal Ambassador Deborah Hutton who was joined by special guest speaker Olympian Jane Fleming. James Reyne sang a few tunes to delighted guests.



Olivia pictured with Jerusha McGrath.

- The Eltham Football Club Ladies' Section "The Pink Panthers" donated \$1,580 to our Appeal, through holding a charity luncheon.
- The Jerusha Couture Store in Sydney's Neutral Bay raised more than \$5,000 for the Appeal, thanks to a fundraising auction at the store's opening launch in August. Olivia Newton-John, who is godmother to the store's designer Jerusha McGrath, attended the event with her husband John Easterling.
- In October, the "Pink and Blue for Two" (PB42) cancer awareness campaign held their second event at the famed Busch Gardens theme park in Florida, USA. The PB42 events raise awareness and funds for both breast and prostate cancer research linking the striking similarities between the two cancers. The evening was co-hosted by Olivia Newton-John and Moffitt Cancer Center founder, H. Lee Moffitt.

A BIG THANK YOU FOR YOUR SUPPORT!

If you have an idea for a fundraising project or event that you would like to hold in support of the Olivia Newton-John Cancer and Wellness Centre Appeal, please contact our fundraising department to discuss and register your fundraiser. Telephone 03 9496 5753 or email fundraising@austin.org.au



YES! I WISH TO HELP ACHIEVE THE DREAM

MANAGING SIDE-EFFECTS AFTER PROSTATE CANCER TREATMENT



One in seven Australian men is diagnosed with prostate cancer. Men's survival rate from the disease is very high, at 95 percent.

A common treatment for prostate cancer involves withdrawal from the male hormone testosterone while an effective anti-cancer treatment, lacking testosterone can make men more susceptible to other dangerous health conditions such as obesity, vascular disease, osteoporosis and diabetes.

Austin Health has a unique Men's Health Clinic to manage the side-effects in men lacking testosterone, at the Endocrine Centre for Excellence. The clinic is run by Dr Mathis Grossmann and involves collaboration between endocrinology, radiation and medical oncology, urology and allied health disciplines, for the holistic management of hormone treatment and its side effects. The centre also runs clinical trials.

The service is another example of the care we provide for the whole person, during and after their cancer treatment.

If you would like more information on the Men's Health Clinic, visit the website www.austin.org.au and click on Departments and look for Endocrinology, or telephone: 03 9496 2444.

Dr/Mr/Mrs/Miss/Ms: _____

Address: _____

Postcode: _____

Ph H: () _____ Ph W: () _____

Mobile number: _____

Email Address: _____

I am already an Olivia Newton-John Cancer and Wellness Centre Appeal OR Austin Health Supporter.

My supporter number is: _____

Enclosed is my **cheque/money order** made payable to Austin Health for the amount I have ticked:

\$100 \$50 \$25 \$500 \$2,500

\$_____ my choice

OR Please debit the amount I have indicated from my:

VISA MASTERCARD

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Signature _____ Expiry Date ____/____

FOR REGULAR MONTHLY DONATIONS

I authorise the Olivia Newton-John Cancer and Wellness Centre Appeal to make automatic monthly deductions from my credit card (details as above) until further notice.

Monthly amount is: \$

Automatic deduction occurs on the 17th of the month, commencing (month) _____

Signature _____

Please send me information about:

- Joining Olivia's Circle (our monthly giving program)
- Making a bequest to the Olivia Newton-John Cancer and Wellness Centre Appeal in my Will

All donations of \$2 and over are tax deductible

If you do not wish to receive any further fundraising communications from us, please write to us or phone

Locked Bag 25, Heidelberg VIC 3084

Ph: 03 9496 5753 Fax: 03 9496 5160

Email: OliviaAppeal@austin.org.au Web: www.OliviaAppeal.com

OLIVIA NEWTON-JOHN

CANCER AND WELLNESS CENTRE APPEAL

Embracing Medical Care and Wellness