

THE WELL WISHER

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

A Personal Message from Olivia

It's been a busy and exciting year for the Appeal.

The Victoria Racing Club chose our Appeal as the main charity for the Melbourne Cup Carnival's Community Fund. I was thrilled to be part of the celebrations, performing on Melbourne Cup Day. We had many incredible volunteers who generously gave their time over the main race days at Flemington, which was really appreciated.

When I visited the Austin Hospital site in November, it was exciting to see the preparation works for the construction of our Cancer and Wellness Centre that will begin in early 2010.

I am delighted that we can now unveil to you, in this Well Wisher, the architect's concept illustrations and the look of our very special centre. It really will be a unique place that will offer an extraordinary environment to help people heal, whilst also helping clinicians and researchers to make greater advances in cancer care and medical treatment.

It is through the marvellous and continuing support we receive that we are moving closer towards making a real difference for



Olivia with some of the Pin & Win volunteers

the many people whose lives are affected by cancer. Together we can do it!

I wish you all the best for a happy and healthy holiday season and look forward to sharing with you more exciting news on our progress.

Love and light

MELANOMA RESEARCH

The fight against melanoma has largely been waged through public awareness campaigns to prevent the disease. In the hot Australian summer, the slip, slop, slap message is important to remember as prevention is the most certain way to prevent deaths from this terrible form of skin cancer.

Great strides are being made in the research laboratory to tackle the disease; particularly for patients who have not been cured by surgery, and where there is evidence of the disease having spread from the skin to other organs of the body.

Professor Jonathan Cebon, Director of the Cancer Vaccine Laboratory at the Ludwig Institute for Cancer Research and Director of Medical Oncology at Austin Health, has been a longstanding researcher in the field.

Professor Cebon and his team have made substantial contributions in the field of cancer immunotherapy; that is finding ways of stimulating the immune system to recognise and fight cancer.

As a result of work undertaken at the Austin and in other research centres around the world, this approach to melanoma is being developed through major international clinical trials.

“The approach involves vaccinating patients with molecular targets which are present on the cancer cell, but not present on normal tissues of the body,” said Professor Cebon. “The aim of this approach is to stimulate immunity to attack cancer without causing autoimmune side effects.”

According to Professor Cebon, another very exciting development in the field of melanoma research has involved the development of new drugs which target molecules that drive the growth of melanoma cells.

He explained that the molecules can be inhibited using designer drugs. Recent clinical trials undertaken in a number of leading melanoma centres, both here in Australia and overseas, have shown that these drugs can be very potent at inhibiting the growth of melanoma cells.

“Although these clinical trials are only just starting out, the effectiveness of these drugs has stimulated considerable excitement throughout the melanoma research community,” he said.

“It appears that for the first time new treatments are being identified that have a very real chance of benefiting patients who suffer from advanced malignant melanoma.”

IT BEGINS WITH A VISION...



** Concept visuals of Stage 1*

Austin Health's driving force has always been to provide patients with the very best of care – always and without exception.

That same passion and commitment which began over a century ago when the Austin Hospital was first founded, is now stronger than ever.

Today we stand as a leading provider of cancer care and treatment. Within the international cancer research community, the Austin has a strong standing, not on what we say, but on what we have achieved and continue to strive for.

Every day more and more patients are coming to us for their cancer care and treatment, they come to the Austin because of our expertise.

Our facilities are dated, some buildings built as far back as 1939 and other facilities spread across a number of campuses. This makes what is an already difficult journey for patients even harder.

Our vision is to provide every cancer patient and their families with a dedicated cancer and wellness facility of the highest standard.

A dedicated centre that treats the whole person, not just the disease. Integrating sophisticated medical treatment and research, supported by complementary therapies and a range of services and support programs for the patient and their family or carers.

We have travelled to and researched the best cancer and wellness facilities in the world, consulted patients and clinicians to ensure our vision to provide a cancer and wellness centre has everything a patient could wish for.

*Today that vision is the Olivia Newton-John
Cancer and Wellness Centre.*

THE OLIVIA NEWTON-JOHN CANCER AND WELLNESS CENTRE APPEAL



* Final facility concept visuals

Once completed, the Olivia Newton-John Cancer and Wellness Centre will provide patients with a purpose-built facility designed specifically to provide the best in care, treatment, support and hope for patients with cancer.

It will bring together in the one precinct a full range of cancer care and medical treatment, including an array of complementary therapies such as massage and yoga to help heal the mind, body and spirit. Families and carers will also be catered for with a Resource Centre and a range of programs to assist and support them.

Patients will have access to some of the most innovative and advanced cancer therapies in the world. The Ludwig Institute for Cancer Research will have dedicated facilities within the Olivia Newton-John Cancer and Wellness Centre. This will better enable our research scientists and clinicians to work more closely together, collaborating on the development of new vaccines and treatments in the laboratory and these quickly transferred to the clinical setting - offering patients constantly improved therapeutic options and hope.

Olivia is proud to put her name to this Cancer and Wellness Centre. It is the place she dreamed of having when she went through her own experience with cancer.

Today we are proud to share with you our vision.

COLOUR TONING & TEXTURES

A careful selection of colours have been chosen, bringing together a sense for patients and visitors of tranquillity, inspiration, warmth and friendly surrounds. The textures proposed are natural – visually encouraging strong links between indoors and outdoors and enhancing the sense of optimistic warmth.

Quiet spaces for patients, families and carers to receive support.



DAY ONCOLOGY

Views across to the Yarra Ranges and beyond



Private spaces and open spaces - so patients can talk with fellow patients if they wish to.

STAGE 1 BUILD

Day Oncology Unit

Cannulation & Apheresis Treatment Service

Pharmacy (portion of)

Radiotherapy Service (portion of)

Information & Resource Centre

Wellness Centre



* Colour palette concepts

STATS

- New facility will be three times larger than the current Austin Cancer Services
- Will increase cancer ward beds, palliative care and day care facilities
- Radiation Oncology will increase treatment capacity by 50%
- Services currently spread over two campuses and 11 buildings will be brought together in the one dedicated facility
- This Cancer and Wellness Centre will become the major translational/clinical research site of the Ludwig Institute for Cancer Research – worldwide
- Construction will commence in 2010
- Completion of Stage 1 expected by 2012

LEVEL 03 PUBLIC AREA



STAGE 1 PROJECT JOINTLY FUNDED BY:

\$25million Federal Government

\$25million State Government

\$25million Public Donations

WELLNESS CENTRE – ZELTNER HALL

Will provide support care programs such as massage, music & art therapy and additional services will also be available to patients.

PROGRESS

June 2009 – Day Oncology patients moved out of Heidelberg House to a temporary, refurbished outpatient clinic in the Austin Hospital.

August 2009 – Cancer Wards moved from Heidelberg House to temporary wards at Austin Hospital.

Sept/November 2009 – removing all internal walls and fixtures from Heidelberg House.

November 2009/January 2010 – Demolition of Heidelberg House.

March 2010 – Construction of the Olivia Newton-John Cancer and Wellness Centre to begin!

HELP ACHIEVE THE DREAM

Dr/Mr/Mrs/Miss/Ms: _____

Address: _____

Postcode: _____

Ph H: () _____ W: () _____

Email Address: _____

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

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Signature _____ Expiry Date ____/____

FOR REGULAR MONTHLY DONATIONS

Many supporters choose to support the Olivia Newton-John Cancer and Wellness Centre Appeal by making regular monthly donations. It is one of the best ways you can make a difference, and support the vision to build a dedicated Cancer and Wellness Centre. Please consider becoming a monthly pledge supporter by joining Olivia's Circle.

I authorise Austin Health on behalf of 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 on the following date:

17th 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: +61 3 9496 5753 Fax: 03 9496 5160

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

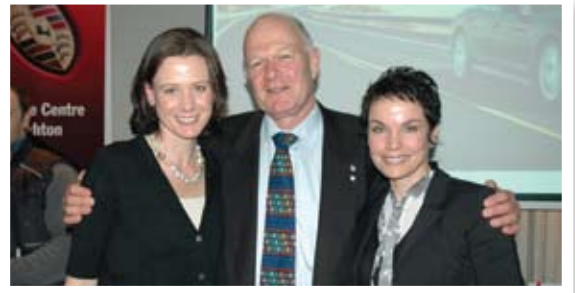
MELBOURNE CUP CARNIVAL

The Olivia Appeal was the main beneficiary of the 2009 Melbourne Cup Carnival's 'pin and win' fundraiser. A big thank you to the Victoria Racing Club and to everyone involved in our fundraising efforts during the Carnival. A special thank you to Lexus Australia for donating a sports car and to our retail partners: The Coffee Club, TAB, Henry Bucks and Austin Health food outlets.

Up to 350 volunteers, including members of the Australian Defence Force worked tirelessly at the Melbourne Cup Carnival. Olivia Newton-John met with our volunteers at a pre-event briefing session. "I was really touched that so many were happy to give their time to help with our fundraising." Our volunteers raised \$97,000 on Cup Day alone - an outstanding achievement. Thank you!

BRIGHTON LUNCH

The Rotary Club of Brighton held a lunch at the Brighton International in support of the Appeal, in October. The 330 guests were entertained by Appeal Ambassadors, leading actress Sigrid Thornton and presenter Deborah Hutton. Live entertainment also included an aria with opera singer Kathryn Grey and an inspiring speech by cancer survivor Emma Nicholas about her family's struggles with cancer and her incredible Great Wall of China treks. Ms Nicholas had joined Olivia last year on the Great Walk to Beijing fundraiser for the Appeal.



Emma Nicholas, Chris Tuck (Rotary Club of Brighton President) and Sigrid Thornton

THANK YOU TO OUR COMMUNITY FUNDRAISERS

- World champion boxer, Sugar Ray Leonard was the guest star at a fundraising dinner held in Melbourne. Cancer Survivor, Scott Morrison gave an emotional speech and Appeal Ambassadors Eddie McGuire and Tottie Goldsmith presented at the event which raised \$70,000 for the Appeal.
- The Eaglemont Traders Association raised \$5,200 for the Appeal with their wonderful Eaglemont Village Winter Festival
- A "Magic" dinner fundraiser was held by the 'Creative Collective Australia' group in support of the Appeal, at the Park Hyatt Melbourne. The event was also the launch of the Australian Creative Collective, brainchild of leading Melbourne milliner Kerrie Stanley. Ms Stanley has made limited edition headbands that will be autographed by Olivia Newton-John and sold via their website, with proceeds going to the Appeal. For details visit: www.australiancreativecollective.com.au
- Kambrya College raised \$300 through hosting a morning tea at the school.
- Austin Health Cancer Services staff held a gold coin donation "Pink Day" in October, with proceeds donated to the Appeal.
- We sincerely thank the Murtagh Family and their friends who donated a Wii Fit station to the Cancer Services Wards in memory of Brad Murtagh. The TV and Wii Fit station will help some of the Haematology cancer patients to maintain some physical activity.
- Our thanks to the Pantom Hill and Research Cricket Clubs who got together and held a charity cricket game and a function to raise money for the Olivia Newton-John Cancer and Wellness Centre Appeal.
- Thanks to the Ritchies stores and their customers who, through the Ritchies Community Benefit Fund have donated \$4195.96 to the Appeal to date. It is a program where Ritchies donates back to the community 1% of their sales and customers nominate a worthwhile charity.

