



FIVE-YEAR STRATEGY

2019 to 2023

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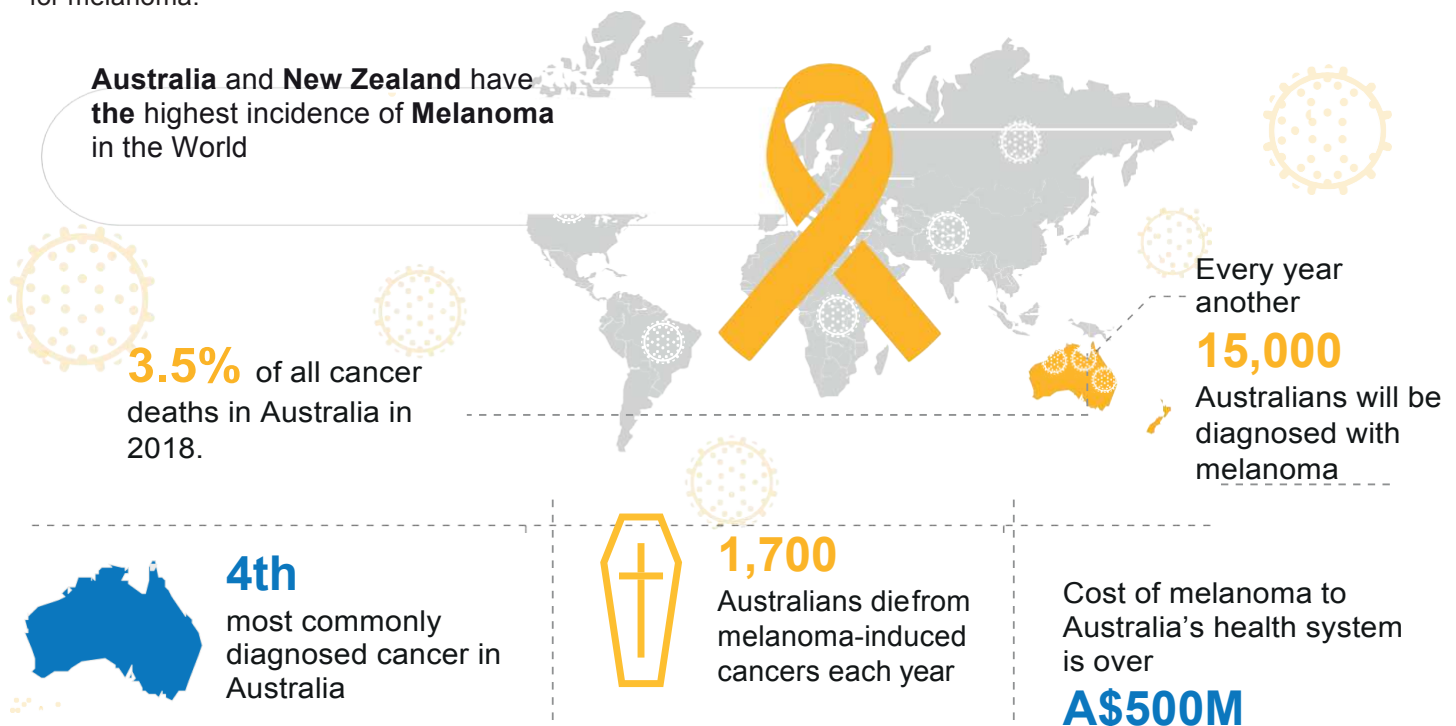
The Australian Melanoma Research Foundation (AMRF) is a not-for-profit organisation with the mission to contribute to the prevention of melanoma in Australia and to improve patient outcomes.

The Foundation was formally established in 2009 as the Adelaide Skin Cancer and Melanoma Research Foundation at the initiative of two accountants along with a cancer researcher to raise awareness of the damaging effects of ultraviolet radiation (UVR), educate the community on methods to prevent UVR skin damage and to support research towards a cure for melanoma.

The Australian Melanoma Research Foundation was registered as a trading name in 2010 to give easier recognition and give the organisation a national focus.

The AMRF is registered as a Charity with the Australian Charities and Not-for-profits Commission (ACNC) and is endorsed as a Deductible Gift Recipient. AMRF is a Small Charity as defined in the guidelines of the ACNC.

Over \$200,000 has been distributed by the AMRF to fund research.



Our Challenge

Decades of successful public health campaigns have seen a decline in the incidence of skin cancers amongst Australians. While the incidence is falling, the overall number of cases (the prevalence) of invasive melanoma is still rising in Australia, due to population growth and an ageing population. Melanoma skin cancer was the 4th most commonly diagnosed cancer in Australia in 2015. It is estimated that it will remain the 4th most commonly diagnosed cancer in 2019.

In 2015 there were 13,694 new cases (7,990 males and 5,704 females) of melanoma skin cancer diagnosed in Australia. It is estimated that 15,229 new cases (8,899 males and 6,330 females) of melanoma skin cancer will be diagnosed in Australia in 2019 and that the risk of an individual being diagnosed with melanoma skin cancer by their 85th birthday will be 1 in 17 (1 in 13 males and 1 in 21 females).

In 2016, melanoma skin cancer was the 12th most prevalent cause of cancer death in Australia. It is estimated that it will become the 9th most common cause of death from cancer in 2019.

During 2016, there were 1,281 deaths from melanoma skin cancer in Australia (863 males and 418 females). In 2019, it is estimated that this will increase to 1,725 deaths (1,190 males and 536 females). There is still much to be done to improve early detection of skin cancers, the treatment of melanoma and the care of those living with the disease. One of the most comprehensive recent studies evaluating the impact of melanoma on society concluded that "a continued focus on public awareness, screening, improving access to cost-effective treatments for advanced melanoma and supporting research to develop new treatments" remains a worthwhile strategy.

¹ Australian Institute of Health and Welfare, 2019.

² KPMG Report for MPA, "Advanced Melanoma - the Real Cost of Australia's National Cancer", 2014.



Our Mission

Our mission is to significantly contribute to the prevention, early detection and treatment of melanoma in Australia and to improve patient outcomes.



Our Vision

Our vision looking forward to 2023:

- The AMRF proactively seeks grant submissions from recognised melanoma research organisations across Australia to support researchers and specific research projects.
- The AMRF aims to be recognised nationally for its collaborative approach to funding research into the prevention, early detection and treatment of skin cancer and melanoma.
- The AMRF will support early detection, prevention and education programs



Our Purpose

- To support research into melanoma, including prevention, disease management and treatment.
- To reduce the incidence of melanoma and impact on those living with melanoma.



Our Values

- Support research with measurable outcomes.
- Ensure ethical practices in all our operations and in the research we support.
- Collaborate and share information.



Our Strategies

The AMRF generates income from:

- Donations and bequests
- Events
- Product sales (direct and via third parties), and
- Income on funds held

The Foundation maintains minimal operating costs.

Disposable funds in any year depend on the success of fund-raising activities and donations.

The Foundation aims to significantly increase the level of funds it can make available for research and towards prevention and early detection programs. This will primarily be achieved through sponsorships and fundraising.

The AMRF has adopted two principal strategies to achieve our Objectives over the next five years;

- 1) To secure more funds for research and
- 2) To increase education in and awareness of melanoma. Activities towards success in each of these strategies will be supported by other sub-strategies.

The AMRF has set Key Performance Indicators (KPI) that will measure our success.

Strategy 1 - Research

The AMRF recognises that groundbreaking research involving clinical trials requires a very long-term focus and commitment and requires substantial funding.

The Foundation recognises that, at present, it can only provide supplementary funds to the Australian melanoma research community.

The AMRF will be highly selective in the research it supports. Any proposal to the Foundation for research funding will be contestable and show evidence of scientific merit and clinical need within the national context.

As a point of difference, AMRF will specifically focus on the support of the next generation of melanoma researchers in Australia by providing research grants to post-graduate students and early career researchers (ECRs).

A Research Advisory Committee will provide the Foundation with advice based on recent trends in the development of treatments for melanoma.

KPI:

The AMRF will measure its achievements under this Strategy by the increased amount of funds generated and allocated each year, and the research outcomes generated.

Strategy 2 - Awareness

In Australia melanoma is the most common cancer in the 15-39 age group and the incidence in people over 60 is increasing. Early detection of melanoma greatly increases the chances of survival.

AMRF will initiate and support programs and services contributing to the early detection and prevention of melanoma.

We will do this through a series of community events run in key parts of Australia by the AMRF, ensuring each event provides skin screening services for the public by accredited specialists.

The AMRF will partner with other organisations in participating in community events.

The AMRF will partner with medical accredited organisations providing skin screening and melanoma diagnostic services.

KPI:

The AMRF will measure its achievements under this Strategy by recording the number of community members participating in screening and detection services offered during events. The AMRF will also seek a record of the number of referrals to medical specialists and, where available, the outcomes of those referrals.



Our Commitment to Success

Success for the current strategy period will be indicated by:

- ✓ Significant growth in income for distribution to approved activities
- ✓ Recognition of research funded by the AMRF in national melanoma research publications and conferences
- ✓ Significant growth in attendance at community events with consequent skin checks and referrals
- ✓ Increased public interest in our awareness campaigns, *and*
- ✓ Increase in AMRF's profile within the community.

FOR MORE INFORMATION

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