

# SOLARISCARE FOUNDATION OF WA

## ANNUAL REPORT 2011

CELEBRATING 10 YEARS OF CARE



Tenth  
Anniversary  
of Care

## Table of Contents

|  |    |
|--|----|
| Chairman's Report 2010-2011. ....                          | 3  |
| Chairman's Report 2010-2011 continued.....                 | 4  |
| Chairman's Report 2010-2011 continued.....                 | 5  |
| Chief Executive Officers Report.....                       | 6  |
| Chief Executives Officers Report 2010-2011 continued. .... | 7  |
| Chief Executive Officers Report 2010-2011 continued.....   | 8  |
| Chief Executive Officers Report 2010-2011 continued.....   | 9  |
| SolarisCare Support Centres Report.....                    | 10 |
| Overview.....  | 10 |
| Services.....  | 11 |
| Volunteers.....  | 12 |
| Building Awareness.....                                    | 13 |
| Sir Charles Gairdner Hospital Centre.....                  | 14 |
| Initiatives and Improvements.....                          | 14 |
| Looking to the Future.....                                 | 14 |
| St John of God Hospital Centre.....                        | 15 |
| Initiatives.....   | 15 |
| Development Activities.....                                | 15 |
| South West Centre.....                                     | 16 |
| Looking towards the Future.....                            | 17 |
| Research and Education Report.....                         | 18 |
| 2011 Collaborative Research Team.....                      | 18 |
| Education Objectives for 2011.....                         | 18 |
| Research Objectives for 2011.....                          | 18 |
| Publications - Submitted.....                              | 18 |
| Publication/s.....   | 19 |
| Presentations.....   | 19 |
| Grant Progress.....  | 19 |
| Grant Applications: Unsuccessful.....                      | 19 |
| Projects Completed.....                                    | 20 |
| Projects in Progress.....                                  | 20 |
| Celebrating Collaborations.....                            | 20 |
| Fundraising, Marketing and Public Relations Report.....    | 21 |
| Overview.....  | 21 |
| Marketing & Fundraising Report continued. ....             | 22 |

## Chairman's Report 2010-2011.

If a week is a long time in politics, then ten years is certainly a long time in the birth of a charitable Foundation. Those of us, who were involved in September 2001 when the door of the Peters & Browne's Cancer Support Centre first opened, can be amazed and profoundly satisfied with what we have achieved since then. In many ways the last year has seen the fruition of much we have been trying to do.

Our "core service" remains the provision of drop-in centres with good listeners and a range of free complementary therapies that provide symptom relief from cancer effects and treatment side effects. Services for Western Australians with cancer and their carers have continued and expanded with a fourth centre coming online as of this month. Our original centre at Sir Charles Gairdner Hospital is as popular and busy as ever, with Nicolette Madry doing a fine job as coordinator. The centre at St John of God's Subiaco campus, with Jenny Russell and Lorraine Kember at the helm, has developed and strengthened links with the cancer wards, facilities and health professionals on site; the Memorandum of Understanding and the contract have been renewed here and we continue to look for ways to better help patients at that site.

The third centre located in Bunbury was a difficult gestation; buying a property and welcoming the established Rainbow practitioners into SolarisCare were both new steps for us. That the centre is proving so successful, and melding into the local community so well, is a tribute to all the people involved. Sincere thanks to Carline Turner, Geoff Osborne and the advisory committee for their support with throughout this process.

"Thank you for the wonderful service you all provide to patients during a very difficult time. I can't thank you all enough"

- Sally & Helen.

Collectively these centres, using volunteers from the community, give hundreds of therapy sessions per month for Western Australians with cancer. This alone is a staggering and ground-breaking achievement in the Australian health scene.

Moreover, we were able to announce a few weeks ago that our fourth centre will be located in Albany, again extending access for rural and regional cancer patients in a location where cancer services are being ramped up, as they are in Bunbury. This is in accord with our recognition of the provenance of our grant from the Liberal-National party State Government in 2008.

## Chairman's Report 2010-2011 continued.

The three pillars of our philosophy have been to be as inclusive as we can, to be as collaborative as we can, and as much as possible, to measure the effects of our interventions. This latter is especially important, as the long term future of this integrative oncology approach (ancient forms of touch-based and hands-on healing alongside the best of modern medicine) rests upon the publication of well-conducted research demonstrating efficacy. In this regard, our in-house quality-of-life and symptom distress measures have been long in preparation for publication, and at the time of writing, have been submitted at last. This represents a combined effort of research committee scientific input, meet-and-greet and therapist volunteer time and effort with questionnaire completion, and write-up skills from Drs Anna Petterson and Kate Poland in particular. This data represents the keystone of our research work to date and we look forward to publication in an appropriate journal with great pride.

Beyond the core services and the research into efficacy of these, the scope of our clinical activities has broadened now to include cancer carer's courses, outreach massage programs in other parts of Sir Charles Gairdner Hospital, and Anna Petterson's innovative Men in the Kitchen cooking courses for recently bereaved men. These are designed to fill niches of need in the current support networks for Western Australians affected by cancer. All of our activities in a wider sense also provide very human interactions, support and care as mainstream health care systems struggle to cope with the huge burden of disease that cancer represents. Thus, part of the SolarisCare agenda is very much to re-humanize and to "compassionate" health care (with apologies to the English language).

"It's been a pleasure seeing your smiling faces during my treatment. A million thanks for your support and therapies. Solaris really does make a difference."

-Karen

Another emerging theme has been the growing involvement of community in our foundation. We have recognized for some years that our centres give an instant sense of community to some very isolated cancer patients, even from salubrious western suburb addresses in Perth. The focus that we provide for a wellspring of goodwill in the wider community has been a greater surprise and it is clear that SolarisCare acts as an efficient transducer of this energy and emotion into practical, literally-hands-on cancer care in a new and unique way. The sterling efforts of the Red Sky Ride, covering thousands of kilometres on their bikes around this State, and raising awareness and funds from many country towns, are a case in point. The Red Sky Ride has raised over a million dollars for us a fantastic achievement in difficult financial times. My thanks especially to Debbie Macksy and Kim Gilbert for their unwavering commitment and success – you are wonderful people. Sadly, it isn't possible to thank here all their riders, volunteers, and sponsors by name; suffice to say simply that SolarisCare would not have survived without their support and the many cancer sufferers we have helped owe them much.

## Chairman's Report 2010-2011 continued.

To celebrate our tenth year, we undertook to hold the inaugural David Joske Oration on September 15, and held our first scientific symposium the following day. I gave the oration with slightly mixed feelings – it is said once you start giving eponymous lectures, it is a clear sign that one's career has peaked! The attendance was wonderful and the evening marked a point of reflection, as well as circumspection about future directions. The symposium was an outstanding success, all I might have imagined with brilliant local, national and international speakers and a wonderful day of discussion and challenge regarding health care and psycho-oncology research. Again, personal thanks to my friends professor Marc Cohen; actor, nurse and educator Molly Carlile, both from Melbourne, and Dr Jane Maher from the MacMillan Cancer Charity in the UK for gracing us with brilliant talks and many provocative thoughts as the day unfolded. Dr Anna Petterson is to be congratulated for a truly wonderful job organizing this.

A special mention in dispatches also goes to our CEO, David Edwards, who has found his brief rapidly expanding professionally and geographically with new centres coming on-line. He has managed all this whilst retaining our core value of respect for everyone that he deals with. The Board has been delighted with his performance.

Where to from here? I flagged some possible avenues for us to take in my oration, including widening our brief beyond cancer to other chronic illnesses, embracing the idea of wellness, and new collaborations within and outside WA. Our next research steps will be difficult, with the possibility of any kind of randomized clinical trial hampered by our own success and the popularity of our therapies. But whichever direction we take, the central idea of using community-based volunteers to provide care and compassion for the unwell will remain paramount. This is a special gift. No-one knows this better than those of us lucky enough to be part of the SolarisCare family. The next ten years will doubtless see new chapters added to this marvellous story.

"We both experienced some relaxing treatments which did a lot to help us during such a stressful time. We really appreciated the kindness of those who gave us our treatments, not to forget the friendly folk at reception. I'm sure that you will be delighted to know he is doing really well and is in remission."

- Robert & Anne



David Joske  
Founder and Chairman  
24 October 2011.

## Chief Executive Officers Report

It is a humbling experience working at SolarisCare. Every day I am surrounded by people with an amazing passion for what they do – volunteers and staff alike – it is infectious. The focus clearly lies in, and is driven by, genuine concern for the patients and carers that visit our centres. As evidenced by the quotes throughout this report, we meet people in **their** space everyday and share our values of compassion, care, empowerment, respect and community. SolarisCare provides the ‘oasis’, in whatever form that takes for an individual.

2010/11 was another year of significant achievement for SolarisCare. The establishment of SolarisCare South-West in June 2010 was the culmination of a huge amount of effort by the members of the Rainbow Relaxation Centre, who had been established for over 8 years in Bunbury. Led by Geoff Osborn, Chairman of the South West Advisory Committee, and our Volunteer Coordinator, Carline Turner, the progress has been astounding. The volunteers have genuinely captured the hearts and minds of the local community, and most importantly, their patients.

In addition, our centres at SCGH and SJOG have continued to shine through the service of their wonderful volunteers, and the dedication of their coordinators, Nicolette Madry, Tracey Brooke, Jennifer Russell and Lorraine Kember. As discussed elsewhere in this report, each of our centres brings a unique expression of the spirit of SolarisCare to those that choose to walk through its doors. What is evident to me is that the **‘SolarisCare effect’** can transcend the environment within which it is based, and that is because it has people as its core focus.

Our research and education program has enjoyed a phenomenal year, and promises to be even stronger in the future. The collaborative nature of our Research team is its strength, and under the guidance of Dr Anna Petterson, they have delivered an amazing symposium on the integration of complementary therapies into mainstream practice as part of our 10<sup>th</sup> Anniversary celebrations, whilst maintaining the pressure on delivering publications. Our educational program is both volunteer and community based, and I am hopeful that we will be able to successfully replicate many of these offerings within the regional communities which we serve over the coming year.

Again, my sincere thanks to Anna for her leadership, and significant contributions across many facets of SolarisCare.

## Chief Executives Officers Report 2010-2011 continued.

In relation to one of our ongoing educational programs, I would like to pay special tribute to Jill Lawson, Trish Williams and Joan Hutchings for their ongoing delivery of the SolarisCare Carers Course. This program continues to receive amazing reviews from all participants, and we are looking to expand within the next few years.

Within the operations arena, SolarisCare is also very fortunate to have talented professionals working to build our organisation. The appointments of Geoff Hutchinson and Gemma Cavoli has enabled us to develop a stronger branding and awareness campaign, as well as greater involvement of Red Sky Ride activities to SolarisCare from 2012. They have also contributed significantly to the success of our 10<sup>th</sup> Anniversary events, particularly developing strong media relationships and materials. Michelle Hilder has an amazing spirit as a volunteer therapist and bookkeeper / office manager, always assisting in smooth operations. Our IT Team, through Husein Motiwalla and Vincent Lawson have achieved a great deal with less resources. Ashley Metcalf, in spite of having a role in research, has assisted tremendously in a vast range of activities.

"Many thanks to all at SolarisCare who have helped us understand that we are not alone.

The therapies have really helped us relax and occasionally forget about our worries."

-Asal and Lincoln

The environment within which we operate continues to change, and in particular, greater scrutiny is accorded to practitioners of Complementary Integrated Therapies. A new government initiative aims to develop an accreditation system for therapists engaged in previously unregistered modalities. SolarisCare has embraced this concept, and the centre coordinators, through the leadership of Nicolette Madry, have continued to develop standardised policies and procedures related to accreditation and service delivery of our volunteers. I am confident that we will continue to lead in this sphere, which primarily aims to enhance protection for quality practitioners, whilst also supporting the mainstream acceptance of additional therapies.

As highlighted in the Chairman's report, SolarisCare has collaboration as a cornerstone of its philosophy, and our growing networks within Australia and overseas provide evidence of this. Almost every week we see delegations visiting or contacting our centres to understand the way we conduct our programs. This not only presents us with the opportunity to share our knowledge, but also to learn from centres that are developing in other locations. Although acceptance of Complementary Integrated Therapies is growing, there remains a strong need for further advocacy and research; and this is best achieved as a community. In recent discussions with developing organisations, a consensus is building for establishment of an effective representative body to bring this area of supportive care to higher prominence.

## Chief Executive Officers Report 2010-2011 continued.

SolarisCare enjoys incredible support from community groups and organisations. In particular, I would extend my thanks to Kim and Christine Gilbert, Deb Mackesy and Clare Kuzich for their outstanding efforts with the Red Sky Ride. Through the sacrifice of this team, and the amazing riders that join them on this venture, they contribute over 40% of the funds raised for SolarisCare. What is remarkable about this is that they achieve this whilst running their own companies, and managing their work and family life around a gruelling schedule of events and training. My sincere thanks to all involved, including the many sponsors, support volunteers and riders.

The Brady Cancer Support Foundation has been at the forefront of supporting unique ventures in cancer support for many years. Over the past year, they have been instrumental in supporting our regional endeavours, and have also provided funding to expand the availability of our 'Carers Course', initially to the South West. My sincere thanks to Ross Taylor and the entire Brady Board for their commitment.

"SolarisCare has such a sense of serenity and peace from the moment we walk through the door, from the hugs and positive thought's to kind words, the free range eggs, and a cup of tea. Thank You"

- Malcolm & Michelle Elson

Another group who epitomise our strong community connection is Steve Smith and the team at Aspire Fitness. Often flying under the radar, week in / week out, they provide a haven for SolarisCare patients to enjoy a tailored fitness program, share in community, and hear another one of Smithy's bad jokes. Beyond this, Steve is highly supportive with any request we send his way, whether it is seeking a function speaker, or just having a quiet chat about an issue of concern. Thanks to the entire Aspire Team.

The SolarisCare Board continues to provide excellent strategic guidance to the organisation at many levels. The future for any not for profit, particularly in uncertain financial times, requires clear thought and direction. We are fortunate to have an extremely talented Board that can address such challenges. My thanks to all Board members for their support, guidance and contribution.

As we look forward to the next 3 years, there remains competing interests of organisational consolidation and ongoing development. In collaboration with the Board, we have developed some strategic imperatives that I will be working on with staff to guide our future development and implementation plans.

### Some Key Principles Include


- SolarisCare as an organisation of choice for volunteers.
- Building SolarisCare Brand, Profile, Relationships and Awareness
- Research leadership and measuring our impact
- A sustainable future – finance and governance
- Future Focus – Innovation, Expansion and Flexibility

## Chief Executive Officers Report 2010-2011 continued.

Interspersed throughout my report is the incredible service of our volunteer therapists, 'meet and greet', and fundraisers. Regardless of the programs we develop, or the centres we open, none of it is possible without the dedication and heart of our volunteers. One of my great regrets is not making enough time to visit all of the centres more regularly to spend time with our entire volunteer network – I will try and rectify this as much as possible in the coming year. There is an amazingly cynical view of the world as it stands today, however, our volunteers shatter that myth on a daily basis, and at the same time, provide incredible care to those in need. In a word, you are all *inspiring*.

Finally, as we go to print on our 2010/11 Annual Report, we welcome members of the New Horizons Complementary Therapy Unity, who have joined with us to create SolarisCare Great Southern. Valmai Nathan, and all the dedicated volunteer team in Albany, has an amazing history of service, not only to cancer patients, but too many other areas as well within the Great Southern.

It is fitting that our newest partner brings its own wisdom and experience to the story of SolarisCare as we continue to develop a culture of **"Many Centres – One Spirit - One Family"**.



David Edwards  
Chief Executive Officer  
SolarisCare Foundation

"Thanks so much for all your support you have shown/given us this year, no words can describe how much it has meant to us. Thanks Again"

-David, Leona, Emalee & Kyle

## SolarisCare Support Centres Report

### Overview

As we welcomed the South West Centre in joining our two metropolitan Cancer Support Centres it has become clear that to provide an overview of the Centres is akin to describing a blended SolarisCare family.

The eldest, Sir Charles Gairdner Hospital, about to reach its tenth birthday, has spent the past year consolidating and developing its resources to continue providing its high standards of service for the cancer community across Western Australia in an increasingly busy tertiary hospital.

Another, the St John of God Hospital Centre, celebrated its third birthday with a year of growth in therapies, developing a significantly ward based service and nurturing new relationships within a private hospital setting.

The newest member of the family, the stand alone South West Centre, has been full of energy and enthusiasm in its first year within the family, bringing with them, eight years of amazing experience to share. Forging its own unique delivery of services in the Bunbury region, the centre has charmed and garnered an exciting level of support from the local community to provide our much needed support services to cancer patients in the South West.

"I feel peaceful and serene every time I visit your loving centre. The therapies offered, leave me feeling calm and a heavenly feeling envelopes me. Thank you all for the care and attention. God bless the people who started and maintain the running of SolarisCare."

- Love Assy

As a family, we have worked together to develop centres that act as physical and procedural model for the delivery of community based health care both within SolarisCare and to other similar ventures interstate and internationally. For all their differences the core values of SolarisCare remain strong, consistent and at the forefront of every coordinator's and volunteer's mind – compassion, respect, empowerment, care and community.

## Services

In the last financial year 5,676 therapy sessions were delivered to cancer patients and their carers across all three Centres. The number of therapies recorded by each Centre is illustrated in Figure 1.

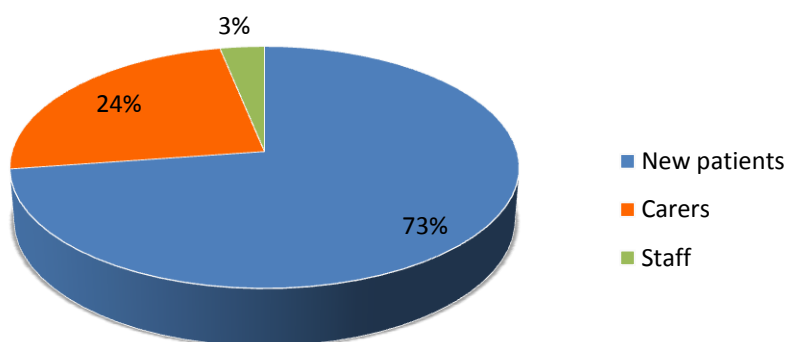
The therapies most often delivered were reiki, reflexology and relaxation massage. The success of these therapies is due to their popularity as complementary therapies in the community and availability of volunteer therapists.

In all three Centres the most important sources of information or referral to the services of SolarisCare (which encouraged them to visit a Centre) was through nursing staff, family and friends and our brochures.



**Figure 1. Number of therapy sessions delivered in 2010/2011**

As a result of our main referral source being nursing staff in addition to doctors and allied health professionals, almost three quarters of the individuals attending therapy sessions at SolarisCare are patients. One in four sessions delivered is for a carer (see Figure 2).



**Figure 2 Patient types across SolarisCare 2010/2011**

## Volunteers

Volunteers are the life blood of the SolarisCare Cancer Support Centres. Each Coordinator shares a sense of pride and gratitude in being able to work closely with the 160 volunteers who give their time not only to deliver support, information and therapies, but also to attend education seminars, fundraising and social events throughout the year. Their combination of professionalism and warmth is what makes each Centre a very special place to visit and seek support.

The standardisation of volunteer recruitment policies and procedures is a major achievement for volunteer management at SolarisCare. In the last financial year all three Centres have adopted the same volunteer application, selection and orientation documentation and procedures.

As a non-profit organisation SolarisCare consistently demonstrated its appreciation for the energy, warmth and generosity of its volunteers through a diverse set of coordinated and Centre specific activities including a breakfast and ceremony to present certificates of appreciation for years of service, a Christmas Party (one metro and one regional), a Volunteer's Morning Tea event at Mosman's Restaurant during National Volunteer Week 2011, a free SolarisCare polo shirt and birthday cards.



*Volunteers Morning Tea Event*

In addition to SolarisCare's volunteer pool, a standardised program of orientation and supervision for remedial massage students was developed in 2010. This program, in conjunction with the Central Institute of Technology and Challenger TAFE massage programs, is now ready to be extended to all three Centres in the second half of 2011.

## Building Awareness

One of the pleasures in a Coordinator's role is to share information about the services provided by SolarisCare. To this end, external presentations offer an important opportunity to build awareness amongst both health professionals and community groups about the support available. In the last year the South West Centre has been particularly busy with 21 presentations in its first year. Community groups, local chapters of complementary therapist associations and health staff at the regional hospitals were targeted.

Presentations delivered by the Coordinator at the SCGH numbered twelve and included health professionals, several regular TAFE presentations to nursing and remedial massage students and cancer support groups. Volunteers and staff from the metropolitan Centres also ensured SolarisCare had a presence at the Cancer Nurses Society of Australia Winter Conference 2010, Have a Go Day 2010, The SASR Auxiliary's fundraising event for SolarisCare, the Red Sky Ride Event and fundraising activities and of course through various educational seminars within our respective hospitals.

"Many thanks to the staff and volunteers for your care and understanding during this life changing experience.

It is a breath of fresh air, a place to relax and leave all the pressures of daily living aside for a while and just be at peace when pain and aches can influence your thoughts"

-Olga

## SolarisCare Volunteer and Office Coordinators

**Sir Charles Gairdner Hospital Centre:** Nicolette Madry

Acting Coordinator: Tracey Brooke

**St John of God Hospital Centre:** Lorraine Kember & Jennifer Russell

**South West Centre:**

Carline Turner

Acting Coordinator: Geoff Osborn



**Celebrating 10 years of Care**

## Sir Charles Gairdner Hospital Centre

The role of the SCGH Centre within the SolarisCare Foundation has undergone both changes and consolidation in 2010-2011. Being the oldest home of SolarisCare has meant that until recently the SCGH Centre was the focal point of service delivery, research, fundraising and awareness raising activities for the organisation as a whole. In the last year however, each of these functions (except for service delivery) has been centred elsewhere as SolarisCare expands and restructures its strategies, objectives and staffing roles.

Hence consolidation at the SCGH Centre has related to service delivery. With the loss of the Rainbow Room in early 2010, the number of sessions of complementary therapies has been limited to what can be offered through the Centre, with the option to use a small room next to the oncology wards. Yet the Centre has recorded only 29 less sessions delivered in this financial year compared with last. This can be attributed to careful scheduling to maximise the capacity of treatment room's available, accommodating volunteer therapists and patients booking available sessions regularly to capacity.

## Initiatives and Improvements

- First time attendance at the National Volunteer Conference 2010 highlighted best practices in regards to volunteer recruitment and retention. It also revealed that SolarisCare's effort to consistently recognise the efforts of its volunteers is congruent with best practice in volunteer management.
- The information, orientation process and supervisor's role for the placement of remedial massage students in the final weeks of their diploma training was documented. Students are no longer simply required to work alongside a qualified massage therapist, but must attend an orientation session and have a supervisor available during each session to assist where necessary. The information provided to the students was part of the oncology massage training curriculum with the permission of Eleanor Oysten.
- New therapies added to our programme: Japanese Acupuncture and Journal Writing.
- The implementation of a mentoring program for new volunteer therapists to ensure their confidence and competence while volunteering at either of the metropolitan Centres.
- Development and implementation of the documentation required for volunteer recruitment, selection and orientation based on the SCGH model and in consultation with all Centre Coordinators.

## Looking to the Future

- Future projects for the next financial year include:
- Establish the SCGH Centre in the new Comprehensive Cancer Centre currently due for completion in April 2012.
- Development and implementation of electronic appointment system to replace the manual system which has been in use for the last 10 years.
- Expansion of the massage student placement program to the SJOG and South West Centres.
- Continue the development of policies and procedures relevant to volunteer management across the SolarisCare Centres.

## St John of God Hospital Centre

The SJOG Centre is running well and continuing to build firm relationships within all areas of the hospital. Energy among the volunteers has grown and feelings of pride are evident in all. SolarisCare is grateful for the great facilities and environment SJOG Hospital has provided to house our services. There is a significant increase over the past year in the use of our information area and library facilities. Patients and carers continue to take advantage of the lounge area to relax between medical appointments.

## Therapy Sessions

Over the past 12 months 1790 therapies were provided averaging 149 therapy sessions per month and an average of 35 new patients per month. Just over half the sessions delivered by the SJOGH Centre are on the wards and Ivy suite. The complementary therapies also continue to be delivered to non cancer inpatients on wards; usually sourced by nurses and doctor referrals. Unfortunately therapists have cancelled overall average of 61 possible sessions per month due to either, illness, holidays or family commitments. This seems to be a constant relating to the nature of volunteering. However we are always looking for ways by which we could reduce this pattern.

## Meet and Greets

We are fortunate to have a steady number of dedicated Meet and Greets volunteers working with us, some having been with us since the opening of our Centre and others joining us more recently. The Centre is fortunate to have a steady number of dedicated meet and greet volunteers. The Centre has 31 therapists and 19 meet and greet volunteers.

Over the year we have provided training sessions and seminars for our volunteers to broaden their understanding of the needs of our patients and the therapies we offer to them. "Hand Massage" workshops conducted by Charlotte Keay continue to be popular and 13 of our Meet and Greet personal have embraced this and are now regularly giving hand massage to patients and their carers within the wards and Ivy Suites as well as in our Centre. The availability of our meet and greets to give a hand massage is particularly beneficial when a patient requests a therapy and there are no therapists available and is much appreciated by the hospital staff as well as the patients.

## Initiatives

- Pamper day participation for International Nurses Day 12<sup>th</sup> May 2011 provided 15 nurses with massage, reflexology and hand massage.
- Pamper day for nurses at the Ivy Suite provided nine reflexology sessions and five massages.
- Half day seminar clarifying and demonstrating each modality to meet and greet and other therapists.
- 12 presenters – 21 volunteers attended and Martin Quinlan was the MC for the day.
- Held 3 Hand massage workshops with 13 volunteers actively providing hand massage.
- Volunteers Breakfast at the Yacht Club.
- Donations of 3 wheel chairs from Italia Lodge Freemasons.

## Development Activities

### Balya Cancer Retreat

Our sincere thanks to Ivy Bullen, Dr Jason Han and the Balya team for their generous support of SolarisCare in forming relationships with the SJOG Hospital Volunteer coordinator looking to bring our volunteers together in a social environment and hoping for further ideas to evolve from this relationship.

## South West Centre

The last 12 months has been very busy and successful in many areas, including fundraising, community involvement, community recognition and growth in patient numbers.

The highlight of the year was the Inaugural Opening in June 2011, with over 100 guests and the wonderful voices of the “Men of Song”. Local member John Castrilli MLA was invited to perform the Official Opening and presented a very positive and supportive speech. After a year in operation it was a very rewarding experience to share the Centre with invited guests from both the local and metropolitan communities. Together it was a real celebration!

The support from the Bunbury community has been overwhelming considering the SolarisCare Centre is the new kid on the block competing for support alongside longstanding established organisations. The “Thank You Board” has over 60 plaques on it in recognition of clubs, organisation and individuals who have contributed to the Centre in kind or cash. Special recognition to “The Good Guys” Bunbury who have supplied all our electrical products at cost, and to Super IGA Bunbury who through their “Community Chest” give us \$100 credit per month for all our grocery needs.



***Plaque for the new SolarisCare South West***

In December 2010 representatives of the Centres were invited to the Annual Mayoral Garden Party and then awarded the Willcox-Brown Perpetual Trophy by the Mayor David Smith “*Recognising non-profit community and volunteer groups for outstanding service to the community*”, along with a cheque for \$1000. In February 2011, the Chef’s Long Table Lunch provided the funding to purchase two electric massage tables.

A total of approximately \$50, 800 was donated last financial year. These funds were partially raised through successful fundraising activities such as the Bridgetown Fair organised by Suzie Delaporte and the students from John Curtin Leadership Academy, the Lydendale Cocktail Party organised by Denise and Lynton Gillies and opened local Federal Member Nola Marino MP and several weeks of Christmas gift wrapping at Centrepont Shopping Centre, Bunbury.

# CELEBRATING 10 YEARS OF CARE



## Looking towards the Future

Based on plans for the development of cancer related services and treatment facilities in Bunbury, the increase in local population plus the establishment of the Genesis Care Radiology centre and the building of a new oncology wing at St John of God Hospital the Centre is likely to become considerably busier in the future.

## Future projects include

- Replacement and refurbishment of the large shed to be used in future for meetings, meditation groups, tai chi, yoga, Look Good Feel Better Workshops and Lymphodema Education Days. There may be the possibility of hiring out the room to small groups for workshops over the weekends or evenings.
- Removal of old small sheds and some fencing and replacement with paving, pebble gardens shrubs and seating to complement the new building. Completion of raised garden beds and planting of crops in the Centre's garden.



**Celebrating 10 years of Care**

## Research and Education Report

### 2011 Collaborative Research Team

- Dr Anna Petterson<sup>1,2</sup>
- Dr David Joske<sup>1,3,4</sup>
- Assoc Prof. Kellie Bennett<sup>3,4</sup>
- Assoc Prof. Anne Williams<sup>1,2,3</sup>
- Dr Toni Musiello<sup>3,4</sup>
- Dr Kate Poland<sup>1,3</sup>
- Dr Lisa Miller<sup>3,5</sup>
- Dr Ruth McConigley<sup>6</sup>
- Michael Phillips<sup>4,7,8</sup>
- Patricia Williams<sup>1</sup>
- Dr Suzi Brans<sup>9</sup>

1. SolarisCare Foundation
2. Edith Cowan University
3. Sir Charles Gairdner Hospital
4. University of Western Australia
5. WA Cancer & Palliative Care Network
6. Curtin University
7. Clinical Trials WA & Royal Perth Hospital
8. Western Australian Institute for Medical Research
9. WA Psycho-Oncology Service

### Education Objectives for 2011

- Develop Training Course/s for SolarisCare Volunteers
- Develop SolarisCare education materials from Symposium
- Deliver presentations – Conferences/Symposiums
- Develop David Joske Lecture/Series –
- 2012 David Joske Distinguished Guest Oration September 15

### Research Objectives for 2011

- Publish Report results
- Build Collaborative Research and Team
- Develop research opportunities
- Write for publication – refereed journals & popular press

### Publications - Submitted

- Lancet Oncology: 23 February 2011 (rejected)
- Journal of Clinical Oncology March 2011 (rejected)
- Medical Journal of Australia (pending)

Cancer patients accessing complementary integrated therapies show improvement in quality of life and reduction in symptom distress: outcomes from a novel hospital based cancer support centre in Western Australia Kate Poland, Anna Petterson, Linda Kristjanson, Elizabeth Lobb, Michael Phillips, and David Joske

## Publication/s

Williams, A.M., Davies, A. & Griffiths, G. Facilitating comfort for hospitalised patients using non-pharmacological measures: Preliminary development of clinical practice guidelines. International Journal of Nursing Practice.

## Presentations

- **11<sup>th</sup> Nation Rural Health Conference:** 13-16 March, Convention Centre, Perth.  
Men in the Kitchen: Distress, anxiety and depression. Evidence from three bereavement programs for men, delivered by SolarisCare during 2010  
**Anna Petterson, D Joske, A Williams**
- **Seventh State Cancer Conference:** 24 March, Convention Centre, Perth.
  - Revealing the role of a Cancer Support Centre in the spiritual journey of patients diagnosed with cancer  
**Anne Williams, D Joske, C Bulsara, A Nowak, A Petterson, K Bennett (3/11)**
  - Cancer patients self-selecting complementary therapies at a Cancer Support Centre and delivered by qualified, supervised volunteers showed improved quality of life and reduced symptom distress  
**David Joske, A Petterson, K Poland, M Phillips, A Williams, P Williams (4/11)**
  - Men in the Kitchen: Evaluation of an education & bereavement program for recently widowed men under the age of sixty  
**Anna Petterson, D Joske, A Williams, K Poland (5/11)**
- **Edith Cowan University** 28 March, Occupational Therapy Students, Joondalup Campus.  
Experiential Workshop: Art Therapy/Creativity as a tool for identifying/supporting (patients) Quality of Life.  
**Anna Petterson**
- **Curtin University:** 29 March, Final year nursing students, Bentley Campus.  
SolarisCare: Complementary Integrated Therapies for Cancer patients and general well-being.  
**Anna Petterson, Guest Lecturer**
- **Cancer Council WA, Cancer Information & Support Services Division. Regional Support Coordinators Workshop:** SolarisCare – What we do, how we do it, engaging in Research.  
**Anna Petterson**
- **13<sup>th</sup> World Congress of International Psycho-Oncology Society:** 16-20 October Antalya, Turkey Abstract selected for Poster Presentation  
**Anna Petterson**

## Grant Progress

- **Men in the Kitchen Project:** Ethics Application (SCGH) – being prepared: Evaluating the effectiveness of an intervention for recently bereaved men: CaPCREU (AP, RMCC, LM, KP) (\$19,849.00) Extension granted September 23, 2011.
- **C14 Developing a body of evidence to support the provision of Reflexology in the Day Cancer Centre:** (C14) Ethic Application (SCGH) – being prepared: at Sir Charles Gairdner Hospital. Estate of Jean Murray-Jones (AP) (\$35,498.00) First application rejected various grounds. New application to be submitted November 22, 2011

## Grant Applications: Unsuccessful

- **Harold Mitchell:** 10<sup>th</sup> Birthday Celebrations – 15 & 16 September 2011

# CELEBRATING 10 YEARS OF CARE



## Projects Completed

- **10<sup>TH</sup> BIRTHDAY CELEBRATIONS:** 15-16 September
- **SYMPOSIUM:** 16 September (full day)
- **FOUR FUNERALS IN ONE DAY:** Play/Education 16 September

## Projects in Progress

- **MINDFULNESS PROJECT:** Train the Trainer: Toni Musiello, Suzi Brans, Lani Valentine: Elizabeth Foley, trainer.
- **MEN IN THE KITCHEN PROGRAM:** Delivered
  - a. 3 x Metro area March-September
  - b. 2 x Bunbury March-September
  - c. 1 x Albany March-September
- **C14-3:** 1/12 - DELIVER:
- **VOLUNTEER EDUCATION & TRAINING SEMINAR:** (Metro x 2) with Trish Williams & Judy Griffiths – April & August
- **VOLUNTEER EDUCATION & TRAINING SEMINAR:** (SW x 1) with Nicolette & Carline - April
- **VOLUNTEER EDUCATION & TRAINING SEMINAR:** (Great Southern x 1) with Nicolette and GS coordinator
- **STANDARDS & PROTOCOLS:** for all of the Complementary Therapies offered by SolarisCare (ongoing)
- **COLLABORATION/PARTNERSHIPS:** Continue to build partnerships and collaborative research opportunities with Universities and Health community (ongoing)
- **PROFESSIONAL DEVELOPMENT:** Engage with training opportunities as they present.

## Celebrating Collaborations

The SolarisCare Collaborative Research Team looks forward to continued, long and productive collaborations with the following:

Sir Charles Gairdner Hospital, Cancer Services (SCGH)  
St John of God Hospital, Subiaco (SJOG)  
University of Western Australia (UWA)  
Edith Cowan University (ECU)  
Clinical Oncology Society of Australia (COSA)  
PoCoG (Psycho-oncology Cooperative Research Group)  
Canton Hospice, St Gallen, Switzerland

Cancer Council WA (CITAG)  
Leukaemia Foundation WA  
Curtin University  
Cancer Australia  
Royal Melbourne Hospital  
Austin Hospital, Melbourne  
Ballarat Health Service, Victoria

The SolarisCare Collaborative Research Team aims to partner with other organisations to improve the coordination, integration and delivery of care using a multidisciplinary approach, reducing the burden of cancer on patients and their carers.

## Fundraising, Marketing and Public Relations Report

### Overview

The marketing and fundraising team spent much of 2010-2011 focusing on the small things that make up the bigger picture that is SolarisCare. Items such as branding, database development and relationship building were focal points as we marked our 10<sup>th</sup> Anniversary with a drive toward enhancing our standing in the community through improved communications.

The development of an updated information brochure and community fundraising pack were key to our ongoing strategy of community engagement and awareness. These new documents, along with other updated collateral provide our patients, volunteers, corporate and community supporters and medical professionals with a clearer view as to the type of organisation we are and what we hope to achieve for those living with cancer.

We also spent time taking a critical look at our current fundraising campaigns and how we can improve them in the future. As competition for the fundraising dollar intensifies it is critical that all our fundraising campaigns meet the needs of a changing environment while remaining at a professional standard.

One of these events the Red Sky Ride was held for the fourth time to great success.

This year's ride and partner events raised \$228,317.50(net)\* for the organisation an increase of \$25,238.22\* on last year's return of \$203,079.28(net)\*. This growth was despite a number of outside factors (natural disasters, fuel price increases) that occurred during the year.

The Red Sky Ride provides SolarisCare with a unique fundraising and awareness campaign with both metropolitan and regional reach. The 'ordinary people doing extraordinary things' theme of the event also helps to attract excellent corporate support.

As we prepare for the fifth running of this event we recognise that it has been unparalleled success for SolarisCare, however we are aware for the need to focus on aligning the event closer to SolarisCare and finding new ways of keeping the event relevant in what is becoming a crowded, and competitive market.

(\* Indicates figures correct at time of publication)

### Gruelling ride to raise money

By MARK SCOTT

It will be a long week for Mt Nasura's Rob Branch when he attempts to bike ride 1000 kilometres for Western Australians suffering from cancer.

The red sky ride saw 22 cyclists riding from Perth on February 27 through Harvey, Dunsborough, Augusta, Bridgetown, Wagin, York and home to Perth on March 6.

All money raised goes to the SolarisCare Foundation.

Mr Branch said for him the ride was about the physical challenge.

"I've never been much of a sports person so the sense of achievement at the end will make it worth it," he said.

"My biggest worry is the harshness of the Australian sun.

"I'm a pretty sun-sensitive person so if I can make the week without severe sunburn and discomfort, it'll be a victory."

Each of the riders has been raising money through sponsorship, which Mr Branch said he was worried about at first.

"I didn't think I'd make enough money but it turns out I'm doing fifth best of the group," he said.

The SolarisCare Foundation run three cancer support centres in Perth for cancer patients and their families.

SolarisCare chief executive David Edwards said the centres were sort of a soft landing place for cancer patients.

"We offer information, act as a drop-in centre where patients and families can come for tea and a chat, as well as a range of complimentary therapies like acupuncture, massage and reflexology to help," he said.

"Patients come in suffering from the difficulties of sickness and dealing with the invasiveness of their treatment and the stress that comes with it and when they leave you can see it's seeped away a bit."



Cyclist Rob Branch will raise money for charity.

The foundation provides all of its services free of charge and it runs solely on donations.

"Unfortunately sickness is expensive, so everything here is free," Mr Edwards said.

"Red sky ride have been an absolute

God send, they've raised over \$750 000 in four years.

"They take the experiences of the patients we have here and use that to drive them. It really is incredible."

If you want to sponsor Rob or find out more visit [www.redskyride.org.au](http://www.redskyride.org.au).

*The Examiner, March 3<sup>rd</sup> 2011*

## Marketing & Fundraising Report continued.

The Marketing and Fundraising team also spent much of 2010-2011 focusing on growing our awareness through targeted media opportunities. Events such as the Bunbury Opening, Back to the Future Symposium and the Red Sky Ride provided us with excellent promotional opportunities across all types of media and in both metropolitan and regional areas.

SolarisCare was extremely pleased to secure a promotional billboard on the corner of Hay in Subiaco for the month of July. Thanks to the support of Acton Real Estate this opportunity provided SolarisCare with priceless exposure and awareness free of charge and will continue on an annual basis.

2010-2011 was a new beginning for the marketing and fundraising team with new staff members and a fresh focus on the SolarisCare brand and place within the community. The Marketing and Fundraising team is proud of its achievements over the past twelve months and is looking forward to the opportunities and challenges that lay ahead in the future. Despite the ongoing economic downturn SolarisCare has continued to garner excellent support from both corporates and the wider community and we will be working hard to continue this support in the future.

## Looking towards the Future

The challenge ahead for SolarisCare is to continue to develop our brand while finding new ways of engaging with the public and improving the communication and understanding both internally and externally. Over the coming months we will be focusing on the achieving the following outcomes;

- Development of additional and updated information brochures.
- Review and development of a new SolarisCare website.
- Development of an improved and workable donor database system across all four centres.
- Developing the Red Sky Ride into an ongoing sustainable fundraising concept.
- Continuing the growth in awareness through ongoing media campaigns.
- Developing new ways of communicating with our supporters in a cost effective, professional manner.

"My escape from the real world, my time for relaxing and being pampered. A great place, beautiful people and Great treatments. Thank you"

- Joanne

The Marketing and Fundraising team would like to thank you for your support over the past twelve months and looks forward to working closely with you on these exciting outcomes over the future.



Geoff Hutchinson  
Marketing and Fundraising Manager