

# 2024 Annual Report

## Cancer Society of New Zealand

### Taranaki Centre

### Incorporated



**Cancer  
Society**

Te Kāhui Matepukupuku  
o Aotearoa



# Chairperson's Report



Taranaki - you little beauties! It has been another year of regular amazement at the generosity of spirit, time, energy and donations that our community puts in to support the Cancer Society of New Zealand Taranaki Centre.

In trying times, it is good to be reminded of all the things we can be grateful for. Anyone attending Relay For Life this year, or seeing social media posts about the event online, will surely agree this was yet again a huge success. Financially, the community efforts fundraised nearly \$148,000 dollars, which is humbling given the cost of living crisis we are all facing at present. Emotionally, the rewards are always invaluable, to continue to be able facilitate a space where people can come together to Celebrate, Remember and Fight Back, is truly worth all the time and effort that it takes to pull this event together from so many people.

As at the 2024 AGM, Daffodil Day will only be a couple weeks away! This remains a huge undertaking for staff and volunteers alike, with enormous hours put into events across the region every year. Last year's efforts earned our region over \$147,000! Each year, seeing so many regular and new faces coming out in support of our cause is truly heartening, and a reminder of how far cancer reaches into in our communities, and how much support our organisation has.

Work in the health promotion space continues to grow, with so much work required both local and nationally for advocacy in tobacco control, alcohol harm, vaccinations, UV radiation protection, and diet and weight related cancers. Our team is promoting prevention strategies and ensuring that whānau's voices are being heard in future health policy planning. The volume of work coming out of our small regions in the area is an absolute credit to the dedication and drive from our staff, to see meaningful change in our health statistics.

From an organisational structure point of view, there are some changes that will be required for our society to comply with the new Incorporated Societies Act 2022. The preliminary work is already underway to assess what the changes look like for us and the possible implications, and updates will be coming to members about this as it becomes clearer.

The uncertain New Zealand financial landscape is certainly impacting our local discussions and planning moving forward. We will be working with the Central Districts Division, and our superb Taranaki staff, constantly to ensure our precious funds hit the front line, getting into the community, to support our whānau to get through the challenges cancer throws at people.

Everyone take care over the next year, and thank you yet again for all you contribute.

Monique Shaw  
Chairperson





# Centre Report

Our year (2023) started with the appointment of two new staff, Nicky Ormond - Supportive Care Coordinator and Maryanne Tawhara - office Administrator. We celebrated a full complement of Centre staff. Unfortunately, in late July, Nicky Ormond left our centre as Supportive Care Coordinator and at the end of November, Leo Clements left as our Shuttle Driver after 12 years in this role.

In December 2023, our new Shuttle Driver, Andrew Stewart, joined the team as our full-time driver. It is great having him onboard. Over the period the Supportive Care Coordinator position remained vacant, enquiries were covered by the Central Districts division Supportive Care team with the support of the Taranaki office Administrator and staff. In January 2024, Denise Fleming was appointed the Supportive Care Coordinator. We were very thankful for the ongoing assistance and support from the CD team until this appointment.

Here's some notable activities/events from the last financial year:

- Our team attended the Central Districts Division, 'All Staff' hui held in May, in Palmerston North which was a great opportunity to meet face to face.
- In winter, we had some issues with our meeting room having a leak. Due to the leak, we had to limit the use of this room for a while. This was repaired November - December.
- Daffodil Day was a successful event for Taranaki. We are always thankful for all the volunteers who offer their time to collect for us and for the generosity of our communities that fundraise and give to Daffodil Day.
- In September, we welcomed Donna Akariri to our Centre as the Kia ora - E te Iwi kaimahi. Being the Programme Coordinator for the Kia ora - E te Iwi programme for Taranaki. There were two Kia ora - E te Iwi hui held in Taranaki coordinated by Donna, one held at Kairau Marae in December, and one held in Waitara (Knox Church) in March 2024. Unfortunately, Donna left the Centre in March 2024. For any future Kia ora - E te Iwi hui, Janine will be coordinating these hui for Taranaki.
- All rested well over the Christmas/ New Year break and returned to the Centre refreshed and ready to be an active part of the community at summer events as a team.
- Relay For Life 2024, held in Inglewood, was an amazing day for the centre. We had two new staff members experiencing the event for the first time with the Cancer Society. As you will see from the Event Coordinator's report, it was a great event.
- We are planning to receive a new shuttle for the Centre in March - April 2024.

The Taranaki Centre team have worked hard in their respective roles throughout the year, as well as working collectively as a Centre team to offer support and encouragement to each other. It has been a year filled with changes and challenges which has united the Centre team. Both the New Plymouth and Te Hāwera centres continue to welcome and offer services to our communities.

## Supportive Care

There were 313 referrals for the last financial year for Taranaki, however there were a considerable number of cancer information service users, whereby the person did not want ongoing support but had a quick question, or needed resources sent out relating to their diagnosis. This figure is reflective of the Supportive Care position being vacant from August 2023 through to January 2024, when Taranaki was covered remotely by Darrin and Pauline in the Hawke's Bay and Brylee and Graham in the Manawatū.

Direct financial welfare provided was \$11,778 for the financial year ending 31st March, and this figure is expected to increase considerably in the next financial year. Complimentary therapies, ie massages and reiki make up a large portion of this figure, with massages now available in Midhurst and Urenui. Special thanks to Dale Spurdle, Grand Master, who volunteers her time to provide reiki for our clients in the Taranaki centre.

Counselling is another service that is crucial to assisting clients and their carers, to learn coping strategies when a cancer diagnosis has been received - there appears to be more complex diagnoses and clients with mental health issues presenting. There can be considerable anxiety when waiting to see the Oncologist for the first time, which is when the supportive care service is most appreciated, to give the clients a chance to talk through their fears and offload to someone other than a family member.

Shuttle users regularly provide feedback that describes their gratitude for the wonderful service and specific thanks go to Andrew and Colin for going above and beyond in making the clients feel comfortable on their journey to/from Palmerston North.

## Cancer Prevention

It's always really humbling and exciting to consolidate what we've done over a period into a summary of our mahi (work). In the Cancer Prevention team, we certainly pack a lot into each year. Our mahi is focused on five main areas - UV protection, tobacco harm, alcohol harm, healthy eating/physical exercise and early detection/screening, and of these, there are two topics that have occupied most of my time over the past year - UV protection and tobacco harm.

The Central Districts cancer prevention team introduced a division-wide SunSmart Schools Grant Scheme in 2023. Together we developed the application form, criteria, and application process and then each promoted the scheme to our respective regions' schools. In Taranaki we received applications from eight schools who were all able to improve and expand their schools' sunsmart practices as recipients of the grant. This also attracted a lot of schools to the SunSmart Schools accreditation programme which has increased our school accreditation rate to 34.6% (20 schools accredited in the last 12 months, with over half of these being new to the programme). We also helped with Waikato/Bay of Plenty school accreditations by reaccrediting eight schools.

We've been working with National Office to update and fix issues with the national SunSmart Schools database that the Cancer Prevention teams use in each Division. Other national SunSmart efforts included designing and sourcing 'SunSmart' branded magnets and pens for our team to use as resources and photographing shade in 15 New Plymouth playgrounds and parks to be used in a new SunSmart playground tool that is currently being developed.

We presented eight separate sessions of UV harm and wellness workshops at Coastal Taranaki School over two days, reaching approximately 300 students, and general SunSmart talks were delivered in multiple formats to over ten workplaces and schools. Our sunscreen poles were loaned to over 20 events and organisations, including WOMAD, and complimentary sunscreen was provided to several other community events and initiatives.

The SunSmart Schools programme continues to be a good connector with local schools, with UV harm reduction messages being the main content of school newsletters. These go out to over 200 Taranaki Schools and ECE centres every term. This is also how we share with schools other Health Promotion messaging and Cancer Society activities such as Daffodil Day and Relay For Life.

In the tobacco-harm space, we presented several smokefree talks to various community groups to discuss the new smokefree legislation and how it may impact our community. Unfortunately, this world-leading law change was repealed by our incoming government, making the work we do with our communities even more important.

We conducted various other presentations to different audiences, and were present at several community events, each focusing on various health promotion activities and cancer prevention messaging. These included a collaboration with the Taranaki Stop Smoking Service where we attended WITT/Te Pukenga Wellness and Smokefree May events, and a Toolbox Talk at Leighs Construction. We attended numerous webinars and training sessions to stay updated on relevant health topics. These included a vaping seminar titled 'Not Just Hot Air', and webinars on HPV screening, alcohol policy reform, various types of cancer - risk factors and prevention, engagement with Māori, local government submissions, and UV radiation protection.

We were involved in various forms of advocacy at local and central government level. We met with our local MP to discuss the support of potential new alcohol legislation and sent a letter to several MPs and our incoming Prime Minister opposing the smokefree legislation repeal. We have also been liaising with local councils to provide information about relevant issues such as shade in playgrounds and smokefree initiatives. Specifically with a deputation to New Plymouth District Council regarding an increase in smokefree/vapefree signage in the city, and South Taranaki District Council regarding the introduction of a new initiative - The Fresh Air Project. We're also preparing a submission to all local councils for their Long Term Plans which are being reviewed this year.

Other significant activities included organising and participating in centre-wide events and the regular meetings we attend. Health Promotion enjoys being part of our Centre team, on Daffodil Day with visits to schools and early childhood education centres, and creating the Health Hub with other community organisations at Relay For Life. We coordinate the Fresh Air (smoke/vapefree) Coalition who have monthly meetings, and we also attend various other regular meetings to keep abreast of relevant work in our local community and nationally.



## Events/Fundraising

### Daffodil Day -

This financial year we sold out of fresh daffodils and focused our sales on potted daffodils. This created a new focus for the Taranaki community, especially rest homes. We had our shop in Centre City for one week. This wasn't hugely successful this time. The Mall was very quiet the whole week. We did a quiz night at the New Plymouth Club. This has produced a new relationship with them for future events. We have lots of new ideas for next Daffodil Day. We have now recruited a Daffodil Day committee for Hāwera, they have some great ideas for the next Daffodil Day.

### Marathon In A Month -

With Marathon In A Month being a fundraiser to encourage the community to keep healthy and raise funds to help people on a journey with cancer, Taranaki this year added to our target audience and built relationships with local gyms. This certainly helped bring our registrations and fundraising up.

### Relay For Life -

Our team numbers and individual registrations were down this year. We were in competition with many other events on the same day. We had 37 Teams, 520 Participants. Schools did exceptionally well by raising around \$50,000.

We had two Relay Your Way teams this year. Marinoto Resthome in Inglewood, who invited residents and their families to walk laps of their sensory garden for two hours. Toko School did their own Relay at school also.

The Relay committee were amazing once again, they all stepped up and did their roles wonderfully. This event went off well considering we had new committee members and new staff.

Our final total was \$148,967.274

### General

We have been working on building more community relationships. This is proving to be working well for Taranaki. We have had or have many community fundraisers happening on our behalf.

We have received the following community fundraising donations:

- Steven Jury 50K Fundraiser \$26,386
- Vogeltown Bowls Tournament for Cancer \$500
- NPBHS "Something For Nothing" \$75
- Marsh Insurance Golf Tournament \$22,000
- The Two Steves Marathon \$7,500
- Vintage Car Club Posh Picnic \$925

### Volunteering

Volunteers play an integral role in our organisation, which is essential for delivering vital services to our clients and their whānau on their cancer journey in our Taranaki community.

Daffodil Day was particularly remarkable, characterised by a month adorned in yellow colours. Our pop-up shop in Centre City operated well for the two weeks leading up to Daffodil Day and we had up to 60 volunteers helping with this. Additionally, over 120 volunteers manned 18 locations across New Plymouth for our street collection on Friday and Saturday. Our area coordinators and their teams covered all the rural areas, with special recognition to volunteers who quickly delivered daffodils, business orders and counter boxes when needed. Groups like Lions and the Women's Institute contributed significantly, assisting with roles such as BBQs and the street appeal. Made With Love was a new initiative for volunteers who like to make, bake and be creative and we had a great response to it.

Relay For Life was another standout event, thanks to the enthusiastic participation of many volunteers. Over 80 volunteers took on diverse roles including security, parking, food preparation, stall management, tea service, and face painting. We were thrilled to welcome new volunteers alongside seasoned "Relay For Lifers," showcasing the breadth of volunteers we have in Taranaki.

Our client drives have nearly doubled this year with 74 drives completed this year, supported by our dedicated team of 11 volunteer drivers covering the Taranaki region. Meanwhile, our 15 volunteer receptionists in New Plymouth and Hāwera collectively contributed 952 hours of service at our front desks. Special mentions go to the volunteers who maintain our Centre's vehicles and ensure our buildings and gardens in Hāwera and New Plymouth are always tidy. Our amazing Reiki Master has also volunteered over 180 hours of her time to look after our clients this year.

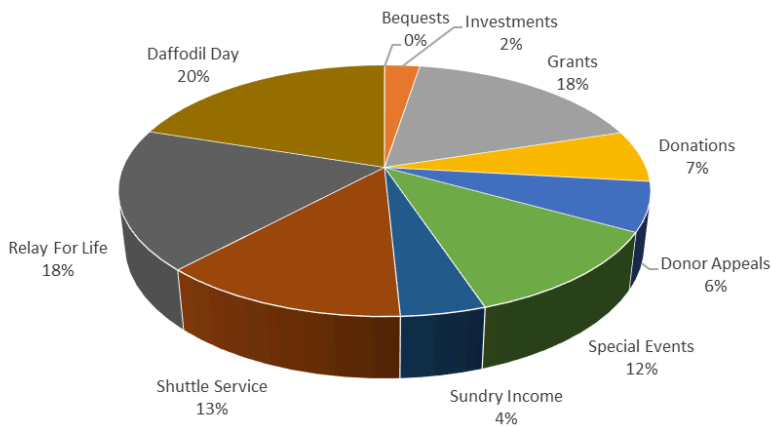
This year, several of our outstanding volunteers received Kiwibank Local Hero Awards which recognises individuals in New Zealand for their exceptional contributions to our communities. We also had one of our volunteers receive a Volunteering New Plymouth Recognition Award for her incredible service to us for over 20 years! We are incredibly fortunate to have such dedicated and remarkable volunteers here in Taranaki.





# Income and Expenses

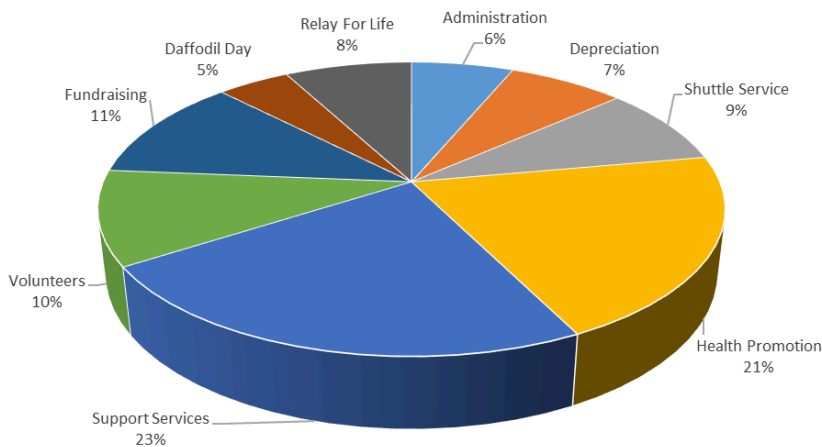
## Income - \$700,470



Bequests	\$200
Investments	\$17,715
Grants	\$123,003
Donations	\$46,868
Donor Appeals	\$44,106
Special Events	\$82,419
Sundry Income	\$30,400
Shuttle Service	\$89,252
Relay For Life	\$126,588
Daffodil Day	\$139,919

**Total Income \$700,470**

## Expenses - \$885,215



Administration	\$55,669
Depreciation	\$63,709
Shuttle Service	\$76,653
Health Promotion	\$181,008
Support Services	\$206,402
Volunteers	\$92,607
Fundraising	\$100,781
Daffodil Day	\$39,578
Relay For Life	\$69,348

**Total Expenses \$885,215**

**Net Deficit \$184,745**





# Bequests and Grants Received

## Grants

1st April 2023 to 31st March 2024

- Community Organisation Grants Scheme (COGS)
- Lotteries Grant Board
- Noel Yarrow Trust
- NZ Community Trust
- Pelorus Trust
- The Lion Foundation
- Toi Foundation

## Bequests

We are sincerely grateful to those who have left bequests. We thank those individuals and families for their generosity.

We acknowledge the estate of:  
Estate H M Wrigley

**Total bequests: \$200**

**Grand Total: \$123,002.64**

## Executive

**Chairperson:**  
Monique Shaw

**Committee Members:**  
Ian Smiley (Deputy Chairperson)  
Jill Burge  
Rebecca Eaton  
Paula King  
Amber Matthews (Until February 2024)  
Jane Snowden

## Staff

**Volunteer Coordinator:**  
Tracy Brooke  
**Shuttle Driver:**  
Leo Clements (Until December 2023)  
Andrew Stewart (From December 2023)  
**Health Promoter:**  
Kate Dawson  
**Centre Liaison:**  
Janine Luke-Taamaru  
**Supportive Care:**  
Nicky Osmond-Wallam (Until July 2023)  
Denise Fleming (From January 2024)  
**Events Coordinator:**  
Lisa Russell  
**Administrator:**  
Maryanne Tawhara  
**Relief Shuttle Driver:**  
Colin Warwick



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(06) 757 3006

**Office Hours**  
Monday - Friday 9am - 3.30pm

**Te Hāwera**  
62 Victoria Street  
Hāwera  
(06) 281 4912

**Office Hours**  
Tuesday - Thursday 10am - 3pm

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