



2024

A YEAR IN REVIEW



IMPACT IN ACTION

TRANSFORMING
LIVES THROUGH
COMPASSION
& CARE



COUCH

Changing cancer-impacted people's lives

CANCER IS COMPLEX.

WE'RE HERE TO SUPPORT YOU.



(07) 4032 0820 • COUCH.ORG.AU

INTRO FROM CHAIR

Dr Scott Davis

Cancer care is undergoing a transformative shift marked by earlier detection, advancements in treatment and increased survival rates, meaning people are living longer with and after cancer than ever before.

In Far North Queensland, close to one in two individuals are likely to receive a cancer diagnosis by the age of 80, highlighting a growing demand for support in this area. In addressing this need, COUCH plays a vital role in serving those in the community impacted by cancer.

As Chair, I am proud to reflect on the positive effects of our services on the physical and emotional wellbeing of our clients. Over the past five years, the COUCH Wellness Centre has successfully evolved to meet the needs of the cancer-impacted community, embracing both challenges and opportunities.

In 2023/24 we proudly delivered over 6,000 services across various offerings. This includes workshops, gym sessions, oncology massage, physiotherapy and group exercise classes, all aimed at supporting our community to live well.

However, having been advised during the year that funding support from the North Queensland Primary Health Network (NQPHN) is coming to an end, the sustainability of these offerings now relies heavily on continued support from our community and philanthropic donors.

To prepare for the funding transition that's required, over the past 12 months the Board has been focussed on enhancing sustainability while improving client care operations. Our achievements in this regard include:

- » Strengthening client engagement by refining our care team's approach, making them the first point of contact in February 2024. These improvements have enhanced the support we provide to our clients, further solidifying COUCH Wellness Centre as a trusted resource for our community. Engagement metrics reflect the success of this change, with nursing episodes of care achieving a remarkable 128% increase.
- » Expanding services to address unmet needs, such as introducing new gym programs and workshops focused on nutrition. In response to this change, Exercise Physiology services have tripled compared to the previous financial year.
- » Increasing our non-government funding through enhanced fundraising efforts, allowing us to continue to provide essential services to our clients. We were pleased to see growth across key fundraising partnerships such as our annual IRONMAN and Bulls Masters events.

We remain committed to fostering meaningful partnerships and in May 2024, COUCH was invited to present at the National Integrative Oncology and Wellbeing in Supportive Cancer Care Symposium at Chris O'Brien Lifehouse in Sydney. At this Symposium, representatives from the Peter MacCallum Cancer Centre and Olivia Newton John Centre (Austin Health) also presented on current research, evidence and ways that we can all deliver safe and effective integrative oncology for people impacted by cancer.

The Symposium was a significant opportunity to showcase COUCH, and our connection to these partners ensures our services continue to reflect evidence-based research in supporting the cancer impacted community to live well.

In May we also celebrated the five-year anniversary of the COUCH Wellness Centre, inviting key donors and supporters to celebrate with us. During this event, we officially launched Stage 2 of our infrastructure development which has been fully funded through generous donations and bequests.

Towards the end of the financial year the Board completed an organisational realignment with the appointment of two key positions – that being a CEO and Practice Manager. In June 2024 Milly McKay joined COUCH as our Practice Manager and Wendy Hughes joined as CEO in July 2024. Together they are focussed on maximising Medicare revenue by enhancing our service offerings, streamlining our practice management systems, and ensuring ongoing development of client-driven services. Wendy is also focussed on increasing revenue streams through strategic advocacy, collaborative partnerships, fundraising, and philanthropic giving programs.

Finally, while we are grateful to the NQPHN for extending our transition funding to March 2025, the coming year will be crucial for COUCH as we work to replace the grant funding that's been lost. The Board and CEO are now actively seeking new corporate partnerships to secure the organisation's long-term sustainability, ensuring we can continue our vital support for individuals and families impacted by cancer in the region.

Through collective community support, we believe we can reach our \$1.5 million per annum fundraising goal, which is the amount that COUCH requires to provide financial sustainability while transforming lives along the way.

To help meet this challenge we recently introduced a new Champions of COUCH initiative which I encourage you to support. For a commitment of just \$2,700 per annum – around the cost of a daily coffee – you can help us build a future of comprehensive care for Far North Queensland locals impacted by cancer.

I urge you to reach out to our team on 07 4032 0820 or via champions@couch.org.au to sign-up as a Champion of COUCH and show your support.

I recognise that COUCH thrives on strong relationships built on trust and confidence among our staff, volunteers, and broader community. I also appreciate my fellow Directors for their meaningful contributions.

I extend my heartfelt gratitude to all who donate their time and energy to our cause. Your support is invaluable and forms the backbone of our operations.



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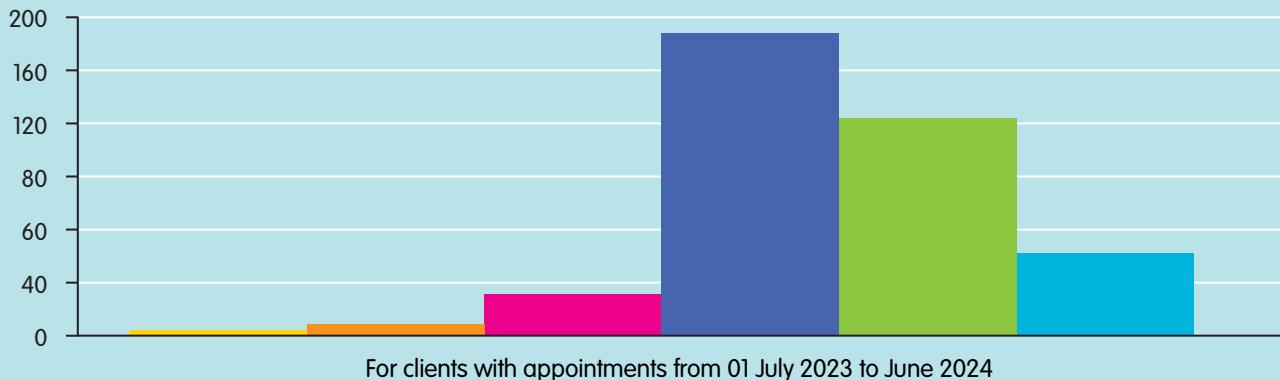


OUR CLIENT FOOTPRINT

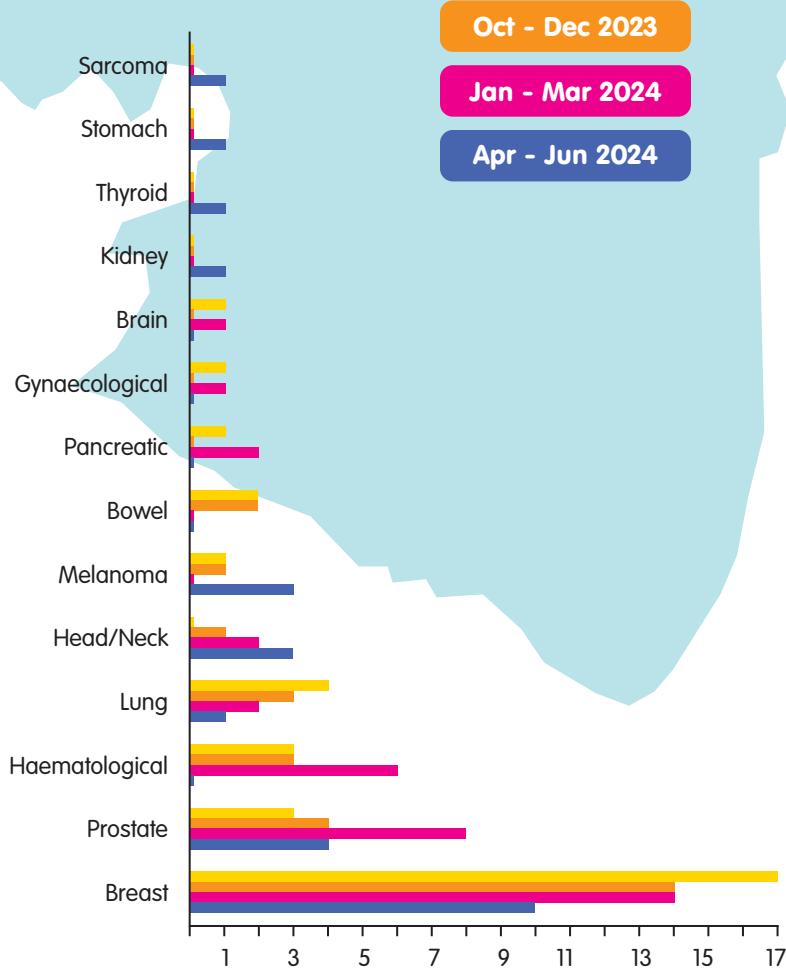
OUR CLIENT OUTREACH

CLIENT DEMOGRAPHICS REPORT

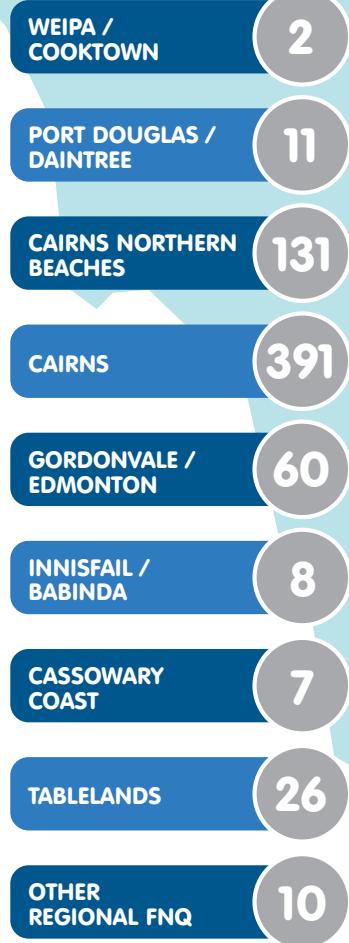
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TREATMENT BY CANCER TYPE



OUR GEOGRAPHIC FOOTPRINT



CLIENT SERVICES

PROVIDED OVER THE PAST YEAR



IMPACT HIGHLIGHTS



This is a wonderful place, and I hope as many people in our community as possible get the chance to benefit from it. My mantra is, 'Every day, in every way, I'm getting better and better,' and that's all thanks to COUCH.

Kate T.



The journey doesn't end when your medical treatments do. It includes all the challenges that come from the treatment itself, and that's where COUCH has been a true support. When you walk through the door, you instantly feel like you're part of a family here.

Keith F.



The art [workshops] for me is key - and the comradeship of beautiful people. And even though we all might be quite different in our art, we become one in that art group. Because you are the artist. You're not the person with cancer.

Pamela B.



All the techniques I learnt in Breath and Qigong helped me significantly with focusing on my breath and not my anxiousness when experiencing a CT scan and radiation therapy.

Colin A.

PROSTATE SUPPORT GROUP

COUCH is home to the Cairns Prostate Support Group, which is an outreach service of Prostate Cancer Foundation Australia (PCFA) providing support for men impacted by prostate cancer. The group facilitates peer connection, allowing clients to connect with others who have similar experiences, fostering a sense of community and understanding.

 63 MEMBERS  12 MEETINGS

CANTEEN (Children/Families)

COUCH hosts family events organised in collaboration with CANTEEN to provide support for families impacted by cancer. This partnership fosters togetherness and understanding among families facing similar challenges, allowing families to bond and connect, share their concerns and enjoy a much-needed break from the challenges of treatment.

 60 ATTENDEES  2 EVENTS

WOMEN SUPPORTING WOMEN (Under 55's)

This group acknowledges the unique needs and challenges faced by women, providing them with specific and relevant support. The group creates a safe and empowering space where women can connect, share, and uplift each other.

 30 WOMEN  5 MEETINGS



SUPPORTING OUR CLIENTS



WORKSHOPS

This year, COUCH Wellness Centre was delighted to offer a variety of creative and engaging workshops for our clients.

From therapeutic art and nutrition to self-care massage, pottery and crochet, we had a wonderful range of activities, welcoming over 240 participants to join in. Our workshops provide an opportunity for clients to connect socially and emotionally with their peers.

EXERCISE PHYSIOLOGY

Exercise is integral in cancer care, aiding both physical and mental wellbeing. The Wellness Centre's Eliguard Eliplus program has seen 67% of referred clients - 14 out of 21 - complete a three-month personalised gym program in the last six months of the year.

In response to growing demand, COUCH now offers gym classes five days a week. Initiatives like 'Exercise Right Week' encouraged clients to engage in 30 minutes of daily activity for 30 days.

A series of six-week tailored peripheral neuropathy programs were launched after recognising an unmet need for our clients experiencing damage to the peripheral nerves in the feet and hands resulting from chemotherapy treatment.

CANCER CARE NURSE TEAM

Earlier this year, our Cancer Care Nurses transitioned to the Care Hub, becoming the first point of contact for clients. This change has increased daily engagement between clients and nurses, allowing for more tailored support to enhance overall health and wellbeing.

Additionally, having our experienced nurses as the initial contact enables them to address the unique and complex needs of those with cancer, especially for clients currently undergoing or recently finished with treatment.

WORKSHOPS IN 2023/24:

- » Art therapy
- » Nutrition workshops
- » Yarn weaving
- » Crochet
- » Decorate your Christmas cake
- » Client and volunteers Christmas party
- » Card making
- » Art class
- » Clay play
- » Tangle (drawing)
- » Self-care oncology massage

GROUP CLASSES:

» Tai Chi	» Yoga
» Pilates	» Meditation
» Breath & Qi	» Circuit
» Gym	



Celebrating our MAJOR SPONSORS

As we reflect on this remarkable year at COUCH, we extend our heartfelt gratitude to all our supporters, donors, and partners who have made an extraordinary impact on our mission.

- » **MILLS FAMILY FOUNDATION**
- » **KENFROST HOMES**
- » **DEAN PRADAL**

A special thank you goes to Kenfrost Homes for their generous \$100,000 donation and the Mills Family Foundation for their incredible \$120,000 contribution. Their unwavering support and fundraising efforts not only bolstered our financial stability, but also empowered us to make a significant difference in the Cairns community and beyond.

We also must thank and acknowledge Dean Pradal, Founding Chairman of the Northern Frontier Foundation (NFF). Dean has played a key role in supporting COUCH Wellness Centre over the years and has been instrumental to our fundraising efforts for more than a decade. This year, Dean and NFF CEO Linda Ly made their first visit to the COUCH Wellness Centre since 2019 to see their impact first hand.

The benefits of all funds raised are evident through continued sustainability of COUCH and the invaluable support we provide to our clients. Through these funds we have strengthened social connections, facilitated cherished moments and achievements, and through increased community awareness enabled more people to engage with our services.



(L-R) Lisa Harris & Leann Everist
(Kenfrost Homes Representatives)



(L-R) Tony Franz, Anne Mills & Wendy Hughes



(L-R) Michael Woodward (COUCH board director),
Dean Pradal & Lynda Ly (from Northern Frontier Foundation)



Kev & Vicki Tier
(NQ Burnouts)

KEY EVENT HIGHLIGHTS

IRONMAN & COUCH Charity Fun Run

Our partnership with Cairns Airport IRONMAN 70.3 was a resounding success, highlighting the strength of community collaboration and support. The event saw participation from 50 athletes across 14 teams and eight individuals, raising just under \$50,000. We are grateful for our sponsors who provided more than \$10,000 in support and for our COUCH Fun Run participants who separately raised more than \$1,000.

Our collaboration with IRONMAN 70.3 Cairns is an example of community coming together to show their support.



Community

PARTNER HIGHLIGHTS

» **BULLS MASTERS**
» **SMITHFIELD DENTAL**



(L - R) Emma Solari, Debbie Neate, Pat Rafter, Kay Judd, Emily Rossi, Courtney Billing

BULLS MASTERS

Bulls Masters, a valued non-profit, fosters and develops cricket throughout the whole of Queensland. Utilising retired Queensland cricketers, as they travel around the State they engage in community support initiatives and nominate local charities to partner with them for fundraising events. For the second year running, Bulls Masters have supported COUCH, this year donating \$26,000 combined from their golf day in Port Douglas and annual "Remembering Roy" lunch where cricket legends, Australian captains Ian Chappell and Greg Chappell, and Australian Tennis great Pat Rafter entertained lunch goers. It was a brilliant afternoon, and one that COUCH loves to get behind and support. We can't wait for the 2025 line up of speakers and to once again partner with Bulls Masters.

SMITHFIELD DENTAL

We extend our heartfelt thanks to Smithfield Dental for their remarkable support through their "Clean for a Cure" initiative. Since 2010, their generous commitment has raised over \$64,380.35 for COUCH, with an impressive \$9,465 contributed this year alone.

By donating 100% of profits from dental cleans twice a year and covering wages and consumables, they have demonstrated an exceptional dedication to our cause. Pam and Dr. Meglin Rathnasamy's continuous support not only sustains our essential cancer care services but also inspires others in the community. We are profoundly grateful for their ongoing partnership and the significant impact they make.



Dr. Meglin & Pam Rathnasamy

VOLUNTEER SPOTLIGHT

VOLUNTEER CONTRIBUTIONS

ACTIVITY CATEGORY	HOURS	VOLUNTEERS	AVERAGE
ADMINISTRATION	470		67
CENTRE SUPPORT	4138		188
CLIENT SUPPORT	587		117
CONTAINERS FOR CHANGE	2		2
EVENTS	36		7

 **5233 HOURS IN TOTAL - VOLUNTEERS ARE 25% OF OUR WORKFORCE**

VOLUNTEER HIGHLIGHTS

Two Award winners from FNQ Volunteer Awards from five nominations.

In May 2024, FNQ Volunteers Inc held the first Annual Awards night, celebrating the contributions of volunteers within our region. Part of National Volunteers Week, the event featured over 140 attendees recognising 39 individual volunteers across seven categories

Elizabeth Groves from COUCH won the Wisdom Warriors Award for her exceptional work in maintaining the facility and fundraising. Dennis Winn received the Innovator of Impact Award for his innovative and sustainable contributions to the Centre's operations.

The event highlighted the diverse volunteering opportunities in FNQ and honoured the significant impact of volunteers like Elizabeth and Dennis, reflecting COUCH's dedication to community service.



(L-R) Traci Montague Community Champion Award Finalist, Scotia Hennessey Youth Changemaker Awards Finalist, Dennis Winn Innovator of Impact Award Winner.



(L-R) Jenny Gall, Traci Montague & Louise Bowers

LOOKING AHEAD

COUCH is focused on expanding its reach and securing the necessary support to deliver essential cancer care services to Far North Queensland. As we set our sights on achieving our annual fundraising target of \$1.5 million, we are strengthening our ties with local businesses and individuals, encouraging them to take an active role in making a difference.

Our goal is to extend our services to even more cancer-impacted individuals and families, offering them the comprehensive, evidence-based care they deserve. By increasing donations and community engagement, we can sustain and expand the vital services provided at the COUCH Wellness Centre, ensuring no one in our region faces cancer alone.

The coming year is crucial for COUCH as we aim to elevate our impact. With collective community support, we believe we can reach our \$1.5 million target, transforming lives along the way. We are actively reaching out to benefactors and donors who understand the significance of our mission and are willing to contribute.

MEETING THIS FINANCIAL GOAL IS CRITICAL FOR THE CONTINUATION OF OUR SERVICES.

The funds raised will directly support the delivery of essential health services - oncology massage, exercise physiology, nursing care, and mental health support - that improve the wellbeing of cancer patients. These resources also help us keep care affordable, ensuring everyone in our community has access to the support they need, regardless of financial challenges.

By sharing powerful stories of hope and resilience, we aim to inspire individuals and businesses alike to join our cause. Together, we can make a profound impact on those impacted by cancer, ensuring they receive the support they need.



(L-R) Warren Entsch MP, Pip Woodward, Anne Mills, Mayor Amy Eden & Dr. Scott Davis.

STATEMENT OF FINANCIALS

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2024

		2024	2023
	Note	\$	\$
REVENUE			
Grant income		524,696	535,089
Wellness Centre trading revenue		89,874	97,525
Donations & fundraising received		426,545	424,821
Membership fees		320	170
Interest received		22,476	140
Other income		29,335	22,251
Total revenue		1,093,246	1,079,996
EXPENSES			
Wellness Centre trading expenses		(97,579)	(66,035)
Consultancy fees		(33,254)	(59,473)
Fundraising expenses		(41,083)	(51,225)
Insurance		(43,231)	(36,036)
Wages and salaries		(702,136)	(709,236)
Superannuation		(79,635)	(81,114)
Depreciation		(147,690)	(141,379)
Amenities, repair and maintenances expenses		(44,288)	(42,863)
Other expenses		(78,606)	(96,690)
Total expenses		(1,267,502)	(1,284,051)
SURPLUS / (DEFICIT) BEFORE TAX		(174,256)	(204,055)
Income tax expense	2(a)		
Surplus / (deficit) after tax		(174,256)	(204,055)
OTHER COMPREHENSIVE INCOME			
Total comprehensive income / (loss) for the year		(174,256)	(204,055)

MEET THE BOARD 2024/25

THANK YOU TO OUR BOARD MEMBERS



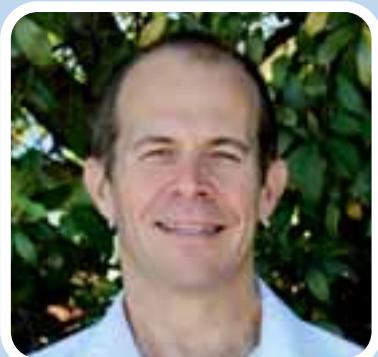
DR SCOTT DAVIS, Chair



VANESSA MARUNA, Deputy Chair



VICKY JOHNSTON, Treasurer



MICHAEL WOODWARD, Secretary



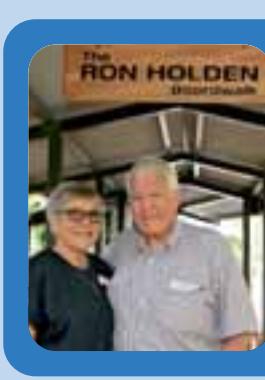
TONI SISSON



DANIEL HUGHES



NICK LOUKAS



RON HOLDEN *Acknowledgement*

We honoured the remarkable contributions of former COUCH Board Chair Ron Holden in May with the unveiling of the Ron Holden Boardwalk. This beautiful boardwalk meanders through the rainforest, linking the Wellness Centre to our new pavilions.

WAYS TO SUPPORT US

To support COUCH you can provide financial contributions, participate in and/or organise fundraising events, volunteer your time, assist with marketing and promotion activities, form strategic partnerships, advocate for our cause, help with grant writing, facilitate educational workshops and more.

Social Media: @cairnscouch

STAY CONNECTED

COUCH (Cairns Organisation United for Cancer Health)
100-114 Reservoir Road or via Kauri Street
Manoora QLD 4870
Tel: (07) 4032 0820
Email: admin@couch.org.au
www.couch.org.au

Let's champion Connection

Cancer can be lonely

We see the real faces of cancer every day and when a family is touched by cancer, the road ahead can feel isolating and overwhelming. Let's provide a lifeline of connection, reminding those impacted by cancer that they're never alone.



Champions of COUCH

Join us to make a difference

Become a Champion of COUCH, and for just \$2,700 a year - about the cost of a daily coffee - you can help us build a future of comprehensive care for FNQ locals impacted by cancer.

Join us today

📞 **4032 0820**
champions@couch.org.au

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