

BLOOMHILL

Cancer Care

2021 ANNUAL REVIEW



CONTENTS

MESSAGE FROM THE CHAIR AND CEO	3
SALLY'S STORY	6
CARING FOR OUR COMMUNITY	9
PATHWAYS OF SUPPORT	12
SUPPORTING THOSE TOUCHED BY CANCER	14
FOUNDATIONS FOR FINANCIAL SUSTAINABILITY	17
VOLUNTEER CONTRIBUTIONS	18
BRITTNEY'S STORY	20
THANK YOU SUPPORTERS	23
PARTNERS	23



OUR 'WHY'

We exist to provide personalised support for those touched by cancer.

OUR ASPIRATION

We seek to ensure our Bloomhill Wellness Centre provides an ever evolving model of best practice care that sets the benchmark in integrated community based support.

We commit to improving the lives of those touched by cancer, harnessing knowledge gained from lived experience, clinical expertise, empirical research and innovation.

Finally, from the Sunshine Coast we seek to share and influence other care providers around Australia to replicate similar models of care for those touched by cancer.

OUR VALUES

We care, honour, empower, and lead in everything we do.

CONTACT US



The Centre - 58 Ballinger Rd, Buderim, QLD 4556

Opening Hours: Monday - Friday 9.00am - 4.00pm

General Enquiries: The Centre: (07) 5445 5794

Collection of Donated Goods: Distribution Centre: (07) 5445 6858

Cover Photo: Patrick Woods Photography

About this Report: The Bloomhill Annual Review 2021 provides highlights for the 2020-2021 fiscal year only. Financial information presented is for illustrative purposes only. Our full Audited Financial Reports are available at: www.bloomill.com.au/publications.

Photo & Design Credits: Photos in this report are by Patrick Woods Photography, excepting those on pages 16 and 18 which were contributed by others, with permission to publish. Design and production of this report was done by our good friends at Push Productions.

Disclaimer: Although funding for Bloomhill Cancer Care has been provided by the Australian Government, the material contained herein does not necessarily represent the views or policies of the Australian Government.



Bloomhill Cancer Care Ltd is a company limited by guarantee. We are a not-for-profit charitable organisation registered with the Australian Charities and Not-for-profits Commission (ACNC) and with Deductible Gift Recipient (DGR) status. ABN 20 178 311 981 © 2021 All rights reserved.

JOINT MESSAGE FROM THE CHAIR AND CEO:

Financial Year 2020 to 2021 (FY21) has presented Bloomhill Cancer Care with a second straight year of unprecedented challenge. We are delighted to advise that we have achieved growth in both client care and business activities, with increased stability amid a global health and economic crisis.

Despite a sustained, turbulent public health situation we continued to do what we do best: provide personalised support to our clients, be they people diagnosed with cancer, their family or their loved ones.

If we cast our minds back to the start of FY21, Australia was in the midst of the first wave of the COVID-19 pandemic, the likes of which had never been experienced in the modern world.

Despite Queensland's borders reopening on July 10 2020, COVID-19 outbreaks and lockdowns in other states made it feel as though it was a matter of time before community transmission reached us on the Sunshine Coast.

The uncertainty this created for clients was noticeable, and the operating environment for Bloomhill staff and volunteers seemed to be adjusting constantly as we continued to provide support through virtual modes, and enhanced COVID safe practices at the wellness centre and across all our activities.

Alongside the financial and organisational challenges posed by the pandemic was a human one which weighed heavily on our minds. If our immune compromised cancer clients become infected by COVID-19, fatalities were a likelihood not just a possibility. This affected everyone involved in Bloomhill, who care deeply of course — it's why they work here.

We are immensely proud of the Bloomhill family: our staff and volunteers, for their resilience and open-mindedness as the organisation embraced changes that brought its core operations into line with its reason for existence.

Changes to the way we did things as an organisation had to be implemented at speed, and it was uncomfortable at times and certainly challenging. But we got through – in fact, with the help of our wonderful supporters, our op shops increased their revenues beyond our expectations and the community rallied behind us with strong donation and sponsorship support.

One important difference between our position at the beginning of FY21 and where we are now is we have vaccines, and a path forward.

In keeping with our commitment to leading the way in community cancer care, we took the lead in recommending immediate immunisation uptake from staff and volunteers at our wellness centre.

At the time of writing the first week of spring, we have 85% of the 147 regular volunteers, contractors and staff with either a first or second dose, or have an appointment for vaccination. It is critically important that we can do all that's possible to protect clients from infection, and vaccination is key to achieving this.

We are also proud that against a background of continued uncertainty, through a Board initiative we were bold and challenged ourselves to reflect on who we are and why we exist.

This involved a lengthy consultation process of staff, volunteers, supporter and stakeholders. Most importantly, we listened to our clients — people touched by cancer.



PATRON

Raelene Boyle AM, MBE



SECRETARY

Graham Tanis



DIRECTOR

Lisa Willson



DIRECTOR

Fiona Clark



DIRECTOR

Lawson Katiza



DIRECTOR

Jason Hope



DIRECTOR

Steve Prasser



DIRECTOR

Nicky Jardine



DIRECTOR

Adrian McCallum

MESSAGE FROM THE CHAIR & CEO

Significantly these conversations informed our refined purpose- our 'WHY'- ***We exist to provide personalised support to those touched by cancer.***

As an organisation we honour and commit to this refined purpose of our 'WHY', as we continue the ongoing process of reviewing our structure and resources, and our business goals and aspirations.

Pandemic events continuing to the end of the year under review, meant the enormity of the challenge did not abate but from clinical, business and financial perspectives the 'Bloomhill family' remained strong.

The Board and management team of Bloomhill admire and are truly grateful for the ongoing commitments of those that continue to support us.

We thank our patron Raelene Boyle AM, MBE, for her unconditional commitment, guidance and respect.

People are the backbone of our organisation and we would like to sincerely thank those that have left Bloomhill including our past chair, Michelle McGrath OAM and directors Jon Holmes, Dr Kiran Varma and Steve Prasser.

We also acknowledge and thank our former CEO, Chris Franck and several staff members who moved on notably Sarah Wetton, Dan Bradford, Peta Annear, Val Dreghorn, Rochelle Osgood, Nikki Firmin and Amanda Hamilton.

To our loyal staff and volunteers, *you are Bloomhill*. The integrity and respect enjoyed by our organisation belongs to you; thank you!

As your Chair and Chief Executive Officer, we look to build on the ongoing support of all those that have brought Bloomhill to where it is today. To achieve this aspiration, we

launched our new Future Directions 2021 strategy which sets out the 4 directional goals.

We seek to make a further impact by:

1. Being well informed
2. Delivering services designed to ensure sustainability
3. Reaching more people touched by cancer
4. Influencing others around Australia in the way community based cancer care is delivered.

As we continue to serve those for whom we exist, we also remain focused on ensuring the current and new pro-bono support, financial contributors, and volunteers who give time and expertise are put to the best use in achieving our shared goals for the future.

We look forward to listening and learning from you, our clients, supporters and contributors. If you know someone who could benefit from Bloomhill's support or is looking to support a local community organisation making a real difference locally, we would be delighted to meet you.

Stay safe and thank you.



CHAIR

Michael Wise

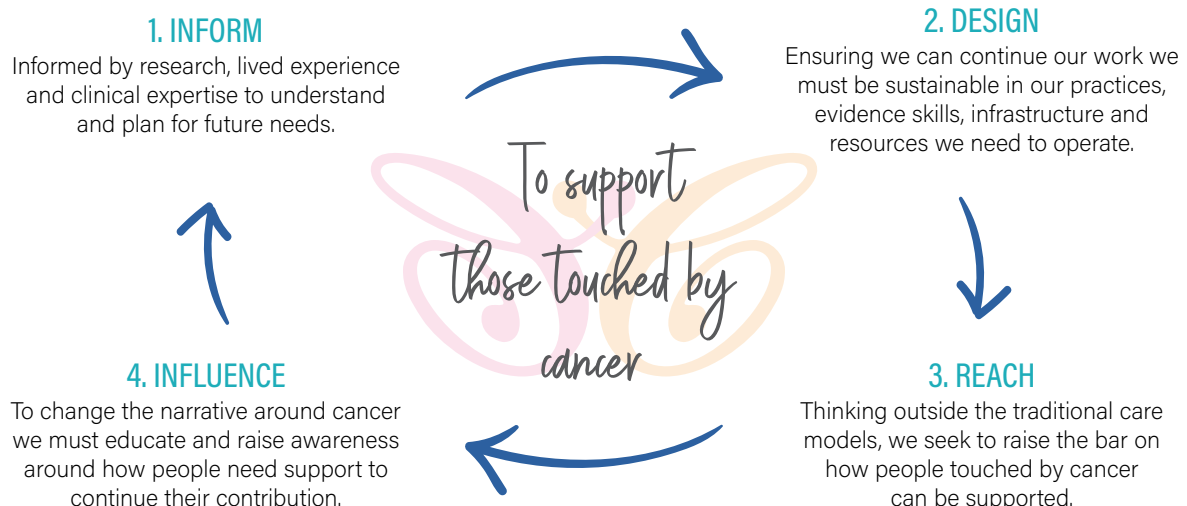


CHIEF EXECUTIVE OFFICER

Christopher John

WHAT WE PLAN TO DO:

"Achieving a change in the way people touched by cancer are supported involves ensuring we understand, can share the story and influence decision makers of the future. With an aging population, accompanied by an increased prevalence of cancer, now is the time to make the largest influence in the foreseeable future."





Bloomhill meditation group with Sabine Schroeder.



YOU ARE NOT *Alone*

SALLY KRIEL'S INSIGHTS ON PARENTING THROUGH CANCER

When Sally Kriel was diagnosed with early bowel cancer she was 38 and had two children under the age of four.

A nurse of 20 years experience, Sally was well equipped to navigate the health system as she prepared for, and underwent urgent surgery. But with a young family, the daily routine marched on, regardless of Sally's condition, medical appointments, surgery or her greatly amplified requirement for proper sleep and rest.

Financial pressures were also very real, putting enormous strain on Sally and her husband Yuri.

Sally and Yuri's sons were too young to understand what was happening or why Sally had to be in bed, and she recounts how she had to adapt games like hide and seek while she rested.

There was no rule book for how she and husband Yuri would navigate the coming months or years, and Sally said at times the simplest parenting task took superhuman strength.

"When I was first diagnosed with cancer, I had an 18-month-old and three-year-old," Sally said.

"My greatest drive for recovery and ultimately survival was my wish to be the mum that I had always wanted to be. I wanted to be there for my children and for my husband.

"Through my diagnosis, I have discovered that the resources and support services for younger parents are lacking. A lot of patient information and funding is targeted at older adults.

"I didn't have a guide to 'parent from the lounge'! I didn't have a hint sheet on how to get myself and my children out to the park when I had nausea, fatigue and diarrhoea. I didn't know that a [post-surgery] trip to an unfenced park with a three meter climbing frame was a seriously bad idea!

"On a day to day basis I learned from trial and error. I based each day on what did and didn't work previously. I have since found that many parents with cancer find that their greatest recovery challenge is the juggle of being mum or dad through their treatment or recovery."

For most people, a cancer diagnosis will unleash a cascade of tumultuous emotions.

"For parents of young children, these emotions are amplified," Sally said. "There is not only yourself to consider, the care of your children needs to be prioritised. You cannot put your beautiful title of 'mum or dad' on hold while you recover. Patients always hear, 'you need to rest'. But how do you prioritise rest and recovery when you have younger children?"

The feelings of guilt and fear can become all-consuming, Sally said.

"Guilt that you are not able to be there for your children because you are unwell, and guilt that you are missing important family moments because you are in hospital or at home in bed. There is also a fear that your children and your partner will lose you, and even that your children will have long-term emotional effects from seeing you unwell. For some of us, there is also a grief. A grief for the loss of a 'care-free' future. Many people who've had cancer live with the worry that the cancer may return, involving long-term treatment regimes and many years of cancer surveillance appointments."

Sally is now, almost three years after life-saving surgery, cancer free and her sons are very happy and thriving four and six-year-olds.

"I wish that I had someone to tell me back then on my hardest days, 'Sally, your children are going to be just fine! Outsource whatever you can, say yes to all help, write a list of tasks you can delegate, say yes to additional day care, and prioritise your mindset. Shorter park plays, some extra TV and the occasional nutritional frozen meal is absolutely fine. You and your husband are doing your best- and your best is good enough."

'BLOOMHILL IS AN INCREDIBLE AND UNIQUE HUB OF COMMUNITY CANCER CARE'

Sally contacted Bloomhill early on in her recovery: a couple of weeks after surgery.

"I had heard from colleagues that Bloomhill was a fantastic organisation that supports cancer patients and their families, of all ages," she explained.

"I needed to connect with a team who really understood the emotional and physical needs of a cancer patients (at home). I needed advice on how to make my recovery easier so that I could get back to my life.

"I was so glad that I reached out to Bloomhill when I did. They have an amazing team who are ready to support you."

Sally described Bloomhill as "an incredible and unique hub of community cancer care"

"The team is led by exceptional clinicians who understand the unique 'at-home' needs of cancer patients. The support of the Bloomhill team has been pivotal in my recovery," Sally said.

"Bloomhill helps to provide clients with essential cancer services after they leave hospital. The nurses, counsellor, exercise physiologist and acupuncturist have all played an important role in my recovery.

"Having all of these services (and more) under one roof, in a warm and welcoming community environment is fantastic. Their approach to expert and evidence-based cancer-care is renowned in the region and beyond."

Sally is passionate about the role Bloomhill plays in the cancer care community.

"After cancer treatment, some patients find visiting a hospital very triggering," she said.

"It is often where we are delivered bad news, receive medications that have side-effects and often a place where we have experienced pain. The experience of being able to be supported in a relaxed, calm, warm and non-clinical environment cannot be put into words."

The environment at Bloomhill's Buderim centre was great for children, which made a huge difference, Sally said.

"My boys absolutely love the Bloomhill volunteers who look after them during my appointments," she said. "I don't have to organise or pay for babysitting, they'd just come with me and we all had an outing. My boys refer to Bloomhill as, 'Mummy's massage place'. The first time they came with me I had a cancer massage. So the name stuck!"

PASSION FOR HELPING OTHER PARENTS

Sally's experience with cancer has changed her life and her goals dramatically, and despite having a very successful career in nursing, she is now in the process of pivoting to focus on helping other parents in a similar situation.

SALLY'S STORY

Sally is now in the process of writing her first book. "I really appreciate life, and I really feel like I've been given a second-chance to do something hugely important," Sally said.

"I have had a fantastic international nursing career, and now as a patient I can see the huge opportunities to help to guide parents through their treatment and beyond.

"There's a part of me that knows what I went through – not having to do chemotherapy for one – was minor compared to what other people go through. I really feel for parents and younger adults with cancer.

"Often the information that patients receive is focused only on their acute treatment. There can be a mismatch between what patients would like to know, and what information they receive from their healthcare team. Patients often tell me that there is a lot of information missing along their journey, and I want to help fill some of that gap."

Sally is involved in communities of people touched by cancer, and has had conversations with hundreds of women living with a cancer diagnosis.

"Being in these communities, I can see where the gaps are in primary care, and I see the gaps when people get home from treatment. I really just want to use my patient experience and nursing expertise to help other people through sharing my story."

Sally's blog, at www.theawakenedmumma.org, is a great resource for parents dealing with a cancer diagnosis, and includes dozens of blogs by Sally and other experts, on topics from The Beauty of Mindfulness in Cancer to Cancer Treatment and Menopause and Cancer Fog... It's Real.



MINDFULNESS IN CANCER

Righty-o, it's happening! You sign the waiver, don the life jacket and jump in feet first. With a white-knuckled grip you hold on tight and trust that you have made the right decisions. You look over your shoulder to check that someone of importance is reading the map with complete precision. You hope like hell that the compass is working. You pray that the team know how to adjust course as needed to manage any unexpected challenges or findings. While you have a voice to raise concerns, you are somewhat of a passenger on this journey.

On the river you wish you were in control. Sometimes you are, sometimes you are not. You try to match your oar strokes to the pace of the river, but at times you have to realise that you are not in control, the river is. Running rapids, be careful not to lose your footing, the consequences could be catastrophic. You know you have to get in to the centre of the river and avoid the trouble at the edges. This is shit scaringly, pant changing frightening. With a racing heart and shallow breaths you become weary. You pray not to capsize. You pray for stillness.

Excerpt from a collaboration piece between Sally Kriel and Dr Emily Amos, a General Practitioner and Mindfulness Meditation Teacher, published in Sally's The Awakened Mumma Blog.

CARING FOR OUR COMMUNITY



PROVIDING PERSONALISED SUPPORT FOR THOSE TOUCHED BY CANCER FOR 24 YEARS

We thought last year was a rollercoaster, but with COVID-19 still making its presence well and truly felt, this year has continued with a level of uncertainty but also with an important need to be well informed, vigilant and ready to respond with good decisions to keep our vulnerable clients safe. We are proud that our Pandemic Committee, care team and support services have all been at the ready to provide professional and compassionate care and support to clients and their families to assist them in navigating the challenges of receiving cancer care during a pandemic. It has well and truly demonstrated the value of our model of care, which considers the whole person and responds to each person individually, meeting the needs of our diverse group of clients.

With guidance from our Pandemic Committee, we kept up the science as it developed and collaboratively made decisions to assure clients that Bloomhill was a safe place for them, and was there to provide evidence-based information and resources. Our nurses kept up-to-date with the emerging research on the virus and its potential impact on people with cancer so that they could advise clients who were worried or confused by differing opinions and information, particularly those circulating on social media.



The scientific knowledge regarding how COVID-19 spread between humans developed rapidly, and every change had implications for infection management protocols at the wellness centre. Initially it was thought the virus was spread primarily through droplets on surfaces, so Bloomhill volunteers cleaned door handles and other surfaces every couple of hours. We didn't encourage mask wearing initially, with the advice that only health care workers in hospitals should be using them.

When we found out the virus spread via aerosols, mask wearing was instigated, however we continued to sanitise surfaces several times per day. Once we knew a vaccine was on the horizon we developed a position statement and worked toward the goal of all staff and volunteers working out of the wellness centre being immunised.

In FY21 our care team provided personalised support to 1,387 clients, this included 493 new clients. Many clients reached out to our nursing, psychology, and counselling team for additional support – a trend we think stems from the additional pressures the pandemic has put on people living with cancer.

Bloomhill responded to the increased psychological distress clients were experiencing, with our psychologists providing 751 psychology sessions, up from 567 in the previous year. This increase in psychology sessions was made possible by the Australian Government's provision



of 10 additional Medicare-subsidised sessions for psychotherapy for people impacted by the second wave of the COVID-19 pandemic.

Staffing changes meant Bloomhill was without a counsellor for more than five months of FY21, however in November, our new counsellor Meike Zielinski joined the team and was able to provide 185 counselling sessions since taking up her position. A number of counselling sessions were provided to younger clients aged 18 to 50, after we began a program in March, funded by IGA Marketplace Wises Road's charitable foundation. The Young People with Cancer and their Partners Program offers a support group, a free exercise assessment and weekly gym session, a special weekly art therapy group and four cooking classes.

This year we provided 7,120 episodes of care, which is nearly 2,000 more than the 5,049 provided in FY20. Clients we supported include people who had received a recent diagnosis; people who cared for, or were a family member of someone who had cancer or people who have been bereaved by cancer.

Almost all were residents of the Sunshine Coast and Noosa regions, but Bloomhill is increasingly fielding inquiries from people further afield who have heard about our unique offerings, which are helping so many people to live well with cancer.

Bloomhill nurses experienced a marked increase in clients' need for regular connection and communication. Not only did nurses provide 3,611 reviews and follow-up calls to clients, but these calls were typically twice as long.

Thank you so much for your caring follow-ups, I treasure them so much and am sure they assist in my being able to stay strong and be able to cope so much better. I know I cope so much better when I am able to offload and get such good advice on how to deal with the challenges I manage to get confronted with. I cannot thank you enough for that.

– Client feedback to Clinical Care Nurse Brianna Manuel

ONLINE DELIVERY CONTINUED

While Telehealth consultations had been standard for some time, Bloomhill nurses and psychologists had not routinely used programs such as Zoom before the arrival of COVID-19. Care team staff rapidly developed skills to enable virtual delivery of services from March 2020, and this remained a popular addition to our services into FY21.

With the assistance of the team and some Occupational Therapy final year University of the Sunshine Coast students on placement, we assisted clients to learn new skills in using virtual platforms so they could continue to fully engage with Bloomhill, even if they needed to do so from their homes. The care team noticed a sense of pride and relief in the clients who had learned to engage in the online platforms.

"It was new territory for many of them, and people had a lot of appreciation toward Bloomhill for having the people and the patience to help them do that," Care Manager Trish Wilson recalls.

HEALTHCARE STANDARD ACCREDITATION ACHIEVED

While no two clients' care experience at Bloomhill will be the same, one of the things that's consistent across all care we provide is high quality.

Following several years under the ISO 9001 quality framework, this year we have been working towards achieving Australian Council on Health Care Standards (ACHS) EQulP6 accreditation. This is a more appropriate accreditation for our service and whilst it is a voluntary process for Bloomhill, it is one that we decided was very important for us to achieve, for ongoing confidence and recognition with our service partners and clients.

We were delighted to be notified that we have achieved certification under EQulP6 ACHS standards until September 2022. With our enhanced quality systems in place we will continue to have a strong level of clinical and corporate governance.



Pathways OF SUPPORT

At Bloomhill we recognise that everyone's experience is deeply personal, so we've created a handful of fictional pathways based on real client experiences, in the hope it gives a sense of the breadth of services we have on offer and how we provide personalised support to every person who attends Bloomhill.

LANI

Lani was diagnosed with melanoma when she was 58. She was in hospital undergoing treatments when a nurse suggested she contact Bloomhill. She registered in person at the Bloomhill wellness centre, and nurse Mel became Lani's care manager nurse. Lani is now a regular at Bloomhill's gym circuit sessions, determined to make sure that her chemotherapy is enhanced as much as possible with exercise. On Wednesdays, she skips the gym and attends the Art Therapy group – this has been a lifeline for her, providing time to reflect and be creative. She made good friends with two other clients, one of whom is also undergoing chemo, and the catchups they have after class at the Bloomhill café provide great comic relief.

Having nutritious meals prepared by Bloomhill volunteers was invaluable to Lani. She had no strength to cook for herself during treatment.

JAN

Jan had surgery and radiotherapy for her breast cancer 15 years ago. Generally she considers herself now cancer-free, however she was living everyday with the pain, discomfort and limitations of lymphoedema, a common side effect of cancer treatment.

Since meeting Bloomhill lymphoedema therapist Debbie and accessing treatment Jan felt she had got her life back. Debbie's magical touch and the new Lympha Press machine means that Jan is now mostly pain free and she has learnt how to manage her swelling before it gets out of hand. She loves her monthly visit to Debbie to keep her on track.



TOM

Tom's wife of 51 years was diagnosed with a gynaecological cancer a few years ago. She loved coming to Bloomhill for support and accessed a range of services, but as her cancer progressed she was less mobile and didn't attend as much. Tom took on the role of carer and was diligent to make sure that he did all he could to support her. *Some days, the burden of caring for his beloved wife wore Tom down, so he decided to learn about meditation, so that he could continue to be the strong person in his family and manage his worrying thoughts.*

Through talking with Bloomhill nurse Kirsty, Tom even decided a massage every now and then wouldn't go astray. Kirsty had been right about the benefits of massage, that massage was the one hour in the week that he could just totally relax and receive – this helped him to go back home and care for his wife.



KELLI

Kelli was 17 years old when she came to Bloomhill for support. Her mum had a brain tumour.

To say that things at home have changed was an understatement for Kelli! She was not only finishing her high school studies, but had to step in and help out at home with her younger siblings.

She was also desperately trying to get her driving practice hours up so that she could get her licence, because her mum was unable to drive.

Kelli was close to her mum, but since the brain cancer diagnosis found it really helpful to talk to someone outside the family as well. Bloomhill counsellor Meike was able help her to deal with the unexpected changes. She has had to grow up fast, and she knows that her mum really appreciates what she is doing. It also helped her to have someone to talk with about her worries for her future.

ADRIAN

Adrian had completed treatment —surgery and chemotherapy—for bowel cancer eight months ago and contacted Bloomhill after hearing of the bowel cancer-specific support available. Although he was now cancer-free, Adrian was grappling with ongoing side-effects of treatment that were impacting on his ability to work and his quality of life.

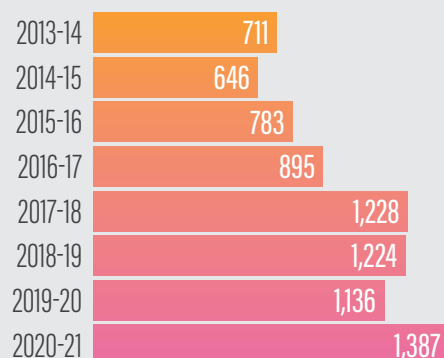
After an initial assessment with bowel care nurse Kirsty, a wellness care plan was devised for Adrian that addressed his needs and concerns. Adrian engaged in exercise physiology to help regain strength and physical conditioning, reflexology to help with relaxation, improve sleep and to help with peripheral neuropathy, and counselling to help support ongoing emotional distress around diagnosis and fears of recurrence. Adrian also uses Bowel Cancer Australia's nutritionist telehealth support service for advice and guidance around diet and nutrition to support recovery.

Adrian engaged regularly with these and the Bloomhill-based wellbeing activities and now has increased energy levels, better sleep, reduction in peripheral neuropathy symptoms, and improved bowel symptoms. He still experiences some anxiety in the lead-up to scans and reviews, but he is able to implement coping tools learnt through counselling to help manage this. Adrian is looking forward to starting back with work later this year.

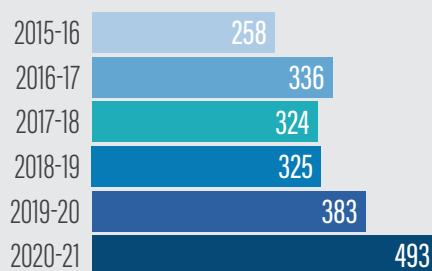


To read some real-life stories clients have shared, visit our website: www.bloomhill.com.au

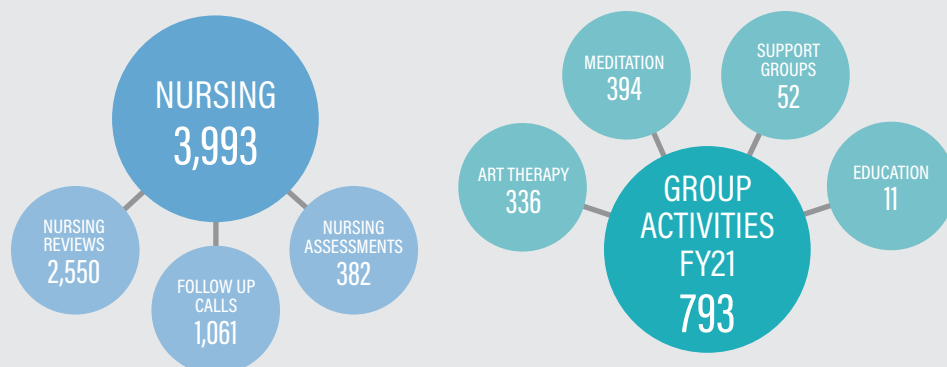
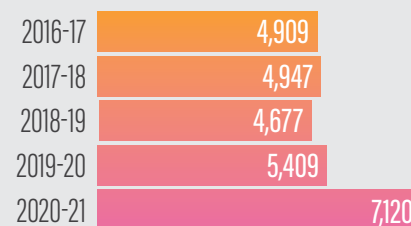
› ANNUAL CLIENT NUMBERS



› NEW CLIENTS



› EPISODES OF CARE



NURSE-LED MODEL OF CARE

Bloomhill offers a multidisciplinary care team approach led by clinical nurses, which integrates a range of health and wellbeing services to maximise the quality of life for cancer patients and their carers at all points of their cancer journey.

Our model of care is person-centred and utilises the Clinical Oncology Society of Australia (COSA) domains of wellness along with available clinical evidence to inform all care activities. Support is provided at all stages from the time of diagnosis, during treatment, into the survivorship, dealing with recurrence or during palliation.

CLINICAL NURSING SERVICES

Our qualified cancer care nurses are passionate about supporting clients to receive the very best care and treatment throughout their journey with cancer. We follow best practice frameworks, providing up to date research and evidence in managing cancer. Through our nurses, clients will gain access to the right advice, at the right time.

ALLIED HEALTH SERVICES

EXERCISE PHYSIOLOGY

Our accredited exercise physiologist has specialist training to assist clients with understanding the importance of exercise for their particular situation and needs, and prescribing the appropriate exercise to meet those needs.

Over the past decade multiple studies have evaluated the role of exercise prior to cancer treatment, during treatment and after treatment.

PSYCHOLOGY AND COUNSELLING

We understand the importance of mental and emotional wellbeing for patients and family when cancer is diagnosed, or when something changes. Our specialist psycho oncology services provide a range of options to assist people in dealing with cancer diagnosis, progression of disease, or other changes that require adapting to a 'new normal.'

Our nurses also provide sensitive care, advice and referrals to assist end of life care. Our care of family members doesn't end with the death of a loved one. As well as ongoing support from our nurses we offer individual counselling, and provide an annual remembrance service.

NUTRITION AND DIETETICS

A student-led pop-up dietetic clinic provides free nutritional advice which can help with side effects related to cancer treatment. The student clinic can also provide guidance about what foods or supplements can improve or maintain energy levels, decrease fatigue and assist recovery.

MIND & BODY SERVICES

We offer a range of evidence-based complementary therapies which assist and support patients, families and carers.

MEDITATION AND MINDFULNESS

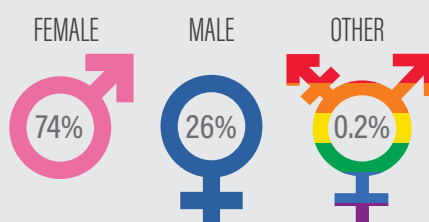
Research shows meditation or mindfulness can reduce anxiety, depression fatigue and stress and improve quality of life. It can also reduce psychological distress and

> ALLIED HEALTH EPISODES OF CARE

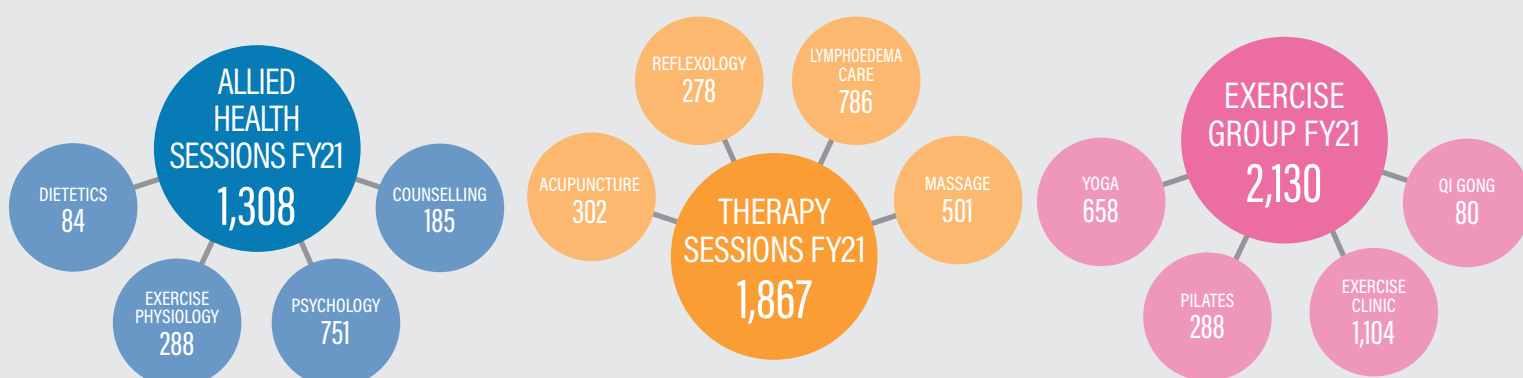
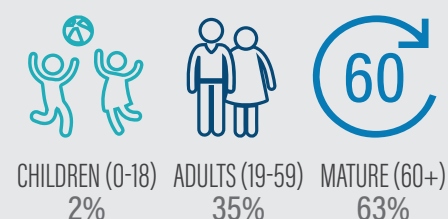


*EXERCISE PHYSIOLOGY, DIETETICS, PSYCHOLOGY, COUNSELLING

> GENDER OF CLIENTS



> AGE OF CLIENTS



pain. Our Mindfulness Based Cancer Recovery Program is offered each year and our group meditation classes provide clients with opportunities to practice regularly in a group setting with the help of one of our teachers.

TOUCH THERAPIES

Touch therapies Bloomhill offers, such as reflexology and oncology massage, have been proven to help in the management of cancer related pain, fatigue and anxiety. These approaches were chosen to form part of our support offerings because of a wealth of scientific literature demonstrating the benefits, but we also observe their effectiveness every day.

YOGA

Yoga is a powerful form of mind and body exercise and has been found to be beneficial for several physical and psychological symptoms, and studies of women with breast cancer have shown that yoga can improve quality of life, reduce fatigue and sleep disturbances and can assist in improving health generally and managing treatment related side effects.

ACUPUNCTURE

Acupuncture is an ancient form of Chinese medicine. When provided for people with cancer it has beneficial outcomes in reduction of cancer related pain and when used in combination with conventional drug therapy this effect is enhanced. There is also some potential for acupuncture to be effective for chemo-therapy induced peripheral neuropathy (a side effect of cancer treatment) and may provide benefit for chemotherapy induced nausea, although further research into this is needed.

ART THERAPY

Art therapy is one of the most popular activities at Bloomhill. It provides an opportunity for social interaction as well as a therapeutic space for clients to process some of the thoughts and feelings related to their experience of living with cancer. Research supports the benefits of art therapy in having a beneficial effect on anxiety, depression and fatigue, it has also been found to have a positive effect on quality of life and symptoms in cancer patients.

ASSISTANCE SERVICES

CLIENT TRANSPORT SERVICE

Our volunteers provide safe and compassionate transfer services for clients (and carers) to and from cancer treatment, medical appointments and services provided at the Buderim wellness centre. In FY21 volunteer drivers donated 2375 hours, providing 890 trips that totalled 41,699 kilometres.

BUDDIES AND CHILD MINDERS

A 'buddy' is trained to provide companionship to Bloomhill clients or carers and are chosen for their compassion and kindness, and their caring nature. They assist clients with shopping, social outings or provide other help as needed. In FY21 our buddies provided 31 hours and volunteer child minders contributed 14 hours in childminding for Bloomhill clients.

CLIENT CARE VOLUNTEERS FY21

CLIENT CARE In the 2020-2021 financial year, Bloomhill's volunteers provided these valued services to clients:



TRANSPORT
41,699 KMS



DRIVING
2375 HOURS



TRIPS
890 TRIPS



BUDDY
31 HOURS



CHILD MINDING
14 HOURS

TOTAL = 2,420 HOURS



SCIENCE BEHIND OUR CARE

Our services are based on what science has found to benefit those touched by cancer. Here are some studies supporting our statements in this document.

SOURCES

- Boyd C, Crawford C, Paat CF, Price A, Xenakis L, Zhang W: The Impact of Massage Therapy on Function in Pain Populations--A Systematic Review and Meta-Analysis of Randomized Controlled Trials: Part II, Cancer Pain Populations. *Pain Medicine* 2016(8):1553.
- Buffart LM, Brug J, van Uffelen JGZ, Brown WJ, Riphagen II, van Mechelen W, Chinapaw MJM: Physical and psychosocial benefits of yoga in cancer patients and survivors, a systematic review and meta-analysis of randomized controlled trials. *BMC Cancer* 2012, 12.
- Cramer H, Lauche R, Klose P, Lange S, Langhorst J, Dobos GJ: Yoga for improving health-related quality of life, mental health and cancer-related symptoms in women diagnosed with breast cancer. *Cochrane Database of Systematic Reviews* 2017(1).
- Cramer H, Lange S, Klose P, Paul A, Dobos G: Yoga for breast cancer patients and survivors: A systematic review and meta-analysis. *BMC Cancer* 2012, 12.
- Exercise and Sports Science Australia (2019) *Exercise and Cancer*, ebook at www.exerciseright.com.au
- Franconi G, Manni L, Schröder S, Marchetti P, Robinson N: A Systematic Review of Experimental and Clinical Acupuncture in Chemotherapy-Induced Peripheral Neuropathy. *Evidence-based Complementary & Alternative Medicine (eCAM)* 2013, 2013:1-7.
- He Y, Guo X, May BH, Zhang AL, Liu Y, Lu C, Mao JJ, Xue CC, Zhang H: Clinical evidence for association of acupuncture and acupressure with improved cancer pain: a systematic review and meta-analysis. *JAMA oncology* 2020, 6(2):271-278.
- Hu C, Zhang H, Wu W, Yu W, Li Y, Bai J, Luo B, Li S (2016) *Acupuncture for Pain Management in Cancer: A Systematic Review and Meta-Analysis*. *Evid Based Complement Alternat Med*. 2016; 1720239. doi:10.1155/2016/1720239
- Jiang X-H, Chen X-J, Xie Q-Q, Feng Y-S, Chen S, Peng J-S: Effects of art therapy in cancer care: A systematic review and meta-analysis. *European Journal of Cancer Care* 2020, 29(5).
- Piet J, Würtzen H, Zachariae R: The effect of mindfulness-based therapy on symptoms of anxiety and depression in adult cancer patients and survivors: A systematic review and meta-analysis. *Journal of Consulting and Clinical Psychology* 2012, 80(6):1007-1020.
- Schell LK, Monsef I, Wöckel A, Skoetz N: Mindfulness-based stress reduction for women diagnosed with breast cancer. *Cochrane Database of Systematic Reviews* 2019(3).
- Tang Y, Fu F, Gao H, Shen L, Chi I, Bai Z: Art therapy for anxiety, depression, and fatigue in females with breast cancer: A systematic review. *Journal of Psychosocial Oncology* 2019, 37(1):79-95.
- Xunlin NG, Lau Y, Klainin-Yobas P: The effectiveness of mindfulness-based interventions among cancer patients and survivors: a systematic review and meta-analysis. In., vol. 28; 2020: 1563-1578.

HOW WE BUILT A BASIS FOR Sustainable Growth

HONING OUR CARE SYSTEMS

Bloomhill provides the highest quality care, and in FY21 we worked towards achieving Australian Council on Healthcare Standards (ACHS) EQuIP6 accreditation.

This is a voluntary process, but one that we decided was very important to achieve. As a leader in community based integrative cancer care, we wanted to set the benchmark for others who may want to follow in our footsteps.

It also means that clients and their families can be reassured that Bloomhill operates at a high quality level of health care services. We were delighted to receive our notification in June that we have achieved certification for accreditation, and now with our quality systems in place we will continue to have a strong level of clinical and corporate governance.

BOLSTERING FINANCIAL SUSTAINABILITY

As an organisation funded primarily by op shops, Bloomhill felt the financial strain of trading restrictions imposed on the retail sector to help contain the spread of the COVID-19 virus.

All 10 op shops were closed in March-May 2020, and the financial effect was felt well into FY21. The federal government's Job Keeper program provided crucial support to Bloomhill, allowing staff who had been stood down to return to work, and services to resume fully.

DEEP DIVE: WHY IS BLOOMHILL HERE?

After a change in leadership in December, we took a step back from our existing norm of operation, and looked at Bloomhill as an organisation.

The Board decided to revisit our purpose to ensure we were being clear in conveying to others why we exist. We talked to clients, staff, volunteers and supporters and from their feedback created new Why and Values statements. The Board debated and discussed these at length and are very pleased with the renewed, endorsed statements, which they feel more accurately represent Bloomhill's purpose.

We then looked at whether all of our activities were in line with our purpose for existence – our WHY.

ORGANISATIONAL REDESIGN

We realised through the review process that the organisation's structure was a little like a home that had

bedrooms added on as each child arrived. As Bloomhill grew, new positions had been created but the architecture – both our physical buildings and the structure of the organisation – needed work to provide an effective framework.

An organisational redesign followed, approved by the Board in April 2021 and by June we launched Future Directions, a vision for the path forward under this renewed structure.

The organisational redesign realigned roles and responsibilities to our WHY statement. As an example of why this was needed, prior to the redesign there were 16 direct reports to the Chief Executive Officer, including managers of the 10 op shops. Following the redesign, reporting pathways were much clearer, and authority delegated to enable more defined responsibilities and workloads.

We're delighted that so much progress has been made and Bloomhill now has a solid foundation for financial sustainability, and a robust plan in place to enable us to provide more care to more people than ever in 2022.

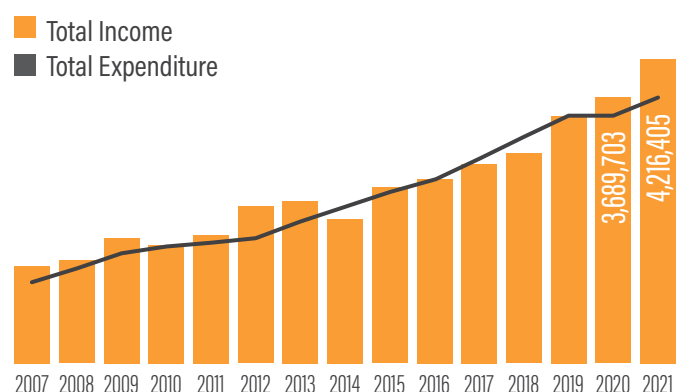
Key elements of this plan are outlined in the four pillars of our Future Directions 2021 document.

This is aimed at ensuring we are **informed** well by experience and evidence, to allow sound **design** and planning to meet the needs and challenge our clients face.

We also want to be able to **reach** more people, and **influence** others of the benefits of effective community-based cancer care.

To find out more, visit www.bloomhill.com.au/future-directions.

TOTAL INCOME & EXPENDITURE





Donating Time

TO SUPPORT THOSE TOUCHED BY CANCER

Bloomhill's community of active volunteers has long been the backbone of the organisation, providing tens of thousands of hours work at no cost to achieve our goals.

The benefits of volunteering are well documented. As people, we want to connect in person. We find work involving others very rewarding, and we know Bloomhill volunteers find the social element of volunteering hugely valuable.

People who choose to donate their time to a good cause are generous and kind, but they are also wise to do so. Research shows volunteers are happier, healthier and sleep better than those who don't volunteer. According to Volunteering Queensland, 95% of volunteers say that volunteering is related to feelings of wellbeing. Some refer to a 'helper's high' - a powerful physical and emotional feeling experienced when directly helping others.

Each and every volunteer at Bloomhill is helping those touched by cancer live better. To inquire about joining our team please visit: <https://bit.ly/3diWGfK>

FUNDRAISING VOLUNTEERS

Volunteers gave 1,689 hours of their time to fundraise for Bloomhill in FY21.

Vanessa Harvey has taken over the role of chief barbeque organiser from Faye Bourke, one of Bloomhill's longterm

volunteers and a "quiet achiever", Vanessa says.

"Faye just loves making jams and has also cooked hundreds of meals for clients, and she organised countless sausage sizzles," Vanessa said.

"I'm now doing the BBQs with Richard and the team, and the café is now looking after client meals, so Faye can have a bit of a break. We still see her at the Wises Rd BBQs though, she drops in with home-made jams and every time she does we make another \$200!"

Vanessa and husband Richard each volunteer several days per week for Bloomhill, as gardeners as well as coordinating the regular Saturday sausage sizzles at IGA Marketplace Wises Rd, which are run twice per month in winter and once per month in summer.

When we spoke to Vanessa, Richard was "in the shed", painting fixtures for the Maroochydore op shop's new location. Bloomhill is part of every day of the Harveys' week, Vanessa says.

GARDENERS AND GROUNDSKEEPERS

Clients consistently praise the gardens and peaceful environment at Bloomhill. The beautiful garden, grounds and buildings were kept safe and well maintained by a large team of volunteers who gave 2,056 hours of their time in FY21.

ADMINISTRATORS

Volunteer administrators donated 3,021 hours of their time in FY21, with duties at the wellness centre in Buderim, the Op Shop Distribution Centre and other locations as needed.

WELLNESS CENTRE VOLUNTEERS

Centre volunteers kept the wellness centre clean and sanitised, maintained the client library and interacted with clients to help make their experience comfortable.

They also ensured towels and washable items were cleaned and spaces were tidy and welcoming. Wellness Centre volunteers donated 2,534 hours in FY21. What an effort!

CLIENT CARE VOLUNTEERS

Volunteers contributed 2,420 hours toward client care in FY21. This included coordination of Bloomhill's transport service, driving, and the 'buddy' and child minding roles. Turn to page 16 for a detailed summary.

OP SHOPS

In FY21, 158 volunteers sorted an estimated 1,200 tonnes of donated goods. Collectively these volunteers contributed over 33 fulltime equivalent roles.

Trained volunteers did electrical tests, cleaned, ironed, counted (e.g. jigsaw pieces), hung, folded, repaired and priced items, getting them ready for sale.

They assisted 25 employed op shop managers and retail assistants working at our 10 stores and Distribution Centre to generate approximately 70% of Bloomhill's entire income.

Thank you to the op shop teams for servicing your community, helping redirect unwanted goods from landfill, and raising much-needed funds enabling cancer support.

COTTON TREE MARKET

Bloomhill's Cotton Tree Market takes place every Sunday as a fundraiser. In FY21 market volunteers contributed 1,035 hours while being part of the fun weekly event.

Thank you market volunteers. You rose to the occasion, adapting to COVID-safe requirements, organising marshals and crowd control practices.

CAFÉ

Volunteer cooks, baristas, waiters and others are responsible for the delicious offerings at our wellness centre café. Café team volunteers contributed 4,443 hours in FY21.

Thank you café volunteers for nutritious and tasty offerings, for great coffee, and for maintaining a cosy atmosphere for clients and members of the public to enjoy.

CHANGE YOUR LIFE! JOIN BLOOMHILL'S VOLUNTEER FAMILY

There were many human resourcing challenges this year, and our teams handled them with creativity and resilience. However we urgently need to attract the next generation of volunteers.

If you or anyone you know have skills you'd like to share or time you'd like to donate please considering volunteering at Bloomhill. To register visit <https://bit.ly/3diWGfK>

VOLUNTEER IMPACT FY21

In the 2020-2021 financial year Bloomhill's volunteers provided an incredible:



A massive 79,027 hours were gifted by Bloomhill volunteers, including care services volunteers, to clients and the Sunshine Coast community, amounting to an estimated dollar value of:

**GRAND TOTAL:
\$1,975,675**



Ears Forward

LIKE HER EQUINE FRIENDS WHEN THEY'RE LISTENING AND ATTENTIVE,
BRITTNEY IS FACING STAGE IV CANCER HEAD-ON

Hi, my name is Brittney Anning.

I am an equine sports massage therapist on Queensland's Sunshine Coast, where until I got sick I helped alleviate horses' pain and imbalances for a living. I love animals, especially working with horses, being able to identify their movement patterns - finding out about them, encouraging better posture and allowing freedom. Horses simply don't complain loud enough, they're stoic and big-hearted. I just love helping their owners and trainers, to learn how to detect pain and what to do about it.

I've had a pretty extraordinary life and upbringing. When we were young my sister and I grew up on waterfront properties. We lived in beautiful homes and there was no expense spared on holidays. Growing up on the water, I was always outside, on jet skis and boats or out riding my horse. I guess I got a bit too sunburnt on the same spot. Sun baking in solarium beds just to get a tan, didn't help either.

When I was 24, I noticed this black-looking mole on my collar bone. I hadn't seen my sister in a while, and when

we next caught up she said, 'oh my God, what the h*ll is that?' and pointed straight to it. It made me realise this black thing really needed to be checked out. It was a melanoma. I had it removed and was in the clear until six years later, I felt a lump under my armpit.

I'm a pretty hard worker - I do a lot of physical work - and thought the pain in my arm (between my armpit and pecs) was a muscle tear. I strapped it up and it went away for a few weeks, then it came back much more painful.

A few months after my 30th birthday in 2020 I was diagnosed with Stage III melanoma in my lymph nodes, which had started as a melanoma on the skin. It quickly progressed to Stage IV within eight weeks.

During skin checks after the initial melanoma was found, nobody had physically palpated my lymph nodes - they just looked at the skin. I never knew melanoma could come back in the lymph nodes. I had no idea melanoma could come back to haunt me, except on top of the skin. If I had known it could have spread to the lymph nodes I

would have immediately got the pain in my armpit checked out.

I get angry sometimes, because I feel the doctors missed finding the lymph node spread. They are in a position to know this and educate their patients. I believe they should have been regularly checking for this in a person like me with a history of melanoma.

It was a Friday when the GP told me I needed a biopsy after an ultrasound revealed a mass lump. I can't describe what that felt like – I just burst out crying. I didn't know what to think or whose opinion to trust.

Each day waiting for the diagnosis I could feel my arm losing function. I couldn't brush my hair; I couldn't even open my car door. The thing was so big it was pushing on all my nerves. This lump was the size of an orange.

In mid-2021 when I'm writing this, I have 14 tumours in my body, all of which are in my bones.

I've had a tumour pressing on nerves in my arm, which causes significant pain. I've been imagining what I might look like in a wheelchair as this cancer seems to really want to attach itself to my spine constantly. I haven't been able to work with horses since last year, and have watched my beautiful business crumble. It's been really hard.

I am surprising myself as to how strong I am, and have an amazing network of friends and family to thank for not being alone. I wouldn't like to be on this journey on my own.

My fiancée Shane, my high school sweetheart and partner for 16 years, has supported me unconditionally through the last 14 months, putting his own emotions and feelings aside. When I'm really unwell he stays home and watches movies with me. We've devised a system for when to call an ambulance or drive to the Emergency Department, if the pain gets too bad. I guess he's officially become my slave... ha ha. He now has to do most of the housework and has scaled back his two businesses. I'm so grateful to him, and really looking forward to marrying the s***t outta him finally later this year after 14 years of engagement! Our fur kids have been a huge role in easing the severity of the situation for us both with their endless smooches and cuddles. We have two Alaskan malamutes, Shadow and Dasher and two ragdoll cats, Cruise and Missy. These are our kids.

My sister moved her family to the Sunshine Coast last year after the diagnosis, and despite having a newborn to care for, is doing heaps of research for me, sending articles on treatments and being the leader of my cheer squad.

Cancer has taught me a lot of things and actually lots of positives. My outlook on life has changed, I no longer care what people think of me, I speak my mind, I'm more grateful for things, I don't take anything or anyone for granted. I cherish moments and my health always comes first.

I'm still working my way through that bucket list. Seeing the Northern lights are at the top of this list! I am still living my life even though my time on this earth might be shorter than most. I am doing things that make me happy. I am surrounding myself with people that want to be in my life.

I am living my life with no regrets.

I'm continuing with treatment, but the hope I did have for surviving is dwindling a little since immunotherapy didn't work the way we'd hoped and I had a mixed response with my lungs having a full response but my bones didn't. I'm now on targeted therapy which is more about prolonging my quality of life rather than curing the cancer. It sometimes feels like a means to an end. But I still remain hopeful.

I want people to know I've lived well and am so grateful for it. "It's not the years in your life that count, it's the life in your years." Thanks to my parents and Shane, I have gained a lifetime of unbelievable experiences. I feel very fortunate to have these unforgettable memories to cherish forever.

No matter what happens, I'm going to face it head on. Ears forward, like my horse Garcia when I'm in the saddle. Attentive, listening, unafraid.

Cancer is something nobody wants to talk about, but it's so important we do.

Going to the art therapy classes, massage and mindfulness sessions at Bloomhill has really helped.

Art therapy for me is an escape from the reality of having cancer. I love how you can express yourself. It's not about the finished product, it's how you feel while doing it. It takes your mind off appointments and medications and all that sort of stuff. So while you're there you're thinking about what you're trying to achieve in the art therapy rather than what you're actually going through in the real world. I've never met anyone who hasn't enjoyed it, every session.

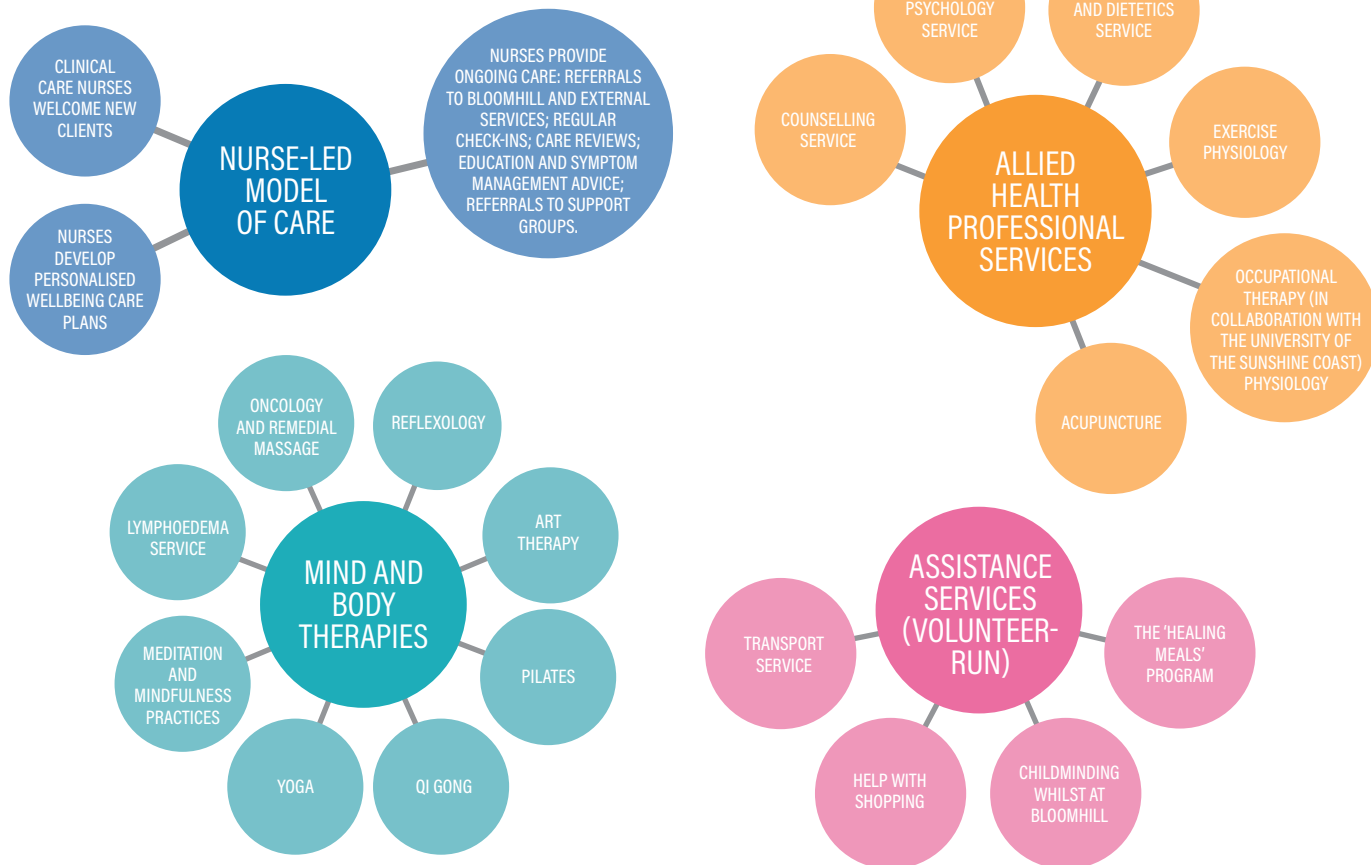
I've also done the 12-week mindfulness course which was fantastic, and I'd do it again in a heartbeat. And I've had heaps of massages, which have been great for relaxation and managing my pain.

I ask that you please share my story, and if you have any history of skin cancer make sure you get not only skin checks but your lymph nodes checked. And please support and be there for Bloomhill, like they have supported me.



WELLNESS CENTRE

58 Ballinger Rd, Buderim
Queensland, Australia



REVENUE GENERATION TEAM

FUNDRAISING AND DONATIONS

All sites, with Fundraising Lead based at our wellness centre in Buderim.

Beerwah Op Shop

2/66 Simpson Street

Brightwater Op Shop

Shop 8C Marketplace, Attenuata Drive
Brightwater Estate, Mountain Creek

Buderim Op Shop

41 Main Street

Caloundra Op Shop

87A Bulcock Street

Corooy Op Shop

21 Maple Street

DISTRIBUTION CENTRE & GOODS COLLECTION

11 Kelly Court Maroochydore

Maroochydore Op Shop

54-56 Aerodrome Road

Maleny Op Shop

17 Maple St

Mooloolaba Op Shop

6/105 Brisbane Road

Nambour Op Shop

56 Hospital Road

Tewantin Op Shop

6/97 Poinciana Avenue

Please visit www.bloomhill.com.au for contact details or to access services.

RETAIL IMPACT FY21



RETAIL

10 Op Shops +
Distribution Centre



DONATIONS SORTED

1,200 tonnes



OP SHOP PEOPLE

158 volunteers



RETAIL INCOME

Bloomhill Total Income
Generated 70%

THANK YOU FOR YOUR SUPPORT:



\$508,000 RAISED AMID A PANDEMIC

This year was challenging for our fundraising team, as large gatherings and events were prohibited for a period of time. When events were allowed to resume, strict crowd management, physical distancing and infection control requirements increased the amount of planning and paperwork involved for organisers.

Nonetheless Bloomhill raised a total of \$508,000 via a variety of fundraising events and campaigns along with generous donations from businesses, foundations and individuals who got behind us.



HIGHLIGHTS

- Be there for Bloomhill (including patron Raelene Boyle's birthday fundraiser) – June 2021: \$135,256
- Breast Cancer Awareness Month (including Bras n Bikes and Beerwah Golf Club events) – October 2020: \$44,486
- Christmas Appeal: \$40,000
- Sunshine Coast Turf Club Race Day – September: \$15,000
- Chrysalis Monthly Giving Program: \$16,000
- Donations made at our 10 op shops: \$15,000
- IGA Marketplace Wisers Rd MyIGA Card donation: \$14,100



HOW CAN YOU SUPPORT BLOOMHILL?

There are many ways you can support Bloomhill. These include direct donations via our website, in-kind donations, fundraising for us, and even becoming a business partner.

Please visit our website or contact our Fundraising team fundraising@bloomhill.com.au for further information.

THANK YOU TO OUR SUPPORTERS:

We also wish to thank all of the foundations, local businesses and individual donors who contributed generously to Bloomhill during the past year; including Jack Hughes and Neil Badcock, both of whom made substantial donations. Bloomhill Cancer Care was also supported by the Australian Government Department of Health.



Mercedes-Benz
Sunshine Coast





"A few months after my 30th birthday in 2020 I was diagnosed with Stage III melanoma in my lymph nodes, which had started as a melanoma on the skin. It quickly progressed to Stage IV within eight weeks."