

PROVIDING PERSONALISED SUPPORT  
FOR THOSE TOUCHED BY CANCER

# ANNUAL REVIEW 2022

BLOOMHILL  
CANCER CARE





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### ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Gubbi Gubbi and Kabi Kabi people, Traditional Custodians of the land on which we meet, and pay our respects to their Elders past and present.

### 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

**About this Report:** The Bloomhill Annual Review 2022 provides highlights for the 2021-2022 fiscal year only. Financial information presented is for illustrative purposes only. Our full Audited Financial Reports are available at: [www.bloomhill.com.au/our-publications](http://www.bloomhill.com.au/our-publications).

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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 © 2022 All rights reserved.

### OUR 'WHY'

We exist to provide individualised 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, We Honour, We Empower, We Lead, guide everything we do.

## OUR PILLARS

### Connection

At Bloomhill we establish connections and relationships through compassionate care with a gentle and caring approach, just like a 'warm hug'. We normalise vulnerability, listen to understand, show empathy, and take care in all that we do.

### Personalisation

We create conversations few others will have, knowing no two conversations are the same. We are personalised, tailor to individuals needs and on demand, giving you the power to self-lead.

### Sanctuary

Our wellness centre has long been known as a sacred space that clients find comfort and tranquillity. We pay respect to our traditional land owners and carefully create safe spaces for our community to enjoy.

### Achieving together

We have a clear direction to reach more people touched by cancer, their loved ones and those who volunteer, work and fundraise to support them.

**Front page image:**  
Bloomhill clients Lyn and Dennis Taylor with their youngest grandchild Ernie,

Photo by Patrick Woods Photography



**Raelene Boyle**  
Patron

## Board Members 2021-22



**Michael Wise**  
Chairman



**Graham Tanis**  
Secretary



**Dr Adrian McCallum**



**Lawson Katiza**



**Lisa Wilson**



**Jason Hope**



**Lorraine Ferguson**



**Lara Higson**



**Christopher John**  
CEO



**Nicky Jardine**  
(resigned)



**Stephen Prasser**  
(resigned)



**Fiona Clark**  
(resigned)

## Message from the Chair

The Financial Year 2021 to 22 which was planned around our new Future Directions Strategy completed in May 2021 has been a very difficult one for us all at Bloomhill Cancer Care.

Having finished 2020/21 in such a sound financial position with strong cash reserves the Board knew that to deliver our "WHY" we had to embark on a growth strategy, with structural changes, and work towards additional income sources to sustain the organization into the future.

To position Bloomhill for growth and facilitate our strategy we had to undertake previously needed, but deferred capital expenditure and investment. Business growth was planned to come through additional on-site capacity for our core services and expansion of the Op Shop network by opening 2 new shops and a specialized concept retail store.

Internally, this necessitated much change as well.

Equipment and facility upgrades were necessary, all strongly driven by the Bloomhill brand refresh and underpinned by significantly enhanced system improvements to ensure that our people were "at last" equipped with the right technology, skills and support base.

Our CEO and his teams have done amazing work to achieve the branding and resource outcomes.

As a Board we budgeted for an operating loss to implement this growth strategy.

Unfortunately, in July of 2021 the next wave of the Covid 19 pandemic started to have major negative impacts on our revenue sources, particularly Op Shops, to the extent that net Op Shop profits were over \$300,000 below budget for the financial year and most of the planned growth initiatives had to be set aside.

Material impacts on our revenue were such that unfortunately the financial operating loss for the year has been significantly greater than forecast.

Throughout this difficult period and despite the challenge of fewer community events but thanks to the amazing and continued generosity of our donors and supporters, our fundraising support remained solid; and we continue to be indebted to the many donors and supporters who continue to support Bloomhill and the work we do.

A sincere thank you.

In January of 2022, the Board in acknowledging this changing and challenging environment and the potential long-term negative impacts on Bloomhill's future, commenced a rigid process of sustainability review, as despite a strong cash position to enable Bloomhill to get through such a difficult period the future could not be taken for granted.

This involved taking independent external advice in relation to the Op Shops and the organisation generally and this work remains ongoing.

We are now further challenged by the realisation that because of the well-known challenges of the building industry we are now unable to undertake or justify a redevelopment of our Ballinger site to the level originally proposed.

Needless to say, the ever-increasing cost of providing the Bloomhill service does not abate and we as an organisation will continue to be challenged in this current year and beyond.

I reiterate the Board's overriding objective is to ensure that we continue to honor the principles of our "WHY" and maintain the level of care that our clients deserve.

I am sure you will all be encouraged by the amazing work that Bloomhill continues to do, as outlined in the body of this report, and as mentioned by our CEO in his report.

At both Board and operational levels our governance practices have also been strengthened.

I thank current and retired directors for their commitment and ongoing support. I thank our CEO, Christopher, for his unwavering commitment to Bloomhill and the cause.

Never more than in this past financial year has the commitment, dedication and loyalty of Bloomhill staff and volunteers been so valued and appreciated.

Change brings challenges of its own accord and we remain indebted to the Bloomhill family as the backbone of all that we seek to do.

Thank you all.

**Michael Wise**  
Bloomhill Chair





## Message from the CEO

This year has mixed progress against our planned Future Directions Strategy launched in May 2021, amidst the challenges of the COVID pandemic.

The effects of the COVID pandemic on health restrictions, retail customer behaviors and volunteer engagement, cannot be underestimated. Our retail trade and new volunteer recruitment have been heavily impacted, creating gaps in our ability to deliver our operations, whilst our existing volunteers generously covered some of these in so many areas.

However, we have made great progress on our service review, service accreditation, staff recruitment, systems improvement, strengthening relationships with donors and our brand refresh, essentially putting into place those things we need for the future of our organisation.

Additionally, despite the challenges, in 2022 we are determined to celebrate Bloomhill's 25 years working in the Sunshine Coast community, one we are all so proud to have achieved, because this is why we exist.

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

### Improving Care Services

A key goal of our new strategy this year was to ensure our model of care aligned well with our Why. It was a year of reviewing and redesigning in the way we deliver our model of care. We engaged a practice management consultant, conducted a review of the available literature, reviewed feedback of clients, engaged our care team members, lived experience members and clinical advisory group members for insights in a revision of our model of care.

Essentially, our new model has resulted in a more empowering focus on better 'anticipatory planning' for clients through a revised wellness plan, several streamlined processes and the opportunity for 'early access' to services to shorten wait times and improve access. Finally, our model of care provides better flexibility for the nursing team to be able to respond to our client needs and our Therapists and allied health practitioners more promptly.

Our new Lived Experience group, which formally commenced in second half of 2021, is a key part of ensuring our Why is always front and centre of everything we do. We also commenced better data collection to further understand our client needs and measure the impact we make in their lives. The initial data has provided acknowledgement of improved outcomes and high satisfaction, however it also provides further insights to additional supports people need.

### Refreshing our brand

Our brand refresh was a significant achievement bringing together our clients, volunteers and community to better reflect our Why, encompassing that feeling of a big warm hug and a place of sanctuary that many who visit Bloomhill share about their experience.

The purpose of this rebrand is to increase people's awareness and support of Bloomhill in accessing services, volunteering or donating quality goods or dollars.

It has also informed the way we tell the stories of our clients, which have been a stronger feature of sharing what Bloomhill actually achieves for people. This in turn has increased the interest and number of ambassadors seeking to support raising the profile of the organisation.

### Ongoing community support

I can't stress enough the power and resilience of our volunteers. With volunteering facing challenges across all communities, our existing volunteers stepped up to truly continue to make a difference for those touched by cancer. Many contributed uniquely by taking on the running of the café, to preparing the gardens for redevelopment, and meeting the challenges of the retail sector during COVID health restrictions, Bloomhill volunteers are special. Our latest volunteer survey demonstrated a very high level of overall satisfaction, despite the challenges of not enough new volunteers and volunteers taking on too many roles. I thank each and every one of our volunteers for supporting us through this difficult year.

Fundraising and donations from our community have been very strong again this year with over \$400,000 raised by our community, individual donors and supporters, and local fundraisers. I thank all our new and ongoing supporters for their contributions both in the past and in assisting us celebrate 25 years in this community.

### The challenges

After significant planning for a major redevelopment occurred during the year, we have needed to scale back our plans due to the costs and capacity pressures on the construction industry. We are very grateful to Hand Heart Pocket, who have provided a \$570,000 grant, for understanding the impact of these delays and continuing to support us as we find cost effective and meaningful contribution to our sustainability.

In our retail area, we relocated two Op shop stores, Maroochydore and Mooloolaba, and were planning the relocation of Tewanin, which unfortunately fell through, when the commercial market changed following the opening of the borders. We also commenced our concept store, Montville Marketplace, which in hindsight may not have been the best year to commence, and is still finding its place in our retail network. In terms of overall trade, in pre-pandemic terms we

have to go back to 2016 to find a year where our overall revenue was lower than the 2022 year. Our teams, though challenged, responded very well to the change in customer behavior, sickness and volunteer shortages.

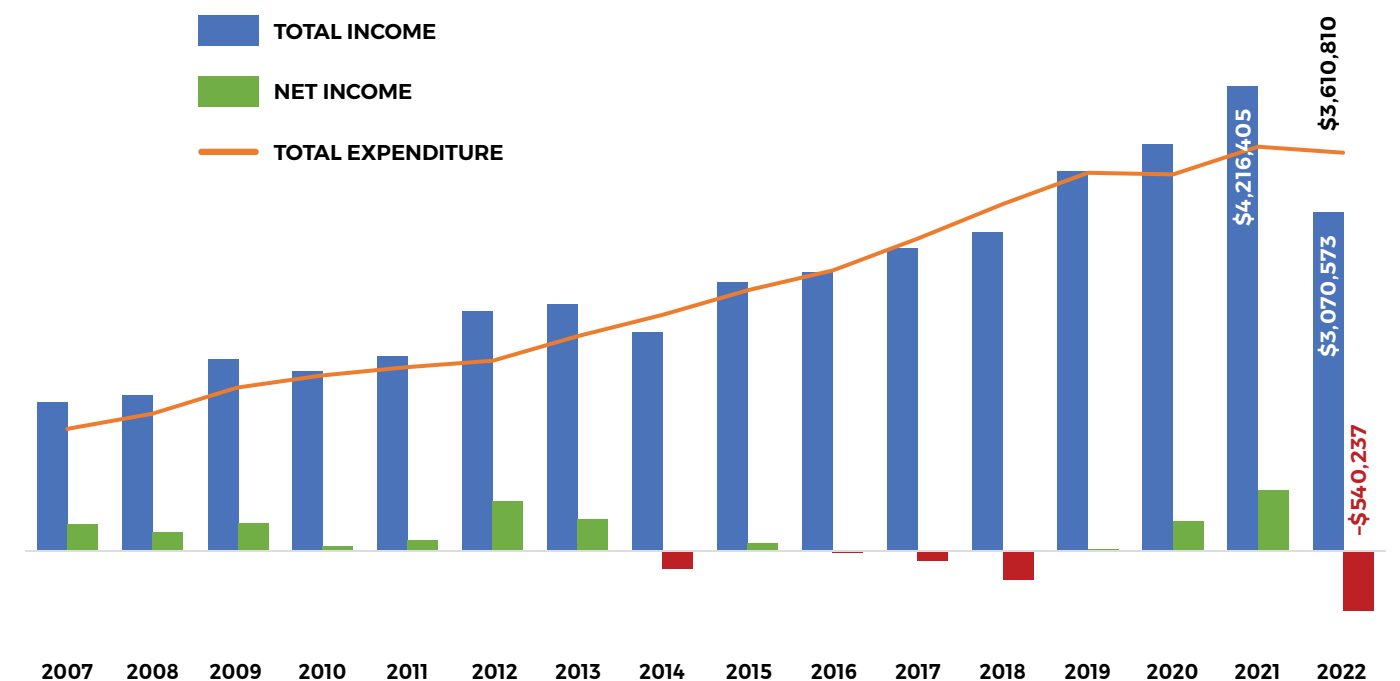
Overall, whilst a challenging year, we remain committed to ensuring the reason we exist is front and centre in all the planning and decisions we make to ensure we can provide personalised support to those touched by cancer

I wish to reiterate Michael's thanks of our volunteers, donors and supporters, without whom Bloomhill would not exist. I also wish to thank and acknowledge Trish Wilson, our Clinical Services manager and Alex Bert, our People Lead who both went on to bigger things this year, after six and 17 years respectively of dedicated contribution to Bloomhill.

I finally wish to thank our Patron, Raelene Boyle, our staff, contractors and the Board for their ongoing dedication to Bloomhill. It is a privilege to work with you all.

Regards

**Christopher John**  
CEO



# Honouring lived experience

Perhaps Bloomhill's most enduring legacy in its 25 year life so far has been its attention to the personal needs and hopes of those touched by cancer. Many hospital patients say they "give over" their self-determination to experts as part of the necessary oncology treatment process. At Bloomhill, our people have always cared deeply about helping with the personal experience, and our services are carefully focused to assist clients to feel empowered in their experience of hospital-based care and other oncology services.

One of the key tenets of our care model is the integration of multiple modalities to support each client to be informed and supported about their treatments and options. From nursing to psychology, exercise science and meditation, our professionals are under the one roof at Bloomhill. We are continually reminded how highly clients value the reduced travel time and whole-of-person approach they find at Bloomhill.

## Lived Experience Advisory Group

In October we formalised our commitment to keeping clients' wellbeing and views close to heart, and created our Lived Experience Advisory Group.

The group meets monthly and is involved in activities, projects and initiatives to further the meaningful inclusion of people with a lived experience of cancer and engage communities in integrative oncology, cancer survivorship and wellness.

## Lived Experience Ambassador Program

This year we supported a small group of clients (past and present) to share their own stories publicly, launching our Lived Experience Ambassadors Program in April. While many prefer to keep their experience private, or discuss with small groups of trusted friends or professionals, we know storytelling can be hugely empowering and beneficial for some.

The ambassadors were supported to write about their experiences with cancer and their experience of Bloomhill. They were provided opportunities and guided with preparation for public speaking and speaking to media. They were trained by a public relations firm in how to present in film. Their stories and interviews were published in newspapers and online news sites, broadcast on radio and television news, helping raise awareness of cancer and Bloomhill in the wider community.

## Joe Surace

Joe Surace survived a rare genetic cancer, embryonic germ cell metastatic carcinoma, but enduring chemotherapy in a hospital isolation bed for 133 days left him 'skin and bones'.

"A huge turning point in my rehabilitation was seeing Bloomhill's exercise physiologist... I'd use Bloomhill's gym at least once a fortnight, and he'd test my heartrate, and blood pressure before, during and after exercise. He tried to really help me get off the walking stick. After about six months I noticed a big difference, and I kept on with it for about two years.

"At Bloomhill you're never judged. There is always that real sense of helping and it extended to my wife as well. She had counselling, and massages. The sense of family is really nice.

"I've also found it healing to tell my story, and I enjoy every one of the presentations I give. It's really important for people going through extreme trauma to talk about it. Science has proven how valuable it is to survivors of cancer.

"Even if you're 80 when you're diagnosed, survive it as long as you can, as best you can. Don't stop living, too many people give up too soon."

Joe is now Bloomhill's Events Lead and a member of the Lived Experience Advisory Group.

"The group has been very beneficial for me as client and staff member," Joe said. "As a client I get to relate and share the good times and bad with fellow cancer survivors. I feel I am one of the clients who is a few more years past treatment than others in the group and such I am in a position to offer them relevant tips and advice.

"As a staff member, I often hear certain things and ideas come up and I think, yea, that's a great idea, I reckon we can make that work within the organization to improve things for all. I also feel that sitting on both sides as client and staff, I can help bridge the gap of understanding between clients and staff.

"I am a proud member and feel the group has achieved a fair bit in its first year."

***"Even if you're 80 when you're diagnosed, survive it as long as you can, as best you can. Don't stop living, too many people give up too soon."***

Joe Surace



# Client quotes



## Dennis Taylor

*"My wife Lynette (Lyn) has been fighting breast cancer for more than 34 years. We are now in our 70s.*

*"We have four brilliant sons, who were very young when Lyn was diagnosed. It was a terrifying time for us as we didn't know she would live more than 30 years! We celebrated our 50 year wedding anniversary, on 2nd September 2022, and have been a part of our six grandchildren's lives.*

*"I became a client of Bloomhill Cancer Care this year. I go to the group gym classes which help my back, and psychology sessions help my head. I learned that what I'm going through psychologically is normal given the situation.*

*"Lyn goes to mini gym, has acupuncture, lymphoedema massage and check-ups with the wonderful nursing staff.*

*"I recently heard a client of Bloomhill describe walking in Bloomhill as "like walking into a great big hug". I think that describes Bloomhill perfectly. From the receptionists, to the people in the office, to the volunteers; they all care deeply for the clients they're dealing with. Our only regret is that we left it so long before stepping into that big warm hug."*

Bloomhill client Dennis Taylor



## Shelly Rankin

*"Bloomhill 'gets it'.*

*"What's helped me is having a community who understand. Even if they're not your age or your cancer, people get it. You just talk to people and keep in touch; find like-minded people. We're all a lot more mature than others our age. Nobody else really gets it."*

## Kharlia Beck

*"I have lots of side effects, so getting massage support with that at Bloomhill has been really good for me.*

*"The mental health effects of this cancer experience have been really significant for me, and going back to a 'normal' life is not a fast process.*

*"Fatigue is a real issue, it's hard to slot back into routines like a normal work day, for example. Working out all these things is hard, and I'm told it's not just me who finds this."*

Bloomhill Lived Experience Ambassador and bowel cancer survivor Kharlia Beck



## Amy Somers

*"Daily exercise has enabled me to walk longer and to drive my car once more. Being alone I am so pleased to be able to drive again and at least go out and visit others. I also attend Bloomhill three times per week for exercises and also to enjoy the company of others in a similar situation as we provide a support for each other as we share our stories.*

*"Having heard of Bloomhill I never thought that I would need the services which they so professionally provide with kindness and understanding towards all who enter their doors. Their positive attitude is helpful in keeping spirits alive with Ryan being so professional in tailoring exercises to suit each client's needs."*

Bloomhill client and breast cancer survivor Amy Somers







## Caring for our community

Bloomhill Cancer Care is committed to providing personalised support to those touched by cancer.

Our wellness focused model of care provides an integrated approach to multi-modality services, focused on consumer empowerment based around the Clinical Oncology Society of Australia (COSA) domains of wellness and available clinical evidence.

Based in Buderim on Queensland's Sunshine Coast, our wellness centre is a sanctuary where empowerment, inner peace and positive action toward good health are celebrated and supported.

We remain focused on improving our service through system improvements and supports to ensure they evolve, while remaining congruent with best practice for our clients. We seek for our practices to continue to evolve under the guidance of our care team professionals and feedback from our Clinical Advisory Group and Lived Experience Group.

Never have our care services been more highly valued by clients than in the midst of the COVID-19 pandemic, when those diagnosed with cancer were so vulnerable.

In the financial year 2021-22 (FY22) COVID-19 infections swept the Sunshine Coast community in large numbers for the first time, causing significant anxiety for many cancer clients. Our nurse-led model was well placed to respond to individual needs and we were able to support 1,401 clients in FY22, a modest increase on last year's 1,387 clients.

Our care team provided 8,121 episodes of care including nurse-led services, allied health sessions and group therapy sessions such as our popular exercise clinic, which delivered 1,339 episodes of care.

We were able to achieve this despite a number of challenges during the year including financial strain due to reduced consumer spending at our op shops, which have in previous years provided up to 75% of our income.

### High standard of care

Following our transition from ISO90001 to the Australian Council on Health Care Standards (ACHS) EQulP6 Certification last year, Bloomhill has now achieved EQulP6 Accreditation, valid until 2026. We continue to enhance our quality systems and have a strong level of clinical and corporate governance.

### Allied health expansion

Across all allied health services 2,530 sessions were provided, almost double that provided last year (1,308). This includes exercise physiology, dietetics, psychology, counselling and physiotherapy. Our physiotherapist joined Bloomhill in November 2021 and had already, by the close of the financial year in June, provided 127 sessions to clients touched by cancer.

### Psychology support increased

Mental health supports have for several years been in high demand at Bloomhill, reflecting a trend in the wider community. The mental health challenges our clients have faced in the midst of a pandemic were significant and our nursing, psychology and counselling team experienced a sharp increase in client needs in this space for the second consecutive year.

We are very proud to have expanded our mental health team this year and provided 1,422 psychology sessions, almost twice the 751 consultations delivered last year. We also maintained consistent counselling services, providing 415 sessions in FY22, when staffing issues had curtailed our counselling services in the previous year.

### Group therapy wins

One of the central tenets of our approach to integrative cancer support is to facilitate not only one-on-one consultations with qualified health professionals, but to host group activities that align with clients' wellness objectives. These group activities are very important for providing space where clients form relationships that help motivate them with their personal exercise goals. There are many other benefits including the social element, for example long term clients have said lifelong friendships were formed with people met in group activities.

We were able to continue group sessions through the COVID-19 pandemic, requiring physical distancing, extra sanitisation and other measures

to keep our clients and care team safe. During the periods of increased infection rate experienced this year we shifted to a virtual-only delivery where several classes were available via telehealth.

Despite the challenges clients faced, attendance at meditation and art therapy groups increased significantly this year.

### Exercise uptake increased

Bloomhill provides evidence-based guidance and support for clients wishing to access the many well-documented benefits of exercise at all stages of cancer from pre-treatment to rehabilitation and beyond. We provided 481 one-on-one exercise consultations this year, an increase of 67% on last year's 288 sessions. We hear every day from clients about how tangible the benefits of exercise are and are pleased to be in a position where we are now offering more exercise supports than ever before.

During the COVID-19 pandemic many clients were reluctant to join group exercise activities. While we have offered virtual options to enable clients to join from home, attendance of group activities was down this year by about 25% in yoga, Pilates and Qi Gong. However our small group exercise clinics not only remained popular, but attendance increased by about 20%. We're thrilled at having achieved this result. It motivates us to continue growing both our team and offerings in this space to make it accessible to more clients.

### A return to team based nursing

For several years our nurses used the 'case load' model, where a client will be allocated one nurse who will be the point of contact for an individual client. While there have been great benefits of this model, including the personal rapport and trust clients have with an individual nurse, there are some limits to this structure too.

As an example, all of our nurses work part-time, so clients trying to contact a nurse on their day off would need to wait until they return. Long term clients we spoke to when reviewing this model of care said that while they truly valued the relationships they had with nurses, they ended up having several different nurses over time due to staff turnover, and there were benefits to having fresh perspectives from these new nurses too.

*Continued overleaf...*



Based on feedback from our Lived Experience members, Clinical Advisory group members and our care team, this year we changed our approach to how our nurses structure their workload, and since mid-May they use a team-based approach. Nurses share a rotating responsibility for three roles:

- **Centre Presence Nurse** who is available to respond to walk-in inquiries.
- **Telehealth Nurse** who listens and responds when clients email or call the care team.
- **Care Planner** (Intake) who meets with clients completing initial assessments and writes up care plans, sending referrals and helpful info to clients. This nurse provides in-depth clinical assessments for new clients, care plan reviews and adjustments for existing clients.

Instead of nurses working through checklists and call sheets of clients to contact, they now prioritise getting back to those clients who have reached out to them in a timely manner, or reach out to those individuals the nursing team has concerns about.

This client-empowered approach is not new to Bloomhill, and was noted by our accreditation assessors as our greatest strength. Our nurses have always worked as a team to ensure clients' needs are met, however these changes mean nurses now have more flexible time to respond to client inquiries as and when they happen. It also means a nurse will always be present in the centre

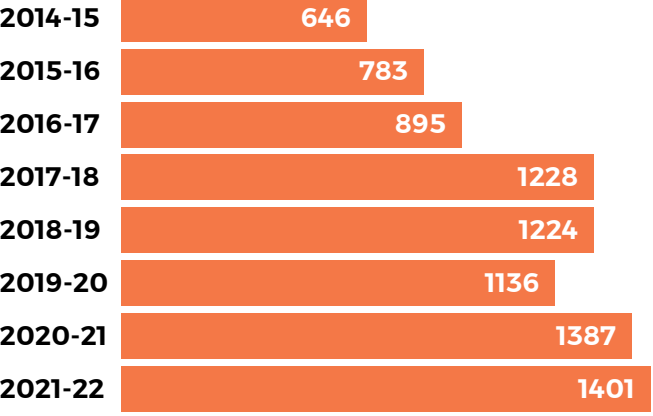
to welcome clients, talk to carers, visit groups and liaise with practitioners and consultants to ensure care needs are met and better coordinated.

We were – and still are – experiencing a large number of inquiries from new clients seeking support. Prior to this change they were having to wait eight weeks for their initial welcome from the nursing team. This hurt our hearts, as we know our services could be helping these people right now, if only we had time to welcome them and connect them to programs, consultations and group sessions suited to that person.

We are seeing some improvement in these wait times but due to staffing constraints this will continue to be a focus for some time.

We are very pleased at the progress we've made this year despite the challenging circumstances.

### ANNUAL CLIENT NUMBERS



*"Treatment allows clients to live well with gentleness and acceptance in most circumstances and improves their sense of mindful awareness and agency. It's very meaningful, supporting Bloomhill clients to live well with cancer."*

Psychologist Lauren Reitz

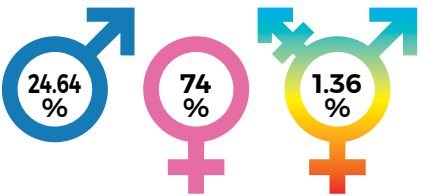


*"During the whole treatment process patients lose control. With exercise they can take back some control and get a result they can see and feel. Exercise benefits people with any cancer, at any stage."*

Exercise physiologist Ryan Day

## Statistics

### GENDER OF CLIENTS



### Group Therapy FY22

#### Episodes of care

ART THERAPY	543
MEDITATION	490
SUPPORT GROUPS	20
EDUCATION	17

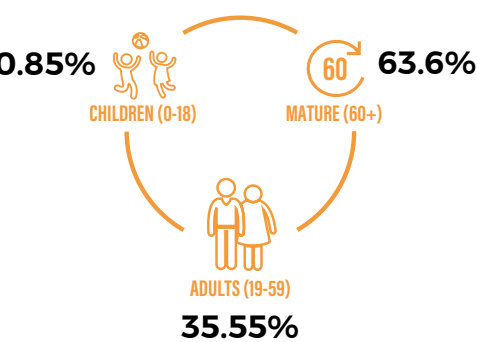
**TOTAL 1070**

### Therapy Sessions FY22

ACUPUNCTURE	524
REFLEXOLOGY	295
MASSAGE	705
LYMPHOEDEMA CARE	625

**TOTAL 2149**

### AGES OF CLIENTS



### Allied Health FY22

EXERCISE PHYSIOLOGY	481
DIETETICS	85
PSYCHOLOGY	1422
COUNSELLING	415
PHYSIOTHERAPY	127

**TOTAL 2530**

### Exercise Groups FY22

QI GONG	56
EXERCISE CLINIC	1339
PILATES	216
YOGA	491

**TOTAL 2102**

### New Clients

2018-19	325
2019-20	383
2020-21	493
<b>2021-22</b>	<b>503</b>

### Episodes of Care

2018-19	4677
2019-20	5049
2020-21	7120
<b>2021-22</b>	<b>8121</b>

### Allied Health Episodes\*

2018-19	1220
2019-20	982
2020-21	1308
<b>2021-22</b>	<b>2530</b>

\*Exercise physiology, dietetics, psychology, counselling & physiotherapy

### Nursing FY22

ASSESSMENTS	366
REVIEWS & CALLS	4421



*"There is a nurse present in the centre each day, available for a check-in, chat and cup of tea. When you are at Bloomhill, please feel welcome to pop in and say hi to the team."*

Clinical Lead Nurse Helen Dunne



*"No matter what stage of the client journey, everybody deserves the same level of compassion and care. The more we get to know our clients than in just a medical sense, the more we understand how best to support."*

Registered Nurse Yasmin Hibberd



# What we offer

Bloomhill Cancer Care assists with the diagnosis, treatment, recovery from cancer or end-of-life through practical, emotional, physical and spiritual support for both the person diagnosed and their loved ones and carers.

Referrals can be made by the client's health care professional, and many clients self-refer also.

After a brief discussion with the Centre Presence Nurse, an initial appointment is made with one of Bloomhill's nurses to complete a personalised assessment of needs. Some new clients are already clear on their needs and are able to make appointments without going through a nurse assessment.

We ensure time is taken to discuss the impact cancer has on both the person diagnosed and their families.

A personalised schedule is drafted, allow clients to attend two or more activities as well as have time for a coffee and chat in the café. Bloomhill clients can choose to take part in a range of group activities or individual therapies.

All prices, including information on assistance for those experiencing financial hardship, is available at [www.bloomhill.com.au](http://www.bloomhill.com.au).

## Clinical Nursing Services

Our qualified cancer care nurses are passionate about supporting clients to receive the best care and treatment throughout their journey with cancer.

We follow best practice frameworks, providing up to date research and evidence in managing cancer.

## 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.

### COUNSELLING AND PSYCHOLOGY

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 & 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 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.

### 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.

### 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

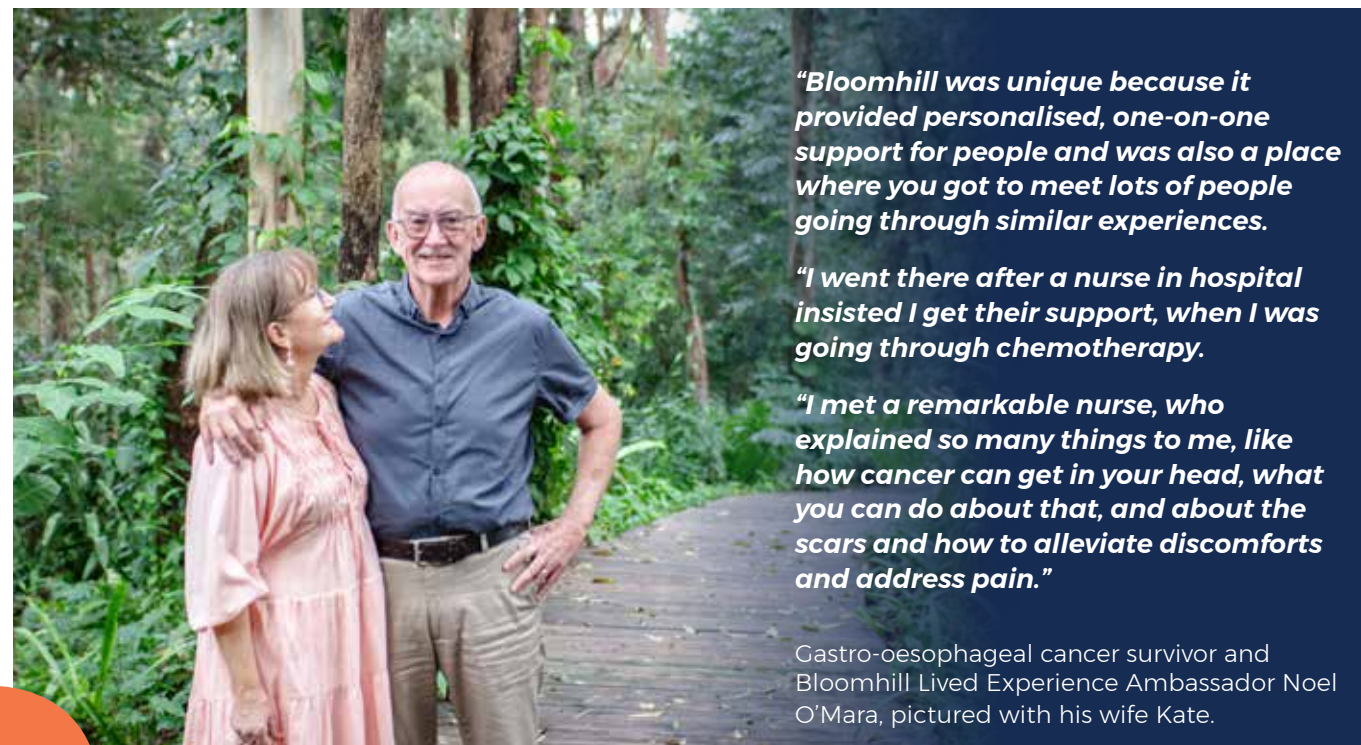
Acupuncture is an ancient form of Chinese medicine. When provided for people with cancer it has beneficial outcomes in reduction of cancer related pain and when used in combination with conventional drug therapy this effect is enhanced. There is also some potential for acupuncture to be effective for 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.

## Assistance Services

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

### CLIENT TRANSPORT SERVICE

Our volunteers provide safe and compassionate transfer services for clients (and carers) to and from hospital cancer treatments, specialist medical appointments and services provided at the Buderim wellness centre.



*"Bloomhill was unique because it provided personalised, one-on-one support for people and was also a place where you got to meet lots of people going through similar experiences."*

*"I went there after a nurse in hospital insisted I get their support, when I was going through chemotherapy."*

*"I met a remarkable nurse, who explained so many things to me, like how cancer can get in your head, what you can do about that, and about the scars and how to alleviate discomforts and address pain."*

Gastro-oesophageal cancer survivor and Bloomhill Lived Experience Ambassador Noel O'Mara, pictured with his wife Kate.





# Volunteers add value to all areas of our work

Bloomhill Cancer Care was supported by the generosity of 318 volunteers this year, providing more than 71,000 hours. Most of these volunteers (227 to be exact) contributed to our vast retail network, while 61 helped maintain the wellness centre and its gardens, and 30 were part of our client transport service.

Due to the impacts of COVID-19, volunteering across industries have been impacted. We remain committed to supporting our volunteers who continue to assist us as an organisation to continue supporting those touched by cancer.

## Supporting the community to volunteer with us

At Bloomhill, we support individuals from the moment they express interest in volunteering with us, with a grateful and nurturing approach. We ensure to ask our volunteers their areas of interest and place them in a role they'll enjoy, flourish in and continue to donate their time to.

We know that our enquiring and existing volunteers want to make a difference in their volunteer work and that they are actively contributing. We therefore support our volunteers with an accurate understanding of our volunteering opportunities and their chosen role, so they feel confident and joy when volunteering with us.

We have a highly dedicated volunteer team, who enjoy their volunteering most when they have a sense of responsibility in one area of the organisation. Our retail and human resources team supports our volunteers by continuing to check in with and maintain open communication, ensuring that they are enjoying what they're doing and what, if anything, we can do to reduce any strain on them.









We know a main driver of our volunteers is social engagement. We support our volunteers by connecting them in teams of likeminded people to increase social interaction, social networks and overall satisfaction in their roles.



Finally, we know that our volunteers take great pride in volunteering at Bloomhill Cancer Care, knowing they are directly supporting those touched by cancer. While our volunteers don't volunteer for the recognition, we take any opportunity we can to say thank you and celebrate their contribution. We do this through our printed publications, periodic volunteer wellness weeks, milestone celebrations and simply in our day to day conversations.



## VOLUNTEER IMPACT FY22

 <b>Fundraising</b> 745 Hours	 <b>Gardening &amp; Grounds</b> 1,823 Hours	 <b>Administration</b> 2,902 Hours	 <b>Café</b> 3,840 Hours
 <b>Markets</b> 585 Hours	 <b>Op Shops</b> 55,212 Hours	 <b>Wellness Centre</b> 2,612 Hours	 <b>Client Care</b> 3,856 Hours

TOTAL  
VOLUNTEER  
HOURS  
FY22 =  
**71,575**



# Funding our work

The vast majority of Bloomhill's funding comes from nine op shops across the Sunshine Coast, our artisan gift store Montville Marketplace, and our café at our Buderim Wellness Centre. These initiatives generated 70% of our income.

Approximately 5% of our income was sourced from client wellbeing and transport services provided for Bloomhill clients. The remaining 25% of our income came from care services fees and from generous donations from the local community, foundations and businesses, who support our work.

## Retail network

We pride ourselves on the network we continue to cultivate in the local community and across our retail outlets, which span the Sunshine Coast. We have outlets at Beerwah, Brightwater, Buderim, Caloundra, Cooroy, Maleny, Maroochydore, Mooloolaba, Montville and Nambour. We also have a weekly market on Sundays at Cotton Tree.

This year in a difficult, COVID-19 pandemic context, we strived to increase our overall net profit. Our mission is to:

1. Raise funds to financially support our cancer care services and clients
2. Be a physical presence in our community to raise awareness of our services
3. Provide a communication pathway with new and existing supporters
4. Support an environmentally friendly, sustainable and feel-good way to shop

5. Provide a joyful shopping experience where all are welcome.

Each of our store locations are led by a dedicated team of staff and volunteers, who every day work to embody our core values and deliver the Bloomhill retail experience, all while retaining their own individual charm. Volunteers are truly the backbone to our retail operation, without our volunteers we simply would not exist.

## Donors rally behind Bloomhill

Bloomhill truly has an entrepreneurial spirit, fostering unique relationships with the local community, including many local businesses, schools, family foundations, and a range of smaller community organisations.

Over the 2021-2022 financial year, Bloomhill received \$406,250 in donations and fundraising income.

This year we spent time building relationships, including with family foundations, which have this year provided \$117,000 in donations. We are greatly thankful for the time and generosity of individuals within these organisations who continue to help us understand their context and aspirations, and how Bloomhill can be involved in their communities of interest.

We also engaged with a number of local businesses, community organisations and local schools, generating both awareness with staff and student volunteer days and financial donations. Approximately \$150,000 was donated from this community of supporters.

## Fundraising campaign highlights

- Breast Cancer Awareness Month (October), sharing heart-felt client and carer stories, raising \$25,000
- Greatest Need Local Media Campaign with Bloomhill's Lived Experience Ambassadors (April), raising over \$22,000
- Be There For Bloomhill Campaign, raising over \$17,000 and awareness of the importance of nurse-led integrative cancer care for people with all types of cancer
- A fun Classic Christmas Car Campaign with Jaz Realty raising over \$10,000 for young people impacted by cancer
- In store donations of approximately \$10,500

This year, a significant amount, over \$105,000 was donated in bequests, from past clients and family members who had built up very special relationships with our nurses and therapists, and who in turn, wanted to support others to use Bloomhill services.

In 2022, for the first time, we held a Thank You event in March for all our donors and funders, both financial and in-kind. This event was well attended and appreciated.

## Thank you to our supporters

We wish to thank all of the individuals, community groups, businesses and foundations, who contributed generously to Bloomhill during the past year; notably including Jack Hughes, IGA Market Place and the Heller Foundation, which made substantial donations. Bloomhill Cancer Care is also graciously supported by a time limited grant from the Australian Government Department of Health.

## In-kind donations

Businesses that provided substantial in-kind services to Bloomhill Cancer Care, reducing our costs in FY22 included Bundilla Pest Control, Cricks Sunshine Coast, Mercedes Benz Sunshine Coast, Next Property Group, Ray White Buderim, Lendlease and IGA Marketplace Wisers Road.

## Business and Community Supporters

### Flagship Partners

Hand Heart Pocket

### Major Donors & Sponsors

Apex Foundation • Buderim Foundation • Fraser-Kirk Plastic Surgery • Heller Foundation • Mackellar Group • Sporting Chance Cancer Foundation • Harry & Margaret Reed • Cricks • Shadforths • IGA Market Place • Next Property Group • Ray White Buderim • Jaz Realty • Specsavers • Direct Insurance Brokers • Mercedes-Benz Sunshine Coast

### Supporting Donors & Sponsors

Aria Property • Aussie World Garage • Beefy's Pies • Blink Living • Bretts Plants • Bundilla Pest Control • Daikin - Perfecting the Air • Evakool • Fresh Meats • Greg Gardner Photography • Hot 91 FM • LendLease • Laserzone Sunshine Coast • Loan Market Coolumb Beach • MIX FM 92.7 • Imperial Hotel Eumundi • Macquarie Bank • Mel Brigg • Mooloolaba Bowls Club • My Weekly Preview • North Coast Stone • NY2K Jewellers • Peter Shadforth • Pilates on Centre • Sage Aged Care • Stream Financial • Sunny Rays Catering • Sunshine Air & Mechanical Services in Caloundra • Sunshine FM 104.9 • Sunshine & Sons • Sunshine Coast Plaza • Sunshine Grammar School • The Sunshine Coast Tour Company • Sunshine Valley Gazette • The View By Matt Golinski • Thistle In The Woods • Tracey C Prosthetics and Lingerie • Todd Whisson • Zenko Yoga





# Flagship Partner



"Next Property Group has had a special relationship with Bloomhill for well over a decade, helping raise over \$500,000 through a range of initiatives, including its popular charity auctions.

"I came across Bloomhill through their Patron Raelene Boyle 12 years ago and immediately felt a connection based on my own experiences of cancer. I believe working and giving to the community is really important and also so beneficial for the giver.

"When you have been through cancer several times yourself, it helps you prioritise in your mind what's really important. It gives you compassion and insight and what it feels like for someone else going through their own cancer journey. It makes you really strong as a person."

Loren Wimhurst, founder of Next Property Group

**PICTURED BELOW:** Dr Grant Fraser-Kirk of Fraser-Kirk Plastic Surgery, Lauren Wimhurst of Next Property Group and Judy Wild of Ray White Buderim. Taken at the patron's gala in July.



# OUR LOCATIONS

- Wellness Centre**  
58 Ballinger Road  
Buderim QLD 4556  
(07) 5445 5794
- Distribution Centre**  
11 Kelly Court  
Maroochydore QLD 4556  
(07) 5445 6858



# OUR RETAIL STORES

- Beerwah**  
2/66 Simpson Street  
Beerwah QLD 4519  
07 5494 6371
- Brightwater**  
69-79 Attenuata Drive  
Mountain Creek QLD 4557  
07 5437 7333
- Buderim**  
41 Main Street  
Buderim QLD 4556  
07 5445 2625
- Caloundra**  
87A Bulcock Street  
Caloundra QLD 4551  
07 5491 1911
- Cooroy**  
21 Maple Street  
Cooroy QLD 4563  
07 5370 2991
- Maleny**  
17 Maple Street  
Maleny QLD 4552  
07 5499 9516
- Maroochydore**  
54-56 Aerodrome Road  
Maroochydore QLD 4558  
07 5475 4477
- Montville Marketplace**  
169 Main Street  
Montville QLD 4560  
(07) 5343 6256
- Mooloolaba**  
Shop 1, 121A Brisbane Road  
Mooloolaba QLD 4557  
07 5452 5677
- Nambour**  
56 Hospital Road  
Nambour QLD 4560  
07 5476 1779







# Bloomhill

CANCER CARE

(07) 5445 5794

Gubbi Gubbi and Kabi Kabi Country

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@bloomhillcancercare