

Annual Review

2022-23

**PROVIDING PERSONALISED SUPPORT TO
THOSE TOUCHED BY
CANCER**




Bloomhill
CANCER CARE

bloomhill.com.au

CONTENTS



02

Message from the Chair

04

Message from the General Manager

05

Our Impact

04

Embracing Lived Experience

09

Care Statistics

11

Fundraising & Events

13

Volunteer Impact

The Bloomhill Annual Report 2022-2023 provides highlights for the 2022-2023 financial year only. Our full audited financial reports are available at: www.bloomhill.com.au

Front page image: Be there for Bloomhill Campaign photo including Rachel MacFarlane, Leanne Weyer, Kirsty Fergusson and Michelle Acworth.

Acknowledgement of Country

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



ABOUT

Bloomhill believes in the power of collective action to create meaningful change. Together with our dedicated team, partners, and supporters, we are making a positive impact every day.

Our Why

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

Our Values

We Care; We Honour;
We Empower; We Lead

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 Pillars

Our Pillars of connection, personalisation, sanctuary and guidance symbolise the foundation of Bloomhill, combining our values, aspiration to provide us clear direction on how we achieve our why.

PATRON



Raelene Boyle AM, MBE

We are honoured to have the continued support of our Patron, Raelene Boyle. Raelene's unwavering support and advocacy continues to propel Bloomhill's mission forward. Thank you, Raelene, for being a beacon of strength and hope.

MESSAGE FROM CHAIR, MICHAEL WISE

Throughout what has been a very challenging year for Bloomhill, we as an organisation have remained totally committed to our mission which is “to provide personalised support to those touched by cancer”.

As evidenced by our client support numbers, the demand for Bloomhill’s services continues to grow and be met.

Notably in the year under review:

- Bloomhill supported 535 new clients, an increase of 40% over the last 3 years.
- Maintained an ongoing client base in excess of 1,400.
- Delivered 11,735 episodes of care which continues to increase in line with increases in client intakes.

4,200 people on the Sunshine Coast are receiving a cancer diagnosis each year. Bloomhill currently supports up to 500 of these people annually, which is more than 1 in 10 of the newly diagnosed people attending Bloomhill to receive personalised care through our evidenced-based nurse-led model of care.

Financially, 2022/23 concluded with a significant operational loss.

Therefore, to ensure that as an organisation we have both the capacity and resources to maintain and meet future demand, it has been necessary to make changes to our care delivery model and concurrently pursue an amalgamation with a highly aligned partner.

The amalgamation process is continuing.

Further, it has been necessary to partially scale back a number of activities to minimise expenditure in this context. The professionalism, commitment and dedication of our nurses, therapists, contractors, staff and volunteers during a sustained period of growing demand and ongoing uncertainty is appreciatively acknowledged.

We thank our staff for their dedication, adaptability, and acceptance of additional responsibility. This has come at a time when the source of volunteers across all sectors of the community is less and we at Bloomhill are not immune from that.

MESSAGE FROM CHAIR, MICHAEL WISE

To our existing and new volunteers, thank you for loyalty and support of Bloomhill.

To the retail and fund-raising teams, thank you for your concerted efforts in maximising revenues again this year; particularly in an environment where the economic circumstances of the market within which we operate have been challenging.

Never more than in the last 12 months has the demand on all our people been so great. Your commitment and loyalty to Bloomhill has been so strong; THANK YOU ALL!

In June, our hardworking and loyal CEO Christopher John moved on to a new opportunity and I acknowledge Christopher's contribution to Bloomhill during some very challenging times.

Holly Bicknell, in the new role as General Manager has accepted and embraced the challenge; Holly brings a new perspective to the role and continues to lead the team with care and attention.

I thank my fellow Board Members, including two resigned Members for their commitment to the organisation and the challenges that we have had to deal with.

To our much loved and respected Patron, Raelene, thank you for again for your unconditional commitment, guidance and respect.

Thank you all.

Michael Wise
Bloomhill Chair



BOARD MEMBERS

As stewards of Bloomhill's mission, we are honored to serve alongside an extraordinary team of professionals, volunteers, and supporters. Together, we've navigated challenges, celebrated milestones, and advanced our commitment to providing comprehensive community cancer care.

Through strategic oversight and governance, the Board has worked closely with the former CEO and General Manager to ensure the organisation remains financially sustainable and operationally agile. Our goal is to create sustainable, long-term solutions. We work toward systemic change that will benefit generations to come.

We maintain the highest standards of transparency and accountability. Our financial records are readily available for scrutiny, and we are committed to efficient use of funds, ensuring that the majority of donations go directly toward our mission.

We extend our deepest thanks to every individual who contributes to Bloomhill's success, and we look forward to the journey ahead.



Michael Wise,
Chairperson



Adrian McCallum



Graham Tanis



Lara Higson



Lisa Wilson



Lorraine Ferguson



Jason Hope
(resigned)



Lawson Katiza
(resigned)



Mary Thomson,
Secretary

MESSAGE FROM GENERAL MANAGER, HOLLY BICKNELL

As I reflect on the past year at Bloomhill, I am filled with gratitude for the commitment and resilience of our community. In the face of unprecedented challenges, our clients, supporters and team have stood together, demonstrating the strength and achievement that comes from unity and compassion.



'Our Why' has continued to drive our strategy to continue to identify pressing social issues within our community, leverage data, research and lived experience to inform our approach, ensuring that resources and support is directed where it is needed most. Looking ahead, together we will continue to empower individuals and families impacted by cancer to thrive beyond their diagnosis.

I am truly grateful to the whole Bloomhill family, from our clients and generous donors, to our dedicated volunteers and team members; your support fuels our mission and propels us forward. Thank you.

LEADERSHIP TEAM



Tessa Biddles
Fundraising Lead



Joe Surace
Events Lead



Russell Lindsay
Retail Network Lead



Helen Dunne
Clinical Lead Nurse



Kirsty Ferguson
Clinical Lead Nurse



Tiffany Nissen
Finance Manager

OUR IMPACT

Impact is at the core of everything we do. We measure our success through quantifiable outcomes and qualitative data such as Client quotes to demonstrate the impact personalised integrative care has when delivered in the community setting.

Marlene Blundell

“3 years ago I was diagnosed with a retroperitoneal Liposarcoma that resulted in surgery to remove it, my kidney and various organs, muscles and nerves. While I had no chemotherapy or radiation my recovery was very slow and challenging. I had a new norm. My surgeon could give me no other advice than to find a “good” physio. After a number of months of seeming little progress, my husband showed me information about Bloomhill. I had heard of it but had no idea what was on offer.

The day I had my assessment was the day my recovery gained real purpose and really began. I go to Exercise Physiology twice each week; I participated in an 8 week Mindfulness program that was also life changing and allowed me to take better control of my pain. I accessed a Counsellor and was able to work through successfully, various personal issues. I found Acupuncture helpful in dealing with ongoing pain. I have not stopped my drives up the mountain as a year ago I was diagnosed with breast cancer and had surgery and radiation to treat that. Ryan (Exercise Physiologist) now had another area for me to concentrate on and unfortunately, I am now facing more surgery because of a possible recurrence of the liposarcoma.

The medical support Bloomhill has afforded me has been life changing but it is not merely that. Having a support nurse who knows you and your journey and the compassion, understanding and empathy of the staff makes the journey less lonely, as does the friendships formed with other clients through the different programs. We all have something in common with each other and that concern makes the fight so much more successful.

Bloomhill has become my safe place where I feel supported and valued.”



OUR IMPACT

Cheryl-Lee Spies

"I am a regular at Bloomhill since my cancer journey this year (2023). It gives me a safe place to go and relax. I have always been welcomed with friendly faces and smiles. The garden is beautiful and peaceful to enjoy and find solace.

I have attended Yoga most weeks, Massages, Counselling and Information Sessions. The nurses are always available for a quick word of advice and reassurance for us all.

During my chemo it became my sanctuary where I could come and just be myself. Bloomhill is not like a clinical hospital and this is what I love most."



Narelle Wockner

"My introduction to Bloomhill Wellness Centre was an amazing find after making the Sunshine Coast my new home in 2021.

As a 3 times breast cancer survivor, I am very motivated to maintain good health and fitness so I attend yoga classes weekly with wonderful yoga instructors and have recently begun gym circuit training with a highly trained Exercise Physiologist.

As a client of Bloomhill, I know that the wide range of professional services offered at the Wellness Centre are available to me if required at any time.

I have a 5 year clearance now from my cancer and am feeling fit and strong both emotionally and physically due to the wonderful guidance I have received from the professionals here at the Centre.

Many great friendships have formed with fellow clients since my first visit to the Centre and the staff and volunteers are always welcoming and know your name.

There is so much love, compassion and support for each other that I now feel part of the Bloomhill family. Thank you Bloomhill Wellness Centre."



OUR IMPACT

Clare Mathie

“I was diagnosed with breast cancer in April 2023. It was overwhelming, as I learned about the treatment I was to soon begin. During the early stages of my treatment, I was referred to Bloomhill Cancer Care.

I met with one of the Centre's Nurses who listened as I shared my story. She told me about the services and support available at Bloomhill, not only for me, but for my family.

The team at Bloomhill has provided us with exceptional care, guidance and encouragement at a time when we needed it most.

The team exudes such warmth and positivity and has offered invaluable insights, strategies and advice during each stage of my treatment.

Having them alongside us has been a source of both strength and comfort as we have navigated the past year.”



The Science of Knowing

Bloomhill collaborated with The Science of Knowing to establish intake and satisfaction surveys to measure and analyse the impact Bloomhill has on its community of clients. We compared data from client intake to 3 months and 9 months post engagement with Bloomhill.

Key Findings

- A reduction to psychological distress and anxiety.
- Reduction to feelings of loneliness or isolation.
- Clients reported an overall improvement in their quality of life.

Notable Mentions

- I would recommend Bloomhill to friends, family and colleagues in a similar situation.
- I felt Bloomhill staff understood me and my cancer diagnosis.
- I felt as though I could cope better after receiving support at Bloomhill.
- Bloomhill improved my hopefulness about the future.

EMBRACING THE KNOWLEDGE OF LIVED EXPERIENCE

Lived Experience Advisory Group

We are committed to learning and evolving. This year Bloomhill has continued to actively involve individuals with firsthand experience in the development and delivery of services through the Lived Experience Advisory Group. Meeting monthly, this crucial advisory group has worked collaboratively in various activities, projects, and initiatives. Our goal with our lived experience group is to:

Engage and Empower Experience

By creating a safe space for personal cancer experiences, including both survival and loss, the LEAG ensures that the voices of those impacted by cancer are central to service delivery and broader organisational planning; ensuring that organisational decisions have a meaningful and client-centric impact.

Enhance Cancer Care

Add valuable advice and insights into areas of cancer care where lived experience can significantly contribute to the quality and effectiveness of services and activities.

Encourage Participation in Survivorship and Wellness

By identifying additional ways for Bloomhill to support, encourage, and empower individuals with lived experience to become actively involved in survivorship and wellness.

Guide Operational and Strategic Plans

By providing guidance to Bloomhill in the development and implementation of both operational plans and broader strategic initiatives.

Chatterbox Success

When Bloomhill was seeking advice on improving client connection and mentoring, the LEAG were consulted. This resulted in the creation of “Chatterbox”, informal sessions hosted every fortnight by members of LEAG, supported by a Nurse. Here Clients are invited to join informal conversation resulting in connection, guidance and reassurance for new clients.



STATISTICS

Individual Consultations

Acupuncture	297
Exercise Physiology	294
Dietetics	119
Lymphoedema Management	1515
Massage	537
Psychology & Counselling	1364
Physiotherapy	357
Reflexology	243

TOTAL 4,726

Group Activities

Art Therapy	578
Gym Circuits	2439
Meditation	165
Pilates	96
QiGong	85
Yoga	630

TOTAL 3,993

Nursing

Assessments	299
Reviews & Calls	3384

Episodes of Care

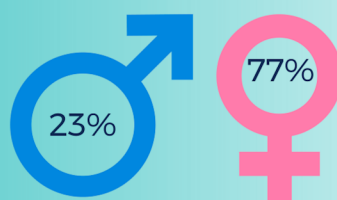
2018-19	4677
2019-20	5049
2020-21	7120
2021-22	8121
2022-23	11,735

New Clients

2018-19	325
2019-20	383
2020-21	493
2021-22	503
2022-23	535

DEMOGRAPHICS

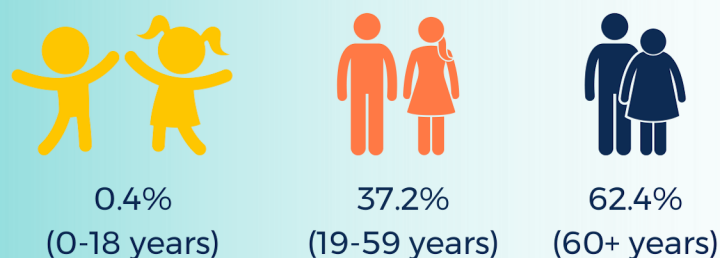
Gender



Location



Age



OUR CARE SERVICES

Effective Programs and Initiatives

We implement evidence-based programs and initiatives designed to address the root causes of the issues we tackle. Our programs are continuously monitored and evaluated to maximise their impact and adapt to changing circumstances.

Community Engagement

We engage with the communities we serve. By listening to their insights and needs, we ensure our programs meet the community's unique challenges.

Inspiring Change Makers

Beyond our direct impact, we aim to inspire individuals to become change makers themselves through education, advocacy, and awareness campaigns.

Acupuncture



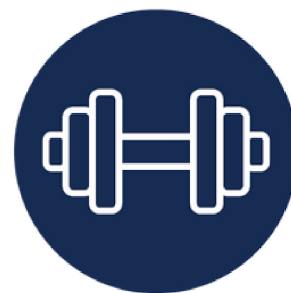
Art Therapy



Counselling & Psychology



Exercise Physiology



Group Activities



Lymphoedema Management



Meditation & Mindfulness



Nursing



Nutrition & Dietetics



Physiotherapy



Touch Therapy



Transport



FUNDRAISING & EVENTS

A total of \$372,465 was raised through donations and fundraising over the 2022-23 financial year, which is a \$47,530 increase on the year prior. Thank you to everyone who has so generously donated and contributed to Bloomhill over the past year.

Highlights

Our Patron's Auction Gala Fundraiser event at Mercedes-Benz Sunshine Coast raising almost \$70,000

Our Mercedes-Benz car raffle raising \$88,890 for Bloomhill and those impacted by cancer with our nursing and therapy car services.

Welcoming Tour De Cure as a new donor supporting our work with \$30,000 towards our core services client education living well with cancer initiatives.

More than 30 smaller community fundraisers raising money in our surrounding communities to help others impacted by cancer with our nursing and therapy car services.

Flagship Partner

Hand Heart Pocket

Major Donors & Sponsors

Apex Foundation • Crosby Foundation • Fraser Kirk Plastic Surgery • Mackellar Group • Sporting Chance Cancer Foundation • Harry & Margaret Reed • Cricks • Shadforths • IGA Market Place • Tour De Cure • 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 • Buderim Tavern • Bundilla Pest Control • Daikin – Perfecting the Air • Evakool • Fresh Meats • Greg Gardner Photography • Hot 91 FM • LendLease • Laserzone Sunshine Coast • Loan Market Coolum 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 G Prosthetics and Lingerie • Todd Whisson • Zenko Yoga



RETAIL & CAFE

Revenue through our op shops, café and markets over the financial year 2022-23 was \$2,229,655 which is a \$275,552 on the year prior. Thank you to everyone who has so generously donated goods and bought from our stores and cafe over the year.

Highlights

In October 2022, we accepted the generous offer of the LendLease team who supported Bloomhill with painting and cleaning at our Brightwater, Cooroy and Nambour shop.

On the 1 July 2022, we rolled out Square across our shops and cafe, a new Point of Sale system helping our team to more efficiently take payment, record sales and report on what's selling.

In April 2023, we were back connecting with the students of University of Sunshine Coast at the first pop up markets of the year raising over \$1097.

We celebrated volunteers Libby Hefferen and Ruth Wise who selflessly undertook the running of our Wellness Centre Cafe. This included buying, preparing, cooking, serving and supporting our cafe customers throughout the 22-23 year. Thank you to both Libby and Ruth who continue to volunteer with Bloomhill.



Our Locations

Wellness Centre Cafe

58 Ballinger Road, Buderim
07 5445 5794

Distribution Centre

11 Kelly Court, Buderim
07 5445 6858

Beerwah

2/66 Simpson Street,
07 5494 6371

Brightwater

69-79 Attenuata Drive
07 5437 7333

Buderim

41 Main Street
07 5445 2625

Caloundra

87A Bulcock Street
07 5491 1911

Cooroy

21 Maple Street
07 5370 2991

Maleny

17 Maple Street
07 5499 9516

Maroochydore

54-56 Aerodrome Road
07 5475 4477

Montville

169 Main Street
07 5343 6256

Mooloolaba

Shop 1, 121A Brisbane Road
07 5452 5677

Nambour

56 Hospital Road
07 5476 1779

PEOPLE

Total volunteer hours: 52,266

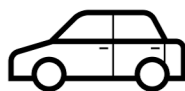
Volunteer Impact



BBQ
472 hours



Cafe
3415 hours



Client Care
2915 hours



Fundraising & Events
1301 hours



Gardening
1568 hours



Jewellery
1635 hours



Maintenance
146 hours



Markets
563 hours



Op Shops
38,883 hours



Wellness Centre
1368 hours

Why Bloomhill

We asked our Volunteers "What word summarises why you volunteer for Bloomhill?" Over 40 volunteers happily shared their experiences. Thank you to all of our volunteers who selflessly supported Bloomhill this year.



PEOPLE

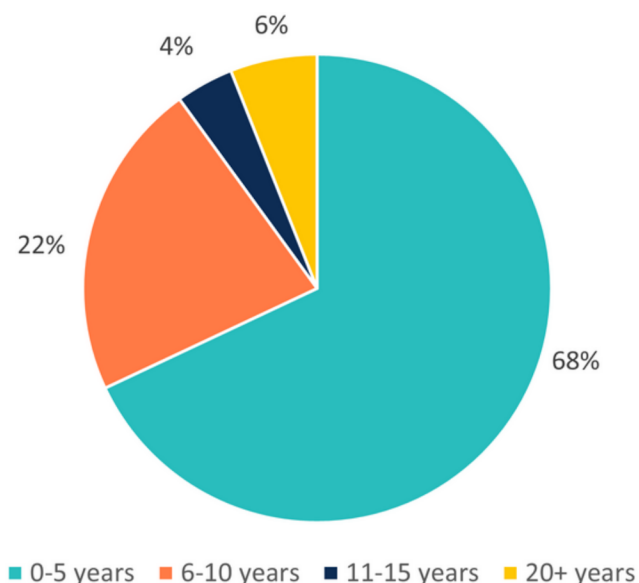
Employee Impact

At Bloomhill, we take immense pride in our team, where we have fostered a caring, inspiring and motivated culture resulting in strong employee tenure.

This year we celebrated the long service of our team and that 10% of our employees have been with us for over 10 years.

This tenure ensures that our clients and customers receive consistent, high-quality care and service from experienced professionals who are deeply committed to our mission.

Celebrating Employee Tenure



Volunteer & Wellness BBQ Breakfast, May 2023





Bloomhill

CANCER CARE

58 Ballinger Road, Buderim QLD 4556

PO BOX 319, Buderim QLD 4556

www.bloomhill.com.au



@bloomhillcancercare