

AUSTRALIA
CAMPAIGN
REPORT
2009



CONTENTS

Partners
and supporters
Page 78



Ambassadors
Page 48



Making
a difference
through funding
Page 14



The Australian
campaign
Page 10



This Campaign Report has been designed to sit alongside and compliment the Global Financial Annual Report. Together, they provide a full overview of all elements of the campaign. Additional Campaign Reports for other countries and the Global Financial report can be downloaded at www.movember.com





VISION TO HAVE AN EVER LASTING IMPACT ON THE FACE OF MEN'S HEALTH

Mission

Through the power of Movember, we will:

- 01 Get men to grow moustaches.
- 02 Encourage men to proactively manage their health.
- 03 Remove the stigmas associated with men's health issues.
- 04 Achieve breakthroughs that will move the global research community closer to finding better outcomes for men's health.

We will achieve this by:

- 01 Creating an innovative, fun and engaging annual campaign that 'cuts through', raising funds and awareness.
- 02 Operating a best practice charity through the smart use of technology, innovative marketing and low cost to fundraising ratios.
- 03 Working with our beneficiary partners to deliver the best possible outcomes.

Values

Fun

We will work to make every part of the campaign fun and simple.

Humble

We have a humble attitude and approach to everything we do.

Personal

We will treat every Mo Bro and Sista personally and with the ultimate respect.

Accountable

We are accountable and transparent. We will strive to exceed best practice cost-to-fundraising ratios.

Outcomes oriented

We will work with our beneficiary partners to deliver the best possible outcomes from the funds we raise.

Innovative

A new idea. We create new ways to do things that are useful for those around us. We are born from a revolutionary change in thinking, product, process and organisation.

Caring

We always consciously endeavour to understand the people and issues that surround us.

ABOUT MOVEMBER

The Movember Foundation was co founded by Luke Slattery, Travis Garone, Adam Garone and Justin Coghlan in 2004. The Foundation is a not for profit organisation dedicated to having an everlasting impact on the face of men's health. Movember started in Australia and has since grown to a global movement, running official campaigns in Canada, the United Kingdom, Ireland, United States of America, New Zealand, Spain, the Netherlands, South Africa and Finland.

The idea of Movember came from a conversation between Luke Slattery and Travis Garone the year before the Foundation was established. Luke and Travis were watching the world go by and critiquing the comeback of fashion trends from the past when the question was raised, why no return of the moustache?

Both felt that the Mo could do with a revival. So, with the seed of an idea, Luke and Travis talked a couple of mates into growing a moustache for one month and with that, Movember was born. In 2003, just 30 Mo Bros took part. The rules were simple; start on Movember 1st clean shaven and spend the remainder of the month growing a Mo. No money was raised; the idea was simply to see who could grow the better moustache.

It wasn't until 2004, having been overwhelmed by the conversations prompted by the previous year's growth, that the founders decided to develop the idea into a cause that gave birth to the Movember Foundation. Having recognised that men, unlike women, were lacking a way to engage in their own health issues, they saw an opportunity to attach a purpose to growing a Mo, and began to look for a cause for which they could raise a bit of money and awareness in 2004. Together, they came across the Prostate Cancer Foundation of Australia (PCFA) representing a health issue about which very little was known at the time.

In 2004, 450 Mo Bros took part and got their mates, friends and families to sponsor the growth of their Mo's and, to everyone's surprise, they raised \$55,000. It was the largest single donation the PCFA had ever received. It was at this point that the original Mo Bros realised that the moustache could be Movember's badge, our catalyst for conversation and one which would effectively turn each Mo Bro into a walking billboard for men's health, whilst allowing them to have a laugh with their mates.

The Movember campaign continued to grow and in 2006, the Foundation was in a position to take on a second men's health partner in Australia, *beyondblue - the national depression initiative*. It was clear that depression was another silent illness affecting many men in Australia and it was a cause battling to receive sufficient levels of awareness, understanding and funds.

Today, Movember takes place around the world. Motivated and inspired by what was happening in Australia, a further nine countries now embrace the Mo in an official capacity each November.

In addition, Movember is aware of Mo Bros & Sistas supporting the cause right across the globe, from Russia to Dubai, Hong Kong to Denmark and everywhere in between.

Movember will continue to work to change established habits and attitudes and make men aware of the health risks they face, thereby increasing early detection, diagnosis and effective treatment. More importantly however, Movember's success will remain with its ability to stay true to its origins, mates and moustaches, which is how it all began.

Timeline

2003

The Movember idea was born.
Australia
30 participants
No money raised

2004

The Movember Foundation was created
Australia
450 participants
\$55,000 raised

2005

Australia
9,315 participants
\$1.2m raised

2006

Australia, New Zealand
55,511 participants
\$9.3m raised

2007

Australia, New Zealand,
Spain, UK, Canada
and US
134,131 participants
\$21.5m raised

2008

Australia, New Zealand,
Spain, Canada, US, UK
and Ireland
173,435 participants
\$29.7 million raised

2009

Australia, New Zealand,
Canada, US, UK,
Ireland, Spain, South
Africa, Finland,
Netherlands, Czech
Republic
255,722 participants
\$42,757,053 raised

Taking part

01

Once registered at Movember.com each Mo Bro must begin the 1st of November with a clean shaven face

02

For the entire month of Movember, each Mo Bro must grow and groom a moustache according to these rules:

There is no joining at the sideburns, this is a beard

There is no joining at the bottom of the chin, that is a goatee

A small complimentary growth under the bottom lip is allowed (aka a tickler)



One fine moustache: an image is worth a thousand words

Profiles

The Mo Bro

There were 128,000 registered Mo Bros in Australia in 2009, all of whom were vital to the campaign's success. There was a healthy mix of both old and new Mo Bros supporting the cause.

Research we've carried out indicates that their motives for participating seem to influence the degree to which their behaviour changes, in terms of researching health issues, seeing a doctor and openly discussing their health. Those who grow a moustache, citing Movember's cases as their motivation, are the most active but even those grow one just for fun, still engage in positive outcomes and have a heightened sense of awareness.

The Top four highest Mo Bros raisers in Australia in 2009 were:

Kurt Fearnley (NSW)	\$39,272
Sorrell Watson (WA)	\$18,874
Ryan Dando (WA)	\$15,588
Bryan Singh (NSW)	\$14,875

Our research shows that there are three main reasons driving our Mo Bros to get involved:

Fun

This comes from comparison with friends, reactions from people they meet, the friendly conversation and the banter in which they engage.

Sense of togetherness

Growing a moustache urges male friends and colleagues to join the cause while forming a sense of togetherness.

For a good cause

Our cause provides the validation for doing something they would otherwise find it difficult to justify.

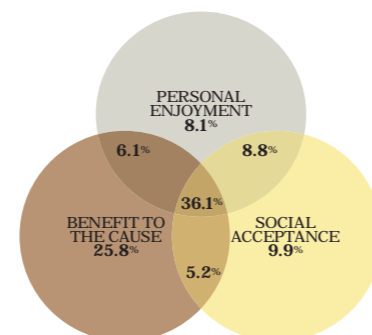
I am actually recovering from depression really well, just weening off the meds now, and eager AS to share my story, raise awareness and be able to help and encourage guys going through the same thing, cos as we both know there are soooo freakin' many of them!

If there's anything at all I can do to assist you and your team, please let me know.

Thank you for what you and the Movember team do, you guys are awesome!
2009 Mo Bro, Dean



The seven motivation segments of Mo Bros



Over 128,000 Mo Bros: sharing the fun, sense of togetherness and a good cause to support

The Mo Sista

In recent years there has been a steep rise in the number of women supporting the cause. Last year there were 9,314 registered Mo Sistas in Australia.

And, whilst Movember may seem to be just for the boys, our Mo Sistas are an integral part of Movember. They play an important role: they are the organisers and supporters.

The Sistas show their support by:

01

Registering as a team captain and recruiting a team of Mo Bros

02

Organising an end of month party

03

Helping their Mo Bros raise awareness and donations

04

Celebrating with Mo Bros at the Gala or Mo Partés

I think this initiative is fantastic!!! Wish I'd known about it for the past 5 years, but am now a Mo Sista and recruiting more and more Mo Bros daily. No-effort super fun way to raise cash. Well done to everyone who works on this!

2009 Mo Sista, Rohana

—

Our Donors

There were 498,231 individual donations in Australia in 2009, with the average donation being \$42. Over 60% of our donors were women, proving how vital their role is in our continued success.

Why they donate to Movember

01

A friend, family member or colleague asked them to donate on their behalf

02

Want to support Movember

03

Have had a personal experience with prostate cancer and/or depression.

Mo Team

There were over 18,500 teams in 2009, all of whom raised incredible amounts for our men's health partners. Teams ranged in size from two to 500. The top 10 fundraising teams were:

Macquarie Group Sydney

PWC Sydney

Wholesale Banking

Team EnergyAustralia

Rio Tinto

Team moVHAmber

Pfizer Australia

Hamilton Island Mo Bros

Crawling Mokoda

Right Mo, Right Place, Right Time



Top
Gin Wigmore:
Mo Sista leading the way

Bottom
A Mo Team based in the
Middle East takes the time
to be a part of Movember

THE 2009 AUSTRALIAN CAMPAIGN



This year's campaign once again surpassed our expectations, giving Australia its most successful year to date in terms of participation figures and funds raised. This success was also mirrored around the world.

There were 127,893 registered participants in Australia in 2009; who, together, raised a staggering \$21,018,129 for our men's health partners, the Prostate Cancer Foundation of Australia and *beyondblue* – the national depression initiative.

This is an exceptional outcome and one which all Mo Bros, Sistas, donors and our men's health partners should be incredibly proud. The level of men's health awareness raised by this campaign was higher than in any previous year. With the support and help of many Australians, Movember 2009 achieved some true highlights in terms of awareness-raising.

Some notable examples include:

- 01** Australia's largest band Powderfinger signing on as official ambassadors
- 02** Helicopters sporting moustaches
- 03** The inaugural Movember Men's Health Round
- 04** Fosters donating their sponsorship on the Kangaroos team jumpers for an international against France
- 05** West Australia's Opposition Leader, Eric Ripper, growing a Mo
- 06** Paralympian, Kurt Fearnley, crawling the Kododa trail with his Mo
- 07** Brisbane and Northern Territory Parliament houses sporting giant moustaches
- 08** The formation of Movember's largest ever team – 500 WA policemen

The united efforts of many ensured that Movember 2009 was an exceptional year.

2009 at a Glance Key Statistics

Participation	2009	2008	Growth %
Total Participants	127,893	124,621	3%
Total Mo Bros	119,195	118,685	0%
Total Mo Sistas	8,698	5,935	57%

Funds raised	2009	2008	Growth %
Funds Raised by Mo Bros/Sistas	\$21,018,129	\$18,652,278	13%
Average Raised Per Mo Bros/Sistas	\$164	\$149	10%

Awareness	2009	2008	Growth %
Unique Visitors to Website	1.34 million	0.83 million	62%
Page Views	14.30 million	8.02 million	78%
Media Hits	5,500	4,359	26%
Total Emails Sent	1,120,245	921,412	22%
Campaign Advertising Media Value	\$2.80 million	\$2.12 million	32%



Mo Bros from all over Australia, from all walks of life and from all professions, showed their support for November in 2009



MAKING A DIFFERENCE THROUGH FUNDING

To date, the Movember campaign has raised \$104 million globally for men's health, which is something the Movember Foundation and its men's health partners are incredibly proud to communicate.

It is through our men's health partners that the fundraising efforts of the Movember community are put to work in research and support programs that will have an everlasting impact on the face of men's health. Each of our partners around the world is a partner in the true sense of the word and we invest significant time and effort into building strong, solid working relationships with them.

It therefore goes without saying that the selection of these partners is incredibly important and we take that responsibility seriously. We make sure that in each case they are the most responsible and effective organisation in their country.

In Australia, Movember supports the Prostate Cancer Foundation of Australia and *beyondblue* – the national depression initiative.

MOVEMBER AND BEYONDBLUE

DEPRESSION
IN MEN
IN AUSTRALIA
LEONIE YOUNG
CEO

beyondblue – the national depression initiative is proud to work with The Movember Foundation to raise awareness about depression, anxiety and related disorders, and to encourage men to talk about these conditions and seek help for themselves or their mates.

Movember is a fantastic awareness and fundraising event, made possible by the thousands of Mo Bros and Mo Sistas who take part each year. The funds raised by Movember for *beyondblue* are dedicated to supporting projects aimed at improving men's health and well-being in rural, remote, regional and metropolitan areas across Australia.

The Movember campaign is also a great way to get both men and women talking about depression and anxiety in men, reducing the stigma and increasing recognition of the illness and its impact.

In Australia, depression affects over a million people each year, and anxiety affects more than two million. While women have higher rates of depression and anxiety, men are less likely to talk about feeling depressed, less likely to seek help, more likely to turn to alcohol or drugs to try to make themselves feel better and are at a higher risk of suicide.

Around one in eight men in Australia will experience depression in their lifetime, and one in four men will experience an anxiety disorder. If it's not you, it could be someone you know – a mate, co-worker, partner or family member.

Depression is more than just a low mood – it's a serious illness. While we all feel sad, moody or low from time to time, some people experience these feelings intensely, for long periods of time and often without an obvious reason. People with depression often find it hard to function every day, are physically unwell and may no longer feel like participating in social or sporting activities they once enjoyed. However, effective treatments are now available and with the right treatment, most people recover.

When *beyondblue* was established 10 years ago, our aim was to create a national voice to raise awareness of depression, anxiety and related disorders in Australia, and reduce the associated stigma.

Recent research conducted by *beyondblue* found that people's awareness of depression is growing, attitudes towards depression are improving and importantly, awareness among men has increased significantly. More men are becoming aware that depression is a major mental health problem; and among men who have experienced depression, more are seeking help.

In 2009, more than half of the men surveyed (54 per cent) were able to identify depression as a major mental health problem. This is a significant increase, from 41 per cent of men in 2002. In 2009, 82 per cent of men who had experienced depression sought help however five years earlier, in 2004, that figure was 76 per cent.

While it is clear that good progress is being made, there is still much work to be done. It is vital that our efforts are strengthened and that our work continues. In late 2008, the *beyondblue* Board made the decision to extend *beyondblue*'s work for a further five-year term, to 2015. *beyondblue* also has the ongoing support of the Federal, State and Territory Governments to continue.

With this, and with the assistance of funding provided by Movember, *beyondblue* continues to raise awareness and provide support for men and conduct a broad range of initiatives, programs and projects for men's health – from the *beyondblue* 24/7 info line; to Men's Sheds and Spaces; to programs in sport, rural areas and Indigenous communities and access to free resources. You can read more about these initiatives in this annual report or our website www.beyondblue.org.au

On behalf of *beyondblue*, I thank The Movember Foundation and all the marvellous Mo Bros and Sistas, for their support and generosity and I look forward to seeing what we can achieve together in 2010 and beyond, together opening eyes to depression across Australia.



Summary of how Movember funds are being used by *beyondblue*

The Movember Foundation committed \$8,135,629 each to *beyondblue* and Prostate Cancer Foundation of Australia (PCFA) from funds raised in the 2008 Movember campaign.

With the assistance of Movember funds, *beyondblue* supported the following initiatives, programs and projects with the aim of helping to raise awareness of depression, anxiety and related disorders in Australia, provide information on available treatments and where to get help, and to reduce the associated stigma.

01 The *beyondblue* info line

The info line is *beyondblue's* national telephone service, which provides callers with information about depression, anxiety and related disorders, and referrals to relevant services.

The *beyondblue* info line was initially established to support men in rural areas and has since expanded to support men and women across Australia. It now operates 24 hours a day, seven days a week, providing valuable support to people seeking help and information. The *beyondblue* info line receives more calls from men than any other helpline in Australia, except Mensline.

Between January 2009 and April 2010, the *beyondblue* info line provided information, assistance and referrals to more than 61,000 callers. The demand for the service continues to grow, and with the support of funds raised by Movember, *beyondblue* is able to continue to provide this important service for people Australia-wide:

—
James, a wheat farmer, wanted to pass his thanks onto the *beyondblue* info line – he is managing his depression and feeling positive about life. He wants all to know what a valuable service is being run.
beyondblue info line

—
Paula, a mother of three from Queensland called to pass on her heartfelt thanks, and a hug to the counsellor she spoke to. The counsellor advised Paula to get her husband to drive her to the hospital, after she disclosed thoughts of suicide, and Paula believes this saved her life. She is now doing much better, and is so grateful to *beyondblue* and the service it provides.

beyondblue info line

—
Names have been changed to protect privacy.

02 Supporting rural communities

While depression and anxiety can affect anyone at any time, people in rural areas face additional challenges, such as isolation and lack of access to services. Funds raised by Movember also go towards *beyondblue's* Don't beat about the bush! Campaign, which aims to raise awareness of depression, anxiety and related disorders in rural communities and provide information on where to get help and access to services.

Campaign initiatives have been implemented through various programs and activities in rural communities across Australia, including:

02.1 Establishing hundreds of *beyondblue* information stands ('blueys')

beyondblue has set up over 350 *beyondblue* information stands in businesses and organisations across country Australia. These sites provide free information books, fact sheets and DVDs on depression and anxiety, and are promoted actively through the Mental Health Drought Initiative, the Good Sports, Good Mental Health program, Men's Sheds and Disaster Bushfire programs. The information stands are located in places displaying Don't beat about the bush! stickers in shopfront windows, and are marked on the Australian Rural Information Network map.

02.2 Launching the Australian Rural Information Network map

The Australian Rural Information Network map is an online map which was developed to help people in rural areas find local support services, government agencies (such as Centrelink) and *beyondblue* information sites. The online map is continuously updated to provide greater access to mental health information and relevant support services. The Australian Rural Information Network map can be found at www.beyondblue.org.au and lists over 3,000 key services.

02.3 Providing over 100 training sessions

Movember funding has supported the delivery of 106 *beyondblue* Rural Workforce Training sessions to businesses and organisations in rural Australia, and the dissemination of over 500,000 drought-specific resources to affected communities.

03 Partnering with the Prostate Cancer Foundation of Australia

Research has found prostate cancer survivors are twice as likely to develop depression or a mental health problem when compared to other men in the community. In light of this, and the Movember partnership, *beyondblue* and the Prostate Cancer Foundation of Australia (PCFA) are working together to raise awareness of depression and anxiety in men diagnosed with prostate cancer, and their partners. Key achievements include:

03.1
Delivering depression and anxiety awareness training sessions across Australia to PCFA ambassadors and support group conveners

03.2
Holding *beyondblue*/PCFA community forums on prostate cancer and depression

03.3
Developing information materials on depression and anxiety, tailored specifically to assist men with prostate cancer and their partners, including Maintaining your well-being: Information on depression and anxiety for men with prostate cancer and their partners

03.4
Commencement of a pilot prostate cancer telephone support group program

04 Supporting Indigenous communities through Save a Mate Our Way

The Save a Mate Our Way project provides support to remote Indigenous communities, helping them to build on existing community strengths and to address key social and emotional well-being issues within the community.

The project is part of a three-year partnership between *beyondblue* and the Australian Red Cross. The main aim is to use peer leadership, support and training to help communities respond better to issues affecting young people, including depression, anxiety, violence, alcohol and drug use.

Young Aboriginal men and women have been engaged as mentors and project champions. Save a Mate Our Way also involves participation from a range of local volunteers including community Elders, young people and staff from local Aboriginal and non-Aboriginal community-based organisations.

To date, a range of programs and activities, specific to each community's unique needs and strengths, has been implemented in schools, youth clubs, family and youth camps, leadership groups and young parent support groups in remote Indigenous communities.

05 The Good Sports, Good Mental Health – Build Your Game program

Established as a partnership between *beyondblue* and the Australian Drug Foundation, the Good Sports, Good Mental Health – Build Your Game program focuses on promoting awareness of depression and anxiety among men belonging to sports clubs. Awareness-raising activities include 'Blue Round' tournaments and mental health awareness training for sports club members.

With the support of Movember funding, the program has been implemented across 530 sports clubs in New South Wales, Victoria and Tasmania.

06
Supporting Men's Sheds and Spaces

A Men's Shed or Space is a place that men get together to socialise, talk, make friends, and learn and share skills. With support its Movember funding, *beyondblue* is working to raise awareness about depression and anxiety in Men's Sheds; pilot Indigenous Men's Sheds/Spaces; and launch a Virtual Men's Shed, to provide even more men with greater access to the benefits of Men's Sheds.

06.1
Raising awareness in Men's Sheds across Australia
Initiatives include providing more than 4,000 *beyondblue* information kits to 320 Men's Sheds, and holding depression awareness training for Men's Shed leaders and facilitators. The three-hour training workshops, presented by *beyondblue*-accredited trainers, focus on depression in men, and what can be done in Men's Sheds by men to assist their mates.

06.2
Creating Indigenous Men's Sheds/Spaces – Mibbinbah
The Mibbinbah project has seven Indigenous men's places across Australia. Mibbinbah means 'men's place'. To date, Mibbinbah camps and workshops have been successful in bringing Aboriginal and Torres Strait Islander men together to speak openly about their mental and physical health; helping to decrease the stigma associated with depression and anxiety, and encouraging Indigenous men to seek help.

Another key focus of the project is to provide employment and training to Indigenous men, including training in leadership, community communication, media, computer and internet skills. Based on the success of the pilot project, *beyondblue* and Mibbinbah are exploring opportunities for an ongoing, long-term partnership.

Mibbinbah founder Jack Bulman says, "It's great to see so much happening in the area of men's health. The funding that Mibbinbah receives from Movember via *beyondblue* allows us to create these much needed 'safe spaces' for Aboriginal and Torres Strait Islander men – for empowerment, education, celebration and training but most importantly to regain their rightful place in society, whatever that may be."

06.3
Virtual Men's Shed
The Virtual Men's Shed project will provide an online community forum for men to get together – as they do in Men's Sheds and Spaces – to discuss interests and hobbies, as well as providing information about men's health and well-being and where to get help.

The aim of the Virtual Men's Shed project is to reach broader groups of men, who may be isolated or unable to visit a Men's Shed. The Virtual Men's Shed is due to be launched in November 2010.

07
Providing free information materials on depression and anxiety in men

beyondblue has developed a range resources for men, focusing on depression, anxiety and staying well. All information materials are available free of charge to download or order from the website (www.beyondblue.org.au) or order by calling the info line 1300 22 4636. Resources include books, information cards, fact sheets, wallet cards, and a men's health and well-being magazine, A whole new ball game.

Movember funding contributes to printing two books: Dr John Ashfield's Taking Care of Yourself and Your Family; and Men and Separation, developed by *beyondblue*, Crisis Support Services and Relationships Australia (Victoria). Both resources provide practical information and advice to men and are available free from *beyondblue*.

In addition, an audio book of Taking Care of Yourself and Your Family is currently in development with Vision Australia.

08
Funding research

beyondblue is supporting a number of researchers investigating the link between depression and men's cancers (testicular and prostate cancer), and developing effective interventions to improve the mental health and well-being of both men with cancer and their partners.

In addition, *beyondblue* has partnered with the Hunter Medical Research Institute (HMRI) to focus on men's depressions in rural communities.

09
Delivering awareness training session to Movember workplaces

To help raise awareness of depression and anxiety in the workplace, *beyondblue* offers workplace training sessions to Movember supporters and work places. In 2009, *beyondblue* held training sessions in 27 Movember workplaces across Australia.



CASE STUDY
MARK CABLE
MOVEMBER
AND
BEYONDBLUE
AMBASSADOR



Left
 Mark Gable on day 17 of Movember

Below
 Mark Gable (second from left) at the Movember Launch in Sydney with Movember co-founders Luke Slatery and Travis Garone



Mark Gable, lead singer/songwriter with legendary rock band The Choirboys has maintained an enviable career in the cut-throat Australian music industry since the 1970s.

Most Aussies would know him best for the 1987 hit song Run to Paradise – which is still a Friday night favourite in pubs across the country.

More recently, Mark has become an ambassador for *beyondblue* and joined up as a Mo Bro for the 2009 Movember campaign.

Mark has experienced two bouts of depression during his career and had a drinking problem which led to an eventual diagnosis of clinical depression. He believes his experience is not uncommon in the music industry, but is easy to hide under the guise of leading the stereotypical booze, drugs and rock 'n' roll lifestyle.

In 1994, Mark's marriage ended and he embarked on a determined course of self-destruction. While all men react differently after divorce, he hit the bottle and began to live a 24/7 party lifestyle.

"I came out of this relationship and felt an enormous sense of release and freedom to do whatever I wanted. I felt a total lack of responsibility – I could drink, take drugs, stay up all night," Mark, now 58, said.

"I hardly drank before I was 44, but when the marriage broke up that's when I started. I felt it was my right as a rock and roller. I had no idea the consequence would be depression."

Four years later, in 1998, the late nights and excessive booze caught up with him and Mark decided to clean up his act.

"I broke up with my girlfriend at the time and it occurred to me that I had to get myself together. I had been starting to feel more and more depressed, and on it went until I went into total collapse. I stopped drinking alcohol and coffee and fell into a severe depression, which I tried to treat with natural remedies.

"I started to eat well, exercise and get fit, but the amount of pressure I put on myself to succeed worsened the depression. When it really hit me about two months later, it was severe. I would spend every moment by myself doubled up crying, in emotional agony."

This first episode was triggered by a simple disagreement with a radio colleague.

"I was trying to correct my life and this was the first real confrontation I'd had outside the particular world I was living in. When it finished, I went into shock. It was so severe, I was walking around Bondi Junction for hours in a daze. Then it progressed to the point where I went into a total collapse – all of this happened over a few days.

"I was really shocked I felt this way because I had led a charmed life. I was born in a time where we'd never experienced major wars and I'd never experienced any hardship economically or personally. Even when my parents died, it didn't have the impact on me that this did. I had no idea what it was and I couldn't understand why I was experiencing something that I couldn't control.

"That September it really hit and by the end of the year, I was seeing a psychiatrist. It was starting to get a little more in control or I was at least getting used to living with it. I didn't want to go on medication because I was terrified of it. I thought it was a sign of weakness, that it was beneath me, that if I took it I would be a failure."

After getting regular counselling, life began to improve for Mark – who at this stage was still flying around the country to play gigs. It was smooth sailing for many years, until about seven years later, mounting personal problems with his relationships and his career took their toll.

"Eventually, I gradually started to drink again. I started to feel more and more depressed again," he said.

"In 2005, I went on a massive bender over a long weekend. I woke up on the second day that weekend with a full bottle of wine next to the bed. I skulled it and went out partying that day and all night. When I woke up the next day, I knew I was more than hung over, that something else was wrong. I knew I couldn't drink anymore and I haven't had a drink since."

Three days later, Mark was on a plane to a gig in Perth, when he was struck by overwhelming sadness. He began to cry in his seat and excused himself to go to the restroom. Looking in the mirror, his own reflection appeared so ugly, he hardly recognised himself. Thoughts of suicide crossed his mind. The next morning, after the show, he hit rock bottom.

"I can honestly say the gig was dreadful. It was the worst show I've ever done. When I woke up the next morning, I was convinced I had to kill myself because the emotional pain was so excruciating. I've had a broken leg, I've smashed my knee on stage, but this pain was so severe, there is nothing to compare it with. It becomes physical, it's agonising and you can't control it. So one gets to the point where they think 'I have to remove myself from life in order to stop this pain!'"

Instead, Mark rang the *beyondblue* information line (1300 22 4636). He had seen a high-profile *beyondblue* ambassador on a morning chat television show a week earlier talking about his experience of depression. He realised this was what he had experienced in 1998.

The *beyondblue* info line operator took Mark through a depression checklist and recommended he see a General Practitioner, who diagnosed him with depression and prescribed antidepressants. After a short period of trial and error with medication, Mark found the right one for him.

"Without the medication I would've been dead. My recovery was a very long process, it took months and I can remember being on the plane back to Sydney and thinking 'I just want the plane to crash'.

"So the healing process was very long. I had lots of counselling, lots of good food, fruit and vegetable juices and exercised and continued with the medication."

Mark now keeps himself well by practising Cognitive Behaviour Therapy, going on regular walks and keeping his body free of drugs, alcohol and caffeine. He is still on medication, but a smaller dosage. He wants to set an example for musicians in particular because he believes mental health problems are rife in the music industry.

"In hindsight, the major thing I would've changed is when things didn't go well career-wise and marriage-wise, instead of starting drinking and taking drugs, I would've said 'This is tough, let's work through it'.

"I think life is a lot easier now I've worked through my depression. I have a realisation of who I am and what I want. They say you're only as good as your last show. Well, mine was last Saturday and it was fantastic!"

For information about depression, anxiety and related disorders problems, available treatments and where to get help, visit www.beyondblue.org.au or call the *beyondblue* info line on 1300 22 4636.

CASE STUDY
MIBBINBAH –
MOVEMBER
FUNDED
PROGRAM
SUPPORTING
INDIGENOUS
MEN'S HEALTH

Mibbinbah, which means 'men's place', is an initiative developed by the Co-operative Research Centre for Aboriginal Health. Mibbinbah is supported by *beyondblue*, with funds raised during the 2007 and 2008 Movember campaigns contributing to the initiative.

Mibbinbah has seven sites across Australia, from Darwin in the Northern Territory to Warrnambool in Victoria. The sites are used to hold camps and workshops for Aboriginal and Torres Strait Islander men, with a focus on spirit healing, empowerment and celebration, as well as education and training.

Founder Jack Bulman says Mibbinbah creates a safe space for Aboriginal and Torres Strait Islander men to speak openly about their mental and physical health. It also provides a place for Indigenous men to learn more about their health, and receive information and resources to improve and maintain good health and well-being.

Jack explains: "Mibbinbah started off as a research pilot program three years ago. The pilot program concentrated on identifying the important characteristics of Aboriginal and Torres Strait Islander men's spaces, and what makes them accessible and effective. We have found that when the lads felt safe in these spaces, they begin to talk about their health concerns and issues."

From this, men's spaces were developed to enable Aboriginal and Torres Strait Islander men to meet and discuss issues of concern to them. They are a proven way of enabling men to explore depression and anxiety in an environment that is free of stigma. As a result of these safe spaces, Jack says the men who attend Mibbinbah camps begin to feel safe and start communicating about mental health.

"The breakthrough came a few years ago when *beyondblue* facilitated a depression and anxiety session at one of the camps. The session focused on how common depression and anxiety are and emphasised that these conditions are illnesses that you need not be ashamed of. When these points were raised there was a collective sigh from the lads. The fellas had always thought that because they're men, they couldn't talk about that sort of thing. But the *beyondblue* session made them realise that depression is a common illness and there are ways to get through it. It really normalised depression and anxiety so it wasn't frowned upon."

By identifying and addressing common factors affecting Aboriginal men, such as racism, trans-generational trauma, loss of culture, identity and land, Mibbinbah seeks to take steps to support men with their journey.

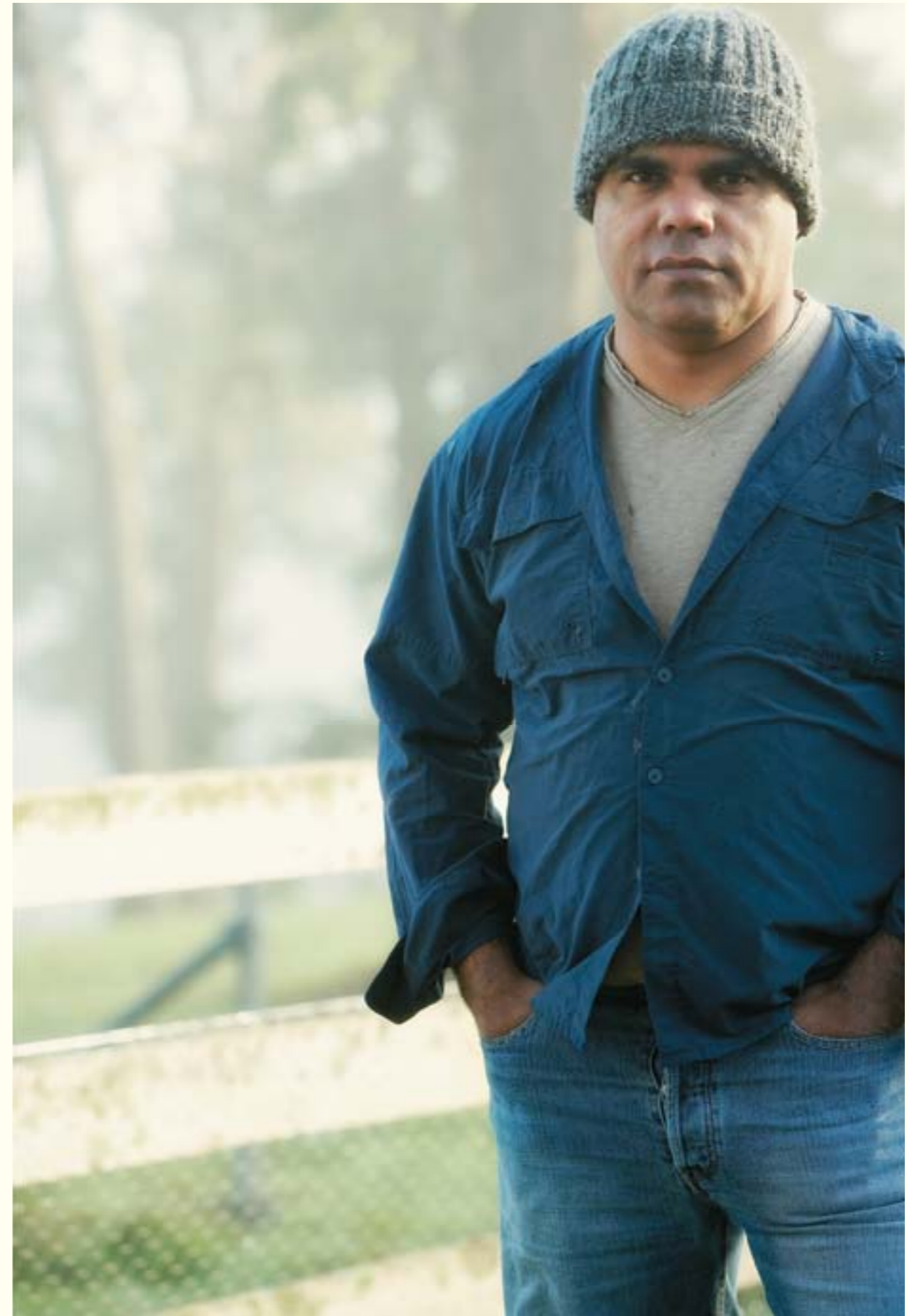
Jack says that one of the most rewarding connections is the relationships that have been established between the older and younger generations of Indigenous men.

"A big issue in Indigenous communities is a lack of male role models. Through our work with school groups we have seen the relationships between the younger lads and the older fellas grow. Trust is established and the younger ones get to have a yarn about what is impacting on their lives. Mibbinbah is creating a network of mentors for these young lads while at the same time allowing the older fellas to reignite their lives and feel like they have some rightful place in society, where they feel needed – and that is absolutely priceless."

A key feature of the Mibbinbah program is the focus on training Aboriginal men to be project workers for the camps. Part of the role of a project worker is to research the capacity of the men's groups to work across a range of chronic illness issues, in particular depression. Each site employs a project associate through a local Indigenous association who facilitates the camps and the space.

"It's great to see so much happening in the area of men's health. The funding that Mibbinbah receives from Movember via *beyondblue* allows us to create these much needed 'safe spaces' for Aboriginal and Torres Strait Islander men – for empowerment, education, celebration and training but most importantly to regain their rightful place in society, whatever that may be," concludes Jack.

Mibbinbah has been developed and deployed under the joint leadership of Jack Bulman, and Rick Hayes, leading researchers in health promotion for both Aboriginal and Torres Strait Islander and non-Indigenous men's spaces.



By identifying and addressing common factors affecting Aboriginal men, such as racism, trans-generational trauma, loss of culture, identity and land, Mibbinbah seeks to take steps to support men with their journey



CASE STUDY
MEN'S SHEDS –
MOVEMBER FUNDED PROGRAM

Men's Sheds are springing up all around Australia – but with a modern twist. Today's Men's Shed is an updated version of the shed in the backyard that has long been a part of Australian culture.

Take a look inside a Men's Shed, and here's what you could expect to see: men restoring furniture, or perhaps bicycles for a local school; maybe making Mynah bird traps; fixing lawn mowers or even making a kid's cubby house for a charity raffle. You might see a few young men working with the older men, learning new skills and maybe also learning something about life from the men they work with. You will see tea-bags, coffee cups and a comfortable area where men can sit and talk. You will probably also see an area where men can learn to cook for themselves or they can learn how to contact their families by computer.

A Men's Shed is a place where men come together to socialise, network, make friends, learn and share skills. Typically men undertake a wide variety of different activities in Sheds – like the examples listed above. The Sheds also provide a safe space where men feel confident in an environment that encourages conversation and sharing of information and knowledge.

beyondblue is promoting awareness of depression, anxiety and well-being through community-based Men's Sheds and has developed a Men's Shed Kit, which includes information about depression, how men can get support for themselves or their mates, DVDs and self-help resources. With the help of Movember funds, *beyondblue* has supplied kits to over 320 Men's Sheds throughout Australia.

Project Officer with the Lane Cove Men's Shed in New South Wales, Ruth van Herk, has been involved with Men's Sheds for 12 years and has watched the Sheds grow from a small community idea to a national association.

"What started as a small community project has now turned into a national initiative with over 400 Sheds throughout Australia representing 30,000 men. The concept of a community shed and workshop, where men have access to tools, support and a great environment, is an amazing idea and one which had been very successful."

Ruth says the genius of any Men's Shed is the gathering of the men, the camaraderie, and fact that the men start relaxing and speaking to each other about mental and physical health concerns.

"The men feel confident whilst they're in these sheds, yet relaxed enough to speak to each other, and to the professionals who come along, about their health and well-being. It's a casual atmosphere but one that has an enormously positive impact."

beyondblue also conducts depression awareness training programs for Shed leaders and facilitators, again made possible through the help of Movember funds. This program provides leaders of Men's Sheds with the skills to recognise the signs and symptoms of depression and to be confident to approach and support people to seek assistance.

"The programs are such an effective way to distribute information and training to an audience that perhaps wouldn't have access if the Sheds had not been in existence. Men's Sheds have started a whole new consciousness in men's identity and that's why they are so successful. Men start to believe that they matter and are a vital part of the community," says Ruth.

Men from Sheds throughout the country say the sharing of information and knowledge that exists within the sheds are some of the highlights of their involvement.

"Men's Sheds are cleverly centred on leisure, but have a strong amendment of health education and awareness attached to them. The guys love to participate in the training seminars and always love activities such as Movember. Last year we had a number of Mo Bros walking around the Sheds.

"The guys talk to each other about their mental and physical health concerns – I don't think this has ever happened before on such a scale. They really encourage each other to go along to the doctor and stay on top of their health and wellbeing."

Men's Sheds give men the opportunity to be part of an environment where they feel safe and supported to discuss, learn and share information about their mental and physical health and wellbeing.

Ruth concludes: "One of the most amazing things that has come from the sheds is the idea that 'I matter because I belong to something. I'm a Shedder who has an identity amongst this community of men and I can give back.'"



More information about Men's Sheds can be found at www.mensshed.org

MOVEMBER AND THE PROSTATE CANCER FOUNDATION OF AUSTRALIA

**PROSTATE
CANCER
IN AUSTRALIA
ANDREW GILES
CHAIRMAN**

Yet again, the outstanding success of Movember has made a significant impact on the breadth of vital work carried out by the Prostate Cancer Foundation of Australia (PCFA). Thanks to the generosity of the Movember Foundation, and the outstanding efforts of Mo Bros and Sistas, PCFA has established and maintains a research program that unites world-class Australian researchers in the fight against prostate cancer.

The sad truth is that in Australia and internationally, prostate cancer funding is severely lacking, especially when compared with some other cancers that cause equivalent morbidity and mortality (e.g. breast or colon cancer). As a result, the number of prostate cancer investigators is relatively small, as is their research output. This manpower and funding deficit means that advances in diagnosis and treatment of prostate cancer, which are urgently needed, are taking longer to be discovered and developed.

PCFA's National Research Grant Program, to which Movember monies are directed, currently funds more than \$16,000,000 of vital prostate cancer research in Australia, with the ultimate goal of reducing the impact of this all-too-common disease on the community. This program helps to bridge the existing funding gap between prostate cancer and other areas of cancer research. It aims to fund only the best grants and investigators in the field, with a focus on translational research that will directly benefit the consumer.

To date, PCFA's Research Grant Program has made a significant impact on the quality and breadth of prostate cancer research carried out in Australia. The program has really hit its stride over the past 12-months, with a record number of quality applications. At the same time, previous research recipients are now well into their key research projects. To maintain this momentum in prostate cancer research, PCFA is committed to funding new projects annually.

In Australia, we are fortunate to have an extensive pool of world-class research talent working in the health arena. As well as funding the work of established and internationally recognised researchers, PCFA's Young Investigator and Concept Grants actively encourage new talent into the field. It is hoped this will bring new and fresh ideas to the issue, as well as helping ensure the long-term future of prostate cancer research in Australia.

PCFA research grants currently available include:

Young Investigator grants of up to \$125,000 pa for up to four years. These grants support scientists (regardless of their degree) who have demonstrated research ability and who are now ready to become independent investigators.

—
Concept Grants of up to \$150,000 pa for up to two years to support senior investigators not currently studying prostate cancer, but who can bring innovative research proposals or new technology to the field.

—
Project Grants of up to \$125,000 pa for up to three years. These grants encourage rigorous proposals for research that will provide direct, tangible benefits to patients with prostate cancer in a relatively short timeframe.

—
Equipment Grants of up to \$100,000 to be allocated to investigators currently working in the prostate cancer field, with preference given to proposals with matching funding.

Given the complex nature of prostate cancer, there are many aspects of the disease that need investigation. Australian researchers are undertaking ground breaking and vital research in such areas as new diagnostic tests, new treatment modalities and new techniques for dealing with advanced prostate cancer.

PCFA's priority areas for research continue to be:

01 Discovery of the genetic and cellular factors which initiate and/or perpetuate prostate cancer.

02 Discovery, development and clinical validation of:

02.1 new tests to detect prostate cancer, and/or to determine whether a patient's cancer is curable;

02.2 new biomarkers that predict the future clinical course of prostate cancer and/or the response to future chemotherapy.

03 Discovery, development and preclinical and clinical validation of novel molecular targets for chemotherapy of locally-invasive or metastatic prostate cancer, including androgen-independent cancers.

04 Development of new treatment strategies for prostate cancer, especially locally-invasive or metastatic cancers.

05 Projects which, if successful, are likely to provide immediate improvements in the quality of life of patients with prostate cancer.

The grant round is launched in April each year for funding starting the following January. Full details about the program, grant categories and deadlines are on PCFA's website, www.prostate.org.au

Each year, the Movember campaign also raises an outstanding level of awareness for prostate cancer, the most common cancer diagnosed in Australia (excluding non-melanoma skin cancers). For more than six weeks each year, the talk across the country; in boardrooms, workrooms, schools, playing fields, trams, trains and buses is about Movember, and by association, prostate cancer and depression. The media spotlight was also remains firmly on Movember, and it is encouraging to see so much positive coverage about two important men's health issues.

Considering that in 2010 alone, almost 20,000 Australian men will be diagnosed with prostate cancer, and tragically, more than 3,300 will die as a direct cause of prostate cancer, there is still a long way to go in the fight against this disease. However, with the help of Movember, PCFA is proud to be leading the battle.

**Professor John Mills –
PCFA Chair,
Research Committee**

**Responsible for helping
to allocate Movember
funding each year**

It is solely due to the ongoing and enthusiastic support by Movember that PCFA's Research Committee has been able to approve \$16 million of funding for world-class Australian research projects. We are confident that the outcomes of these projects will reduce the impact of prostate cancer on the more than 20,000 Australian men diagnosed each year, and their families.

Comprising an outstanding group of scientists, the role of PCFA's Research Committee is to review and advise on funding applications for prostate cancer research. PCFA's structured research program has the following aims:

01

To provide a logical, consistent and transparent framework for submission, review and selection of research applications for funding.

02

To support the very best Australian research into prostate cancer, and to ensure the allocation of PCFA grant funds is guided by a clear strategic focus, and a set of specific research priorities, based on deficits in existing research.

03

To play a catalytic role in expanding the number of distinguished, senior Australian scientists working on prostate cancer, while ensuring that promising young investigators have the funding required allowing them to mature into independent prostate cancer researchers.

Each of the 53 research grants currently supported by PCFA represent some of the best young investigators and established researchers in Australia, and reflect PCFA's priority areas, as identified by the Research Committee in consultation with the PCFA Board of Directors. These priority areas, and just some of the research projects associated with them include:

01

Discovery of the genetic and cellular factors which initiate and/or perpetuate prostate cancer

01.1

A Victorian study led by Dr Stuart Ellem at Monash University is examining the role of mast cells in the development of inflammation and Prostate Cancer. Increased insight into the cause of prostatic inflammation might identify mast cells as a novel target for future diagnostics and treatment for prostatitis, thereby reducing the risk and incidence of prostate cancer.

01.2

Professor Peter Leedman is leading a research team at the Western Australian Institute for Medical Research. This team has identified a novel regulator of androgen (testosterone) signaling in the prostate, termed SLIRP. It is proposed that SLIRP could present opportunities as a prostate cancer biomarker, helping to predict patient outcome in human prostate cancer.

02

Discovery, development and clinical validation of new tests to detect prostate cancer, and/or to determine whether a patient's cancer is curable; and new biomarkers that predict the future clinical course of prostate cancer and/or the response to future chemotherapy

02.1

Dr. Gillian Mitchell at the Peter MacCallum Cancer Centre in Melbourne is carrying out a study that aims to assess the value of yearly PSA testing as a screening method for prostate cancer detection in men with a high risk due to BRCA gene mutations. Additionally, the study explores other compounds in the blood and urine that might prove to be a better diagnostic marker for detecting prostate cancer in all men.

02.2

In South Australia, Dr Benjamin Thierry aims to develop innovative and clinically relevant cancer diagnostic, prognostic and therapeutic applications of functional nanoparticles and nanomaterials. Nanotechnology is the creation and utilisation of materials, devices and systems through the control of matter on the nanometer-length scale, i.e. at the level of atoms, molecules, and supramolecular structures. The design of advanced nanoprobables would allow more accurate diagnosis, imaging and ablation of prostate cancer.

03

Discovery, development and preclinical and clinical validation of novel molecular targets for chemotherapy of locally-invasive or metastatic prostate cancer, including androgen-independent cancers

03.1

The dominant strategy in chemotherapy for prostate cancer is to prevent testosterone from reaching the prostate tumour and stimulating its growth, a scheme known as androgen blockade. Dr. Jonathan Harris is conducting research directed at providing a complimentary approach to androgen blockade without the side effects.

04

Development of new treatment strategies for prostate cancer, especially locally-invasive or metastatic cancers

04.1

Professor Pamela Russell AM and her team at the Prince of Wales Hospital in Sydney aim to understand why prostate cancer cells spread to, and grow in other organs, forming secondary lesions (metastases), particularly in the bone. These studies will confirm the importance of new and potential therapeutic targets in prostate cancer, and will help provide a strong platform for preclinical evaluation of novel drugs.

04.2

The Bosch Prostate Cancer Focus Group has identified potentially important cellular pathway interactions that vary between prostate cancer patients. These interactions provide targets for novel drug development and an array of markers that could inform individualised treatment options and allow monitoring of treatment response.

05

Projects which, if successful, are likely to provide immediate improvements in the quality of life of patients with prostate cancer

05.1

Lead by Associate Professor Jarad Martin, PROFIT is a study asking if external beam radiotherapy treatment for prostate cancer can be safely compressed from the current eight-week regimen into four weeks. If so, prostate cancer patients from regional areas would require less time away from home, and treatment waiting times would be reduced, as would the overall cost of treatment.

Each year, PCFA receives increasing numbers of quality grant applications from talented researchers around Australia. With the ongoing support of Movember, PCFA looks forward to seeing current projects come to fruition, and exciting future projects that explore new ground – all with the one aim of reducing the impact of prostate cancer on the Australian community.

Patrick Humbert
Researcher funded by
Movember

Group Leader, Cell Cycle
and Cancer Genetics
laboratory Peter MacCallum
Cancer Centre

Each and every cell in our body has an intrinsic orientation that is controlled by a universal set of genes known as polarity genes. These are required for the formation of all our organs. Loss of this orientation is a common and early feature of prostate cancer.

Our studies have focused on a new human polarity gene named Scribble. This gene controls cell orientation and its levels appeared reduced in prostate tumours. This predicts Scribble may play an important role in protecting humans from prostate cancer.

In work supported by PCFA/ Movember, we have now shown that this gene Scribble appears essential to prevent the development of prostate cancer. Lowering levels of Scribble in normal prostate cells increases the risk of prostate cancer by disorganising the prostate tissue and by increasing the speed at which cells grow within the prostate.

Ultimately, we hope our research will provide a better understanding as to how the incorrect positioning of prostate cells can occur, and its impact on prostate cancer progression. This may lead to the discovery of new prognosis factors, new chemotherapeutic targets, as well as a better understanding of prostate biology and cancer progression.

Funding by PCFA/Movember has been absolutely key to develop this new area of prostate cancer research due to both its novelty and its potential benefit. We hope that by continuing to observe Scribble's presence in tumours and understanding how Scribble and similar genes actually work, we may be able to predict cancer progression and patient survival.

We are now trying to identify how this is achieved and which molecules might be involved. By identifying this mechanism, we should be able to design drugs that will keep prostate tissue growth in check and return the cancerous prostate back to a normal organised tissue.

Our observations in the human population indicate that alterations in the appearance of Scribble in prostate tumours is also associated with high grade tumours in these patients. We are now carrying out experiments to determine whether this observation can be used to better predict outcome for prostate cancer patients.

Dr. Jeff Holst
Researcher funded
by Movember

Centenary Institute
of Cancer Medicine
and Cell Biology, NSW

With the help of funding from the Movember Foundation and the Prostate Cancer Foundation of Australia, my research team is currently studying the role of nutrient pumps that control the amount of nutrients taken into and out of cancer cells.

We have discovered that two related nutrient pumps, LAT1 and LAT3 are increased at different stages of prostate cancer and may be responsible for increasing nutrients and enhancing survival of the cancer cells. We have shown that LAT1 in particular is increased in advanced prostate cancer and metastasis.

Our initial goals were to discover how these pumps work, and how they affect cell growth. We have already shown that inhibiting either of these pumps can decrease the growth of cell models of prostate cancer, suggesting they may be good therapeutic targets. To enable drugs to be designed against these two targets, we need to know exactly what these pumps look like, which is why our goal is to determine the exact structure of these targets.

To generate the structure, we will manufacture large amounts of the purified nutrient pumps to make large clusters called crystals. These crystals will then be studied using a very powerful x-ray machine to determine their structure (i.e. what they look like). By way of comparison, the size of a structure determined for other similar nutrient pumps is approximately one ten thousandth the size of a human hair.

Protein structures have been used for many years to design drugs, however, there are very few known structures of nutrient pumps, as they are complex, sit in the cell wall, and are therefore difficult to work with. The techniques required to generate these structures have only recently been devised, and it often takes many years to generate the structure from a single nutrient pump.

Once we know what these pumps look like, we can then design drugs specific to these pumps, like designing a key to fit a lock. These drugs could be designed to inhibit the function of these pumps, in essence 'starving the cancer' by restricting nutrient uptake.

For this important work to continue, ongoing funding is vital. It is estimated that, on average, more than \$1million is required to generate the structure for each nutrient pump. Without continued funding from the Government and organisations such as the Movember Foundation and the Prostate Cancer Foundation of Australia, this vital work could not be done.



Due to the ongoing support of Movember, the PCFA's Research Committee has been able to approve \$17 million of funding for world-class Australian research projects

**Prostate Cancer
survivor story**

Ross Gomersall was healthy, active and approaching 50 when he was diagnosed with prostate cancer. Now, eleven years on, Ross is only alive today because he was diagnosed and treated early. However, for other men in Ross' family, the outcome was sadly very different.

When I was 49, I decided it was time to have a full check-up, so I went to see my Doc and asked for whatever tests I should have. One of the tests was a PSA (Prostate Specific Antigen) blood test, and when the results came back, I had an elevated PSA reading. Until that point, I didn't realise I even had a prostate!

However, over the next couple of months, I became acutely aware of my prostate, because my PSA reading doubled. This was a real worry, so I was referred to a urologist who performed another DRE (Digital Rectal Examination).

After reviewing the results of a biopsy, my urologist said, "Ross, you have cancer," I was obviously shocked, and must admit, my first thought was, 'I'm going to die!' However, later that day I was able to get some perspective on my own situation when I saw a group of paralympians on the television. I realised I couldn't just give up.

I decided to have surgery to remove my prostate gland, and hopefully all traces of cancer. I feel lucky that I made that decision, because after the surgery, my urologist informed me that it was an aggressive cancer and without treatment, I probably had around 18 months to live.

The night before my surgery, I called my brother Barry. Barry was known as 'The Grasshopper' and was a respected and well-known NRL State of Origin referee. Having heard that a family history of prostate cancer is a major risk factor, I pleaded with him many times to be tested. However, every time, he refused.

Six years later, Barry was experiencing back pain. At first, he put it down to an old football injury, but tragically, my brother was diagnosed with inoperable prostate cancer.

Following my diagnosis, my father was diagnosed with prostate cancer. His father and his father's brother were also diagnosed, and sadly, both lost their battle with the disease.

After my surgery, I did experience some reasonably common, but nonetheless unpleasant side-effects including slight incontinence, and sexual dysfunction. Considering the prognosis without treatment, I wasn't complaining... much. Around 12 months after my surgery, everything was back to normal.

Unfortunately, my health hasn't been perfect since my surgery. My PSA is monitored every 12 months, and in 2007, the reading was again abnormally high. I was referred to an oncologist for External Beam Radiation therapy, which lasted six and a half weeks.

In 2006, I also had two melanomas removed. In 2007, I had two tumours removed from my bowel.

I'm now in great health, and have a very different attitude to life. I try not to 'sweat the small stuff' any more. I sold my business to get rid of some of the stress in my life, and I enjoy travelling and outdoor recreation.

**IF I COULD SAY
ANYTHING TO THE
MEN OF AUSTRALIA,
IT WOULD BE THIS.
DON'T BURY YOUR
HEAD IN THE SAND!
IT COULD COST
YOU YOUR LIFE.**

I have also become part of the Prostate Cancer Foundation of Australia's National Men's Health Ambassador Speaker Program. This involves speaking at community and work place events, telling my story and raising much needed awareness about prostate and continence health. Particular focus is placed on speaking to rural and regional Australia, where there is a 21 per cent higher prostate cancer mortality rate than in capital cities.

If I could say anything to the men of Australia, it would be this. Don't bury your head in the sand! It could cost you your life.

Early detection saves lives. It saved mine. Make an appointment with your doctor every year to talk about your health, and include prostate cancer on your check-up check list. Also, talk with your family, particularly your parents and grandparents about medical issues, as this information can be vitally important to your doctor in identifying your own health risks.

As a prostate cancer survivor, I am keenly aware of the importance of prostate cancer research. Thanks to the Prostate Cancer Foundation of Australia's research funding program, made possible thanks to the generous support of Movember, I live in hope that one day, men will no longer be at risk of prostate cancer.

Until then, I am proud to get behind Movember and the work of the Prostate Cancer Foundation of Australia, to help raise funds for important Australian research, and awareness about this all-too-common disease.

I consider myself very lucky. Lucky that I was diagnosed early enough to be treated. Far too many men are not so lucky. Please, talk to your doctor about prostate cancer. It's a simple step, and it could save your life.

MAKING A DIFFERENCE THROUGH AWARENESS

In addition to supporting programs through our men's health partners, each year the Movember Foundation is responsible for delivering a high-impact awareness program. The aim of which is to communicate men's health messages to the Movember community and its supporters, with a view to changing action and attitudes.

The success of the Movember campaign lies in the way in which messages are communicated. We have managed to reach a notoriously hard to reach audience by seeking out innovative ways to cut through today's communication clutter.

We know that awareness alters behaviour and mind-set; it gradually breaks down barriers and forces real change. Movember wants men to understand the symptoms and signs in both themselves and others and to appreciate when and how to seek help if needed.

Measuring the Awareness Efficacy

Each year, the Movember Foundation undertakes a research project led by Professor Heath McDonald from Deakin University in Melbourne. The aim of this research is to develop a full understanding of why people are taking part in Movember, whether Movember is meeting expectations and to track behavioural change as a result of participation.

**DR HEATH
MCDONALD,
ASSOCIATE
PROFESSOR
OF MARKETING
DEAKIN
UNIVERSITY**

Can growing a moustache really have an impact on men's health?

This is a question the staff from Deakin University has been working with Movember to answer over the past three years. Our research work has involved in-depth interviewing, focus groups and large-scale surveying of Mo Bros, Mo Sistas, Donors and event organisers. We have examined their motivations for participating, satisfaction with the experience and changes to both attitudes and behaviours that resulted from being involved in Movember. Each year, we have heard from around 5,000 Movember participants.

The profile of Movember participants, unsurprisingly, is largely males aged under 40, although increasingly we are seeing older males and more women participating. Typically young men are not highly active in charity work, and with about 30% of Mo Bros indicating this is the only charity they are involved with, it seems Movember is very effective in growing the market by bringing young men into charitable work. One third of those participating in 2009 were new to Movember.

In broad terms, Movember can be thought of as a 'thon', similar to a walk-a-thon or read-a-thon in that participants raise money by being sponsored to undertake an activity. In this case, that activity is to grow a moustache for one month. Like all thons, Movember attracts a range of participants with differing motivations for being involved. For example, it is common for many participants in thons to be attracted primarily to the activity rather than the charitable cause it is associated with. Just as many participants in 'fun runs' are attracted solely for the running, our research shows that many of the men who get involved in Movember are initially attracted solely by the idea of growing a moustache. Regardless of their motivation for participating, it is interesting to examine whether the month spent participating in Movember has an impact on health awareness and behaviours.

Measuring the impact of Movember on Men's health knowledge, attitudes and behaviours is difficult given that this is but one activity in a large array of factors that influence these things. To gain some insights though, we asked our respondents to tell us the degree to which they undertook certain health-related activities and then the extent to which their participation in Movember had influenced those actions.

The results suggest Movember is having a direct and significant impact on both Mens Health awareness and behaviours as follows:

54% talked about men's health issues with others, with 30% of those attributing that directly to their involvement in Movember

22% did some of their own research into men's health issues, with 51% of those attributing that directly to their involvement in Movember

50% participated or donated to other charities, with 6% of those attributing that directly to their involvement in Movember

35% sought medical advice, with 10% of those attributing that directly to their involvement in Movember

38% encouraged someone else to seek medical advice, with 20% of those attributing that directly to their involvement in Movember

These figures are always higher for Mo Bros (moustache growers) than for donors. When the number of participants in Movember (over 400,000 Mo Bros and donors in 2009) is taken into account, then the impact of Movember becomes very clear. If, for example, 35% of the 400,000 participants sought medical advice and 10% of those did so as a direct result of Movember, then that equates to around 14,000 people whose behaviour was directly changed. It seems clear that Movember has a far greater influence on Men's Health than simply raising funds.

Perhaps the greatest change we have seen over three years of Movember participant research is a shift in behaviour away from actions like discussing men's health (which was undertaken by as many as 78% of participants in 2007) towards actions such as seeking medical advice (which is now three times more common than in 2007). This 'less talk, more action' trend is perhaps reflective of a now strong knowledge base amongst participants, and an indication that many are moving beyond the 'information gathering' phase of their health decision-making process, towards acting on the knowledge gained.

Gratifyingly, these outcomes are seen amongst participants regardless of their motivation for becoming involved with Movember. So, even amongst the 8% of Mo Bros who got involved simply because they thought it would be fun to grow a moustache, we see 77% talking about men's health and 6% undertaking direct actions.

It seems that positive health outcomes are possible even amongst those who join for trivial reasons. Those who join in order to support the men's health partners of Movember; or because of a personal experience with either cancer or depression show the highest levels of positive health attitudes and behaviours.

Importantly, though, as confirmed by both interviews and survey work, it is the balance of fun, a good cause and social acceptance that guarantees Movember success. Even those growing a moustache for fun report they would have a hard time doing so if the charity cause wasn't present and their family, friends and workplace didn't accept the legitimacy of the charitable efforts. Similarly, there are many who feel causes such as cancer prevention and mental health are worthy of support, but feel they could not raise the interest of their workplace or friends if the event wasn't an enjoyable, novel experience. 'Fun', 'good cause', 'worthwhile' and 'awareness' are the key words respondents most frequently linked to Movember in a free association exercise.

Beyond their own health, participants show very high levels of charity-partner recall (exceeding 90%) and sponsor recall (up to 72%). The fact that large numbers of participants know which causes are being supported, and are stimulated by Movember to do further research into them, makes Movember an extremely effective communication tool for these partners. Combined with the substantial funding Movember returns to partners, it is clear the event is making a very positive difference.

The survey work makes it clear that one of the main reasons for Movember's continued success is the manner in which it is run and the experience provided to participants of all types. 87% of participants were highly satisfied with Movember overall, and assessments of both the management team of Movember and the way funds were used were also rated very highly. There is a natural flow between participation as a donor and participation as a grower, given that it is a demanding task, but 97% of participants in 2009 intend to return in 2010 in some capacity. This is the strongest endorsement of the manner in which Movember is run, and a direct consequence of participant satisfaction with the style and frequency of communications, their ability to co-create the experience and the strong links between the event and the causes supported.



GENERATING AWARENESS HOW WE DO IT

01 CAMPAIGN CREATIVE

Each year the campaign has a new creative concept which flows through all communication channels. It keeps things fresh for those loyal Mo Bros and Sistas returning each year, in addition to ensuring we keep challenging ourselves to make it a campaign that is engaging and relevant.

In addition to being fun, the campaign themes are designed to be innovative and thought provoking.

The 2009 message

Movember – Changing the face of men's health

The creative theme

Peeling back the layers

The vehicle

Layered street posters



Using the strong imagery of street posters, this visual concept features portraits of Mo Bro's from all walks of life, men who like their mo's come in all shapes and sizes. The portraits are printed as posters then layered over the top of each other. They are then ripped back in layers to reveal the portrait posters underneath.

Past campaign themes:

2004
Are you man enough to be my man?

2005
Give prostate cancer a kick in the ass

2006
Changing the face of men's health

2007
Mindset. Journey. Destination

2008
I want to believe

2009
Changing the face of men's health

02 CAMPAIGN COLLATERAL

To help participating individuals and teams recruit team members, spread Movember's messages, raise money and organise events, we produce campaign collateral each year. By going online or calling Movember, anyone interested can receive:

- Movember Party Guide (to help plan a Movember event)
- Men's health posters
- Movember Style Guide
- Badges
- Stickers
- Wrist-bands
- Donation boxes

The collateral is especially well received by those organising Movember teams and events in an office environment. The Movember kits make it possible for Mo Bros and Mo Sistas to get involved with Movember without having to go to too much effort.



Campaign posters

Movember collateral can be requested online or by calling Movember



Movember is a web-based campaign that utilises new media. The website is the Movember hub of activity and is where registrations and the majority of donations take place. It allows the Movember community to connect with each other, share news, experiences and learn about what's going on with Movember in their respective countries and around the world.

Movember AUS website reached 1st place in each of the four Hitwise categories it represented in 2009. This included: Community, Community Organisations, Health and Medical, Health and Medical Information

The website is engaging, fun and easy to navigate.

Website	2009	2008	Growth %
Total Participants	127,893	124,621	3%
Movember AU website ranking – all categories (Nov)	407	514	107 places
Highest AU website ranking – all categories	171	210	39 places
Unique visitors to website (Oct-Dec)	1.34 million	0.82 million	62%
Mo Space page views	5,741,983	1,987,610	189%
News page views	156,307	66,875	134%
Merchandise page views	99,889	55,464	80%
Sponsor page views	74,302	44,233	68%



News page
Features the latest news and highlights from the campaign



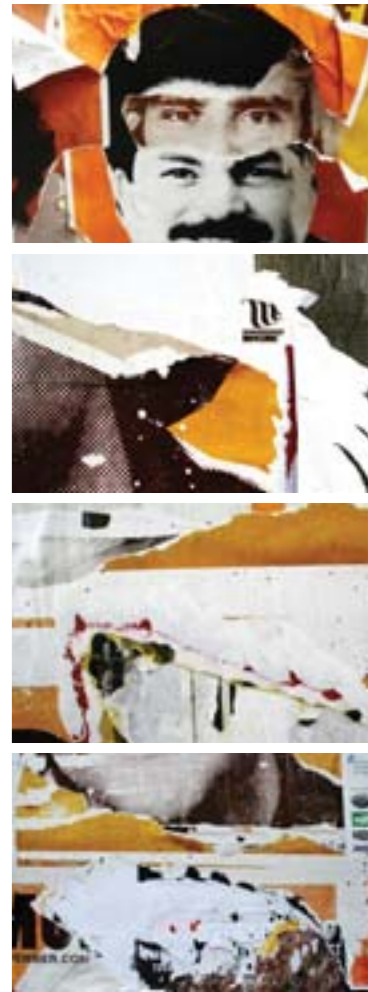
Mo Space
Mo Bros and Sistas can track down friends and share comments, photos, encouragement and stories with each other from their Movember journey



Mo Money
Where you can find out what is going on with Movember around the globe, including how many Mo Bros and Sistas are taking place in each country and how much is being raised



Lab
The place you go to find out everything you need to know about Movember, including Mo facts, style guide, Movember rules and the latest videos





04 AMBASSADORS

Each year, Movember is supported by well-known personalities who agree to come on board in an ambassadorial role. The awareness they generate for the cause is pivotal to the campaign's success. Ambassadors range from politicians, sport stars, TV personalities, comedians and high profile businessmen.

The Movember Foundation would like to thank all of the ambassadors who came on board to support the 2009 campaign.

Mo Sistas Fuzzy Agolley (below left) and DJ MinkDJ (below right) and Mo Bro Tom Carroll are part of the great network of Movember ambassadors

2009 Australian Ambassadors

Mo Mentors

Dennis Lillee	Cricketer	WA
Max Walker	Cricketer	VIC
Hulk Hogan	Wrestler	International

Mo Bros

Powderfinger	Musicians	QLD
Nathan Bracken	Cricketer	NSW
Mark Gable	Choir Boys	NSW
Eric Ripper	MLA, Leader of the Opposition	WA
Lehmo	Presenter	QLD
Fitzy	Presenter	VIC & NSW
Brett Geeves	Cricketer	TAS
Jamie Dwyer	Australian Hockey Team	WA
Mark Knowles	Australian hockey team	WA
Kiel Brown	Australian hockey team	WA
Paul Dumbrell	V8	VIC
Kurt Fearnley	Paralympian	NSW
Tom Carroll	Surfer	NSW
Matt Hoy	Surfer	QLD
Jamie Mitchell	Surfer	QLD
Paul Harragon	Rugby League	NSW
Jarrold Mullen (Knights)	Rugby League	NSW

Mo Sistas

Fuzzy Agolley	Channel Ten's Video Hits	NSW
Jade Sutcliffe	Iron Woman	QLD
DJ MinkDJ	QLD	QLD
Gin Wigmore	Singer	QLD

Mo Teams

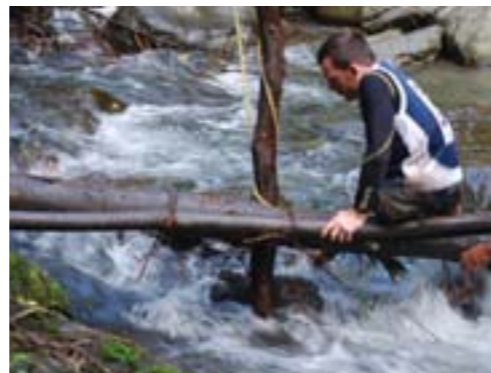
NRL Teams	Variety of players	National
A-League Teams	Variety of players	National
Hockey Australia	Variety of players	National



**CASE
STUDY
THE KURT
FEARNLEY
STORY**

The Kurt Fearnley Story
(91 Media Hits)

During November 09, Australian paralympian, Kurt Fearnley, challenged himself to crawl the gruelling 96 km Kokoda Trail in Papua New Guinea. And, he did just that. He gave a massive boost to our awareness cause through the media coverage he generated and became a source of inspiration for Mo Bros and Mo Sistas around the globe. The Movember community rallied around him and our website was flooded with messages of support and encouragement.



CASE STUDY POWDER FINGER

Five Band Members
Five Moustaches
Five dollars for Men's Health
(24 Media Hits)

Australia's biggest band, Powderfinger got on board with Movember in 09.

In addition to each band member growing a moustache they further supported our cause by donating \$5 from every sale of their album, Golden Rule.

At the time, lead singer, Bernard Fanning said, "We hope we can motivate people to join the discussion – to be part of the idea that it is ok to talk about men's health issues in particular and to encourage that sense of fun about a serious issue. It doesn't have to be really intense it can be a personal thing that can be shared."

Band member John Collins, went on to say, "It seems like a fun way to approach a really serious subject. I think it's something that's playful and guys can have fun with it and at the end of the day you are raising awareness and hopefully a lot of money... it's the fun element of it which helps you to broach a subject which is really serious."



The five Powderfinger band members photographed on the 30th Movember 2009. Clockwise from above: JC, Ian, Bernard, Cogs and DZ. Powderfinger donated \$5 from every sale of their album, Golden Rule.

CASE STUDY HULK HOGAN

Hulk Hogan, the biggest name in professional wrestling, was an official 'Mo' Mentor for the 2009 campaign. The world famous wrestler was in Australia on tour and took the time to encourage Aussie men to grow a Mo for Movember. Hulk Hogan knows only too well the devastating effects of depression having spoken openly about his battle with depression following his very public divorce.

In his own words...

"To all my Hulkamaniacs, say your prayers, take your vitamins and grow a moustache for Movember this year. Get into the ring with me, Hulk Hogan, and my Mo Bros in the fight against prostate cancer and depression in men."

"Be a champion, not a quitter and keep growing your moustache to help beat prostate cancer and depression in men," said Hulk Hogan. "And don't forget to bring your Mo's along to Hulkamania – see you in Australia!"

BE A CHAMPION, NOT A QUITTER AND KEEP GROWING YOUR MOUSTACHE TO HELP BEAT PROSTATE CANCER AND DEPRESSION IN MEN



Since inception the media has been incredibly supportive and the breadth of coverage has growth year on year. In 2006 there were 1,207 media clippings, in 2007 it reached 2,415 and in 2008 the figure was 4,450, before reaching 4,764 in 2009.

In addition to media relations, Movember also works with the assistance of a professional media buying agency each year. As a direct result, we secure an enormous amount of free advertising space across all media mediums. Last year this was valued at \$2,795,067.

Table 1 charts and compares coverage generated in 2009 during the total campaign period across all media genres – newspapers, consumer magazines, street press, TV, radio and online.



Media genre	'06 Hits	'06 Reach	'07 Hits	'07 Reach	'08 Hits	'08Reach	'09 Hits	09 Reach
Newspaper	650	116,502,205	1,353	184,765,210	1,419	173,574,387	2,102	233,175,890
Consumer Magazines	30	4,195,790	39	6,473,973	48	13,134,782	51	7,099,618
Street Press	29	3,335,178	55	10,495,988	47	7,064,468	68	9,382,455
TV	123	37,149,233	130	85,867,738	969	193,583,908	1,573	240,000,000
Radio	350	24,127,500	709	48,796,000	1,797	-	1,152	-
Total	1,182	185,309,906	2,286	390,683,336	4,450	Not known	4,946	526,092,975

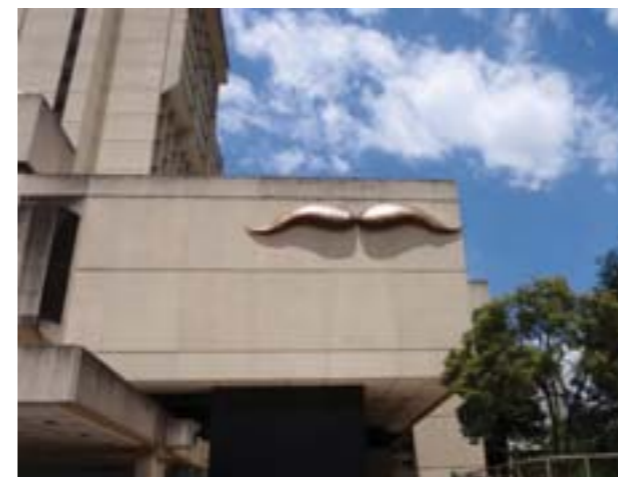
2009 Media Highlight

In an incredible show of support for men's health, Queensland's Parliament House got behind Movember and sported a 10m long metallic moustache throughout the month of November.

On October 31st the giant moustache was lifted onto the face of the Parliamentary Annexe; where it remained for the next 30 days. It hung as a call-to-action to all Mo Bros to participate in Movember.

The Speaker of the Queensland Parliament John Mickel commented: "I have to say, I never thought I would see the day when Parliament House had a moustache, but it is for a very worthwhile cause and we are proud to be supporting Movember in an official capacity this year. We hope that the Parliament House Mo will inspire men in Queensland, and around the country, to grow a moustache this year and generally help the battle against prostate cancer and depression in men."

The moustache was made of wire frame and fibreglass and designed to withstand all types of weather conditions, even promising to remain intact should a cyclone hit. The unveiling of the Mo was attended by all major news outlets in Brisbane, resulting in PR value of approx. \$2.1 million and a reach of 4,463,283.



Above
Each year, in a powerful display of support for Movember and men's health, Northern Territory Parliament House, sports a giant moustache, designed by a local artist

Left
The moustache placed in the Queensland Parliament was made of wire frame and fibreglass and designed to withstand all types of weather conditions, even promising to remain intact should a cyclone hit

Since inception the media has been incredibly supportive and the breadth and depth of coverage has grown year on year

Brief

- 1 FOAM CATCHER** A full thickness, heavy moustache which naturally slightly over the bottom of the lip and will grow with every day you shave something.
- 2 HANDLERBAR** Represents a moustache's ability to catch and hold onto foam, the handlerbar moustache is known with a 'hook' and is regarded as the most difficult to grow.
- 3 DEADWOOD** This moustache is naturally removed by shaving. Don't touch it when you shave. The weight of the hair grows back and it will be a mess for you.
- 4 THE STRONGMAN** This moustache is a moustache's best friend. It's the only moustache that can hold its own.

CHARITY GROWTH

Caught by the fuzz

GROW FACIAL HAIR, SAVE LIVES

0 What does being in a game of hide-and-seek have to do with growing a moustache? Well, it's all about the charity work that's being done for the homeless and the disadvantaged. It's all about the charity work that's being done for the homeless and the disadvantaged. It's all about the charity work that's being done for the homeless and the disadvantaged.

MOUSTACHE CARE GUIDE

LET IT GROW OUT Don't shave for a month. That way, the moustache will grow naturally and you can see how it looks. It's all about the charity work that's being done for the homeless and the disadvantaged.

SHAVE IT If you do shave, use a good razor and shaving cream. It's all about the charity work that's being done for the homeless and the disadvantaged.

MAINTAINANCE Keep your moustache clean and healthy. It's all about the charity work that's being done for the homeless and the disadvantaged.



TEAM TALK

CHARITY GROWTH

TEAM TALK

It's all about the charity work that's being done for the homeless and the disadvantaged. It's all about the charity work that's being done for the homeless and the disadvantaged.

Author: Kelly

CONFIDENTIAL

with Daryl Timms

Roos to give lip

Moore on move

Pocket rocket

Media support comes from all forms of media, from the smallest of local newspapers to national broadsheets



CRAW AND CROOM

November sponsor Home Hardware suggests men think of their moustache like a DIY project

RICK CAVE

BEANARD FANNING

SUPER MARIO

MATERIALS REQUIRED

- Moustache comb
- Beard trimmer
- Barber's scissors
- A face
- (Imagination (not bad taste))

Mo has to go, says Matt facing facts

MATT CASE

It's all about the charity work that's being done for the homeless and the disadvantaged. It's all about the charity work that's being done for the homeless and the disadvantaged.



Mo grows and grows

KEVIN

It's all about the charity work that's being done for the homeless and the disadvantaged. It's all about the charity work that's being done for the homeless and the disadvantaged.

BRAD PITT

KIRK PENGILLY

MATERIALS REQUIRED

- Moustache comb
- Beard trimmer
- Barber's scissors
- A face
- (Imagination (not bad taste))



In 2009, there were nearly 5,000 mentions of the media, an increase on the previous year

Well-known faces such as the 7PM Project's Charlie Pickering and Powderfinger helped generate coverage across all media types



Hang on a mo: The lads from Powderfinger ditch the razors

Take a few health lips

WEARING their hearts on their top lips, the members of arguably Australia's biggest band, Powderfinger, have signed on to become exclusive music ambassadors for Movember, joining the fight against prostate cancer and depression in men.

They will begin November clean shaven, then spend the next 30 days cultivating their moustaches.

The band is also donating \$5 from every copy of their new album, Golden Rule, that has

been pre-ordered from www.powderfingermo.com

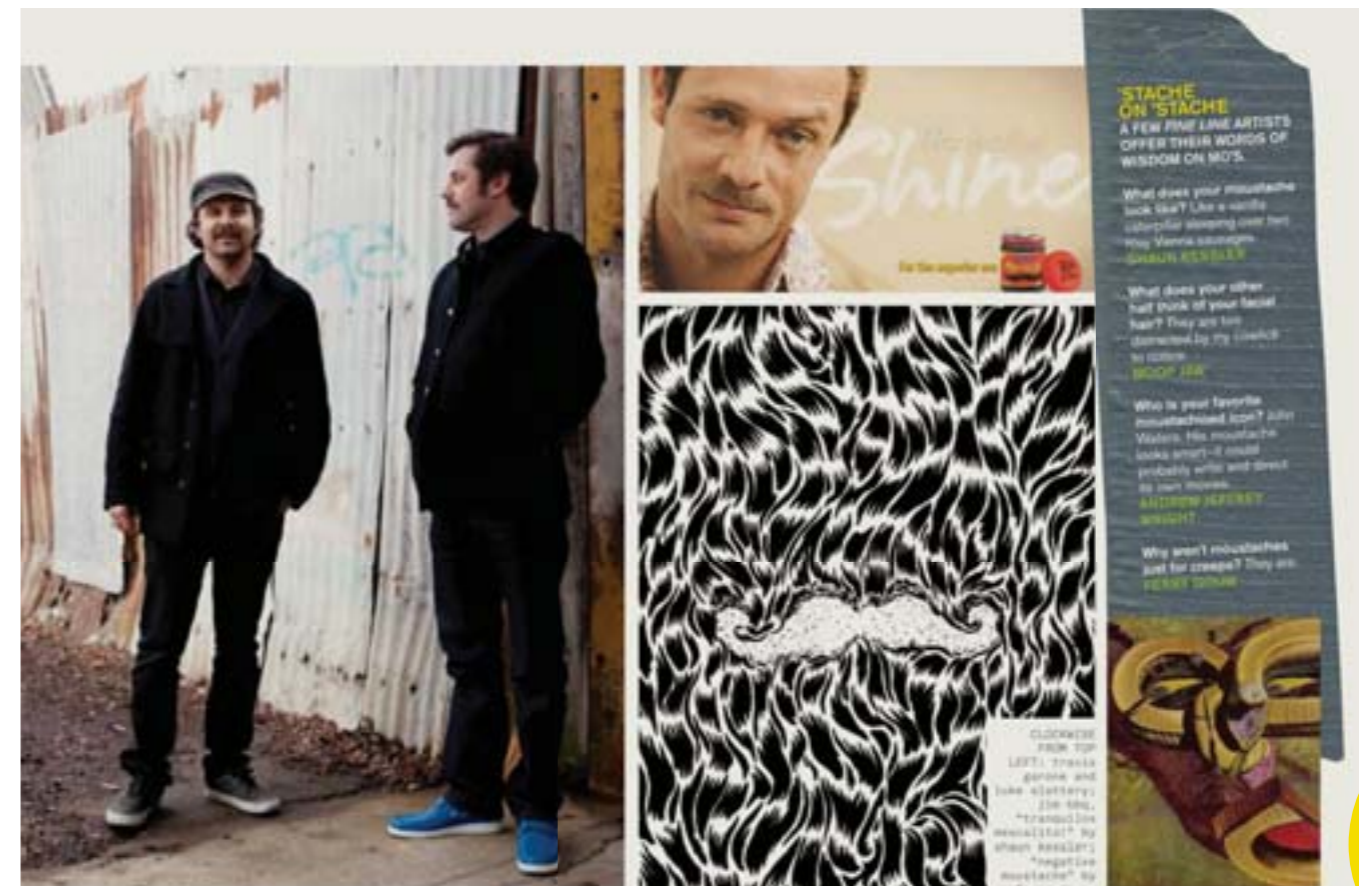
The album will be released on November 13.

Lead singer Bernard Fanning says Powderfinger hopes "we can motivate people to join in the discussion — to be part of the idea that it's OK to talk about men's health issues in particular and to encourage the sense of fun about a serious issue.

"It doesn't have to be really intense. It can be a personal thing that can be shared."



The story of Movember founders, Luke Slattery and Travis Garone is one that is picked up and told by the media each year



lip service

THE HIRSUITE AUSSIES BEHIND MEN'S HEALTH CHARITY MOVEMBER WANT YOU TO GROW YOUR MOUSTACHE FOR A GOOD CAUSE (AND A GOOD TIME). BY RHY'S RIPPER. PHOTOGRAPHED BY CORY WHITE

NICK CAVE ONCE SAID: "A man without a moustache is rather like a woman with one." I, too, have always been one for facial hair (see page 145 of the September issue). I've manscaped my mo' to resemble everything from Groucho Marx's bow tie-shaped 'stache to John Waters's louche lip liner. Sure, my grooming proclivities mean I have something in common with a certain fascist dictator, but I also share a trait with revolutionary Che Guevara and rock star Freddie Mercury (a man who, upon receiving razor blades from fans in the '80s, declared, "It's my moustache, and I'm going to keep it!").

Does the moustache make the man? Movember cofounder Travis Garone seems to think so. The Australian was clean-shaven until one fateful night at a watering hole in his hometown of Melbourne in 2003, when he and his mate Luke "Lucky" Slattery made a wager on who could grow the best moustache. "We were grumbling about how something so prominent in past decades was almost gone," Slattery says, perched on a bar stool next to Garone, swilling Kirin beer in a dingy dive in the city's Collingwood neighborhood. But the race to sprout a 'stache gave the guys time to think about a hairier situation: prostate cancer. "Blokes' attitudes toward health—"You'll be alright, mate"—just didn't stack up with us," says Garone. So, joined by Justin Coghlan and Garone's brother Adam, they turned their friendly bet into a call to action. And so began Movember, a charity event in which men grow and groom their moustaches during the month of November, with sponsors donating money to prostate-cancer research. "Movember is sort of taking the piss-bringing lightness to a serious situation," explains Slattery. "We sent out the first e-mails to our mates with the subject line, 'Are you man enough to be my man?'" says Garone, laughing. "Some told us where to go, but most replied with, 'We've been waiting for this!'"

This philanthropic and follicular display of machismo is not limited to the southern hemisphere. Movember has since launched in the U.S., the U.K., Canada, Spain, Ireland, and New Zealand where the moustachioed masses raise funds for each nation's respective prostate-cancer initiatives. This is thanks in part to Slattery's brother Jim, a.k.a. Jim BBQ. His mission as the face of Movember entails "crazy things, from talking to school kids about respecting their P.E. teacher's mo' to modeling Mo-mite, a moustache wax," says Jim, who calls in while on a surfboard in the South Pacific. He also travels the world shooting MOTV (there are YouTube clips featuring him asking girls on the street if they've ever kissed a guy with a moustache—if not, he does the honors). "The mo' is a great filter: If the ladies don't like it, they ain't ladies I want to know," he deadpans.

This year, the Movember crew is thinking big—"I want people everywhere to carve moustaches into their lawns so you can see them on Google Maps!" says Jim—as are the charity's global proxies. They've partnered with LIVESTRONG, an expanding events to South Africa, the Netherlands, France, and Finland, and if they hit their 2009 target (260,000 members, \$35 million), Movember will be the largest funder of prostate-cancer research in the world. For this year's New York launch, an exhibition-auction—The Fine Line—will feature 60 moustache-themed works of art by the likes of Matt Furi, Peter Sutherland, and Tim Barber. But Jim's favorite moustachioed artist will always be Dali: "It was his antenna to the surreal world." Or as Dali himself plainly put it, "I don't smoke, so I decided to grow a moustache—it's better for my health."

Launch events

In 2009, launch events were held in Sydney, Melbourne, Brisbane and Perth. Attended by friends and supporters of Movember, ambassadors and the media, the events offer an opportunity to officially launch and unveil the year's campaign.

Gala Partés

Movember culminates with a series of Gala Partés.

Participants could choose either 'yes' or 'no' to attending a Gala event in their city when registering. Once they reached \$100 in donations raised they received an email letting them know they'd been rewarded with a complimentary ticket. If \$200 was raised then a second complimentary ticket was awarded. For anyone else, tickets could be bought online.

The events are a way to get Mo Bros and Sistas together in one place at the end of the month, to thank them for their collective fundraising efforts and for spreading the men's health message. And, last but not least, to recognise and award the best moustache there.

Over 8,000 Mo Bros and Sistas turned up to the Australian Gala Partés in 2009.

Mo Parties

Mo Parties have been running for a few years now and were largely inspired by the Gala events which are held in capital cities. A couple of years ago a need was identified to help those not living near official Gala events celebrate the end of Movember. In addition to being popular in rural area, the idea of a Mo Party has become increasingly popular with offices, clubs and bars and restaurants.

Each party organiser received a party pack, including posters, donation boxes, style guides, wrist bands and badges and stickers.

Category	Sponsor/Partner	Detail
Man of Movember	Powderfinger Big Day Out Prize Pack	The ultimate prize awarded to the stand out Mo Bro who has the best Mo, costume and attitude
Miss Movember	Quiksilver	Prize awarded to the standout Mo Sista who has supported and encouraged Mo Bros
Team Mo Bro	Foot Locker	Safety in numbers with this category – Best Team
Mo Bro & Sista	Bauhaus Clothing	Awarded to the Mo Bro/Sista due with a great costume/character combination
Lame Mo	Schick	An encouragement award for the Mo Bro who has tried his best but still only produced a wispy effort
Mo in Character	Warner	Best Mo that matches the character/costume
The Ultimate Mo	Clarion	A Mo Bro judged purely on the grooming and styling of his Mo

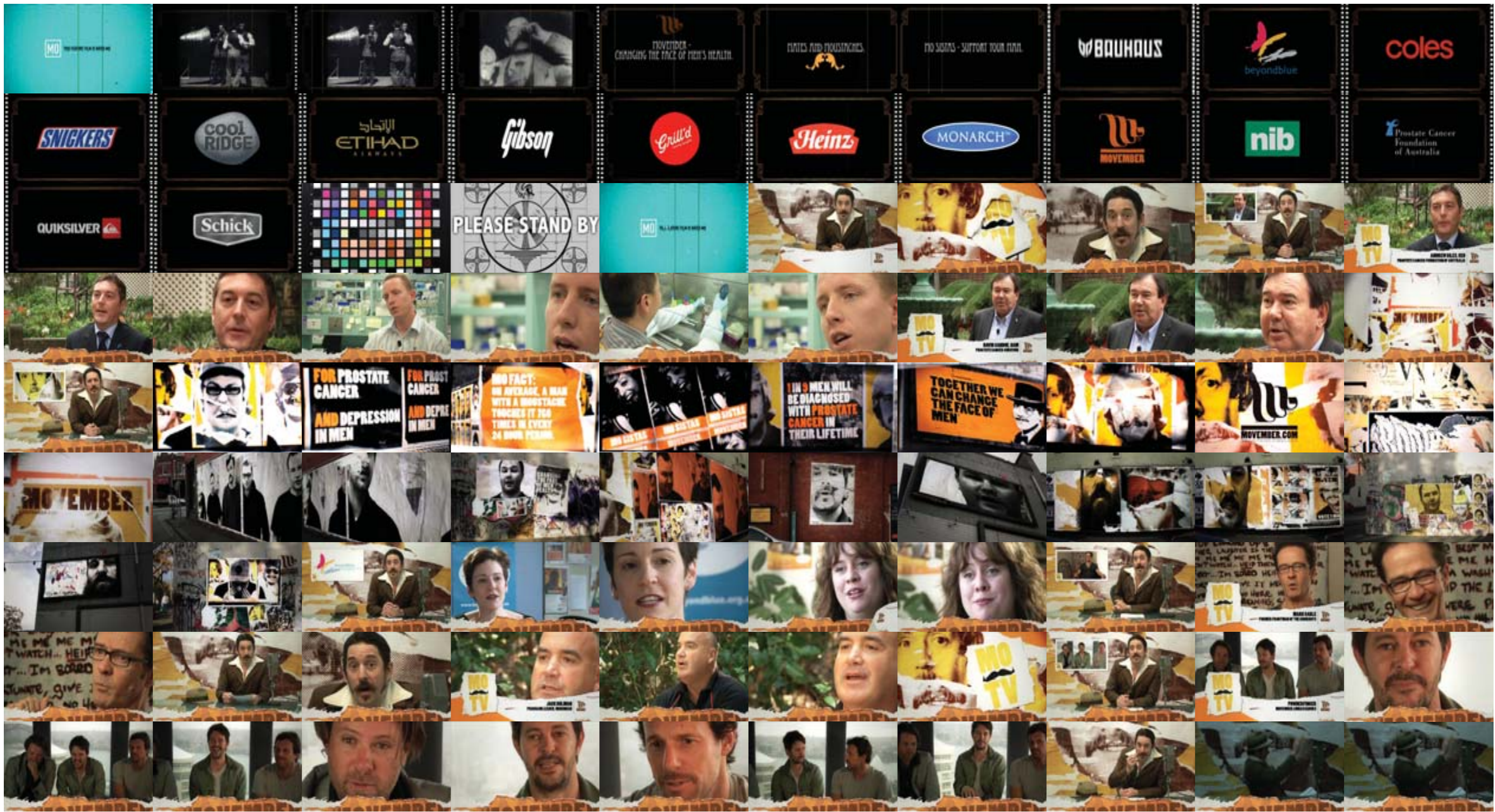


Dennis Lillee at the Perth launch event with co-founders Trav Garone and Luke Slattery



The launch events are attended by friends and supporters of Movember, ambassadors and the media





The Movember launch event clip presents the campaign and also reports on the outcomes achieved

**OVER 8,000
MO BRÓS AND SISTAS
TURNED UP TO THE
AUSTRALIAN GALA
PARTES IN 2009**



Gala Partés are held across Australia, and the world, to thank Mo Bros and Mo Sistas for their fundraising efforts





Saxton Gay

In 2009, Saxton Gay (right), won the NSW Man of Movember award for the third consecutive year. The teacher from Sydney is committed to raising awareness and funds for men's health and each year uses the opportunity to engage and educate his students on the issue. Not only does he grow an impressive Mo but each year he raises the bar in terms of his costume – 2009 saw him take centre stage once again as Sir Mo-celot, and the crowd's cheers confirmed his certain victory once again.



At each Gala Parté a Man of Movember is crowned, who then goes on to compete for the ultimate accolade, International Man of Movember

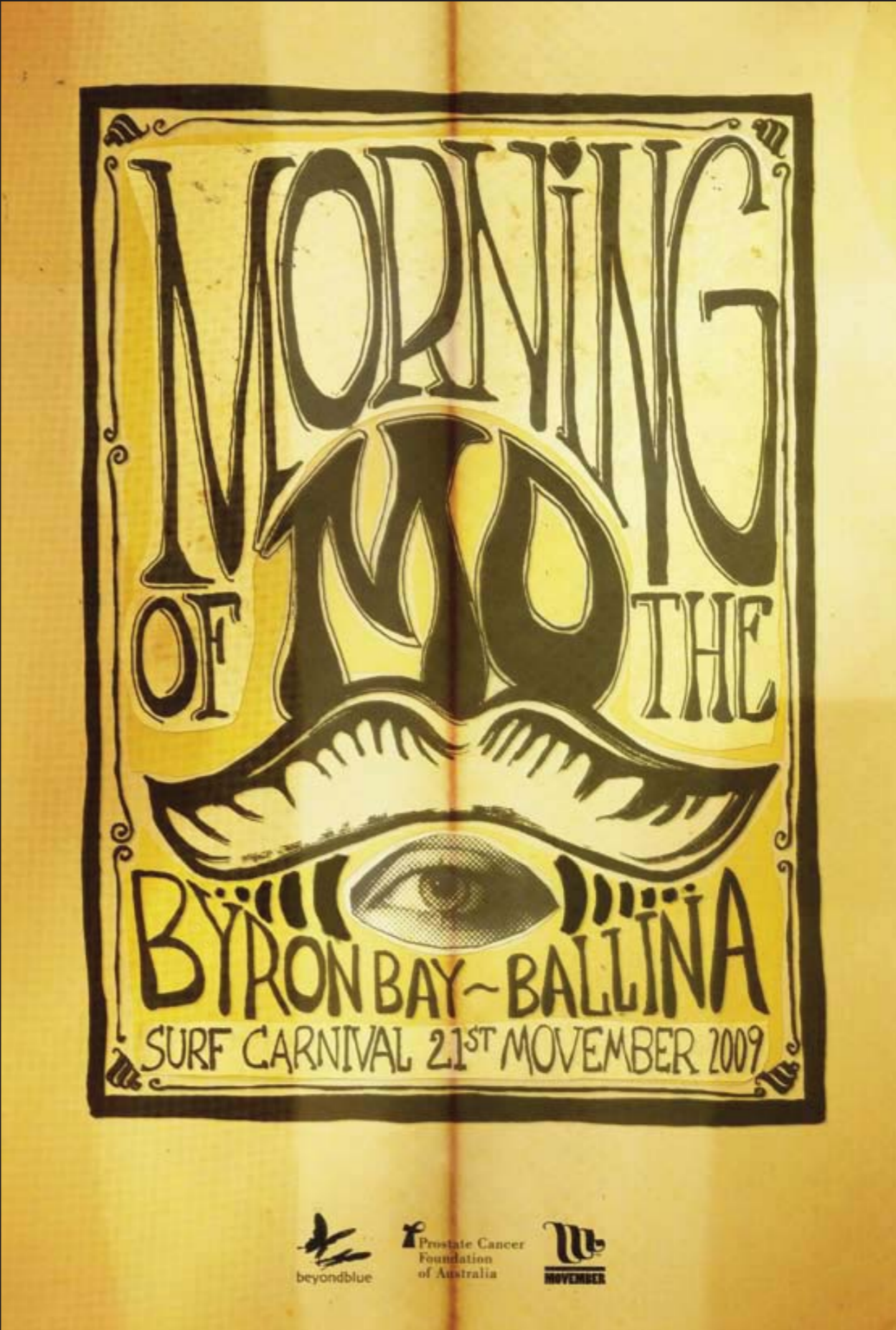


07 MORNING OF THE MO

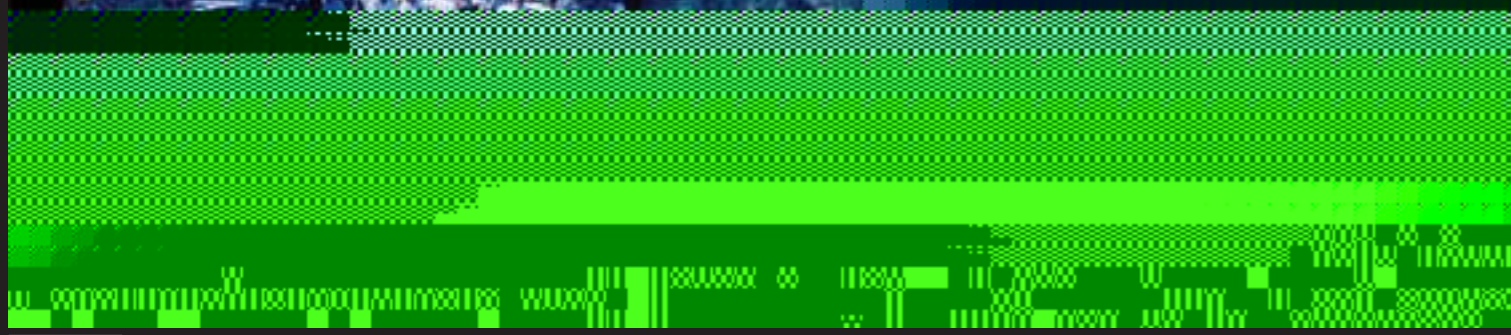
Morning of the Earth transformed the surf movie genre in the late 60s and early 70s as an artistic portrait of counter-culture and alternative lifestyles throughout Australia, Bali and Hawaii.

The Morning of the Mo surf event relives the glory days captured by Albe Falzon in the Morning of the Earth surf movie, bringing back the Mo to surf fashion, to help change the face of men's health within the surf community.

It's a grass roots event with all competitors required to sport a Mo and ride a pre 1980's stick to enter. All proceeds of the event go to Movember's beneficiary partners. Morning of the Mo is aimed at fun, the Mo, and uniting surfers to change the face of men's health.



Morning of the Mo poster inspired by surf graphics.





PARTNERS AND SUPPORTERS



The Australian campaign is lucky enough to work in partnership with

Hockey Australia

In 2009, Movember was the official charity partner for the ABN AMRO Hockey Champions Trophy – a tournament held in November featuring the top six men's hockey teams in the world. In a great show of support, the entire Australian national team – the Kookaburras – got on board and grew their moustaches.

In addition, the first weekend of the Champions Trophy, at the end of November, was dedicated to Movember, which involved shave-offs, presentation of best Mo's in the crowd and speeches from Movember representatives.

Movember was hugely grateful to each of the players who donated their upper lips to us for the month. And, to prove that good karma does exist, the Kookaburras went on to win the tournament.



The Kookaburras grow their Mos and win the tournament

A League

The Hyundai A-League dedicated Round 16 of its 2009 fixture to Movember, forming the inaugural Movember Men's Health Round, supported by Australian spring water brand Cool Ridge. At the time, Archie Fraser, Head of the Hyundai A-League commented,

"Players and management from the Hyundai A-League have been active participants and ambassadors for Movember for a few years now. This year we're keen to make a united and official level of support for Movember and its causes. We're only too happy to do this via match day experience and encouraging the players to grow Mo's and support the cause".

The round, called the Movember Men's Health Round, included five matches, played at various stadiums across the country over the weekend November 27th to 29th.

Brisbane Roar defender, Craig Moore, who was diagnosed with, and since recovered, from testicular cancer, is a supporter of Movember and its causes: "My experience demonstrated the importance of raising awareness and early detection of men's health issues. Movember is a great way for men to get involved with and raise awareness of men's health".

Luke Slattery (middle), co-founder of Movember with Archie Fraser (left) and Craig Moore (right)



VB Kangaroos Grow their Mo's

In an Australian first, the logo of a charity appeared on the front of the VB Kangaroos jersey when they played France during November. VB offered the spot to Movember, as part of our long term charity partnership.

French regulation doesn't allow beer brands on League jerseys, and while VB has a proud and respected position in Australian sport, the brand was also keen to ensure the team respects local customs. The sponsorship for this single match was valued at more than \$300,000. Rather than let it go to waste or open it up to another sponsor, VB gifted it to Movember. It was a first in Australian history for a men's charity and delivered great exposure for Movember in Australian and Europe – an emerging region for the charity.



Green, Gold and Mos: the Movember logo took world stage with the Kangaroos thanks to the VB partnership



Sponsors

In 2009, there were four major sponsors and ten supporting sponsors in Australia. In order to support the existing and future growth of the Movember campaign; each year we team up with a number of corporate partners. Each is chosen for their fit and relevance to the brand, their passion for the cause and appeal to the Movember target audience. Their involvement helps bolster the participation of Mo Bros and Sistas and as a result funds and awareness raised through the campaign.

Major sponsors

Each plays a vital part in growing the campaign through their creation of fully integrated awareness campaigns to support their involvement in Movember which contributes powerfully to the overall awareness campaign.



Supporting sponsors

The supporting sponsors add life to the campaign through non-traditional marketing campaigns. Heinz Big Red, Bauhaus, Quiksilver and Monarch Paintbrushes undertook 'cause' marketing campaigns with their products. Bauhaus designed a range of moustache inspired t-shirts, for the second consecutive year Heinz re-designed their traditional Big Red bottle so that it featured a Mo.

For the fourth year, Grill'd restaurants created a loyalty program which saw Mo Bros rewarded with free hamburgers.

The diverse nature of such activities results in Movember, through such partnerships, being able to engage audiences which would otherwise be tougher to reach.



Laneway name change in support of Movember - Mo Bro Lane



Quiksilver ambassadors, including surfer Matt Hoy, got behind the cause in 2009



Community Relations

Spreading the word and engaging local communities and businesses is critical to growing Movember and 2009 saw increased activity at all levels of community engagement. In Australia, we are often asked and invited by organisations to speak to employees about the initiative, how to get involved and Movember's health messages.

In addition, Movember seeks out communities, groups and businesses with which they can engage and inform. This takes shape in a number of ways – from a meeting with the head of a large corporation to garner support to speaking with entire sports teams to give them an understanding of Movember and its long term goals.

Corporate Support

Movember Australia is lucky enough to receive strong support from the corporate sector. There are a number of ways in which they get on board; via dollar matching, encouraging staff participation, circulating information and providing health checks for staff.

Managing Director of EnergyAustralia recently provided us with a brief insight into how Movember can play a part in office life.

Questions and Answers for George Maltabarow, Managing Director, EnergyAustralia

01 **How long has EnergyAustralia been involved with Movember and why was it chosen as a cause to support?**

EnergyAustralia has been involved with Movember since 2007, when our staff began supporting the event.

As an organisation, we support staff who are actively involved in community groups.

Movember is the main charitable event our employees get behind, and because of this, the company recognises their efforts and provides support for them throughout the month.

02 **How many staff members get involved each year with the cause?**

More than 400 EnergyAustralia staff take part in Movember each year. This has seen EnergyAustralia and our staff contribute over \$230,000 to Movember since 2007.

03 **What is your individual motivation to getting behind Movember?**

The main reason is that Movember has clearly resonated with our staff, and if something is important to staff, it's important to me as the Managing Director.

Also, I have to recognise that 80% of our staff are male and men's health has to be a big focus of the organisation.

04 **Do you think that corporate leaders have a responsibility to encourage and drive staff to engage in charitable activities?**

Corporate leaders have a responsibility to do the right thing every day and that includes supporting the community, and helping their staff do the same.

Even in difficult economic times, companies should think creatively about ways to support the community, such as through in-kind support. We all know that sometimes small actions can make the biggest difference to the community.

05 **How does Energy Australia support staff that are involved with Movember?**

We support staff through our Community Program. This is where employees can access \$300 grants to go towards the organisation they volunteer for. When employees raise \$100 or more for the Movember Foundation, they can apply for the \$300 grant to contribute to EnergyAustralia's overall donation to Movember.

Movember has been a fantastic catalyst to encourage staff to be aware of their wellbeing and be proactive in managing it. In 2009, we introduced health checks to our staff. This is where we provided 20-minute lifestyle based health checks to staff across the organisation for both men and women. We will be expanding the health check program this year to further encourage staff to proactively manage their health.

06 **What do you think are the important messages your staff have taken onboard from being involved with Movember?**

As almost 80% of our staff are male, it's very important they take on board Movember's key messages. We are engaging our staff by providing a broader health check programme for 2010.

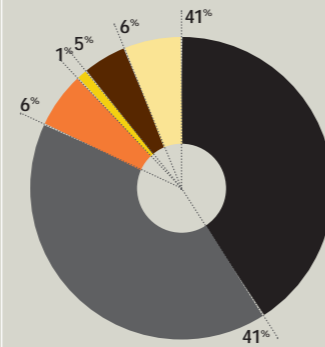
07 **Who in your opinion has the ultimate Mo?**

As an engineer, I have to say John Bradfield. He is better known as the engineer who designed the Sydney Harbour Bridge but he had a pretty good Mo too.

The Australian campaign raised \$22.3 million this year. Of the funds raised, Movember donated \$18.3 million (82% of funds raised) to our two men's health partners – The Prostate Cancer Foundation and beyond blue – the national depression initiative.

After donating 82% to our beneficiary partners, the remaining 18% was used to promote men's health awareness (6%), for fundraising costs (5%) and administration costs of 1%. A further 6% (\$1.3 million) was retained to contribute to the cost of running future campaigns.

The total cost of administration and fundraising at 6% of donations is low by global fundraising standards, and reflects our goal of continually reaching for the best possible campaign outcome while carefully monitoring costs.



Application of funds raised in Australia

- Donation to *beyondblue*, the national depression initiative 41%
- Donation to the Prostate Cancer Foundation of Australia 41%
- Men's health promotion 6%
- Administration 1%
- Fundraising costs 5%
- Retained funds 6%

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