

IMPACT REPORT 2026

The story of MSCAN's impact in fronting Australia's national response to melanoma and skin cancer to ensure Australians have access to the best skin cancer prevention, detection, treatment and care.

MSCAN

MELANOMA & SKIN CANCER ADVOCACY NETWORK

ACKNOWLEDGEMENTS

Acknowledgement of Country

The Melanoma and Skin Cancer Advocacy Network acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of Country throughout Australia. We acknowledge the wisdom of Elders, both past and present, and pay respect to Aboriginal and Torres Strait Islander communities of today. We recognise that the health, healing and wellbeing of Aboriginal and Torres Strait Islander peoples are grounded in continued connection to Country, culture, language and community.

Acknowledgement of Lived Experience

We acknowledge the individual and collective expertise of those with lived experience of skin cancer. We recognise their contribution and value the courage of those who share this perspective for the purpose of learning and growing to support better outcomes for all.



CONTENTS

4 An MSCAN Marvel

6 MSCAN's CEO and one of our inspiring Board Directors

7 MSCAN's Vision and Mission

8 MSCAN's Impact

10 MSCAN's Founder

11 Pillar 1: Advocacy and Influencing Policy

14 Pillar 2: Innovation in Research and Care

18 Pillar 3: Trusted Resources and Information

20 Partnering with Purpose

21 Sponsorship Opportunities

22 MSCAN's Board

23 MSCAN's Clinical and Research Advisory Committee

24 MSCAN's Community Action Team

26 Help MSCAN get Australia Skin Serious

27 Join the Collective Impact



AN MSCAN MARVEL

How will I get to the end of today?

Imagine being 37 weeks pregnant, your baby due any minute and being told you have cutaneous melanoma on your neck. That was the reality for Pauline, a young mum from Victoria.

Within days, Pauline's world became a whirlwind of specialists, biopsies and urgent surgery. Just two months later, while navigating life with a newborn and a toddler, she received news that the melanoma had spread to a nearby lymph node.

"I had to stop breastfeeding to start immunotherapy. The decision was taken out of my hands," Pauline remembers. "I was looking after two tiny babies while going through cancer treatment. Back then, planning for dinner felt impossible. My goals were strictly short-term: just get through the next task, just get through today."

Despite having excellent health literacy and knowing how to connect the silos of the healthcare system, Pauline found the emotional toll was completely unexpected.

Pauline's Advice: Step Away from Google "Don't Google. There is too much information out there. It's hard to critically evaluate it when you're vulnerable. Instead, look for reputable organisations like MSCAN to get trusted information and to access services, especially if you are in a regional or remote area."

> **I was looking after two tiny babies while going through cancer treatment.**



> We go further together.

Collaboration is a Superpower

Pauline has turned her personal battle into a platform for change, joining MSCAN as a consumer advocate in 2023. Since then, Pauline has been actively engaging with local, state and national leaders on health and community issues to support improved access to medicines, raise public awareness of melanoma and skin cancer and build networks to support MSCAN in its vision to make Australia skin serious.

Today as the co-Chair of MSCAN's Community Action Team (ComAct), Pauline leads a passionate team with lived experience who have oodles of fantastic ideas, limitless energy and bring joy to all they touch.

"Collaboration is a superpower, and that's what I love about MSCAN," Pauline says. "We go further together and our awesome ComAct truly live this value. It makes me incredibly grateful and proud."

One of the most special elements of Pauline's advocacy has been having her daughter, Neve, right by her side at parliament houses and council meetings.

"I still carry guilt about Neve's first year of life being overshadowed by my cancer diagnosis and treatment," Pauline shares openly. "Having her as part of this advocacy work feels like repaying her in a way. Plus, I want both of my daughters to grow up knowing how important it is to contribute to our community."

The Making of a Marvel

Finding Her Voice Joined MSCAN in 2023, published her story What They Don't Tell You When Diagnosed With Cancer on MSCAN's On the Spot blog, attended the Parliamentary Friends of Melanoma and Skin Cancer Awareness event in Canberra and met Victorian MPs with baby Neve.

Taking the National Stage Hit national airwaves in 2024 with features in The Sydney Morning Herald, The Age and A Current Affair to challenge Australia's sun-tanning culture. Engaged local government with the Monash Mayor and got involved in policy work, contributing to an advocacy letter for Canadian clinicians and speaking on MSCAN's Spot On Podcast with her husband about their patient experience.

The Federal Roundtable & Beyond Invited by Federal Health Minister Mark Butler MP to the National Skin Cancer Roundtable in 2024, an ideas and solutions focused discussion across the skin cancer continuum. Attended Parliament House Canberra to deliver a parliamentary address advocating for national prevention and care strategies and to represent patients at a health summit.

Leading the Charge In 2025 informed MSCAN's National Skin Cancer Scorecard – an Australian first and continuing national media engagement and stepped up to co-Chair MSCAN's ComAct. She continues to make crucial submissions to the Pharmaceutical Benefits Advisory Committee (PBAC) supporting access to life-changing neoadjuvant therapies, all while expanding government relationships at all levels.

Today, Pauline is through the worst of it. She can finally plan for the long term and she is using her voice and role with MSCAN to make sure the patients who come after her have a smoother ride.

HEAR FROM MSCAN'S CEO
AND ONE OF OUR INSPIRING BOARD DIRECTORS

Let's get skin serious!



Tamara Dawson

Tamara Dawson
Founder & CEO

I am absolutely thrilled to welcome you to MSCAN's very first Impact Report! This is a celebration of the outstanding outcomes, deep connections and systemic change we've championed since launching in 2020.

Skin cancer is Australia's national cancer. It touches almost every single one of us, which is why MSCAN is on a mission to completely shift the dial on prevention, awareness and national policy. The pages ahead share the highlights of what has been a fabulous six years of community building. We have evolved from a small, passionate start-up into a respected national voice. We are now fielding calls every single week from wonderful people wanting to partner with us in delivering our mission.

At MSCAN, we wear a lot of hats (broad-brimmed, of course!). On any given day, we are sitting down with Federal Ministers to shape national health strategy, collaborating with researchers on clinical trials or working with nurses and other experts to upskill the melanoma and skin cancer workforce. But just as importantly, we are welcoming new partners from all walks of life - from professional athletes and artists to pharmacists and teachers - all united by a shared experience and a desire to make a difference.

To our incredible existing partners, our brilliant stakeholders across industry and government and the patients and consumers who keep us grounded: thank you. We go further when we go together. We are just getting started, and we are welcoming new funding, collaboration and sponsorships all the time. It's time for Australia to get skin serious and we'd love you to join us.



ACooper

Professor Alan Cooper AM
Director

Big impact needs a big collective effort. When I look back at where MSCAN started in 2020 compared to where we stand today, I am extremely proud. We have built an organisation that is clever, trusted, joyful and unashamedly bold in its vision.

In my time working in the sector, I have seen firsthand how complex the healthcare landscape can be. For patients, families and carers navigating a skin cancer diagnosis, it can feel like trying to find your way through a maze in the dark.

That is exactly why MSCAN's work is so vital. We don't just advocate; we build bridges. We connect the silos of healthcare, making sure that researchers talk to clinicians, government listens to industry and that the consumer's voice informs every decision.

Serving on MSCAN's Board is incredibly rewarding. Over the last six years, we've established a strong and effective foundation of governance and capability. Because of that hard work, we are now uniquely positioned to drive the next wave of change in Australian skin cancer prevention, early detection and cutting-edge care.

Real, measurable and meaningful impact takes the efforts of many, and we are so grateful to MSCAN's fabulous network of partners and supporters all over Australia who help us deliver exceptional outcomes every day. Thank you for supporting our efforts, but there's still plenty more to do.

MSCAN'S VISION AND MISSION

Vision

MSCAN fronts Australia's national response to melanoma and skin cancer to ensure Australians are skin serious and have access to the best skin cancer prevention, detection, treatment and care.

Purpose

To deliver bold advocacy and leadership in driving change and innovation to positively shift the melanoma and skin cancer landscape in Australia and make every Australian skin serious.

Mission

MSCAN is focused on:

1. Championing innovation in research and care to improve patient outcomes
2. Advocating and influencing policy to deliver equitable, timely access to care for patients wherever they are in Australia
3. Providing trusted information and resources to empower Australians to be skin serious
4. Galvanising a network of passionate advocates to support people with lived experience.

About statement

MSCAN is a national, independent, consumer-led charity dedicated to supporting Australians at risk of or affected by skin cancer and driving policy reform to improve prevention, detection, treatment and care. We lead a network of passionate advocates who support people with lived experience and raise awareness of less common skin cancers.

We engage, represent and inform the community through three key pillars:

ADVOCACY AND POLICY INFLUENCE

INNOVATION IN RESEARCH AND CARE

TRUSTED RESOURCES AND INFORMATION



We work with government, industry, research, healthcare and advocacy communities and partners to drive meaningful, system-wide change and shape a better future for all Australians under our sun. It's time to get skin serious.

Values

At MSCAN, we act with **integrity** at all times. We are:

- ✓ **Patient-centred**
- ✓ **Collaborative**
- ✓ **Dedicated**
- ✓ **Innovative**

MSCAN'S IMPACT

How we're helping Australia get skin serious!

In just six years, MSCAN has grown from a few passionate advocates into a dynamo of national and international influence. Here is a look at our impact by the numbers.

Global Footprint & National Advocacy

Driving systemic policy reform from our postcode to international roundtables.

32 Countries

MSCAN actively engages with to share knowledge and advance skin cancer care globally.

28 Members of Parliament

proudly working with MSCAN as members of the Parliamentary Friends of Melanoma and Skin Cancer Awareness.

14 Formal submissions

made to parliamentary inquiries, ensuring the consumer voice shapes future legislation and policy.

38+ High impact presentations and debates

delivered at respected skin sector events such as Annual Scientific Meetings, Australian dermatology and international oncology conferences, Patient Expos and GP conferences.

24 Feature interviews

with respected journalists, taking MSCAN's message everywhere in Australia from ABC Radio and The Sydney Morning Herald to Harper's Bazaar and the Solbari blog.

12,447+ Engagement

seasonal newsletter subscribers, social media followers and website visits from people and organisations all over the world.

Innovation in Clinical Research & Care

Bridging the gap between revolutionary science and frontline patient care.



1 Australian first Skin Cancer Scorecard

in partnership with the Australasian College of Dermatologists to drive collaboration on a measurable approach to reducing the burden of skin cancer in Australia.

15 Major research projects

actively shaped by MSCAN serving as co-authors and expert patient advisors.

115

Melanoma and skin cancer nurses

from across Australia brought together at our first national conference in 2024 and 150 expected at the second conference in November 2026.

816+

Australian melanoma and skin cancer nurses

accessing our nurse education modules, made by nurses for nurses.

2 Game-changing partnerships

established with the Melanoma and Skin Cancer Nurses Organisation and the Australian Centre of Excellence in Melanoma Imaging and Diagnosis.

On-the-Ground Education & Prevention

Taking skin safety directly to communities across Australia









800+
Educational skin checks

conducted at horticulture and agricultural conferences, regional agricultural field days, Parliament House Canberra and corporate conferences and venues.

2,000
High-quality sun-safe hats

donated to BlazeAid volunteers working out in the elements and created short videos on keeping farmers and BlazeAid volunteers sun and UV safe.

13,221
Cricket Fans

attending the Melbourne Renegades Big Bash League game in Geelong where MSCAN ran a high-visibility activation and a pop-up clinic offering free skin checks to fans, with MSCAN featuring on the big screen.

1
Giant Portable Melanoma

installation at Parliament House, Canberra and available for hire - our unforgettable, interactive artwork 'Dot the Spot' sparking vital skin serious conversations.

The Power of Community & Corporate Partners

Every dollar, sausage and kilometre counts towards the cause.

4
Major Events at Parliament House, Canberra

100+ Politicians, 300+ Guests, 1000+ Sausages. Our Start of Summer BBQ turns a classic Aussie staple into a meaningful event in Canberra with the Parliamentary Friends of Melanoma and Skin Cancer Awareness.

400+
Media items

across TV, radio, print and online celebrating the launch of MSCAN's ground-breaking National Skin Cancer Scorecard and MSCAN's impact generally.

4
Incredible Cyclists in Japan

in a team of Bristol Myers Squibb employees who cycled for 15 days across Japan—covering a massive 1,800km for the Continent 2 Continent 4 Cancer ride raising money for MSCAN.

11
Conquering Skin Cancer Film Screenings

The film spotlights MSCAN's CEO, our wonderful Community Action Team member Doug and members of our Clinical and Research Advisory Committee taking the skin serious message to audiences nationwide.

$3000+
Raised by our legends

In tackling Dry July and choosing MSCAN as their favourite charity partner for other fundraising activities.

$1,250
Raised by Baxter Healthcare

Who baked, walked and ran for MSCAN.

MSCAN'S FOUNDER

Tamara Dawson



Melanoma was not part of my life plan

Like far too many Australians, MSCAN's Founder, Tamara's story begins with a diagnosis of our national cancer. Two in three Australians will be told they have skin cancer by the time they turn 70. One Tuesday, Tamara became one of them.

"I was in my mid-30s, happily married, a devoted mum to a one-year-old and entirely on my career," she recalls. "I wasn't feeling my usual chipper self and had some odd abdominal pain. My GP sent me for a routine ultrasound to check for a strained muscle or kidney stones. Instead, I heard the words: you have metastatic melanoma."

The next 12 months were an overwhelming blur of survival for Tamara. Swamped with sympathy and support, she managed her health and focused on trying to comprehend what this meant for her young family.

"Melanoma and non-melanoma skin cancers are incredibly difficult diseases to navigate. One of the things that struck me then, and still upsets me today, is the realisation of just how many other families are walking this exact same path. Thousands of Australians are treated each year and thousands continue to lose their lives."

A growing motivation to reform care

As Tamara's health began to improve thanks to a terrific clinical team, surgery, radiation and the wonders of immunotherapy, her perspective shifted from patient to advocate.

With a background in high-level trade and agriculture policy - having spent time striding the halls of Parliament House in Canberra, negotiating Free Trade Agreements and advising executives - Tamara had a strategic lens on the cancer landscape.

> **"As a patient, I could see so many gaps where patient-centred care was missing. I wanted to fix that."**

Driven to make the journey easier for the families coming after her, Tamara began joining research steering committees, contributing to papers and speaking to clinicians and patients nationwide.

"My energy was coming back and my motivation was through the roof. I quietly tested the concept with trusted friends, clinicians and researchers who truly understood the skin cancer community. I researched, I consulted and I planned, until there was nothing left to do but launch the Melanoma and Skin Cancer Advocacy Network, fondly known as MSCAN."

PILLAR 1

ADVOCACY AND INFLUENCING POLICY

Driving Transformative Change

MSCAN takes the personal stories of melanoma and skin cancer patients straight to the politicians, policy makers and industry leaders who decide how healthcare is funded and delivered in Australia. Impactful change happens through evidence-based advocacy and meaningful conversations and partnerships to improve access to care for patients, no matter their postcode.

Parliamentary Friends: Making Skin Cancer Personal

In February 2023, we launched the Parliamentary Friends of Melanoma & Skin Cancer Awareness at Parliament House in Canberra. Co-chaired by fierce advocates for the cause - the Hon. Jason Clare MP and the Hon. Darren Chester MP – MSCAN is honoured to bring together this dedicated bi-partisan forum of Australia's federal politicians to keep skin safety firmly on the national agenda.

Highlights of our work to date include:

- emphasising the importance of early detection by providing on-the-spot skin checks for MPs and senators at Parliament House
- our signature 'Start of Summer BBQ' in a courtyard at Parliament House is now a popular fixture on the Canberra calendar with politicians, industry, researchers, clinicians and consumers all coming together to get skin serious over a BBQ lunch
- a Thought Leadership Roundtable with the skin cancer sector on actions to deliver measurable change in skin cancer rates in Australia
- a forum at Parliament House with ACEMID and the Australasian College of Dermatologists to keep the focus on a Targeted National Screening Program.

Shaping National Strategy

When the government reviews health policy, MSCAN is at the table. We have provided formal, evidence-based submissions to critical consultative processes:

- National Cancer Action Plan
- National Medicines Policy
- Draft National Preventive Health Strategy
- Senate Inquiry into GP and Primary Health Services for Regional & Rural Australians
- Enhanced Consumer Engagement Process in HTA Co-design Working Group
- Australian Association of National Advertisers Code of Ethics Review



Fighting for Health Technology Assessment Reform

MSCAN has provided input to the Health Technology Assessment (HTA) Review because we believe that it should not take years for a lifesaving, approved medicine to reach a patient in Australia. We attend PharmAus events (hosted by Medicines Australia at Parliament House) to both showcase our work and emphasise the urgent need for HTA reform.

Our message to government is clear:

Australia's HTA processes must keep pace with emerging medical science so Australian patients gain faster, more equitable access to critical medicines.



PILLAR 1

ADVOCACY AND INFLUENCING POLICY

Securing Access to Life-Saving Treatments

For a patient with advanced skin cancer, a Pharmaceutical Benefits Scheme (PBS) or a Medicare Benefits Schedule (MBS) listing is quite literally the difference between life and death. MSCAN shapes these listing decisions by highlighting the real, human benefits of new treatments to the Pharmaceutical Benefits Advisory Committee (PBAC) and Medical Services Advisory Committee (MSAC).

By bringing our lived experience directly to the PBAC and MSAC, MSCAN works to accelerate solutions that have meaningful outcomes for patients across Australia.

For our industry partners, this means an efficient, expert consumer pathway that demonstrates real-world value. For government, it ensures alignment with the National Cancer Action Plan's goal of equitable access to breakthrough medicines.

OUR PBAC & MSAC ADVOCACY RECORD

MSCAN has submitted rigorous consumer evidence for a range of melanoma and skin cancer treatments which are now available to Australian patients. This includes reimbursement for incredible new treatments. Just to name a few, this includes:

- ✔ **The NADINA Regimen:** A paradigm-shifting, pre-surgery (neoadjuvant) combination of ipilimumab and nivolumab for Stage III melanoma.
- ✔ **Cemiplimab** (Libtayo) for the treatment of metastatic or locally advanced cutaneous squamous cell carcinoma (cSCC) for patients who are not eligible for curative surgery or radiotherapy.
- ✔ **Broad Listing of Immunotherapy:** to ensure access to immunotherapy irrespective of cancer type, guided by the best available clinical evidence, together with the patient's preference.





STRONGER ALLIANCES, BETTER OUTCOMES

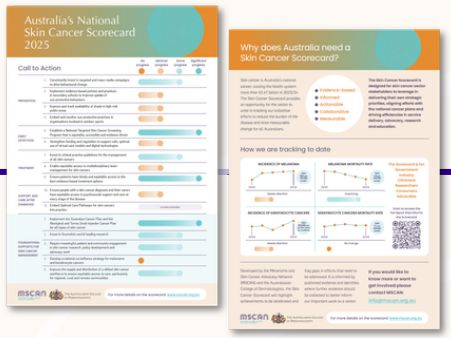
MSCAN is an active member of the Australian Patient Advocacy Alliance (APAA), a team of 40+ health organisations working together to represent over 13 million Australians living with complex and chronic disease.



PILLAR 1

ADVOCACY AND INFLUENCING POLICY

Changing the National System



The National Skin Cancer Scorecard: Setting the Agenda

Skin cancer is Australia's most expensive cancer to treat, costing our healthcare system an astronomical $2.47 billion in 2023/24. Shockingly, keratinocyte cancers - including basal cell carcinomas (BCCs) and cutaneous squamous cell carcinomas (cSCCs) - are so common they account for more cancer cases in Australia than all other cancers combined.

To inform our efforts in tackling this national crisis, MSCAN partnered with the Australasian College of Dermatologists to develop Australia's first National Skin Cancer Scorecard - an evidence-based tool that provides an opportunity for the skin cancer sector to unite and collaborate on an effective and measurable approach to reducing the burden of melanoma and skin cancer in Australia.



We will publish a new Scorecard every five years to report directly to all stakeholders, including parliamentarians from all sides, to celebrate our collective achievements and highlight critical gaps in funding, awareness and care that need to be addressed. Subscribe to MSCAN's socials and newsletter to see what action we're taking.



MSCAN AT THE TABLE

MSCAN helps shape policy and action by representing the patient voice on some of the nation's most influential melanoma and skin cancer sector steering committees.

This includes Australia's Melanoma Guildelines, the Health Minister's Melanoma and Skin Cancer Roundtable, the Australasian Melanoma Conference, SPF Summits amongst others.

Shifting the Global Landscape

Australia has the highest incidence of skin cancer in the world, but we're also at the forefront of fighting the disease. MSCAN represents Australia at various international collaborations and events to share our clinical wins with the world and import best practices into Australia to improve our approach.

- **Global Coalition:** MSCAN is a proud member of the Global Coalition of Melanoma Patient Advocacy, with over 40 countries represented, working to support everybody affected by melanoma, at every step, everywhere.
- **MI-PAC:** MSCAN is Australia's representative on the Melanoma International Patient Advocates Coalition (MI-PAC) which aims to increase awareness of melanoma and other types of skin cancer on a global scale to improve patient outcomes.
- **ESMO Asia Congress:** MSCAN collaborated with representatives from 33 countries at the European Society for Medical Oncology Asia Patient Engagement Summit on complex post-cancer challenges.



PILLAR 2

INNOVATION IN RESEARCH & CARE

Embracing new ideas, advanced evidence and world-first technology



MSCAN is innovative in so many ways that we often surprise ourselves with our next great idea or opportunity! We are dynamic and engaging and embrace new ideas and evidence to improve skin cancer outcomes and the everyday patient experience.

This section highlights just some of our work in striving to embed the consumer voice directly into the nation's most ambitious and meaningful research initiatives, ensuring that the future of Australian healthcare is always patient-centred.

ACEMID: The World-First Fight Against Melanoma

MSCAN is incredibly proud to be a consumer partner that informs the Australian Centre of Excellence in Melanoma Imaging and Diagnosis (ACEMID) research program. This ambitious, world-first research initiative is a powerhouse collaboration between the University of Queensland, Monash University and the University of Sydney, aiming to lay the groundwork for a targeted national melanoma screening program.

Through a formal Memorandum of Understanding, MSCAN is recognised as the key consumer partner of ACEMID. We are listed as a Chief Investigator and Associate Investigator for relevant ACEMID grants and research projects.

The Tech: ACEMID leverages cutting-edge 3D total body photography to assist clinicians to track changes in a patient's skin over time. It will help clinicians to catch melanoma in its absolute earliest, most treatable stages.

Who is participating? Close to 10,000 participants are undergoing 3D total body photography every 6, 12 or 24 months over a three-year study, launched in 2021, tailored to their individual melanoma risk profile.

The Demographics: A highlight of the program is that the research is being conducted in metro, regional, rural and remote Australia. There are nine regional, rural and remote sites such as Mt Isa, Bendigo and Wagga Wagga. All participants are 18 or older and have a regular GP.

The Ultimate Goal: The massive pool of data gathered through the ACEMID research will provide much needed information on the ability of personalised digital tools such as advanced 3D total body photography to facilitate melanoma diagnosis and surveillance. It's a transformative opportunity that MSCAN hopes will ultimately lead to a targeted national melanoma screening program.

Showcasing the Frontiers of Science



We are constantly leaning into new research that empowers individuals. Here are two highlights of the many research programs that MSCAN is involved in:

- MSCAN is currently collaborating with QIMR Berghofer on a major clinical trial led by the Statistical Genetics Laboratory. This trial is testing the theory: **can receiving personalised genetic risk information actually improve a person's screening adherence for melanoma?**
- MSCAN is also part of the Sun-D Trial which is looking to determine whether using SPF50+ sunscreen as part of a usual daily routine influences an individual's vitamin D levels.

> **MSCAN is advocating for the right skin check for the right person at the right time.**

By supporting important and innovative trials like those above, MSCAN is helping unlock the next generation of cancer prevention.

PILLAR 2

INNOVATION IN RESEARCH & CARE

Melanoma & Skin Cancer Nurses Organisation

The Melanoma & Skin Cancer Nurses Organisation (MSCNO) was established in 2020 to create a supportive and collaborative professional network of nurses working with people affected by a melanoma or skin cancer diagnosis anywhere in Australia.

Our Journey of Impact

Setting the benchmark: Our 2022 landmark report Connecting Nurses to Nurses: a model for best practice care of skin cancer in Australia was launched by Assistant Health Minister, the Hon. Ged Kearney MP with a framework to nurture the skin cancer nurse workforce and improve the patient experience.

Community building: Our first Melanoma & Skin Cancer Nurses Summit in 2023 brought together our melanoma and skin cancer nurses working in leading hospitals across Australia to develop a strategy for MSCNO with a focus on clinical collaboration, patient education, psychological support and survivorship.

A sell-out success: We welcomed 115 nurses to the sell-out inaugural Melanoma & Skin Cancer Nurses Conference in Sydney in 2024, providing a unique and fun space for peer learning and professional connection. It was inspiring to network with amazing nurses working in many different care settings across Australia and all dedicated to delivering equitable care to their patients.

Empowering the frontline: In 2025, we officially launched the online Melanoma & Skin Cancer Nurse Hub as Australia's "go-to" portal for the sector, offering free, evidence-based, CPD content on everything from biopsies to toxicity management.

The Australian Government's Cancer Patient Support Program grant to scale up the Nurse Hub represents a big leap forward in ensuring high-quality, up-to-date skin cancer education and resources are accessible to every healthcare professional under the Australian sun.

Broadening the network: MSCNO continues to expand our national footprint with our second Melanoma & Skin Cancer Nurses Conference in November 2026, dedicated exhibition booths at key events like the CNSA Congress and ongoing collaborations with our sector colleagues with a focus on patient-centred care.



Check out our free CPD endorsed modules, explore our clinical resources and join the MSCNO to start connecting with a national network of nurses!

mscan.org.au/mscno/

Scaling Up: The Melanoma and Skin Cancer Nurse Hub

The Melanoma and Skin Cancer Nurse Hub (the Nurse Hub) is a free online portal of evidence-based information and education available to health professionals working all over Australia, no matter how regional or remote they are.

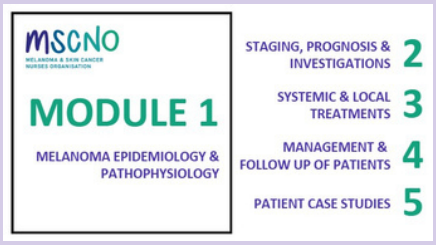
The Nurse Hub is managed by the MSCNO. In 2026, we have over 873 nurses accessing the 7 nurse education modules and helpful resources available on the Nurse Hub. The modules are nationally consistent, high-quality, written by nurses for nurses and count towards CPD!

And now we are taking this to a whole new level.

In late 2025, MSCAN was successful in securing a major grant through the Australian Government's Cancer Patient Support Program to scale up the Nurse Hub.

What's Coming:

We are creating 10 brand-new CPD nurse education modules and accompanying patient resources.



The Launch:

Set to go live on an enhanced platform in mid-2027, the new Nurse Hub will improve access to up-to-date information on all stages of the disease and its treatments.



PILLAR 2

INNOVATION IN RESEARCH & CARE

Melanoma & Skin Cancer Nurses Organisation

MSCNO Founders, Hayley Burridge and Donna Milne, explain the who, why, where and how behind the MSCNO and the exclusive partnership with MSCAN which is shifting the melanoma and skin cancer continuum in Australia.



Hayley Burridge (L) & Donna Milne (R) at Parliament House Canberra, influencing government policy.

Q: WHAT WAS THE ORIGINAL SPARK THAT LED TO THE CREATION OF MSCNO?

Hayley: Way back in 2017, the new immunotherapy and targeted therapy treatments were revolutionising the landscape for late-stage skin cancer. Suddenly, patients were surviving longer, but these cutting-edge medicines came with incredibly complex, tricky-to-manage side effects.

Donna: Hayley and I could see a rapidly growing need for dedicated information, specialised resources and real peer support for nurses working on the ground in melanoma and skin cancer care across Australia.

Hayley: Once these new treatments became standard care, we developed a national framework to ensure every nurse, everywhere, understood this complex new landscape from prevention and early detection to advanced care. Then with MSCAN's kind help and encouragement, in 2020, we officially launched MSCNO.

> **We are so proud of MSCNO and our work with MSCAN.**

Q: HOW DOES THE PARTNERSHIP WITH MSCAN BRING THAT VISION TO LIFE?

Donna: It's a perfect match. Like MSCAN, we know that nurses are uniquely placed as frontline care providers to offer tailored, nationally consistent support for patients. And like MSCAN, we want melanoma and skin cancer patients to have access to highly skilled nurses who can advise and assist in the management of any issue that arises throughout their experience with skin cancer.



Hayley: Exactly. MSCNO's connection with melanoma and skin cancer nurses across Australia and MSCAN's influence and role in national skin cancer policy help ensure melanoma and skin cancer patients receive patient-centred care based on best practice wherever they are in Australia.

Q: WHAT HAVE BEEN THE HIGHLIGHTS OF THE MSCNO JOURNEY SO FAR?

Donna: Clinicians, including medical oncologists, surgeons and dermatologists, love our model because they know that when a nurse is accessing the Nurse Hub and the MSCNO networks, that the nurse is informed and the patient is holistically supported. One of the single best models to improve clinical outcomes is giving patients continuous, consistent support, and it's so rewarding to see the massive relief from patients when they know they are supported.

Hayley: I agree. I also love how we are connecting with and empowering our peers. Our Nurse Hub is built by nurses, for nurses. We are giving our colleagues the specialised clinical, psychological and survivorship planning skills they need to make an immense difference.

Donna: Yes, and our fantastic biennial Nurses Conference brings together this group of fabulous professionals to network and learn.

Hayley: We are so proud of MSCNO and our work with MSCAN - we expect there to be many more highlights as we continue to embrace new partnerships and make new connections.

> **To truly support patients, we have to support the people who care for them.**

Q: WHERE IS MSCNO HEADING NEXT?

Donna: Our ultimate goal is to reach every single nurse working in skin cancer across Australia. We are focused on regional, rural and remote communities because we know the burden of skin cancer hits harder outside the cities.



Hayley: The Cancer Patient Support Program grant is helping MSCNO improve its offering to our community by upgrading the technology for the Nurse Hub and better supporting a highly skilled national network. We're excited to see nurses anywhere in Australia improving their melanoma and skin cancer knowledge to support better patient outcomes.

Donna: Yes, it's a very exciting time, and we welcome anyone interested in joining our terrific MSCNO family to check out the information on our website **mscan.org.au/mscno** or email us at **mscno@mscan.org.au**.

THE POWER OF PARTNERSHIP IN ACTION

- The Nurse Hub continues to be shaped by our foundational White Paper for a Nurse-to-Nurse model of care.
- MSCAN and MSCNO will support the McGrath Foundation to deliver the All Cancer Care Nurse Service, as part of the Australian Government's vital Australian Cancer Nursing and Navigation Program, by providing expert input to ensure this national model of care is perfectly optimised for melanoma and skin cancer patients.



PILLAR 3

TRUSTED RESOURCES AND INFORMATION

Empowering Australians to be skin serious

MSCAN works to provide real, everyday support and tools to people impacted by a melanoma or skin cancer diagnosis, whether for themselves or someone they care for, wherever they are in Australia.

Empowering Australians to be skin serious.

A melanoma or skin cancer diagnosis can often mean someone is exposed to unfamiliar medical terms and immense uncertainty. MSCAN's library of resources is designed to support people through the diagnosis by providing high-quality, independent and evidence-based information that helps patients, families and carers understand a diagnosis, manage treatment and live well.

THE 'SPOT ON' RESOURCES



Our signature Spot On Resources are comprehensive guides packed with high-quality, tailored information to help Australian patients cope with a difficult advanced skin cancer diagnosis, featuring proven strategies for managing "scanxiety" and psychological wellbeing.

Developed with leading Australian experts, the Spot On Resources offer essential tips for navigating the emotional rollercoaster of advanced skin cancer, making the most of specialist appointments and managing the unique pressures of the disease.

- **Advanced Melanoma Spot on Resource**
- **Advanced Cutaneous Squamous Cell Carcinoma (cSCC) Spot on Resource**

Anyone can request a free copy (or more!) through the MSCAN website. Many of the MSCNO members have a stash on hand to share with their patients at the point of care.

TUNE IN: THE SPOT ON PODCAST

For those who prefer to listen and learn, our highly popular Spot On Podcasts bring together clinical leaders and real patient voices across four dedicated series with new episodes being added regularly across the streaming services:

- **Series 1: Skin Cancer Fundamentals –** Breaking down the essential science of diagnosis, staging and treatment options.
- **Series 2: The Patient Story –** Honest and raw lived-experience insights from fellow Australians sharing their skin cancer story.
- **Series 3: Cancer, Wellbeing & Mental Health –** Honest, practical conversations on navigating the emotional ups and downs of cancer.
- **Series 4: The Less Common Skin Cancers –** Shining a much-needed spotlight on rarer skin cancer diagnoses.



A WEALTH OF KNOWLEDGE AT YOUR FINGERTIPS

MSCAN's Learning Hub contains a vast library of trusted information detailing melanoma and non-melanoma skin cancers, staging, complex treatment side-effects and pathways to living well. We encourage nurses to direct patients to MSCAN's website or provide MSCAN resources to patients at the point of care.

We also have oodles of clinical resources for health professionals available for download.

Check out the Learning Hub and Nurses Resources at mscan.org.au/learning-hub

SUPPORTING THE WHOLE PERSON: THE WELLBEING SPOT

We often overlook our mental and emotional health, particularly in the early days and weeks following a difficult diagnosis when everything can feel overwhelming. MSCAN's Wellbeing Spot is a collection of supportive articles, podcasts and psychological tools to look after the whole person.



ON THE SPOT: OUR BLOG

Written for our patient and consumer community, the On the Spot blog covers the full skin cancer care spectrum. It's a space where readers can explore:

- The latest research and breakthroughs driving early detection in Australia.
- Practical step-by-step guides, such as how to properly take photos of 'spots' on your skin for your doctor.
- Demystifying clinical trials by explaining what they are and how to access them.
- Inspirational personal stories from our MSCAN marvels, advocates and partners.

Innovative Partnerships

Gather my crew

Caring for a loved one with an advanced diagnosis can be super stressful. MSCAN is excited to partner with **Gather My Crew** to help patients and their carers easily coordinate practical, everyday help from their personal network of friends and family.

Get the app

Melanoma Comic Book

Explaining a melanoma diagnosis to a child is difficult. MSCAN has been involved in the development of a custom Comic Book that uses a real life story about a mum who is diagnosed with advanced melanoma. It's a great resource at a difficult time.



Order a free copy

BlazeAid

PROTECTING OUR AMAZING VOLUNTEERS

Since 2009, BlazeAid has hosted over 45,000 volunteers coming from all over Australia and the world to help rebuild fences and other structures in farming communities after natural disasters like floods and fires.

MSCAN loves BlazeAid and we want to ensure its volunteers are protected from the harsh Australian sun while they work outdoors in delivering much needed support to regional communities. That's why MSCAN has provided over 2,000 high-quality sun-safe hats to BlazeAid volunteers to help their bodies stay healthy and strong while they do their vital work.

CAN YOU HELP?

MSCAN wants to expand its wardrobe to include long-sleeve collared shirts and winter and summer neck gaiters and welcomes a corporate partner to work with us to better support BlazeAid and its tremendous team of volunteers with quality sun-safe wearables.

MSCAN partnered with MASC Trials to produce a series of high-impact, engaging social media videos featuring BlazeAid Founder Kevin Butler and leading Australian dermatologist Professor Victoria Mar. The videos explain why it is important that BlazeAid volunteers are sun safe and skin serious, encouraging all farmers to understand the risk and a demonstration on how to check your own skin.

Find out more



PARTNERING WITH PURPOSE



True collaboration is rewarding and effective

At MSCAN, we know we achieve far more together than we ever could alone. Systemic change in Australia's melanoma and skin cancer landscape requires a collective and sustained effort in uniting industry innovators, healthcare leaders, corporate allies and passionate individuals.

We are incredibly proud to recognise our loyal partners and committed sponsors. Because of their shared dedication, strategic investment and unwavering trust over the last six years, MSCAN has grown from a local initiative into a respected national voice delivering exceptional outcomes for Australian patients.



Keen to get skin serious with MSCAN?

Partnering with MSCAN is about making a measurable, highly visible impact on the health of our nation. When you align with MSCAN, you can tick your corporate social responsibility box, but we can also help you:

- ✓ **Engage Your People:** Drive a vibrant, health-conscious workplace culture with meaningful fundraising, hands-on corporate volunteering and delivery of workplace skin checks by expert dermatologists.
- ✓ **Access the Highest Levels of Influence:** Stand with MSCAN at the table with federal politicians, ministers and top-tier clinical researchers.
- ✓ **Build National Awareness:** Put your brand at the forefront of a modern, engaging and unashamedly bold movement to make Australia skin serious.

Get in touch to explore the options

> **MSCAN makes corporate partnership seamless, highly visible and deeply rewarding. We offer meaningful and engaging options that are serious and not so serious.**

Thank you to our wonderful partners

MSCAN is proud to work with our terrific industry partners who share our mission and passion for reducing the burden of melanoma and skin cancer on all Australians.

rmbl foundation
Baxter
Bristol Myers Squibb
IMAGING EXCELLENCE FROM CANFIELD
MERCK
MEDISON
MSD
LABORATOIRES Pierre Fabre
PROPAIRA An Australian Dermatology Story
SOLBARI

The Beautiful and Useful Studio created our latest team member - Dot the Spot - a portable, lightweight and tactile sculpture that can attend meetings, conferences and events, both indoors and outdoors, to start important conversations to help make Australia skin serious.

The Beautiful & Useful Studio

JOIN THE COLLECTIVE SPONSORSHIP OPPORTUNITIES

How will you help Australia get skin serious?

MSCAN welcomes partnerships with organisations of all sizes and budgets because we know that every little bit counts. We are dynamic and innovative in our thinking and approach to ensure we help our partners be seen and valued for their contributions and efforts.

We have designed a range of clever and high-impact sponsorship opportunities to help you connect with the community and save lives.



MAKE AN IMPACT AT YOUR NEXT EVENT

Adopt "Dot the Spot": Rent MSCAN's giant portable melanoma! This unforgettable, interactive artwork is a guaranteed crowd-puller and conversation-starter for conferences, health expos or corporate family days.

Host a Pop-Up Skin Check Clinic: Work with MSCAN to organise an expert dermatologist to conduct on-site, educational skin checks for your staff, athletes or community members.

LEAD THE NATIONAL CLINICAL CONVERSATION

Sponsor a Nurse Education Module: Fund a brand-new CPD education module on the MSCNO Nurse Hub, focused on specific clinical content such as managing long term toxicities from immunotherapy, capability tools or regional care pathways.

Back the National Nurses Conference: Become a principal sponsor for our biennial National Melanoma & Skin Cancer Nurses Conference - the next in November 2026 at the State Library of Victoria - connecting your brand with hundreds of frontline health professionals.

ALIGN YOUR BRAND WITH SUN SAFETY

Co-Branded MSCAN wardrobe: Partner with us to manufacture high-visibility, co-branded sun-safe hats, neck gaiters and long-sleeve collared shirts to protect workers, volunteers or sporting club members out in the elements.

RAISE YOUR VOICE & MOBILISE

Fundraise for the Frontline: Turn your next corporate challenge, morning tea or community fun run into a powerful fundraising campaign for MSCAN - we've got some fun and interactive ideas that could work for you.

Become an MSCAN Ambassador: Are you a corporate leader, professional athlete or industry expert with a personal connection to skin cancer? Step up as an official Ambassador to speak at high-profile events and drive change.

Join the Parliamentary Table: Sponsor MSCAN's policy initiatives to earn a seat alongside us at the Parliamentary Friends of Melanoma & Skin Cancer Awareness events in Canberra, directly engaging with policymakers and political leaders on healthcare reform.





Connect today

Kick off the summer by hosting a **Mole in One** competition with punters putting for a Mole in One against skin cancer at a social event, bringing everyone together for a fun and interactive session with a serious message.



DRIVEN BY PURPOSE
THE MSCAN BOARD

Grounded in Community, Focused on Change

The MSCAN Board is a remarkable team of people who care deeply about changing the skin cancer story in Australia. The Board is focused on keeping MSCAN nimble and free of unnecessary red tape to ensure we maximise the impact of every dollar donated, every hour volunteered and every partnership formed.

The Board backs MSCAN to embody its values and ensure that everything we do directly benefits Australian patients and their families and carers.

The MSCAN Board of Directors



Tamara Dawson
Founder & Director



Hayley Andersen
Director (Strategic Partnerships & Governance)



Professor Alan Cooper AM
Director (Dermatologist)



Professor Geoff McColl
Director (Clinical & Policy)



Darren Dawson
Director (Finance & Risk)



Liz Marshall
Director (Policy & Technology)

Read about why each of our Directors chose MSCAN and what they bring to the team.

MSCAN'S
CLINICAL & RESEARCH ADVISORY COMMITTEE

Guiding the future of care through clinical excellence and scientific rigour



MSCAN is supported by our brilliant Clinical and Research Advisory Committee (CRAC). This multidisciplinary team of top-tier Australian experts serves as our strategic compass and brains trust ensuring MSCAN's work is always cutting-edge, evidence-based and patient-centred.

SPOTLIGHT INTERVIEW: PROFESSOR MARK SHACKLETON



PROFESSOR MARK SHACKLETON

Professor Mark Shackleton has been a valued member of MSCAN's CRAC since the beginning.

Q: What makes MSCAN's role in the Australian skin cancer landscape so unique?

Professor Shackleton: What sets MSCAN apart is its agility and commitment to the consumer voice. In major medical research, it can take years for complex clinical breakthroughs to trickle down into standard patient care.

MSCAN is dynamic and clever in interpreting new clinical information into practical patient resources and powerful policy submissions, as well as collaborating with sector stakeholders to improve patient care.



Q: How does the CRAC enable MSCAN to better support everyday patients?

Professor Shackleton: As clinicians, we know the medicine and we speak to patients every day in our clinics and hospitals. The CRAC feeds this insight directly to MSCAN who then uses its connection with the community in knowing the lived reality for patients and carers to really address the critical gaps in melanoma and skin cancer care in Australia.

The partnership ensures we are making a difference exactly where it matters most.

MSCAN'S INCREDIBLE CRAC INCLUDES:

Dr Miles Andrews: Medical Oncologist & Head of Immuno-oncology, Alfred Hospital Melbourne

Associate Professor Sid Baxi: Radiation Oncologist, Regional Medical Director, GenesisCare Gold Coast

Hayley Burridge: Melanoma & Skin Cancer Clinical Nurse Consultant, Alfred Health, Melbourne

Professor Monika Janda: Behavioural Scientist, University of Queensland

Learn more about the CRAC

Dr Megan Lyle: Medical Oncologist, Cairns Hospital

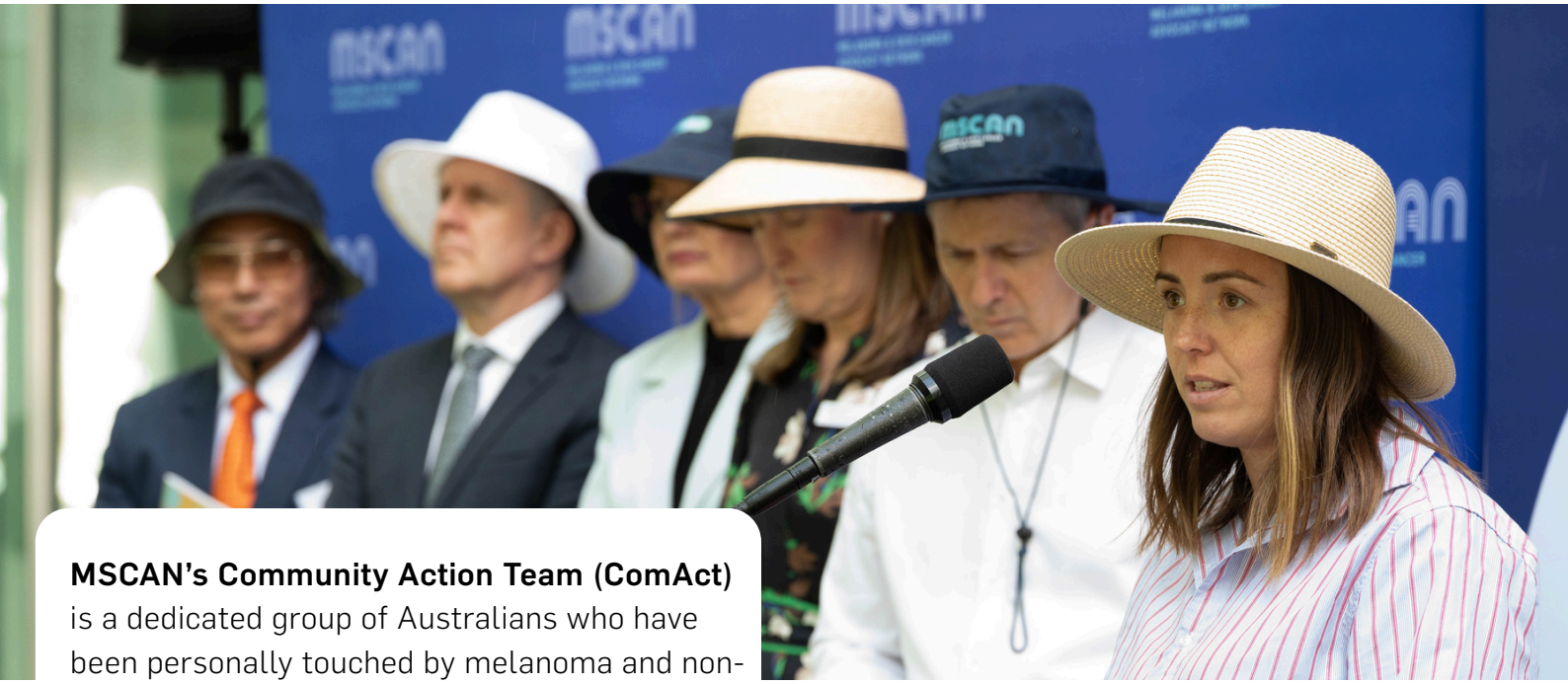
Professor Victoria Mar: Dermatologist, Director of Victorian Melanoma Service, Alfred Hospital, Melbourne

Dr Donna Milne: Clinical Nurse Consultant, Peter MacCallum Cancer Centre, Melbourne

Professor Mark Shackleton: Director of Oncology at Alfred Health, Professor of Oncology at Monash University, Chair of Melanoma and Skin Cancer Trials Ltd

Professor Peter Soyer: Chair & Director Dermatology Research Centre, University of Queensland Diamantina Institute.

MSCAN'S COMMUNITY ACTION TEAM



MSCAN's Community Action Team (ComAct) is a dedicated group of Australians who have been personally touched by melanoma and non-melanoma skin cancers, either as patients or carers.

ComAct keeps MSCAN practical and focused on what matters to patients living through melanoma and skin cancer by:

- Reviewing MSCAN's information and resources to ensure they actually make sense to a person sitting in a waiting room
- Telling us what's missing in standard care, such as the need for better mental health support, resources for rare cancers or clearer information on side effects.
- Provides honest feedback on new projects before they launch, keeping the patient's voice at the absolute centre of our mission.

> **Living through melanoma or skin cancer teaches you a lot about the disease, no matter your background.**



REAL AND HONEST EXPERIENCES

Shaping the 'Spot On' Podcast: ComAct members inspired our podcast series by highlighting the conversations people are often too afraid or overwhelmed to have in the clinic such as scanxiety, body image changes and navigating family life during treatment.





Meet the team

Pauline Ryan | co-Chair
A nurse and project manager in her previous lives, Pauline was diagnosed with melanoma while 37 weeks pregnant with her second daughter. Now cancer-free, she uses her unique mix of clinical knowledge and personal experience to lead the ComAct related to all things melanoma and skin cancer and advocate for better mental health and emotional support for patients.

Melissa Sheldon | co-Chair
A Stage IV melanoma survivor since 2009, Melissa has ridden the wave of modern immunotherapy, even learning to walk and talk again after intensive treatment. A respected advocate, she fought publicly for life-saving PBS drug listings and campaigned effectively to get solariums banned across Victoria.

Ellie Bowley
Ellie became a devoted carer when her mum was diagnosed with rare and aggressive mucosal melanoma in 2023 and sadly lost her battle ten months later. Driven by love and loss, Ellie is using her advocacy platform with MSCAN to raise the profile of rare skin cancers to attract much needed research and funding.

Bernadette
Over the last decade, Bernadette has faced multiple melanomas, invasive surgeries and skin chemotherapies for cSCCs and BCCs. Having experienced the physical toll firsthand and as a ComAct member, she is working to improve awareness about the overlooked impacts of skin cancer treatment on body image, self-perception and psychological well-being.

Sara McLaughlin-Barrett
As an oncology nurse consultant, Sara saw the impacts of cancer daily before facing her own battle with a large basal cell carcinoma (BCC) on her forehead at age 33. Now, she channels her dual perspective into getting young people and families serious about sun safety and annual skin checks.

WE NEED YOUR VOICE: JOIN THE COMACT TEAM!

Skin cancer doesn't look the same on everyone and it doesn't care who you are. To make Australia truly skin serious, we need our team to reflect the wonderfully diverse reality of our community. MSCAN is actively looking for new members to join ComAct. We are especially looking to welcome regional and rural Aussies, multicultural community voices, outdoor workers and young people. Your background, age or location doesn't matter - your lived experience is what we need.

WHAT'S IN IT FOR YOU?

- Use your melanoma and skin cancer experience to make the road smoother for the next person diagnosed.
- Join a warm, supportive and positive group of advocates.
- Help MSCAN's network of researchers, nurses and policymakers to co-design resources, clinical priorities and public health campaigns.
- Get free access to advocate training, media opportunities and public speaking platforms if you want to raise your voice.

READY TO MAKE A DIFFERENCE?

We would love to have you.

Find out more

HOW YOU CAN HELP MSCAN GET AUSTRALIA SKIN SERIOUS

Why MSCAN? The Consumer-Led Difference



MSCAN is an energetic, dynamic and passionate network of real patients, top-tier clinicians and incredible advocates who are actively changing the landscape of Australia's national cancer.

Because we are small, independent and consumer-led, we move fast. We take your time, your voice and your generosity and convert it directly into practical clinical resources and tools, patient supports, national policy reform and life-saving awareness.



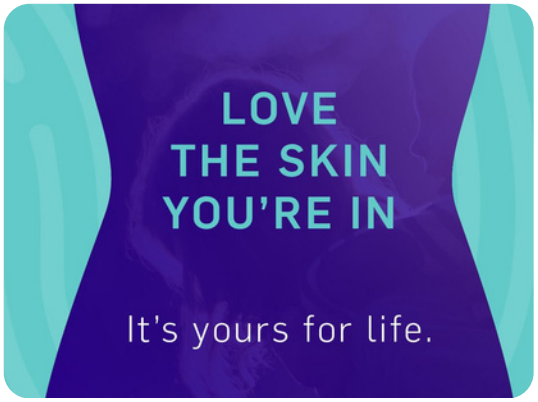
What's in it for you? You get to be part of a winning, collaborative community that punches far above its weight. You get the confidence of knowing your contribution won't be swallowed by administrative overheads but will directly support an organisation recognised by its peers as the national Advocacy Champion.

Why now? MSCAN is leading the charge across a range of priorities that actually deliver measurable results for our partners. Two in three Australians will be diagnosed with skin cancer by the time they turn 70. It will take all of us to beat it. By stepping up today, you are helping protect every single Australian under our sun.

Raise your voice and share your lived experience

Have you or a loved one been touched by a melanoma or non-melanoma skin cancer diagnosis? Your story is important and can help change how our national cancer is understood and managed.

By joining our Community Action Team (ComAct), you can use your experience to help shape national policy, guide research clinical trials and ensure the Australian healthcare system is patient-centred. Get in touch here.



We are nimble, we are expert and we are entirely focused on the consumer. MSCAN gets things done. Help us build an Australia that is genuinely skin serious, so that one day, our work is done and we don't need to exist at all.

WAYS TO JOIN THE COLLECTIVE IMPACT

Donate with Purpose

Your financial support funds the creation of tailored patient information and resources, drives our government submissions to support life-saving treatment listings and scales up our nurse education. A major corporate gift or a regular contribution buys impact and hope and keeps MSCAN independent and strong.

Fundraise Your Way

MSCAN is full of ideas on how your workplace, school or local club can fundraise to fuel us. You could lace up your sneakers for a fun run, host a morning tea or whack a mole. Get in touch to explore your ideas.

Partner and Influence

Align your corporate brand with the gold standard of skin safety. Organise a skin-check day with an MSCAN dermatologist at your workplace or event, sponsor a specialised nurse education module, back our national conference or adopt Dot the Spot - our giant melanoma - for a great sun smart conversation starter.

Volunteer

We are welcoming new hands all the time - digital marketer, community organiser, artist, athlete - we like everyone! By volunteering your time and skills, you help us scale our events, expand our reach and keep MSCAN running at maximum speed.

Shop with Impact

Support our mission by visiting our shop to grab a super cool MSCAN hat, an MSCAN mug for the thirsty worker or a set of our uniquely Australian Christmas cards – cause who wouldn't like to receive something nice in their letter box these days.

Get in touch to explore the opportunities

info@mscan.org.au

IT'S TIME FOR AUSTRALIA TO GET SKIN SERIOUS

MELANOMA & SKIN CANCER ADVOCACY NETWORK

Melanoma & Skin Cancer Advocacy Network

mscan.org.au

info@mscan.org.au