



# NEWS RELEASE

## The Male Bag Foundation

Reducing the impact of prostate cancer on men in regional Australia and the people who love them

December 2020

### Male Bag Foundation facilitates \$550,000 in advanced prostate biopsy machines in regional Victoria and South Australia

#### **2020 mission achieved**

The Male Bag Foundation ends a difficult year on a high, paying tribute to its sponsors and partner community service groups, and a vast improvement in community health outcomes in two States.

2020 saw the Foundation receive ongoing support from its sponsors and new partners to facilitate advanced prostate cancer biopsy machines to three major regional health networks in Victoria and South Australia.

David Parkin OAM, Foundation Patron said:

“In a year that challenged all volunteer-run charities in Australia, the MBF succeeded in facilitating the purchase of three transperineal biopsy machines with a capital cost around \$550,000. We are indebted to our terrific sponsors and several community groups who backed the Foundation’s vision despite the disruption COVID-19 placed them” he said.

The Foundation’s key outcomes for 2020 include:

- Transperineal biopsy machines (TBMs) facilitated for Barwon Health South-West Victoria, and South Australia’s Limestone Coast and, Riverland-Mallee-Coorong Health Networks - a catchment of around 800,000 residents.
- Much valued partnerships that enabled the Foundation’s entry to South Australia. The major partners being:
  - Victoria Heritage Road Registry and their Classic Festival of Speed event (Phillip Island, March 2020)
  - Berri Lions Club
  - Limestone Coast Prostate Cancer Support Group” he said.

David went on to say that

“The community outcomes that have come from volunteerism are simply outstanding. The support we have either received or leveraged through partnerships has allowed us to provide direct grants totalling \$180,000 for TBMs. This puts an end to antiquated prostate biopsy’s procedures and gives public patients a simple day procedure that is locally available. The three machines reach a significant population of public patients and we estimate up to 500 men a month will be using TBMs made possible by our volunteer work since 2013” he ended.



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The Foundation will complete its fund-raising for biopsy machines in South Australia with a charity postie bike ride in the first quarter of 2021.

### Looking to 2021 and beyond

COVID-19 restrictions prevented the Melbourne-based Foundation from operating 'business as normal'. Its annual Big Postie Bike Ride and other fund-raising events were sidelined in favour of better web-based communications with sponsors and rider network. Tax-deductible donations to our mission in South Australia can be made via the MBF's website.

Robert Glover, Foundation CEO said:

"I'd like to acknowledge the great work of Julian Dewan and Jason Hulme (BSO Digital) for updating our website. It's more relevant to the way we need to develop our communications, membership base and tax-deductible donations - vital elements of our updated business model. I encourage people to visit our website and register with us".

The Foundation's continued success has led to it becoming the largest facilitator of TBMs in regional Australia, including providing TBMs to regional communities serviced by Dubbo, Wagga, Griffith, Ballarat, Bairnsdale, Warrnambool, Mt. Gambier and Berri.

Robert Glover went on to say

"In the absence of Federal and State Governments funding for TBMs at major regional public hospitals, our mission hinges on attracting a major brand sponsor, especially now with an updated website that can showcase a masthead sponsor. We have a proven record and provide unique support for men in the bush, attributes and a mission that put us in good stead to welcome a major sponsor into our team".

"As much as coronavirus has challenged our volunteer run charity, I am so proud we continue to make a difference in providing much needed support to regional communities. On behalf of the Foundation, we wish good health, a COVID-19 vaccine and happy Postie Bike Rides in 2021".

### Media Notes

- The MBF thanks print, radio, TV and social media for their fantastic support in 2020.
- David Parkin OAM and Robert Glover are available for interview. Contact details follow
- Follow @Male-Bag for updates
- Sponsorship inquiries to Robert Glover M 0407 849 111
- Background information on the Foundation is attached
- The MBF is planning to attend TBM commissioning events in Berri and Mt. Gambier.
- The Big Postie Bike Ride from Adelaide to Melbourne via Berri and Mt Gambier is planned for 2021.



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### Background Information

**Our mission** - reducing the impact of prostate cancer on men in regional Australia and the people who love them

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**The Male Bag Foundation Ltd** - purpose-built charity with a clear mission and strategy

The Foundation is an incorporated not-for-profit charity developed to raise funds for much needed specialist equipment and services to diagnose the incidence of prostate cancer in regional Australia. It uses Postie motorbike rides to build awareness and raise funds for targeted outcomes. Our brand and activities resonate with major corporates, farmers and regional communities.

The first ride was from Perth to Melbourne in 2013. The Foundation was established on 2 February 2015 (ABN: 52602823496) and donations are Tax Deductible. The Board comprises volunteer Directors. There are no employees so that 100% of donations go towards targeted outcomes.

Our Chairman is Mr Robert Glover and Patron is Dr David Parkin OAM.

Thank you in advance for any donation made via our website at [www.themalebagfoundation.org.au](http://www.themalebagfoundation.org.au)

**Objectives and achievements** - boosting awareness in men's health and striving to reduce prostate cancer-related deaths in regional Australia

Our rides have raised over \$1.8 million and fast-tracked the delivery of Transperineal Biopsy Machines (TBMs) and specialist care to hospitals in Bairnsdale, Ballarat, Bendigo, Dubbo, Griffith, Wagga Wagga, Griffith and Barwon Health South West Victoria. In 2020, TBMs were commissioned for the Riverland/Mallee/Coorong (Berri Hospital) and Limestone Coast Health Networks (Mt Gambier). Around 500 men per week use a TBM facilitated by our efforts.

**Making a difference** - facilitating the early detection and reducing the impact of prostate cancer

Men in regional and rural communities are more reluctant to go to the major cities for medical treatment and many ignore the early signs of prostate cancer. Often there are no early signs, as prostate cancer can begin far away from the urethra. Early biopsies in regional hospitals using the latest technology followed by quick treatment can save, or at least, significantly change lives.

**National TBM Policy** - advocating for Federal Government funding to equip all major public regional hospitals with a transperineal biopsy machine

Prostate cancer is an increasing cause of morbidity and mortality. The highest infection rates following biopsy and lowest survivorship rates occur in regional Australia. Without a TBM, regional hospitals are forced to offer a painful and antiquated trans-rectal biopsy with unacceptable infection rates (ten times the risk of local infection and a deadly spread to the blood stream - sepsis), when compared to the TBM approach. This leads to costs that are avoidable with access to a TBM, in the hands of a trained urology team. Additionally, where a TBM is needed, patients must cover the disruption and travel costs to a city for what should be a routine day procedure.



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### 2021 Berri - Mt Gambier Big Postie Bike Ride

Our major fund-raising for 2021 is our Big Postie Bike Ride from Adelaide to Melbourne via Berri and Mt. Gambier. The Ride is open to all riders on Postie Bikes.

### Contact

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