



PROST! EXERCISE 4 PROSTATE CANCER INC.

Sponsorship Submission
www.prost.com.au



WE DON'T
KNOW HOW
STRONG WE
ARE UNTIL
BEING STRONG
IS THE ONLY
CHOICE WE
HAVE

INDEX



Testimonial

“My favorite days are Mondays and Thursdays, my PROST! Exercise Group Fremantle days, with my prostate gym buddies. After our gym session we all go for coffee, engaging in great conversation, strengthening our friendships and offering support to members requiring it.”

Bill, member since 2015

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INTRODUCTION



PROST! is a community-based not-for-profit organisation. We provide evidence-based group exercise programs, featuring professional exercise training and support assistance with continence and erectile function recovery after prostate surgery.

A key component of the program is the creation of a common bond between men diagnosed with prostate cancer fostering mateship and mental well-being.

INTRODUCTION²⁾



PROST! Sponsorship Submission

PROST! is the only organisation in Australia providing evidence-based group exercise programs in this area.

The importance of the program cannot be overstated with respect the assistance it provides men, to recover from the effects, both pre and post, prostate treatment.

ABOUT PROSTATE CANCER

Testimonial

PROST has been a game changer for me since I started my supervised exercise program in group sessions on 1 April 2021, 5 weeks prior to my surgery.

It set me up for a quick recovery after the op. I still look forward to my twice weekly pelvic floor and varied gym workouts, after a friendly, but competitive game of either social soccer or Frisbee throwing on the oval (the muscle component)!

John - member since 2021



ABOUT PROSTATE CANCER

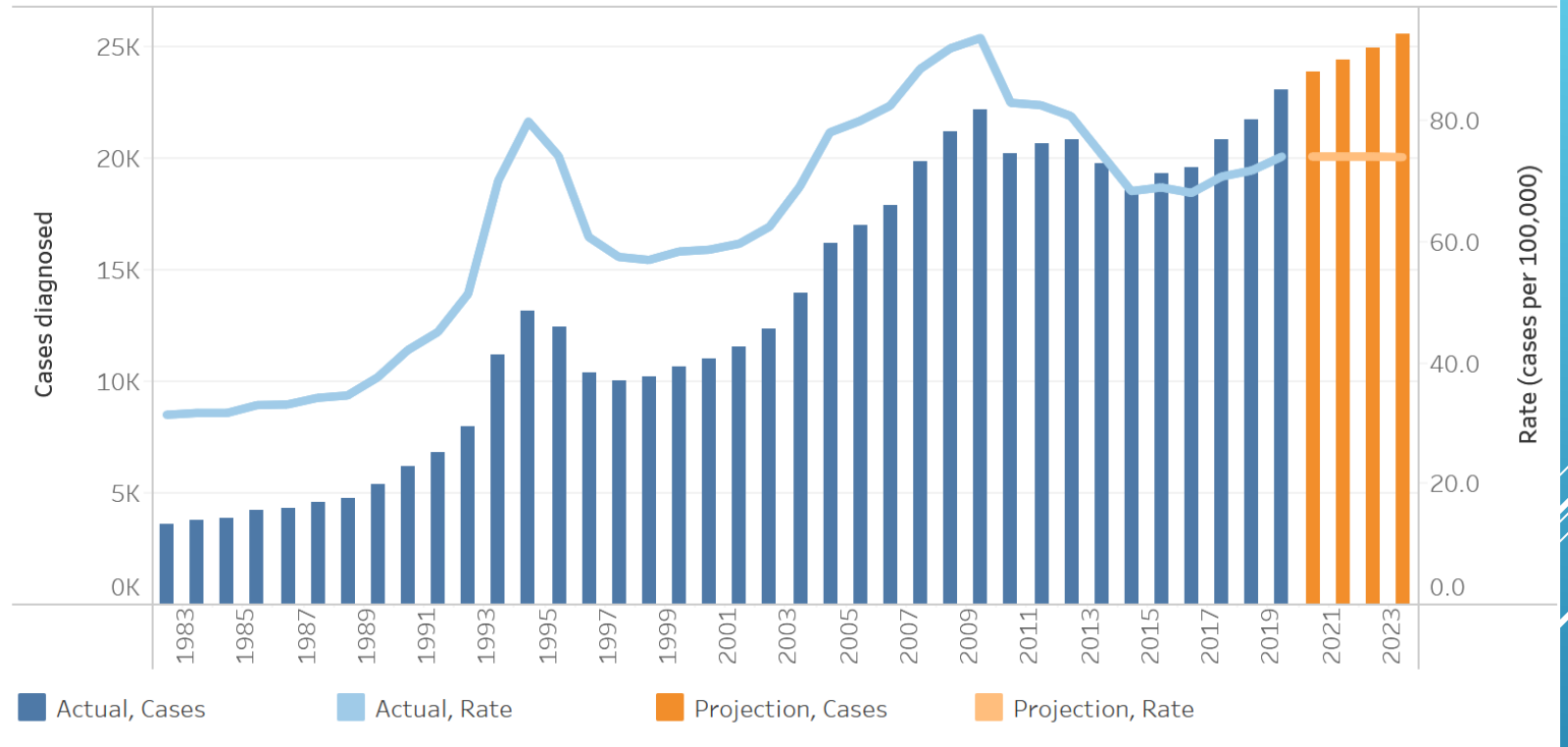
THE FACTS

- Prostate cancer is now the most common cancer diagnosed in Australia, overtaking breast cancer as the country's leading cause of cancer. 24,217 Australian men will be diagnosed with prostate cancer in 2022. 3,507 Australian men will die from prostate cancer in 2022.
- Compared with men in the general population, men with prostate cancer are twice as likely to experience depression and three times more likely to experience anxiety.
- They have a 70% greater risk of suicide. Compared to the general population.
- Partners of men with prostate cancer are 50% more likely to suffer from clinical depression.
- Other key statistics on prostate cancer can be found here.
- [Key statistics](#) from The Australian Governments – Australian Institute of Health and Welfare statistics are on the following pages.

ABOUT PROSTATE CANCER CHART 1

Cancer data in Australia: Cancer incidence by age groups for selected cancers, by sex and age, 1982 to 2023

Figure 1: Prostate cancer, incidence counts and age-specific rates, persons, All ages (age-standardised rate - 2001 Australian Standard Population)



[Source Click Here](#)

The line details the Actual instances in males by year.

ABOUT PROSTATE CANCER CHART 2

Table 1 - Australia's most commonly diagnosed cancers in 2023, persons, all ages,

Age-standardised incidence rates (cases per 100,000 persons) - projections data

Age-standardised rates are standardised to the 2023 Australian population.

Rank	Cancer type	Age-standardised rate
1	Prostate cancer	96.8
2	Breast cancer	78.6
3	Melanoma of the skin	69.4
4	Colorectal cancer	58.4
5	Lung cancer	56.2
6	Non-Hodgkin lymphoma	25.3

Table 2 - Australia's most common causes of cancer-related death in 2023, persons, all ages,

Age-standardised mortality rates (deaths per 100,000 persons) - projections data

Age-standardised rates are standardised to the 2023 Australian population.

Rank	Cancer type	Age-standardised rate
1	Lung cancer	33.0
2	Colorectal cancer	20.2
3	Prostate cancer	14.2
4	Pancreatic cancer	13.9
5	Breast cancer	12.5
6	Liver cancer	7.6

[Source Click Here](#)

ABOUT PROST!

Testimonial

The tailored exercise program the Exercise Physiologists compile have helped me physically recover, and the camaraderie and fellowship at each session (and the subsequent coffee catch up!) ensures I leave each session tired, but in a great spirits. I highly commend PROST as an integral part of any man's prostate cancer recovery. Muscle, Mateship, Mood!

Duncan, member since 2023



PROST! Sponsorship Submission



PROST! Exercise 4 Prostate Cancer Inc. 2023

ABOUT PROST! WHAT WE DO

There are many treatments for prostate cancer. They can include, amongst others, Surgery, Radiation, Hormonal and Chemotherapy.

These treatments deal predominately with the cancer. In most cases, they are successful in curing the cancer in the body. However, a key issue with the treatment of prostate cancer is the effect it can have post-surgery and or treatment. Incontinence and erectile function are common issues.

PROST!'s mission is to educate, inspire and support men in their experiences with prostate cancer, chronic pelvic pain, incontinence and sexual health disorders through high-quality clinical care, continuing research, community outreach and tailored evidence-based group exercise physiotherapy programs.

We are committed to serving men in their quest for better health, through our focus on enhancing Muscle, Mateship and Mood.

ABOUT PROST! WHAT WE DO

Whilst there is a great deal of literature guiding men as to what can be done to assist with these conditions. PROST! goes further.

Research has identified exercise pre- and post-prostate treatment can greatly assist in the reduction of the after-effects.

Exercise is medicine and a key component of the PROST! program.

We provide an environment where mental well-being is assisted through discussion with fellow members who are going through their prostate cancer journey.

HOW PROST! WORKS

PROST! Exercise 4 Prostate Cancer Inc. is a not-for-profit organisation and registered charity.

- We are run by an elected committee of 9 members.
- All office bearers are voluntary.
- Membership is free.
- A member is charged a fee of \$12.00 per exercise session which is recovered in part through their health fund provider.
- The fee, grants and donations cover the costs of trained Exercise Physiologists to undertake specifically designed gym sessions, venue hire and administration expenses.

RESEARCH



Testimonial

I came back to Australia in 2017 after ongoing prostate cancer treatment overseas. I was recently retired and had to make new connections, having been away for some time. Then I had to have my prostate removed in early 2018.

Surgery is tough; but my recovery was greatly supported by PROST's focus on physical and mental health.

Today I attend PROST for prostate cancer exercise variety; to make new friends and do new activities; and as a place where I can discuss concerns with supportive men who have been on a similar journey to myself.

Brendan, member since 2017

RESEARCH

- ▶ There is a great deal of research providing evidence of exercise undertaken pre and post prostate cancer treatment is beneficial to assist men to overcome the effects of the treatment itself.
- ▶ Perhaps the greatest benefit it provides is to assist with the after-effects of treatment.
- ▶ Several research papers undertaken into the subject can be [found here](#).

OUR GOAL



Testimonial

The tailored exercise program the Exercise Physiologists compile have helped me physically recover, and the camaraderie and fellowship at each session (and the subsequent coffee catch up!) ensures I leave each session tired, but in a great spirits. I highly commend PROST as an integral part of any man's prostate cancer recovery. Muscle, Mateship, Mood!

Duncan, member since 2023

The image features a golden sunset sky with scattered clouds. In the foreground, the dark silhouettes of five people are shown climbing a jagged, rocky mountain peak. From left to right: two people stand on the highest peak, one with their hand raised; another person is climbing up the side; a fourth person is on a lower ledge, holding hands with the person above; and a fifth person is on the lowest ledge, reaching out with both hands. The overall scene conveys a sense of teamwork and overcoming challenges.

THE WAY TO GET STARTED IS
TO QUIT TALKING AND BEGIN
DOING

Walt Disney

OUR GOAL

TAKING PROST! TO THE PEOPLE

Our goal to spread the word and have PROST! venues in all states of Australia by “Taking PROST! to the People”.

- ▶ PROST! has been in existence for more than 10 years. It has a proven track record in delivering positive outcomes for men suffering the effects of prostate cancer treatment.
- ▶ We currently have 5 venues where we conduct sessions, Leederville, Nedlands, Fremantle, Joondalup and Loftus centre in Leederville.
- ▶ Because of the success of the program and of media coverage we have been inundated with new membership applications within Western Australian and from Interstate.

OUR GOAL

TAKING PROST! TO
THE PEOPLE

- ▶ We have developed the exercise programs with a focus on Muscle Mateship Mood. In addition, we have:
 - Videos and documentation to assist in the setup of new venues.
 - An administration model to assist in the running of the program. It includes the use of facial recognition software, membership database software and accounting software.
 - Expenditure includes payment of fully trained Exercise Physiologists, venue hire, safety equipment and related administration costs.
- ▶ We cannot achieve our goals without your support.
- ▶ We are seeking funding to assist us in achieving the goal of “Taking PROST! to the People”.

Proudly Supporting



Prostate Cancer
Foundation of Australia

OUR GOAL

TAKING PROST! TO
THE PEOPLE

PROST! is a registered support group of the Prostate Cancer Foundation of Australia (PCFA).

They are a body primarily created to raise funding for prostate cancer research.

We work closely with them by assisting men with prostate cancer to manage the effects of pre and post treatment. PCFA have provided research on the geographical regions of Australia of high instances of prostate cancer. It is this research upon which we base our decisions in “Taking PROST! to the People”.

A copy of the research for the regions in Western Australia is provided on the Target Regions section of this document.

BUDGET



PROST! Sponsorship Submission

Testimonial

PROST! has been an enormous help to me in overcoming the normal side effects of prostate surgery, and the mental torment and frustration of being a normal healthy person all your life, and now being a healthy person with the side effects of a prostatectomy.

I have never been a gym person and didn't think I would cope, but the fellowship, comradery, inspiration, and support at PROST! has made me a firm believer in Muscle, Mateship & Mood.

Jeff, member since 2022

BUDGET

TAKING PROST! TO
THE PEOPLE

Budget Grant - Application Development Summary

New Gym setup cost year one

Income	Annual
Sessions Fees	\$6,912
Other contributions (Donations)	\$5,000
Total Income	\$11,912
Ongoing Costs	Annual
Venue Expenses	Total
Venue Cost	\$4,800
Exercise physiologist	\$11,520
Repairs	\$750
Running Exp	\$500
Annual gym fees	\$750
Total Venue Expenses	\$18,320

BUDGET

TAKING PROST! TO
THE PEOPLE

Other Expenses

Website	\$1,800
Search Share	\$1,800
Search Marketing	\$2,652
Google Spend	\$2,652
Printing & Stationery	\$660
Admin Expenses	\$1,200
Xero	\$264
Tidy HQ	\$660
WorkSign	\$1,095
Advertising	\$4,000
Design & Printing Brochures	\$3,000
Brochure Holder	\$2,500
Total Other Expenses	\$22,283

Capital

iPad	\$999
Total Capital	\$999

Total Expenses

\$41,602

Surplus/(Deficit)

-\$29,690

TARGET REGIONS

Testimonial

Within 3 months of starting with PROST!, I could squat, kneel, lift weights, run around on the soccer field, and was much fitter than I have been for the past 10 years. My golf and bike riding activities have also benefited.

The PROST! exercise groups that I attend are filled with good humour, friendship and good will. The willingness of others to share their prostate cancer stories and histories, helped me to understand what the disease entails, and how you can in fact lead a long life into the future, despite a cancer diagnosis.

I have benefited greatly by attending PROST! from both a physical fitness and mental health perspective. I have no doubt also, that the exercise regimen has assisted me in coping with the almost inevitable side effects of prostate cancer treatment.

I highly recommend PROST! to anyone who is dealing with prostate cancer.

Barry member since 2022



TARGET REGIONS

TAKING PROST! TO
THE PEOPLE

Through PCFA research the following geographic regions have been identified as a priority:

- ▶ Mandurah
- ▶ Bassendean Perth North-East
- ▶ Bunbury
- ▶ Forrestfield Perth South-East
- ▶ Cockburn Perth South-West

In addition to the above locations, we are keen to develop a facility for unique for the aboriginal community in Perth. It will be designed to cater for their cultural requirements.

Regional Western Australian locations are also on our “Taking PROST! to the People” development plan.

The setting up of venues takes time and financial resources. More than we have at our disposal.

MANAGEMENT SUPPORT



PROST! Sponsorship Submission

Testimonial

We absolutely appreciate it. Rain hail or shine, we turn up. You wouldn't miss it and we all make sure we are all OK.

Once I had to miss a session and I received a text message from a colleague to make sure I was fine. The inclusive atmosphere and support is fantastic.

I have been here for eight years. I was given a few months to live.

Ron, member since 2014

MANAGEMENT SUPPORT

TAKING PROST!
TO THE PEOPLE

We do not currently have the manpower support to take PROST! to the People.

We are seeking financial assistance to employ management support to assist in the setting up of venues; This would amount to the following:

20 hours a month	\$1,500
Reimbursement of phone, travel, internet and printing expenses	\$100
Total per month	\$1,100
Total Per annum (excluding GST)	\$19,200

TOTAL FINANCIAL SUPPORT



PROST! Sponsorship Submission

Testimonial

PROST! is fantastic. I enjoy every session- it's different every time, challenging but most importantly enjoyable.

Coffee afterwards is a must for great conversation with newfound mates.

I honestly feel so much better physically and mentally being involved with PROST!

Ian, member since October 2019

PROST! Exercise 4 Prostate Cancer Inc. 2023

We are seeking a grant to “Take PROST! to the People” throughout Australia.

5 locations in Western Australia @ \$40,000	\$200,000
Administration support	\$19,200
Total	\$219,200

TOTAL FINANCIAL SUPPORT

TAKING PROST! TO
THE PEOPLE

THE BOARD



Jeffrey Leach
Chairman



Dr Jo Milios
Vice Chairman



Bronte Parkin
Secretary



Ian Simmonds
Treasurer



Bill van Didden
Support Group
Leader

The details of the background of each Board member can be viewed at our [Corporate Structure](#).

THE BOARD



Jeff O'Halloran
Board Member



Vian Botma
Board Member



John Anderton
Board Member



Duncan Robinson
Board Member

The details of the background of each Board member can be viewed at our [Corporate Structure](#).

SPONSORSHIP

Testimonial

I love all that PROST! stands for: Muscle, Mateship and Mood. I've been a committed member since joining prior to my surgery in December 2013, and a Foundation member of the initial PROST! Committee/Board.

I enthusiastically advocate for PROST! and the power of the right kind of exercise to help overcome the worst of the side effects of PCA treatments.

Unfortunately, my diagnosis coincided with the stress of my wife's decline from a terminal disease, and so I value PROST! very highly for helping me get into the physical and psychological shape I am now. The facilities are good, the instructor is brilliant, the exercise program is appropriate and fun, and the guys attending are great gym-mates.

Bronte, member since 2013



SPONSORSHIP

TAKING PROST! TO THE PEOPLE

We are seeking sponsorship to “Take PROST! to the People” throughout Western Australia and eventually to the whole of Australia.

Sponsorship can be in cash or kind. Some suggestions include provision of:

- Venue for gym sessions
- Sponsorship of location in the region / Location you operate
- Product for sale on our website
- Services provided
- Sponsorship over an extended number of years
- Sponsorship of an event

We would welcome any other suggestions or ideas which will be to our mutual benefit.

SPONSORSHIP

TAKING PROST! TO THE PEOPLE

We are seeking sponsorship to “Take PROST! to the People” throughout Western Australia and eventually to the whole of Australia.

In return PROST! will provide the following:

- Exposure on the website
- Exposure on our Newsletters
- Promotion of product or services provided
- Logo displayed on banners at expose and trade events
- Business to Business promotions

We would welcome any other suggestions or ideas which will be to our mutual benefit.

SPONSORSHIP

Call to action

We welcome sponsorship, grant and donation funding. If you are looking for an opportunity to provide a benefit to many prostate cancer sufferers in the community, we are only too happy to be a recipient of any funds you can provide knowing it is being provided to a worthy cause.

Our charitable license details are provided below and will be provided on your payment receipt.

- Association No: A1016422L
- Fundraising Licence No: CC21631
- Charity Name: PROST! EXERCISE 4 PROSTATE CANCER INC.

You can provide a donation to PROST! in one of two ways by making a directed donation via the form or a direct deposit to our bank account.



For further information
please contact:

Ian Simmonds
Treasurer

treasurer@prost.com.au

www.prost.com.au

THANK YOU