



**FINDING
THE CURE**
PARTNERSHIP PROPOSAL



FINDING THE CURE

Welcome to Innovation in Cancer Treatment.

At TROG Cancer Research, we are more than a research organisation; we are a beacon of hope in the fight against cancer. For over 30 years, our commitment to advancing cancer treatment has profoundly improved the lives of millions by the involvement of over 15,000 clinical trial participants worldwide. Our journey is marked by groundbreaking trials and a relentless pursuit of excellence in cancer care.

Pioneering change through collaboration is our key strength. Our diverse team of over 1,500 health professionals, including leading radiation oncologists, drives our mission forward. TROG Cancer Research is directly responsible for over 115 clinical trials that continue to shape modern cancer treatment. We work with a range of cancer types, most notably

- Breast Cancer
- Lung Cancer
- Head & Neck Cancer
- Skin Cancer
- Brain Cancer
- Prostate Cancer

At the heart of TROG Cancer Research, our Central Operations Office is the epitome of excellence and unwavering dedication. Under the guidance of a committed Board of Directors and specialised research committees, we set a gold standard in research integrity and operational effectiveness. This robust framework not only ensures meticulous adherence to the highest standards but also fosters a culture of innovation and excellence in all of our endeavours.

Our commitment to precision in every clinical trial ensures not just compliance, but a path to meaningful and life-saving discoveries working toward our long-term objective of finding a cure for all types of cancer.

A CALL TO JOIN OUR TRANSFORMATIVE JOURNEY

As we continue to push the boundaries of cancer treatment, we invite you to partner with us in our quest. Together, we can unlock new possibilities and offer hope to countless lives affected by cancer. Your partnership is crucial in turning our vision of a cancer-free future into reality.

This invitation to align with TROG Cancer Research will only be extended to our identified key market leaders. We urge you to contact us at your earliest opportunity with an expression of interest as all our partnerships will be on an industry exclusive basis.

Kindest Regards

Susan Goode
Chief Executive Officer
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VARIAN
medical systems



PARTNER BENEFITS

LEVERAGING MEMBER INTELLIGENCE WITH TROG CANCER RESEARCH

Dive into the essence of the TROG Cancer Research community's unique and diverse business landscape, where you're not just collecting data, but harnessing the raw power of community-driven insight. With TROG's bespoke stakeholder research framework, your business is transformed into a pioneering force, translating member intelligence into knowledge superiority.

Your company will be equipped with more than datasets; it will be empowered with a dynamic foundation for introducing, scaling, and fine-tuning your products and services to a market craving for ingenuity and top-tier service.

QUESTIONS

By delving into strategic market analysis, TROG Cancer Research enables you to discover insights on key questions such as:

- What customer care strategy are you planning to adopt?
- What significant acquisitions are you contemplating?
- Which technologies are you seeking to integrate?

OUTCOMES

Specialists at TROG Cancer Research will scrutinise the insights and report to you with intelligence that empowers you to:

- Attain a detailed understanding of your market possibilities, significantly boosting your revenue margins.
- Sharpen the focus of your marketing investments.
- Secure a more robust return on your investment while trimming down future marketing outlays.



Shared Intelligence is empowering
Remember you're all on the same team. Fight against the same goal.

varian
A Siemens Healthineers Company

BYE BIRTHDAY
A REVOLUTION IN RESOLUTION

ICON CANCER CENTRE
TRIG 2024

TRIG
TRIG CONFERENCE

PARTNER BENEFITS

ELEVATE & ENGAGE WITH TROG CANCER RESEARCH EVENTS

Partnering with TROG Cancer Research Events transcends basic visibility to grant you exclusive, direct access to the vibrant and varied tapestry of Australia’s cancer research sector.

This is about redefining presence. Your brand doesn’t just appear; it becomes integral to the narrative of events that resonate throughout the industry. Here’s the essence of partnering with TROG Cancer Research and how it reshapes your engagement:

OUR KEY EVENT SERIES

- Annual Scientific Meeting
- Concept Development Workshop

- **Ubiquitous Branding:** Witness your brand emblazoned across a myriad of event invitations, crafting indelible connections all year round.
- **Narrative Control:** Seize the extraordinary chance to direct your marketing dialogue, not at spectators but at an active, enthralled assembly.
- **Podium Privilege:** Secure your time in the limelight with the exclusive right to take the stage at sponsored events, solidifying your industry authority.
- **Visual Real Estate:** Your brand is not just shown; it’s prominently placed in high-visibility areas for optimum influence.

- **Cross-Sector Outreach:** Engage directly with delegates from a spectrum of sectors—each representing a new horizon for growth and joint ventures.
- **Sales Catalyst:** Utilise our platform to energise sales while you finesse and fortify your corporate image.
- **Amplified Acknowledgement:** Bask in the spotlight as the event’s compère highlights your brand as a pivotal supporter and enabler.
- **Evergreen Exposure:** Benefit from ongoing brand profiling across each event’s marketing journey, embedding your identity within the TROG Cancer Research network of industry professionals.

Contrary to the sector’s typical corporate-driven gatherings, TROG Cancer Research events are orchestrated with the real interests of our members, stakeholders and partners at the forefront.



PARTNER BENEFITS

MARKETING AND SOCIAL MEDIA COLLABORATION WITH TROG CANCER RESEARCH

As a partner with TROG Cancer Research, you're a pivotal player engaging in a medley of industry dialogues across our channels.

IMPECCABLE OUTREACH

Our newsletters and bulletins, disseminated both quarterly and monthly, are the essential digest for members and stakeholders, embracing the full spectrum from news flashes and gatherings to tutorials and debriefs.

PRECISION-TARGETED COMMUNICATION

Your partnership with TROG Cancer Research empowers you to channel highly precise communications. Captivate a legion of discerning recipients and secure a position beyond your rivals.

DIGITAL ENGAGEMENT

Our digital engagement encompasses Facebook, LinkedIn and 'X'—the platform with as many layers as its enigmatic namesake. TROG Cancer Research offers partners tailored spotlights: This is not about scattergun marketing; it's precision-crafted to touch base with our most proactive and attentive TROG Cancer Research members and stakeholders.

COMPREHENSIVE ADVANTAGES

- **Audience Engagement:** Dispatch bespoke communications to an as yet unreached audience.
- **Market Navigation:** Delve into uncharted market niches across varied industries.
- **Versatile Velocity:** Morph your messaging to reflect economic trends and align with your dynamic business objectives.
- **Brand Enhancement:** Employ the credibility of the TROG Cancer Research brand to magnify your message's resonance.
- **Persistence of Presence:** Ensure your brand remains not just within the dialogue but at the forefront of TROG's stakeholders' thoughts.

This alliance is about leveraging the power of the digital age for exponential growth. It all begins with that initial click, the inaugural read, and the first indelible impression.

Why just fit in when you're meant to stand out?



PARTNER BENEFITS

RETURN ON INVESTMENT WITH TROG CANCER RESEARCH

Transparency isn't just a catchy term, it's our pledge.

At TROG Cancer Research, we recognise that the foundation of any successful partnership lies not only in shared advantages but also in tangible results.

Our tailored Return on Investment (ROI) assessments provide far more than simple figures; they deliver insights, concrete results, and forecasts for future market directions.

ROI COMMUNICATION

- **Outcome Transparency:** Every ROI review you receive is broken down into strategic stages, providing a clear depiction of each outcome and its significance.
- **Continuous Appraisal:** Look beyond the immediate benefits of your partnership with TROG Cancer Research to the comprehensive intelligence it provides.
- **Future-Proofing:** With our data-informed analyses, you're equipped to not only reflect on past success but to navigate future marketing ventures.

- **Regular Reports:** Anticipate a consistent flow of ROI evaluations, diligently tailored and communicated directly by your TROG Cancer Research representative.
- **Indispensable Expertise:** Your point of contact is more than a conduit; they're a wellspring of insight, offering essential guidance for engaging with members and stakeholders.

Armed with these ROI analyses, your expenditures become investments in the most fruitful channels.

BOLSTERED ASSURANCE

Let the data do the talking. These ROI assessments aren't mere reports; they're affirmations of your strategic decision to partner with TROG Cancer Research.

KEY CONTACTS



Susan Goode

Chief Executive Officer

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Susan oversees the strategic direction of TROG Cancer Research activities including a comprehensive clinical trial portfolio, a program of partnerships, collaborations and communication and process of continuous improvement in the pursuit of excellence. Under her leadership, TROG Cancer Research has continued to be a pioneering force in cancer research, collaborating with academic, health care and industry partners to develop new treatments for those impacted by cancer. She is an advocate for patient-centric research and believes in the power of technology and collaboration to accelerate the path to a cure.

Biggest challenge facing cancer research?

Providing equitable access to enable participation in cancer research and clinical trials with many barriers including very limited funding.

Favorite holiday destination and why?

Anywhere in the great outdoors where I can connect with the beauty of nature and slow down from everyday stresses. Outdoor activities are a must for me including boating, swimming, fishing and kayaking.

Greatest piece of advice ever received?

Pay it forward. If someone helps you, pay it forward by helping someone else. Don't underestimate the power of a small act of kindness.



Alisha Moore
Radiation Therapy Manager
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Alisha leads our quality assurance department and champions the integration of cutting-edge techniques and technologies into our clinical trials. Throughout the last 17 years, Alisha has cultivated an extensive network of multi-disciplinary professional relationships on both a national and international scale, fostering connections with industry leaders, researchers, educators, and healthcare professionals. She is a key force in stakeholder negotiations and empowering partnerships that create long term benefits to the TROG Cancer Research Membership and our stakeholders. Alisha's pioneering mindset, coupled with steadfast

dedication, has positioned her as a true leader in her field. At the forefront of her priorities is a relentless commitment to conducting high-quality clinical trials that not only change practice but also drive forward the frontiers of cancer research.

Biggest challenge facing cancer research?

Conducting practice changing clinical trials on a shoe-string budget (or not getting the funding at all).

Favorite holiday destination and why?

My family and I love going to the snow. We disconnect from devices, play cards before dinner and of course the skiing and snowboarding is fun too!

Greatest piece of advice ever received?

In the pursuit of meaning, you find purpose. In the pursuit of purpose, you find yourself.



Wendy Paterson
Executive Administrator
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With more than 20 years in high level administrative, customer service and organisational roles across both Corporate and not-for-profit organisations, Wendy draws from her breadth of experience to deliver timely and creative outcomes for TROG Cancer Research. Her strengths lie in her understanding of business needs, supporting innovation and success across the TROG teams, whilst reliably supporting senior management and the Board of Directors. With organisation and customer service her highest priorities, Wendy manages the member experience from application through to regular communications and engagement.

Under her direction, the TROG Cancer Research membership database has continued to grow with more than 1,500 members both within Australia and across the globe. She also leads our Facility Alliance Membership with cancer research facilities engaging professionals throughout Australia and New Zealand.

Biggest challenge facing cancer research?

We have the means to unlock the key, it's a matter of time, resources and of course funding

Favorite holiday destination and why?

I appreciate the world and its beauty, great outdoors and a wide open road.

Greatest piece of advice ever received?

Life is a journey to be travelled with an open heart. Make your choices and don't look back.



BOARD MEMBERS



Associate Professor Puma Sundaresan
 BSc (Hons), MBBS, FRANZCR, PhD
 Consultant Radiation Oncologist
 Westmead Hospital

Puma is a Consultant Radiation Oncologist at Westmead Hospital, an Associate Professor at The University of Sydney and graduate of the Australian Institute of Company Directors. Her clinical and research specialities are head and neck, skin, lower gastrointestinal and haematological cancers.

Puma has served on the TROG Scientific Committee, Publications Committee (chair), Royal Australian and New Zealand College of Radiologists (RANZCR) Radiation Oncology Research Committee and Cancer Symptom Control Trials group's Management Advisory Committee, and is currently chair of the Board of Head and Neck Cancer Australia. She is facilitator of the annual RANZCR / TROG SMART workshop and the ACORD concept /protocol development workshops. Puma is the current President and Board Chair of TROG Cancer Research.



Professor Trevor Leong
 MBBS, MD, FRANZCR
 Consultant Radiation Oncologist
 Peter MacCallum Cancer Centre

Trevor is a Consultant Radiation Oncologist and past Director of Radiation Oncology at Peter MacCallum Cancer Centre (PMCC).

Focusing on innovative cancer treatments and therapies, he is internationally recognised as a leader in the management and research of gastrointestinal cancers including oesophageal, gastric, pancreatic and colorectal cancer.

Trevor holds senior leadership positions within the medical research and oncology communities. He is the past President and Board Chair of TROG Cancer Research and a Board Director of the Australasian Gastro-Intestinal Trials Group. He is a Councillor of the Royal Australian and New Zealand College of Radiologists, a Faculty member of the European Society for Medical Oncology, and a Councillor of the International Gastric Cancer Association.



Professor Annette Haworth
 PhD FACPSEM
 Professor of Medical Physics
 University of Sydney NSW

Annette is a Professor of Medical Physics and Director, Institute of Medical Physics at the University of Sydney (NSW) and holds a conjoint position as Director of Radiation Oncology Medical Physics services at Westmead and Blacktown hospitals. She has more than 30 years of hospital-based clinical experience and has been involved in TROG Cancer Research trial activities for over 20 years.

Her Involvement in clinical trials includes scientific design and development of clinical quality assurance methods having been involved in many interdepartmental, multidisciplinary and clinical trial quality assurance activities. Annette's research team is currently working on the development of radiobiological models and advanced imaging techniques to predict response to radiation therapy.



ICON

CANCER CENTRE



OVER 3 MILLION
PATIENT INTERACTIONS
ANNUALLY

A NETWORK OF
300 INTERNATIONAL
RECOGNISED SPECIALISTS



TESTIMONIALS



The Image X Institute at the University of Sydney improves lives by inventing and advancing new ways to image and treat disease. TROG has partnered with Image X on two Cancer Australia-funded clinical trials to measure the benefit to patients of a new device that improves cancer targeting during radiation therapy. The success of these trials, TROG 15.01 and TROG 17.03, has led to the device being developed into a product that will impact the lives and livelihoods of millions of cancer patients around the world.

Professor Paul Keall, Director of the Image X Institute, University of Sydney



As a leading innovator of precision radiation therapy solutions, Elekta is committed to ensuring that every patient has access to the best cancer care possible. We are committed to the partnership with TROG who for over three decades, has facilitated more than 100 clinical trials that have helped improve the quality of life and treatment options for cancer patients.

William Starbuck, Head of Clinical Excellence & Clinical Marketing, Intercontinental Region, Elekta



Our Australian GenesisCare centres have participated in numerous important studies with TROG over the years and through these trials we have been able to achieve treatment and technological advances in radiation oncology. At the centre of successful trials and technological advancements is a healthy partnership based upon both partners having the same mission. Both TROG and GenesisCare aim to offer every patient, regardless of where they live or their individual circumstances, the opportunity to participate in clinical trials and to help improve treatments and potential health outcomes for patients.

Sonya McColl, National Research Manager, GenesisCare



Bayer is proud to collaborate with TROG to provide essential resources and expertise and facilitate the development and execution of cutting-edge clinical research studies. Our joint efforts aim to accelerate the translation of scientific discoveries into innovative cancer treatments, ultimately benefiting patients and advancing the field of oncology.

Swetlana Mactier, Senior Medical Advisor for Oncology, Bayer Australia Limited



INVESTMENT OVERVIEW

Our unique partnership program is by invitation only and reserved for market leaders like you—As a market leader we know you are eager to create waves of positive change within the TROC Cancer Research community.

We Offer Flexibility in Financial Planning.

We're committed to making this alliance as seamless as possible. Tailored payment plans, especially for multi-year partnerships, are part of our offer to accommodate your budget.

Thank you for considering this transformative journey with TROC Cancer Research. Expect a follow-up from our team shortly to discuss any queries you may have.

Warm regards,

Susan Goode

Chief Executive Officer

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