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## Consumer focus essential to improving cancer care

Cancer Australia has welcomed the launch today of Cancer Voices Australia (CVA), a new national consumer group representing the concerns of people affected by cancer.

Cancer Australia is a new Australian Government agency established last year to help reduce the impact of cancer on Australians.

CEO Professor David Currow said the two new organisations share a commitment to ensuring the interests of people affected by cancer are primary when making decisions about cancer policy and programs.

“Like Cancer Voices Australia, we are most concerned about reducing disparities in outcomes between people affected by cancer in Australia, whether related to location, age, income, ethnicity or cultural factors,” Professor Currow said.

“By working in partnership with consumers of cancer services and their representative organisations we can jointly improve the cancer journey for patients and their families in the future.

“Cancer Voices Australia may be a new organisation but the dedicated and experienced consumer representatives who are leading it will ensure it makes a real difference to people affected by cancer.”

Cancer Australia has taken a new approach to ensuring consumer participation, recruiting more than 40 people affected by cancer from across Australia to be members of its National Consumer Advisory Group and its other national advisory and reference groups.

“Involving the people affected by cancer – patients, family members, carers, people living with cancer and communities – is pivotal to improving cancer outcomes right across Australia,” Professor Currow said.

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Professor Currow will be at the launch of Cancer Voices Australia in Sydney this morning.

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