



CanineCancer.org.au

DEDICATED TO CANINE CANCER AWARENESS

1 March, 2015

Dear Leslie

The Australian Canine Cancer website was launched in October 2013 with the assistance Dr Ken Wyatt, Perth's only veterinary oncologist. He supported the project from the beginning and gave me a lot of time to check medical material and mentor me. As time has gone on many of the oncologists now supply material and assistance where needed, including answering our forum.

My own dog Frodo was diagnosed with histiocytic sarcoma in 2009 and as a result of talking to dog owners since then, I found just how little dog owners knew about cancer. From what I had been hearing those that had been affected, had cut corners with their dogs, dogs died before they should have and there were so many horror stories about chemotherapy it left me just stunned. Frodo survived 4.5yrs due to having the correct testing and management of his treatment. He sadly died at Easter last year due to vinca poisoning but there was no evidence of cancer at the time he died.

The website has made many inroads overseas with at least half our traffic coming from USA, Europe and other countries. In Australia I have found it much slower and this is where the education is really needed as it is my belief that we are losing many dogs that could have been given a much better chance, had dog owners had access to reliable information. Even more so to know where to find our local content.

Due to the recognition we get overseas, a number of projects have been sent to me to get involved with. None had really come up as something I thought would help our Australian dog owners. I have offered however financial assistance to the Animal Health Trust UK. The Clear Foundation came to my attention as a result of Dr Sue the cancer vets involvement in the project. I use material of hers on my website and we have been in contact via email and social media for some time.

I contacted Terry the documentary Producer and we chatted at length on several occasions and then I was sent the link to watch the documentary. I just loved it and thought this is the project for Australian dog owners. He knew I was looking to get something worthwhile to Australia so it could really open up the eyes of dog owners and make cancer a topic that people wanted to learn more about.

Being based in Perth I knew we wanted this documentary and I knew from past experience I could pull off a successful event. Due to my association with the Bullmastiff Club via both Katherine and Kim I thought given the Bullmastiff's had their own Lymphoma research they might be interested in Sydney at least at seeing the documentary. In the experience I have had dealing with their club I am totally gobsmacked how pro active they are in doing something rather than sitting around moaning or trying to hide the lymphoma issue in their breed. I have always been quite open in my praise for

what your club has done for their own breed and that if more clubs did what you have done we would be so much more advanced for better treatments and cures for all dogs. It is for this reason I approached your group as from what I had seen through NSW you were an organised bunch.

Terry and I would definitely like this project to go all over Australia. Cost will be the factor that will prevent this. As you would appreciate the main costs come from the airfares for two to Australia, accomodation whilst here and the internal airfares between States. At the moment Terry and I are working on sponsors for those main costs. If anyone knows anyone that can assist with any of these items we would be happy to talk to them. We dont need everyone ringing travel agents and similar (as in sponsorship) as potentially they might get a call from us anyway, but if someone knows someone we are more than happy to use their help for a leg in the door so to speak.

If we are to get this to all States, the individual state can definitely see if they can get any local sponsorship. Not all potential State venues may allow fundraising at them ie a raffle so that is something to consider. As far as marketing the event my website will carry the details for each State. There will be the National page and links to each respective State which is holding the event, There will be a standard letterhead that Terry will get done his end and this will go on all the advertising material, As each state gets their local sponsors, once they come back to me with details, I will include them on the website and add them to their local State promotional flyer. This can go viral anywhere and be printed up and put around each State. The more the merrier!!!

This is the outline of how we are trying to keep everything in sync and in a nice professional order. I think potentially we might have a lot of focus overseas on how we pull off this event and nothing would please me more than all states and what a well organised show Australia can pull off. Terry has future projects like this on other cancers in the wings and it important for us here that we get access to them all. I hope this is the project that can bring the knowledge of dog owners up to what it is in other places around the world.

As for my website personally and the resistance in some circles it appears to be getting, I hope this documentary helps to take it out of the hands of those people and into the hands of dog owners. Cancer can be treated and managed. I want dog owners whether a diagnosis of Lymphoma or any other cancer is given, to have the correct facts so they can make decisions based on those facts and not some of the rubbish you hear out there. I have worked really hard to make a difference to dogs everywhere and with the help of our oncologists this needs to continue long after this documentary. Australian dog owners deserve to know the correct facts. Our dogs rely on their guardians getting the right knowledge.

Regards Lisa