

## **Women @ The Alfred**

In August 2001, fourteen women from all walks of life came together with a common desire to create awareness of the incidence of prostate cancer in the community and to raise funds to help combat this disease. Our committee, operating under the umbrella of the Prostate Cancer Foundation of Australia, was called Private Men's Business (PMB).

In 2002 we hosted the initial Pre-Father's Day Lunch at the Windsor Hotel, Melbourne. We raised over \$100,000, which enabled the Royal Melbourne Hospital to purchase an attachment for their MRI machine that facilitates early detection of minute cancer cells in the prostate. The 160 leading businessmen who attended were amazed by the energetic and enthusiastic commitment the committee had to this cause.

In 2003 by asking prominent female friends to join us, we were able to invite 370 men, while at the same time retaining the very personal atmosphere that comes from being in the company of friends. Our luncheon, held at Zinc, was a huge success. We enabled The Alfred to purchase equipment that targets treatment specifically at the cancer in the prostate, thus avoiding damage to the surrounding healthy tissue. We contributed \$150,000 towards equipment costing \$260,000.

The 2004 Men's Lunch successfully raised the requested \$120,000 that St. Vincent's Institute needed to assist research into prostate cancer. We also sent a cheque for \$26,434.92 to The Prostate Cancer Foundation of Australia, suggesting that the money should be used as part of an awareness campaign.

2005 was a year of change. We unanimously agreed to work with The Alfred Foundation and focus on the requirements of the urology department at The Alfred. As Women @ The Alfred, we decided to grow our member list and to initiate The Annual Chairman's Lunch. The \$200,000 we raised purchased a 100-Watt holmium laser to treat prostate conditions.

Last year, with the amazing support of Mercedes-Benz, Australia and the assistance of Adrienne Sarkozy, the 43 W@TA members raised over \$300,000. This money purchased an endosuite: a purpose built network of instruments permitting minimally invasive keyhole surgery for many urological conditions.

As an honorary group, Women @ The Alfred has been extremely effective in raising the awareness of prostate cancer. The positive publicity we have generated has brought the issue to the attention of the wider community while enabling the purchase of essential equipment with which to fight this silent killer.

**WOMEN @ THE ALFRED CARE THAT PROSTATE CANCER IS KILLING MEN.**

## 2008 Member List

Beverley Agosta  
Olympia Bortolotto  
Loren Brown  
Helen Cameron  
Simone Campbell  
Loris Charlton  
Caroline Cootes  
Lauraine Diggins  
Michele Duncan  
Lady Young Sook  
Eddington  
Philippa Finney  
Paige Fitzroy  
Maureen Hafey  
Leora Harrison  
Melissa Jackson  
Kay Jackson

Jordana Jensen  
Kim Johnson  
Jane Katsalidis  
Barbara Kefford  
Anou Khanijou  
Amy Lawrance  
Kwai-Sim Lee  
Mandy Mandie  
Ann Morrison  
Sally Nolan  
Dagmar O'Brien  
Elly Papasavas  
Ann Peacock  
Assunta Pellicano  
Karen Plant  
Fay Ramsay  
Lee Rimes

Donna Ross  
Toni Royston  
Ina Sampieri  
Val Smorgon  
Dame Janet Spooner  
Carolyn Stubbs  
Sharyn Talbot  
Mimi Tang  
Christine Tarascio  
Beryl Taylor  
Leanne Wall  
Robyn Watson  
Jennifer Williams  
Mary Williams  
Penny Wren  
Pam Zelcer