



Mother's Day
Classic

2023 ANNUAL REPORT



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**Mother's Day Classic Foundation
financials**

Women in Super Mother's Day Classic 2023

The Mother's Day Classic is now 26 years strong, annually running Australia's largest fun run and walk for breast cancer research. It's a yearly tradition for tens of thousands of Australians who come together every year to start their Mother's Day with purpose.

Over the past 26 years, the MDC event has grown from a walk in the park to an iconic, national event with up to 100 events across the country on Mother's Day.

Since 1998, over 1.6 million Australians have participated, donating \$44 million to fund life-saving breast cancer research. Over this time, the 5 year survival for those diagnosed with breast

cancer has risen from 84% to 92% - but there's still more to be done.

Tragically, the 5 year survival rate for a woman diagnosed with ovarian cancer is 49% and there is no early detection test. Every day in Australia nine women die from breast cancer, when you add ovarian cancer that number goes to 12 deaths every day. One death is too many.

That's why in 2024, we're going further and inviting our participants to walk or run in support of ovarian cancer research, in addition to breast cancer research.

Together we can accelerate progress towards a day where every woman diagnosed with either breast or ovarian cancer will be given the assurance that they can survive.



Message from the Chair

LEEANNE TURNER



2023 marked the 26th running of the Women in Super Mother's Day Classic.

On Sunday 14 May 2023, over 65,000 participants and almost 1,000 volunteers gathered in celebration around the country. They walked, ran, cheered, and got active for breast cancer research.

The Mother's Day Classic (MDC) wrapped its arms around our country from the far north corner of Western Australia in Karratha down to Hobart in Tasmania, from Roma across to Alice Springs, and each of the 72 locations in between. On behalf of the Board, I acknowledge the extraordinary work of our National Advisory Committee, each of the state and territory organising committee members, and our local event hosts and their teams, who all generously volunteer their time to make these events happen.

In 2023, we are thrilled to donate \$2.55 million to the National Breast Cancer Foundation, bringing our total donation to \$44 million since 1998.

It was a great honour to be appointed Chair of the Mother's Day Classic Foundation (MDCF) Board in October 2022. As a passionate and active member of the superannuation industry, I have also been an enthusiastic supporter of both Women in Super and the Mother's Day Classic for many years, becoming an MDC Fundraising Champion in 2016.

Stepping into the role of Chair and continuing the legacy of Mavis Robertson and Louise Davidson, I recognise I have very big shoes to fill.

Louise Davidson, who stepped down as Chair of MDCF in October 2022 and finished her tenure as a director in August 2023, has played an integral role in the founding and growth of the MDC, transforming the event into the much-loved, iconic Australian event it is today.

We are immensely grateful for Louise's dedication and while we say thank you, we do not say goodbye as she will always be integral to the MDC community.

As a way of honouring Louise's legacy as the co-founder, as a volunteer, a director and Chair of the organisation across the last 26 years, in October 2023 we awarded the inaugural Louise Davidson Local Host Development Award.

Thousands of volunteers, hosts and committee members have served the MDC and as Louise's dear friend and former WIS Chair and former MDCF director, Cate Wood so aptly put it, they have "developed new skills, networked, met mentors, found purpose and been rewarded and humbled by everyone touched by breast cancer". We want to acknowledge this contribution and facilitate further professional development in Louise's honour.

This award, which will be awarded annually at the Celebration Function will recognise Local hosts that have demonstrated exceptional commitment, dedication and service to their local and/or the broader, MDC community.

Award recipients will be granted an amount up to \$1,500 (including GST) to fund professional development opportunities to develop and strengthen specialist skills necessary to their role as Local Hosts.

In 2023, the inaugural Louise Davidson Local Host Development Award was awarded to Carman Abi-Saab. Carmen is the current Local Events Representative on the National Advisory Committee having served in that role for the last 3 years and is also co-host of the iconic Port Macquarie Local event in NSW for the last 9 years. We thank Carmen for her passionate and tireless support of the MDC over so many years.

An exciting new era begins in 2024, as the Mother's Day Classic wraps its arms around more women, extending its impact to include both breast cancer research and ovarian cancer research. I hope you will join us on Sunday 12 May 2024 as we come together as a community to walk, run and unite to raise awareness and funds that will help put a stop to breast and ovarian cancers.

**Leeanne Turner,
Board Chair,
MDC Foundation Limited**

Message from the CEO

ZARA LAWLESS



The Women in Super Mother's Day Classic community never ceases to amaze and delight.

In a year of challenges and uncertainty for so many, and on the back of devastating natural disasters that impacted almost all of our local event communities, the MDC movement once again stood stronger together. Participation was up 30% across Australia and our community delivered the highest donation to the National Breast Cancer Foundation since 2017.

The MDC Community is and should be incredibly proud of the impact it has had since the event began as a humble walk in the park in 1998:

- 1.6 million participants;
- \$44 million donated to the National Breast Cancer Foundation; and
- 81 research projects funded.

As an organisation over the last year, we have

been on a journey to reflect where we have been over the last 25 years and consider the impact we want to continue having for the next 25 years. One of the important sentiments that came out of this undertaking was the importance of activism. In 1998, Louise Davidson, Mavis Robertson, and the entire Women in Super network saw that far too many women were dying from breast cancer and believed that by “getting active” and funding research, as a collective, we could do something about it.

That sentiment of coming together as a community and getting moving, until the job is done remains at the heart of the MDC. With the relative five-year survival rate at 92%, the job is not done when it comes to breast cancer research. The Mother's Day Classic Foundation remains committed to partnering with the National Breast Cancer Foundation to achieve the goal of Zero Deaths from breast cancer. However, in 2024 we want to go even further.

The relative five-year survival rate for a woman diagnosed with ovarian cancer is just 49%. Treatment approaches have barely changed since the Mother's Day Classic began 26 years ago and there remains no early detection test. Just as our founders said “not good enough” in 1998 so we say “not good enough” today.

That's why in 2024 we've giving our participants the opportunity to participate and fundraise in support of breast cancer research, ovarian cancer research or both. We warmly welcome the Ovarian Cancer Research Foundation to the MDC community, who along with the National Breast Cancer Foundation, will be the beneficiaries of the proceeds of the 2024 Mother's Day Classic.

Another person who never ceases to amaze is our co-founder and now former MDCF Chair, Louise Davidson. We thank Louise for her dedication

and commitment over the last 26 years, and for inspiring so many of us to be part of this incredible movement.

The MDC movement is made up of so many dedicated event hosts, community ambassadors, volunteers, partners, committee members, sponsors, fundraisers and supporters and we can't thank you all enough for being part of it. The success and impact of the MDC belongs to every one of you.

Thank you to our dedicated Board, who all give so much and, through their guidance and wisdom, ensure that the MDC is set for a very bright future.

Thank you to the small yet talented MDCF team for the passion, creativity and purpose they show up with every day to bring the MDC to life.

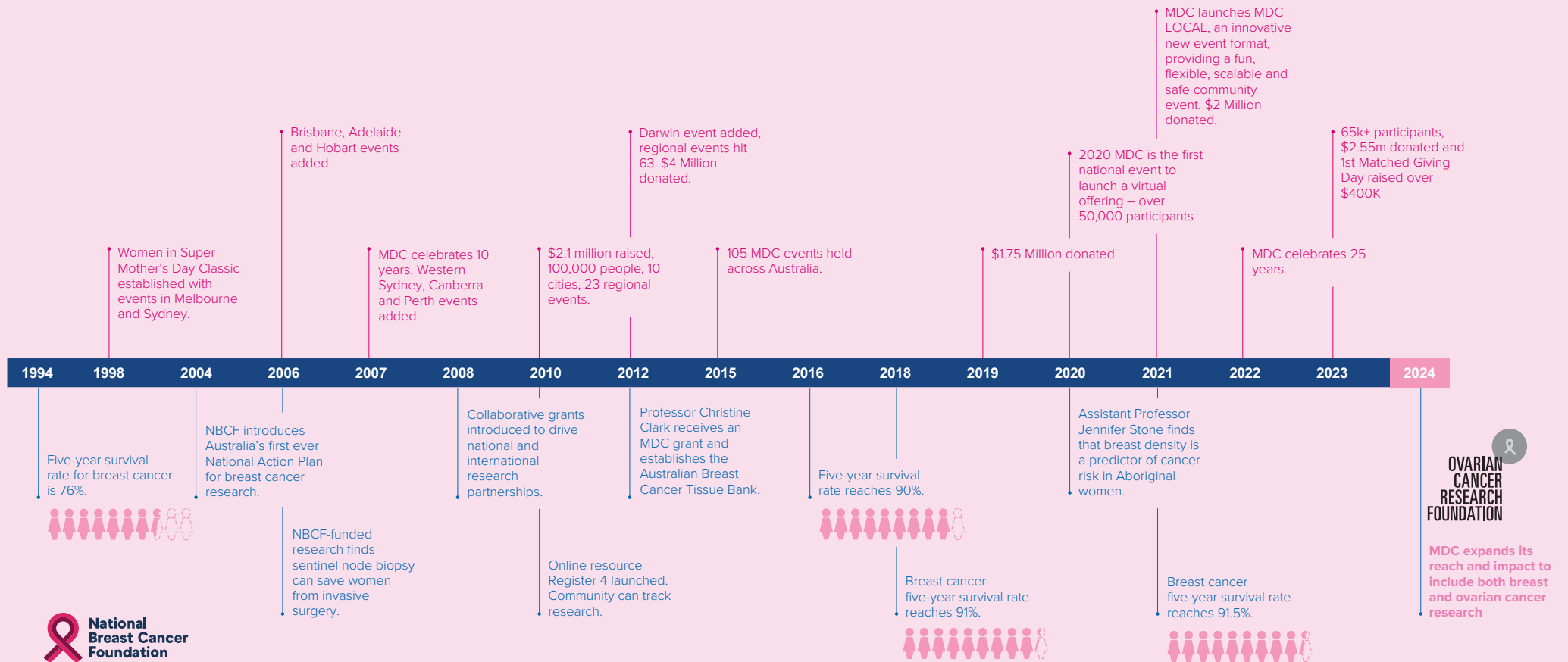
Thank you also to our partners. We have over 50 partners big and small right across the country starting from our local and state based sponsors right up to our national sponsors. A special thanks to our Major Partner, ME Bank, our Founding Partner, Women in Super and our Gold Partners HESTA, AIA Australia and Nine.

We look forward to once again uniting our community on Sunday 12 May 2024, as we step up to stop both breast and ovarian cancers in their tracks!

**Zara Lawless,
Director and CEO,
MDC Foundation Limited**



Mother's Day Classic Timeline





26 years of impact...

Since **1998** we're walked for **breast cancer
research**

1.6 million participants

\$44 million in donations

Over 80 research projects funded





the next 25 years

Unite and inspire the community in the lead up to Mother's Day

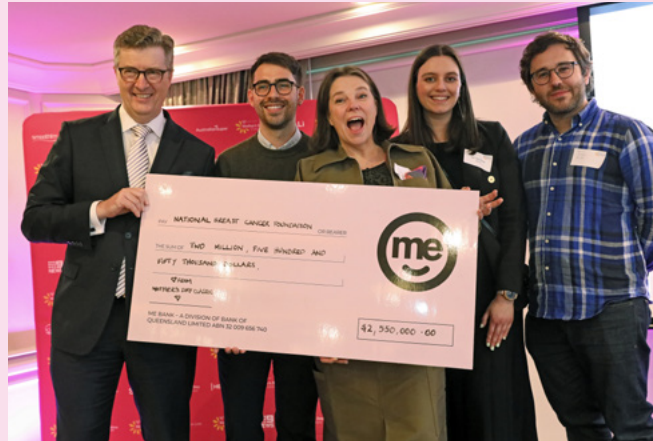
Celebrate and remember those touched by breast or ovarian cancer

Raise funds for life changing **breast and ovarian cancer research**

Create a **fun, innovative** and **engaging** event experience

Retain, diversity and **grow** the MDC audience

Celebration Night 2023



Thank you to everyone who joined us at our Celebration Night at the Langham Hotel, Melbourne. It was a night with many special moments, including acknowledgement of outgoing director, former Board Chair and MDC co-founder, Louise Davidson. Thank you Louise for 26 years of commitment, dedication, and for inspiring us to be part of this incredible movement. It was also an opportunity to recognise our incredible supporters, who collectively donated \$2.55 million in 2023 to breast cancer research. Thank you!





Special thanks

2023 Community Ambassadors

- Malaan Ajang
- Robyn Bailey
- Lily Blight
- Rosie Blight
- Lisa Bradley
- Renee Bradshaw
- Jessica Braude
- Scott Bunny
- Elivia Burcher
- Jacinta Clayton
- Ross Clennett
- Kym Curtis
- Jeanette D'Souza
- Ashleen de la Torre
- Katrina de Wacht
- Adele Deverell
- Mary Doyle
- Shananne Field
- Samantha Foreman
- Jessica Fussell
- Sarina Gale
- Sarah Gladman
- Michelle Goodwin
- Rosa Guerrisi
- Jovanka Hawkins
- Tamara Henwood

- Tess Homann
- Jenny Hutchens
- Ymara Jayamanne
- Kylie Jones
- Kristie Karikios
- Dawn Leicester
- Jae Lin
- Mary Lloyd
- Nikki Long
- Sarah Macleod
- Jessica Marechal
- Megan Maurice
- Charlotte McArthur
- Marketta McDonald
- Sarah McIntosh
- Nicole McTigue / Statham
- Megan Medhurst
- Danielle Meyers
- Rebecca Moffat
- Louise Momber
- Vanessa Morley
- Janelle Munro
- Lee-Anne Murdoch
- Amy Muscat
- Nikole Neal
- Jessica Neivandt
- Susanne Novak
- Amy Parkes
- Amelia Pereira
- Lauren Philpot
- Alana Pirrone
- Rachel Rees
- Molly Robertson
- Simone Rupp
- Lauren Russell
- Anne-Louise Scott

- Colin Sharpe
- Erin Sorensen
- Maria Szczerba
- Nicole Szkolik
- Renee Theodoulou
- Karyn Thompson / Gentleman
- Sonnette van der Berg
- Corissa Venettacci
- Sam Webb
- Meredith Whitaker
- Joe Wrin
- Natasha Xuereb
- Laura Yammouni



2023 Sponsors and Partners

Major Partner
ME

Founding Partner
Women in Super

Gold Sponsors
AIA Vitality
HESTA

National Media Partner
Nine News

National Silver Sponsors
AustralianSuper
ISPT
NGS Super
Smooth FM
ST Ali

Supporters and Suppliers
Hall and Wilcox
Linfox





Special thanks

2023 National Committee Members

ACT

Siobhan Glyde – Chair
Mandi Luxford
Cate Wood
Bina Brown
Angela Oplantzakis
Prue Cooke
Natalie Tanchevski

NSW

Melanie Warman – Chair
Sam McCallum
Cindy Brown – Western Sydney Chair
Brooke Ray
Maria Di Marco
Trish Costello
Cherrie Bullard
Lily Clothier
Libby Engel
Karen Stephens

QLD

Michelle Ceguerra – Chair
Rebecca Moffat
Katie Lourey
Jacqui Mengler-Mohr
Kirsty Aitkens
Annabel Roberts
Samantha Woodham
Renee Reimer

SA

Renee Zimmermann – Chair
Amy Dwyer
Daniella Scuteri
Tamara Henwood
Karla Della Pietra
Kathryn Gallina

TAS

Stacy Klousia – Chair
Brodie West – Chair

VIC

Loretta Drago – Chair
Nicole Field
Nikki McKenzie
Kerri Walsh
Matthew O'Connor
James Mullins
Lynette Kirkham
Pinar Altinova
Sevdie Soler
Shali Lingaretnam
Thanu Kothalawala
Andrew Tait

WA

Leanne Nunn – Chair
Natasha Nunn
Jorja Nunn
Donna Grant
Kristen Ellard
Malcolm Nunn
Teika Chinnery
Harry Porrins
Andrea Rayner
Georgia-Rose Jackson
Emilie Jones
Carolyn O'Driscoll
Samatha Gallaher
Victoria Smart
Melina Dichiera





We re
Making A
Difference

We Are
Making A
Difference

Special thanks

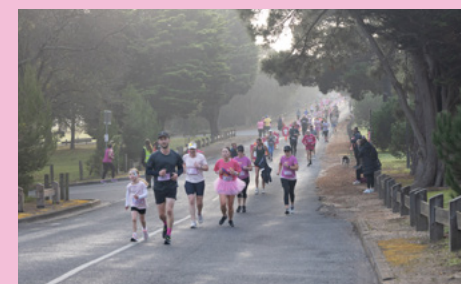
2023 Local Hosts

Albany – Pamela Russell, Amber Cekerevac
Alexandra Yea and district – Karen Stillman
Alice Springs – Saideh Kent, Bernie Nethery
Bairnsdale – Elise Malberg, Kassy O’Kelly
Ballarat – Lee Squire, Henry Squire
Bemm River – Rhonda Gillard, Lisa Fitzgerald
Bendigo – Sarah McCarthy, Kymmie Byrne
Broome – Sheree Bomer
Bunbury – Dr Ramesh Parthasarathy
Busselton – Natalie Metcalfe, Siobhan Gaughan
Camden – Sara Sheedy, Jessica Jones, Kelly Darby
Carnarvon – Robin Fahl, Carine Sincalir, and committee
Caroline Springs – Nicole Osborne
Chinchilla – Grace Hogarth
Colac – Amy Baudinette

Coonabarabran – Jen Hunt, Georgia Hunt
Drouin – Kevin Thorpe, Rachel Davies
Echuca Moama – Britt Allman
Edenhope – Cath McDonald, Jo Campbell
Esperance – Andrea Wynne, Jodie Beardsmore
Eurobodalla – Megan Garrett, Belinda Shalders
Eynesbury – Melanie Oakley, Nicole Norris
Gawler – Samantha Foreman
Girgarre – Kezia Talbot, Sue Bond
Hervey Bay – Narelle Lightbody
Horsham – Jackie Exell, Janine English
Huskisson – Anna Rogers, Elaine McLemon, and committee
Kalgoorlie-Boulder – Allison Hunter
Karratha – Patrina Broughton, Jackson Keep
Lilydale – Kim Robin
Lysterfield – Sandra Rotunno, Carol Bosward
Mackay – Dawn Mansfield, Chris Evangelou
Magnetic Island – Katrina Logan
Mansfield – Charlotte Lindsay
Mildura – Michelle Hewett, Lucy Dunne

Miles – Toni Brown
Mornington Peninsula – Sophie Derwin, Bronwyn Robbins
Mount Gambier – Megan Medhurst
Newcastle – Amy Davidson, Jaimie Purvis
Newman – Breanna Shuttleworth, Honey Ngapo
Onslow – Diane Aitken, Renee Elliott
Ouyen – Cara Brady, Michelle Morrish
Point Samson – Tori Norish, Haley Massara
Port Hedland – Karlee Orr
Port Macquarie – Carmen Abi-Saab, Kylie Bulmer
Roma – Mardi Henricks, Samantha Sallway
Sapphire – Louise Hewitt, Robert Donaldson
Seymour – Adele Deverell
Shepparton – Kathy Fuller
St Arnaud – Jennifer Greenaway
Stawell – Jessica Maffescioni, Julie Cass
Tannum Sands – Tracey Smith
Taree – Alan Tickle, Carley Burke
Tin Can Bay – Jess Milne
Tocumwal – Jenny Philpot, Kim Sutton
Toowoomba – Leesa Finch, Kylie Cox

Traralgon/Toongabbie – Karen Blomquist, Sandy Musgrove
Warrnambool – Jeff Hintum, Emma Dart
Wollongong – Grant Plecas
Wondai – Michael Freeman, Claire Kapernick
Woodgate Beach – Rosemarie Kirby, Jenni Cole
Wycheproof – Tina Jones, Ann Durie



MDCF Financials

Mother's Day Classic Foundation

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2023

	2023 \$
Revenue and other income	
Registration fees	2,271,468
Donations and individual fundraising	2,645,937
Sponsorship income	858,224
Merchandise sales	221,510
Other income including postage reimbursement	360,107
Government grants	–
	6,357,246
Less: expenses	
Depreciation and Amortisation	(95,140)
Direct fundraising costs	(260,655)
Employee benefit expense	(1,234,601)
Marketing	(119,992)
Event expenses	(1,723,556)
Bank costs	(33,094)
Consultants	(69,335)
Insurance	(25,916)
Other business costs	(151,924)
	(3,714,213)
Donation to National Breast Cancer Foundation	(2,550,000)
Surplus/(Loss)	93,033
Other Comprehensive Income	–
Total Comprehensive Income	93,033

The financial statements in this summarised financial report have been derived from the Mother's Day Classic Foundation Financial Statements and Report for the year ended 30 June 2023.

MDCF Financials

Mother's Day Classic Foundation

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2023

	2023 \$
Current assets	
Cash and cash equivalents	837,736
Trade and other receivables	150,618
Term Deposits	3,050,000
Prepayments	32,372
Total current assets	4,070,726
Non-current assets	
Property, plant and equipment	11,162
Right-of-use assets	342,538
Total non-current assets	353,700
Total assets	4,424,426
Current liabilities	
Trade and other payables	2,691,539
Employee benefits	132,480
Lease Liabilities	87,924
Total current liabilities	2,911,943
Non-current liabilities	
Employee benefits	26,664
Lease Liabilities	316,897
Total non-current liabilities	343,561
Total liabilities	3,255,504
Net assets	1,168,922
Trust funds	
Settled sum	100
Accumulated surplus	1,168,822
Total trust funds	1,168,922

MDCF Financials

Mother's Day Classic Foundation

STATEMENT OF CHANGES IN TRUST FUNDS AS AT 30 JUNE 2023

	Settled Sum \$	Accumulated surplus / (deficit) \$	Total trust funds \$
Balance as at 1 July 2021	100	1,087,355	1,087,455
Deficit for the year	–	(11,566)	(11,566)
Total comprehensive income for the year	–	(11,566)	(11,566)
Balance as at 30 June 2022	100	1,075,789	1,075,889
Balance as at 1 July 2022	100	1,075,789	1,075,889
Surplus for the year	–	93,033	93,033
Total comprehensive income for the year	–	93,033	93,033
Balance as at 30 June 2023	100	1,168,822	1,168,922

MDCF Financials

Mother's Day Classic Foundation

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2023

	2023 \$
Cash flows from operating activities	
Receipts from event participants, donors and sponsors	6,260,224
Payments to suppliers and employees	(5,101,144)
Interest received	48,178
Net cash used in operating activities	1,207,258
Cash flows from investing activities	
Acquisitions of computer hardware and software	(3,595)
Cash provided by / (invested in) term deposits	(3,050,000)
Net cash provided by investing activities	(3,053,595)
Cash flows from financing activities	
Principle payments of lease liabilities	(80,003)
Interest paid on lease liabilities	(21,976)
Net cash used in financing activities	(101,979)
Reconciliation of cash	
Cash and cash equivalents at the beginning of the financial year	2,786,052
Net increase /(decrease) in cash and cash equivalents held	(1,948,316)
Cash and cash equivalents at end of financial year	837,736



Happy Mothers Day
Mumma
Grafte.
We love and miss you.
Love Roche & Tony
XXX

I'm doing this for:
Mrs Helena Williamson
♥

I love my
mum
JEN
Thinking of you

Love you Auntie
I wish I had the chance
you. ♥ love Sylvia
♥ love you Auntie

My beautiful mum!
-Hugs xx

All the
smiling people
who are fighting
with great courage

Beating
cancer
♥
RIN
youngblood
Machias

Marian McParland
Diane McEwen
♥♥

Muriel, Rachel
Robyn, Maria
Ingrid, Susan
& me!!
+ especially Nelinda

Helen ♥
We miss you very
much xx

JEN - in loving mem
Thinking of you
♥

For Karen
miss and love you
xx Cath

RIP Helen Edger ♥
Keep fighting Mel Olsen xx
in 3 years cancer free

To my beautiful friend
Jan!
Shine bright Samy.
Love Mia & Jack

All my patient
friends winning
fight ♥

To ANGIOLINA
SAGNARA
I love & miss
you beyond
words
EMILY
♥♥♥

Sara
Sharpe ♥

My Auntie
Francisella P
Also think about me please
Thank you for the support!

CHRISIE MAC
LOVE YOU & MISS
YOU ALWAYS

Beautiful Kath
We will never
forget you.
Forever in our hearts
Gay xxx

My go
Margaret
is beyond

Angiolina we never
forget you
Love, your friend
Annelise

Renu
RIP ♥

niece
me next
year!

MY MOM RENATA
MY SISTER IN CHRIST
DEISY
FOR CAROL DOLAN

1946-1990
Für immer in meinem
Herz
Sime Weide

Nana ♥
you xoxo

My Mum
son

MY BEAUTIFUL
MUM LOST TO CANCER
IN 2019. FOREVER
IN MY HEART.

ABOUT THIS REPORT

This report is designed to give our stakeholders an insight into the diversity of work delivered by the MDC Foundation Limited. It provides details of our activities during the 2022/2023 financial year.

This report is produced by MDC Foundation Limited (ABN 604 328 994).
Published December 2023.

📍 Office 101, Level 1, 13 Cremorne St, Cremorne VIC 3121

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