

# NeuroEndocrine Cancer Australia

## 2026 Media Kit



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# About Us

## NeuroEndocrine Cancer

**Australia (NECA)** is the only Australian charity solely dedicated to improving awareness, understanding and outcomes for people living with neuroendocrine tumours (NETs).

Our purpose remains as vital now as it was 16 years ago: to achieve earlier diagnosis and ultimately find a cure.

## Over the past decade, NECA has:

**Funded**  
millions of  
dollars in  
patient  
support and  
resources

**Established**  
a national NET  
Nurse Helpline  
and facilitated  
support groups  
across Australia

**Advocated**  
for improved  
access to  
diagnostics  
and  
treatments

**Supported**  
clinical trials  
that advance  
NET care and  
understanding

## What Are Neuroendocrine Tumours (NETs)?

**Neuroendocrine tumours**, or NETs, are a group of cancers that begin in neuroendocrine cells. These specialised cells are found throughout the body and help regulate essential functions by producing hormones. NETs can develop in many organs, most commonly in the gastrointestinal system, pancreas and lungs.

**NETs are often missed or diagnosed late** because their symptoms frequently mimic more common conditions.

Many people experience **issues** such as abdominal pain, diarrhoea, fatigue, flushing or unexplained weight changes. These are easily mistaken for gastrointestinal disorders, stress, asthma or menopause. As a result, Australians with NETs often undergo years of misdiagnosis before receiving the correct answer.

Neuroendocrine cancer is **Australia's 7th most diagnosed cancer.**

Despite this, public awareness remains low and symptoms are often misunderstood within the community and across the health system.



1 Australian is diagnosed with a Neuroendocrine Tumour every 90 minutes



The average Australian waits over 5 years for a correct diagnosis



30% of patients are diagnosed in the Emergency Department



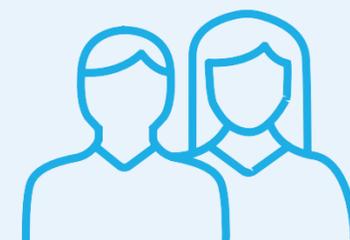
**31,380**

Australians living with Neuroendocrine Cancer



**5,719**

Australians are diagnosed annually



**1 in 49**

Australians have a chance of developing a NET

# The Facts

# Why NECA's work matters

**Neuroendocrine cancer is often diagnosed late because symptoms mimic common conditions. Many Australians spend years seeking answers before receiving the correct diagnosis.**

Access to specialist care is not equal across Australia. People in regional and rural areas often face long travel distances and delays accessing the tests, treatments and specialists they need.

Awareness of NETs remains low in the community and across parts of the health system. Limited understanding among GPs and emergency departments contributes to missed or delayed diagnoses.

These challenges affect outcomes, quality of life and the overall patient experience. Many people describe uncertainty, frustration and a lack of clear pathways to care.

**NECA works to close these gaps by improving early diagnosis, increasing awareness, supporting patients and advocating for fair and consistent access to care nationwide.**

# Key Programs and Services

**01**

NET Nurse  
Helpline

**02**

Patient  
Education and  
Resources

**03**

Support Groups  
& Community  
Connections

**04**

Advocacy and  
Policy  
Leadership

# 01. Specialist Support Services Helpline

NECA provides **free, confidential support** to people living with NETs and their families. Our national **NET Nurse service** offers clear information, guidance and reassurance from diagnosis through treatment.

Patients and carers can also access free consultations with a **specialist dietitian** and **free counselling** to support their wellbeing and help manage the emotional and practical challenges of living with neuroendocrine cancer.

These services are available nationwide and are designed to ensure no person faces the NET journey alone.



## 02. Patient Education and Resources

NECA develops evidence-based resources to help people understand their diagnosis and treatment options. This includes fact sheets, webinars, online learning and tools that support day-to-day living with NETs.



A close-up photograph of three people laughing heartily. The person on the left is partially visible, wearing a blue top. The person in the center is a woman with short blonde hair, wearing a dark blue turtleneck, laughing with her mouth wide open. The person on the right is a woman with short grey hair and glasses, wearing a blue top, also laughing with her mouth open. The background is a bright, out-of-focus outdoor setting, possibly a park or field, with a warm, golden light suggesting late afternoon or early morning.

## 03. Support Groups and Community Connections

Facilitated groups operate across Australia to bring patients and carers together. These groups provide shared experience, practical advice and emotional support.



## 04. Advocacy and Policy Leadership

NECA works with government, clinicians and industry to improve early diagnosis and fair access to care, including advocating for consistent pathways, better imaging and treatment access, and national investment in NET services.

# NECA Priority Areas for Media

## **Early diagnosis and symptom awareness**

Why NETs are often missed, the impact of delayed diagnosis and the importance of recognising symptoms early.

## **Access to care across Australia**

Differences in access between metropolitan and regional areas, and the need for consistent specialist services nationwide.

## **Patient stories**

Lived experiences that highlight the journey to diagnosis, treatment challenges and the realities of living with a long-term cancer.

## **Research and clinical developments**

Updates on emerging treatments, clinical collaborations and the importance of Australian research in improving outcomes.

# Patient Case Studies



## 01. Bronwyn, New South Wales (NSW)

Bronwyn lived with vague symptoms for years before finally being diagnosed with neuroendocrine cancer following repeated misdiagnoses. She now advocates for faster pathways so patients are not left navigating complex systems on their own.

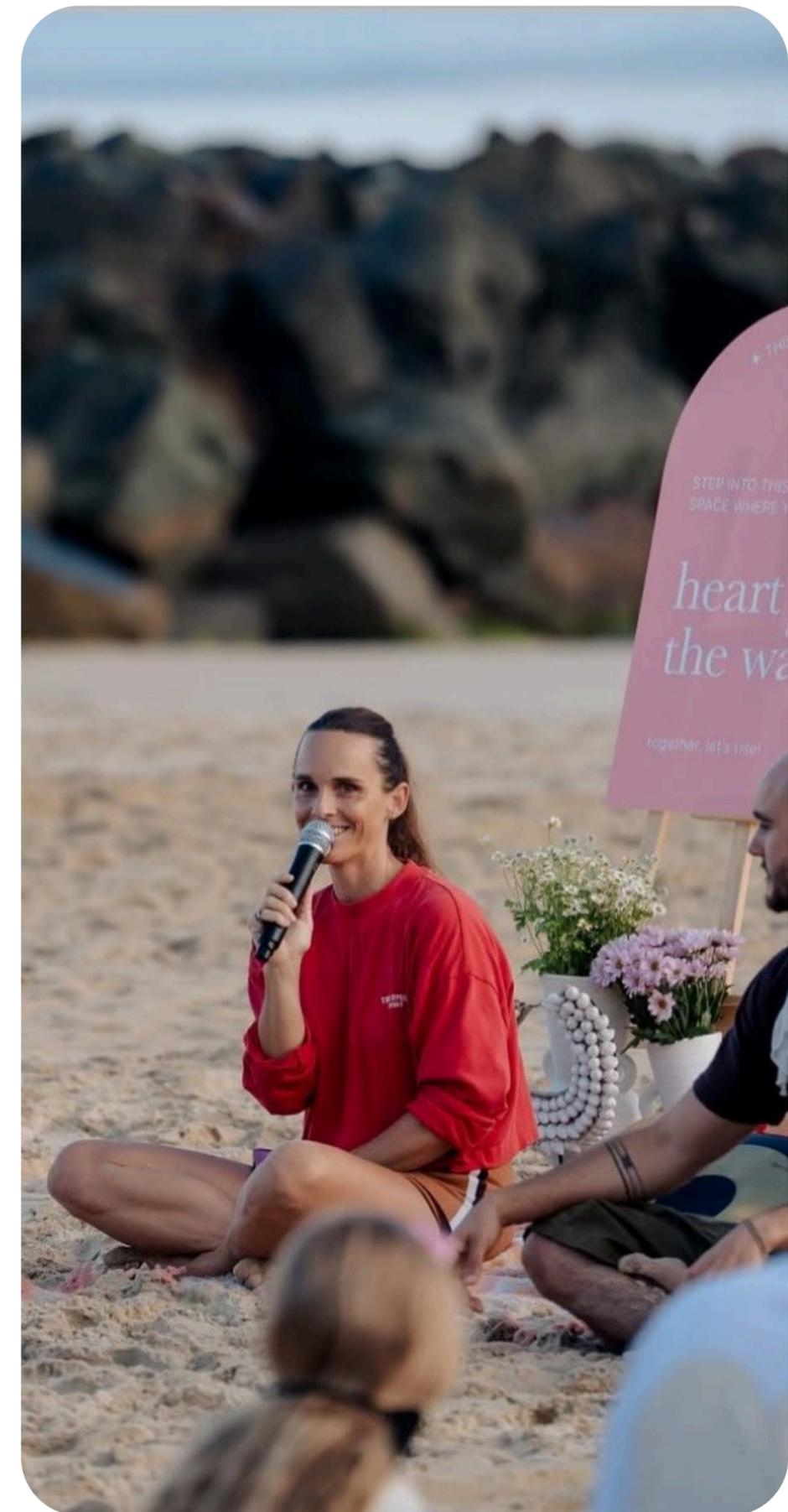
**Bronwyn's Story.**



## 02. Cassie, Queensland (QLD)

Cassie was diagnosed with neuroendocrine cancer in her early 30s and has undergone multiple surgeries while raising young children. She has become a powerful voice for NET awareness, sharing how delayed diagnosis affects young families.

**Cassie's Story.**



### 03. Lauren, Tasmania (TAS)

Lauren spent years seeking answers for unexplained symptoms before eventually receiving a NET diagnosis that changed her life. She now speaks openly about the lack of specialist support in Tasmania and why a dedicated NET nurse is urgently needed.

**Lauren's Story.**



## 04. Daniel, Victoria (VIC)

Daniel's diagnosis came after persistent symptoms were attributed to stress and gastrointestinal issues, delaying access to the right care. He shares his experience to highlight the gap in awareness and the importance of specialist NET teams.

[Daniel's story.](#)



## 05. Mel, Western Australia (WA)

Mel lived with complex symptoms for years before finding a NET specialist who could explain what was happening to her body. She now works to raise awareness across WA where many patients travel long distances for imaging and treatment.

[Mel's story.](#)



## 06. Karen, South Australia (SA)

Karen experienced years of unexplained symptoms that were repeatedly dismissed before finally being diagnosed with neuroendocrine cancer. She now speaks about the emotional toll of delayed diagnosis and the need for better awareness among clinicians, especially in regional SA.

**Karen's story.**

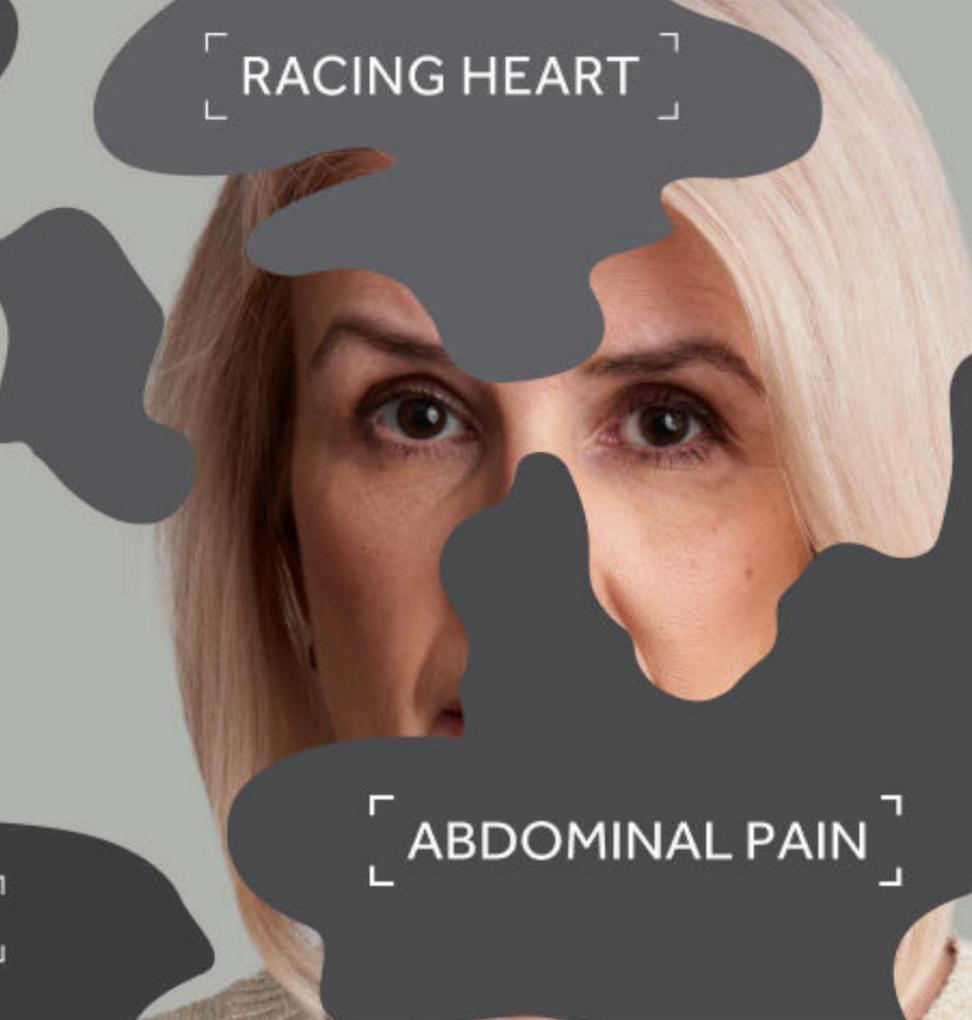


## 07. Roxanne, Australian Capital Territory (ACT)

Roxanne's neuroendocrine cancer was discovered only after a long period of non-specific symptoms that didn't fit the usual diagnostic pathways. She now shares her story to highlight how awareness gaps in primary care can delay treatment for people with NETs in the ACT.

**Roxanne's Story.**





# National Symptom Awareness Campaign

NECA's **National Symptom Awareness Campaign** shines a light on the often subtle and confusing symptoms of neuroendocrine cancer.

The campaign helps Australians recognise when something is not right and encourages earlier conversations with health professionals. It also supports clinicians with clear information to aid timely diagnosis.

The campaign features patient stories, clinician insights, symptom information and education resources that can be shared across community, clinical and media channels.

[Campaign assets and resources](#)

# Brand Assets & Guidelines



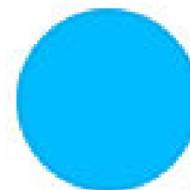
[Download Social Media Assets](#)  
[#LetsTalkAboutNETS](#) [#NECA](#)



[Download NECA logos](#)



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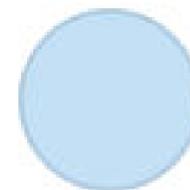
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# NECA Calendar and Activity

## **Neuroendocrine Cancer Day**

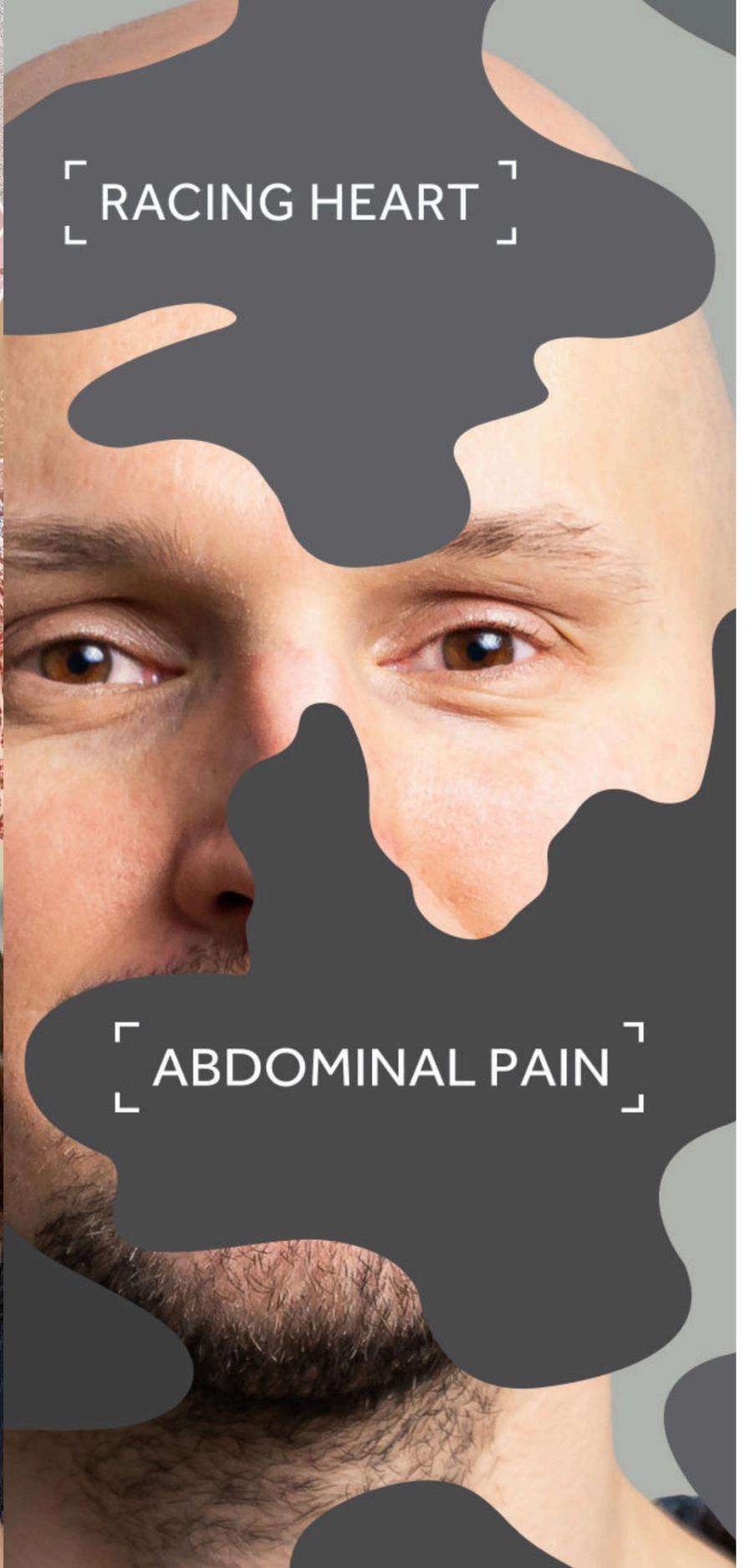
Held every year on 10 November, this global awareness day brings together patients, clinicians, supporters and organisations to shine a light on NETs and amplify the call for better care.

## **March4NETs**

A national movement held each March that encourages supporters to walk, run or complete a personal challenge to raise awareness and vital funds for neuroendocrine cancer. March4NETs brings communities together and highlights the importance of early diagnosis, support and equitable care.

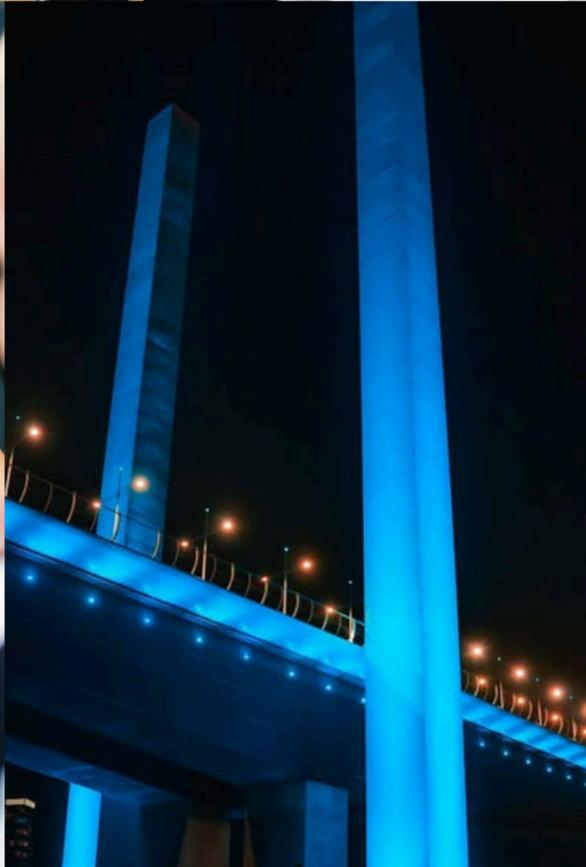
## **Patient Forums and Education Events**

State-based forums and online education sessions that connect patients and carers with clinicians, specialists and the broader NET community.



「 RACING HEART 」

「 ABDOMINAL PAIN 」



# Contact Us

## Primary Media Contact

### **Ciara Connolly**

Media & External Relations

✉ [ciara@neuroendocrine.org.au](mailto:ciara@neuroendocrine.org.au)

☎ 0492 981 518

## Secondary Contact

### **Meredith Cummins**

Chief Executive Officer

✉ [meredith@neuroendocrine.org.au](mailto:meredith@neuroendocrine.org.au)

☎ 0419 287 585