Skin cancer awareness campaign – continuation of funding

Why is this important?

• Australia has the highest rate of skin cancer in the world.

• More than 380,000 skin cancers are diagnosed in Australia each year, including more than 8,500 melanomas.

• Despite the known dangers of sun exposure in causing skin cancers, research shows that many young people are complacent about sun protection measures.

Who will benefit?

• The awareness campaign will be targeted to young Australians who are particularly at risk of developing skin cancer.

What funding is the Government committing to the initiative?

• The Government has committed $11.5 million over the next two years.

What have we done in the past?

• The Government spent more than $7.0 million on the 2005-07 National Skin Cancer Awareness Campaign, which increased Australians’ awareness of the dangers of sun exposure. This measure will build on the successes of this campaign.

When will the initiative conclude?

• The initiative concludes in 2008-09.