

# Aide-Mémoire

## Inaugural Skin Cancer Prevention and Early Detection Parliamentary Event

**Date due to MO:** 10 November 2025 **Date of Visit:** 11 November 2025

**Security level:** IN CONFIDENCE **Health Report number:** H2025075133

**To:** Hon Simeon Brown, Minister of Health

### Contact for telephone discussion

| Name           | Position               | Telephone |
|----------------|------------------------|-----------|
| Mr Rami Rahal  | Chief Executive        | s 9(2)(a) |
| Ms Nicola Hill | Deputy Chief Executive |           |

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## Inaugural Skin Cancer Prevention and Early Detection Parliamentary Event

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| <b>Date due:</b>       | 10 November 2025                     |                              |             |
| <b>To:</b>             | Hon Simeon Brown, Minister of Health |                              |             |
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### About the Visit

|                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| <b>Purpose</b>             | The Inaugural Skin Cancer Prevention and Early Detection Parliamentary Event is designed to raise awareness of the importance of skin cancer prevention and early detection, while also facilitating meaningful bipartisan policy dialogue on strengthening the national approach to skin cancer.                                                                                                                                                                                                                                                              |
| <b>Event/visit details</b> | <b>Date:</b> 11 November 2025<br><b>Time:</b> 3pm – 3:30pm<br><b>Venue:</b> The Legislative Chamber, Parliament of New Zealand.                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Attendees</b>           | <b>Event Organiser and Facilitator</b><br>Victoria Beedle - CEO of Skin Cancer College Australasia<br>Shane Martin – Director of Nexus APAC<br><b>Other MPs to speak:</b><br>Hon Peeni Henare MP<br>Todd Stephenson MP<br>Sam Uffindell MP<br><b>Other for-purpose event partners are:</b><br>Katrina Patterson – CEO of Melanoma Network of New Zealand<br>Dr Bronwen McNoe – Fellow at the University of Otago<br>Rachael Newmann – Head of Advocacy and Public Affairs at the Cancer Society of New Zealand<br>Andrea Newland – CEO of Melanoma New Zealand |

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**Organisation**

**Skin Cancer College Australasia** is a non-profit membership organisation representing primary care skin cancer practitioners in both Australia and New Zealand. Its purpose is to lead in education, engagement, advocacy, and standards, fostering a respected community of health professionals involved in skin cancer care.

**Nexus APAC** is a strategic communications and corporate advisory firm operating across Australia and New Zealand. The firm specialises in strategic communications, public affairs and corporate advisory.

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**Cancer Control Agency representatives (To attend on request)** No agency representatives are attending

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## Event Organiser and Facilitator Profile



Victoria Beedle is the CEO of Skin Cancer College Australasia. She joined the College in March 2024. Victoria has held several executive and director roles for a range of not-for-profit organisations in the last two decades, including Melanoma Patients Australia, Gold Coast Primary Health Network and Alzheimer's Australia.



Shane Martin is the Director of Nexus APAC, a strategic communications and corporate advisory firm. At Nexus APAC, Shane specialises in bridging the gap between business, media, government, and the public, supporting clients in navigating complex policy and stakeholder environments. Before joining Nexus APAC, he held a variety of roles managing government and political affairs, including as a Ministerial Liaison Officer for the Department of Planning, Transport and Infrastructure in Adelaide, Australia.

## Other Event Partners



Katrina Patterson is the CEO of the Melanoma Network of New Zealand (MelNet). She began her career at the Ministry of Social Development. Building on experience working at the Health Promotion Agency, Katrina went on to lead MelNet as Chief Executive, a role she has held for the past seven years.



Dr Bronwen McNoe is a senior research fellow and co-director of the Social and Behavioural Research Unit within the Department of Preventive and Social Medicine at Otago. Dr McNoe has been a public health researcher for over 30 years and completed her PhD in 2020 which was focused on primary prevention of skin cancer in educational settings.



Rachael Newmann is the Head of Advocacy and Public Affairs at the Cancer Society of New Zealand. Rachael has extensive experience in policy, programme and advocacy roles at leading health organisations, most recently the Cancer Control Agency.



Andrea Newland is the CEO of Melanoma New Zealand since 2019. She is a qualified journalist with a career spanning media and social-profit leadership. Before joining Melanoma New Zealand, she held a leadership role in marketing, communications, events, and corporate partnerships at the Starship Foundation—a charitable organisation raising funds to support Starship Children's Hospital.

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## Background and context

1. Skin Cancer College Australasia (the College) is leading the Inaugural Skin Cancer Prevention and Early Detection Parliamentary Event (the Event).
2. On 9 October 2025, you had a meeting with Victoria Beedle – CEO of the College and Dr Dirk Venter – Chair of the College New Zealand Advisory Panel to discuss opportunities to enhance early detection and management of skin cancer in primary care, and to explore potential areas for partnership. The aide-memoire for that meeting is available under reference H2025072967.
3. The Event is designed to:
  - a. raise awareness of the importance of skin cancer prevention and early detection
  - b. provide an update on the Skin Cancer Prevention and Early Detection Strategy 2024-2028 (the Strategy)
  - c. demonstrate cross-party commitment to improving skin cancer outcomes for all New Zealanders.
4. The College has provided a runsheet for the day, which includes:
  - a. skin checks for politicians and staffers
  - b. Mr Todd Stephenson MP to open the event as Master of Ceremonies, and facilitate a panel discussion
  - c. Mr Sam Uffindell MP to give a five-minute speech
  - d. Hon Peeni Henare MP to give a five-minute speech
  - e. presentation on the state of skin cancer and research in New Zealand
  - f. sharing of a skin cancer patient story
  - g. Hon Simeon Brown to deliver closing remarks.
5. The Cancer Control Agency has maintained a focus on skin cancer prevention, diagnosis and treatment. s 9(2)(f)(iv)

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Rami Rahal  
Chief Executive and National Director  
**Te Aho o Te Kahu | Cancer Control  
Agency**

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