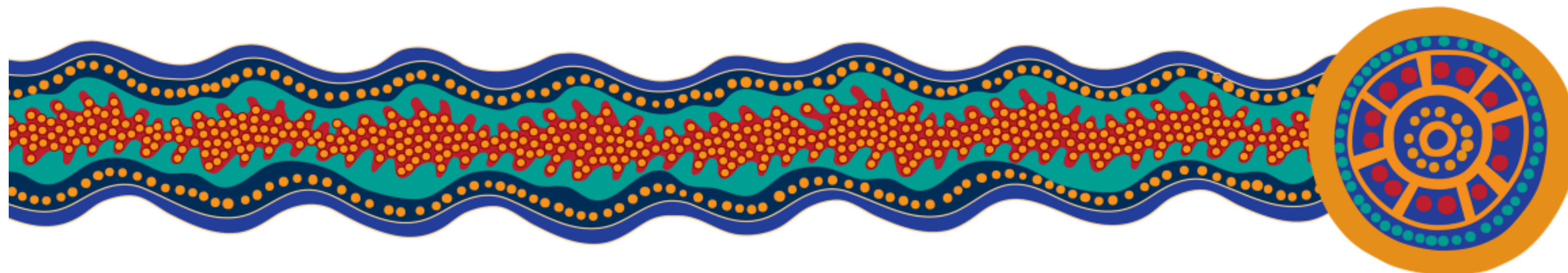




**Skin Cancer  
Prevention  
Queensland**

**Collaborative partnerships to reduce  
skin cancer risk in Queensland**

**Jodie Antrobus, Advanced Health Promotion Officer  
Prevention Strategy Branch, Queensland Health**



The Queensland Government respectfully acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional and Cultural Custodians of the lands on which we live and work to deliver healthcare to all Queenslanders and recognises the continuation of First Nations peoples' cultures and connection to the lands, waters and communities across Queensland.

# Presentation Overview:

- **Skin cancer capital of the world**
- **Skin cancer risk**
- **Skin Cancer Prevention Queensland**
- **Industry Forum – Sport & Recreation Sector (Sept 2025)**
- **What we heard & prioritised actions**

**Skin Cancer Prevention Queensland:**  
Towards a Future of Reduced Skin Cancer  
Burden for Queenslanders

Skin Cancer Prevention Targets (2022 – 2050)

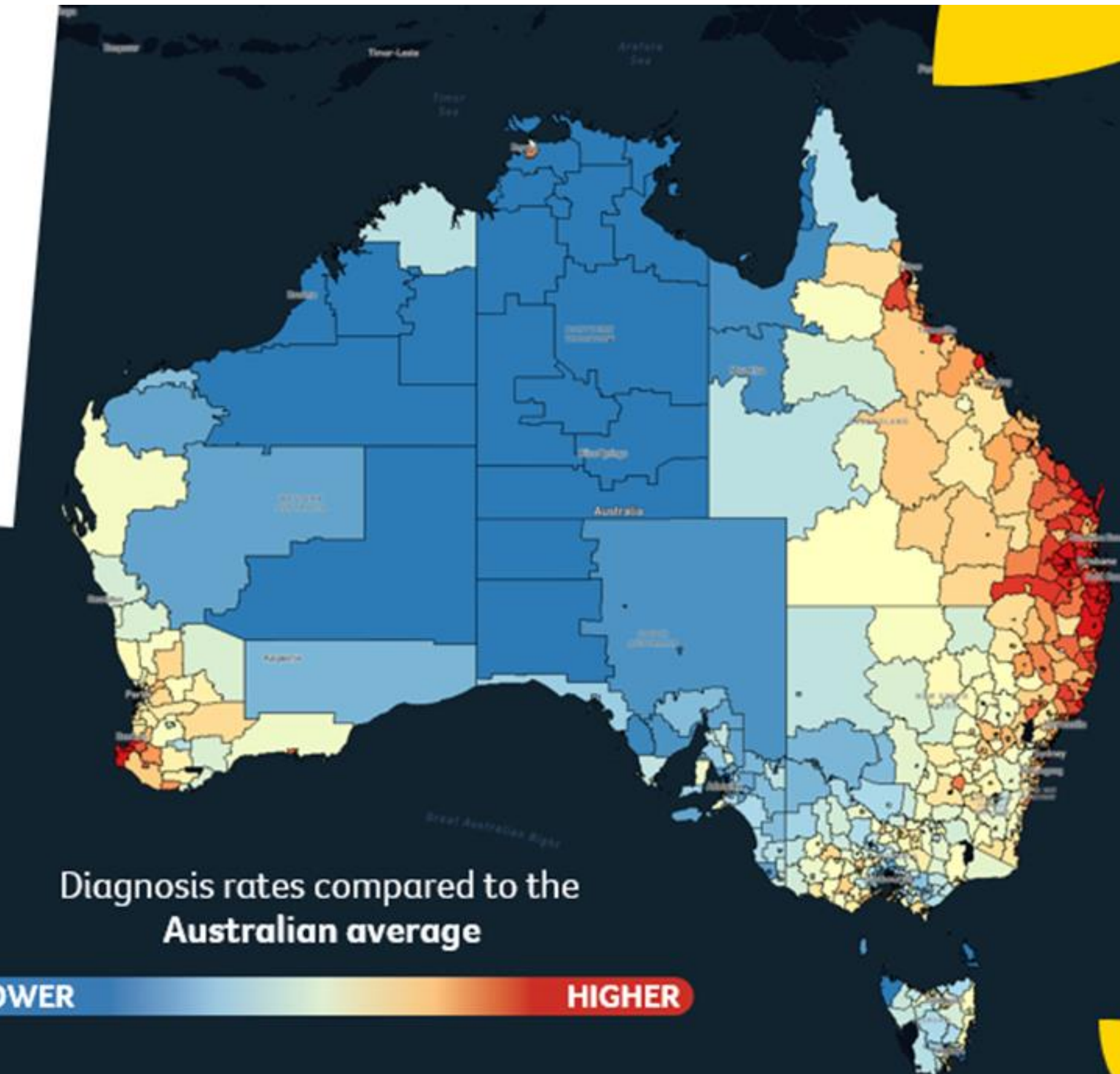


# Background

Diagnosis rates of melanoma in Australia.

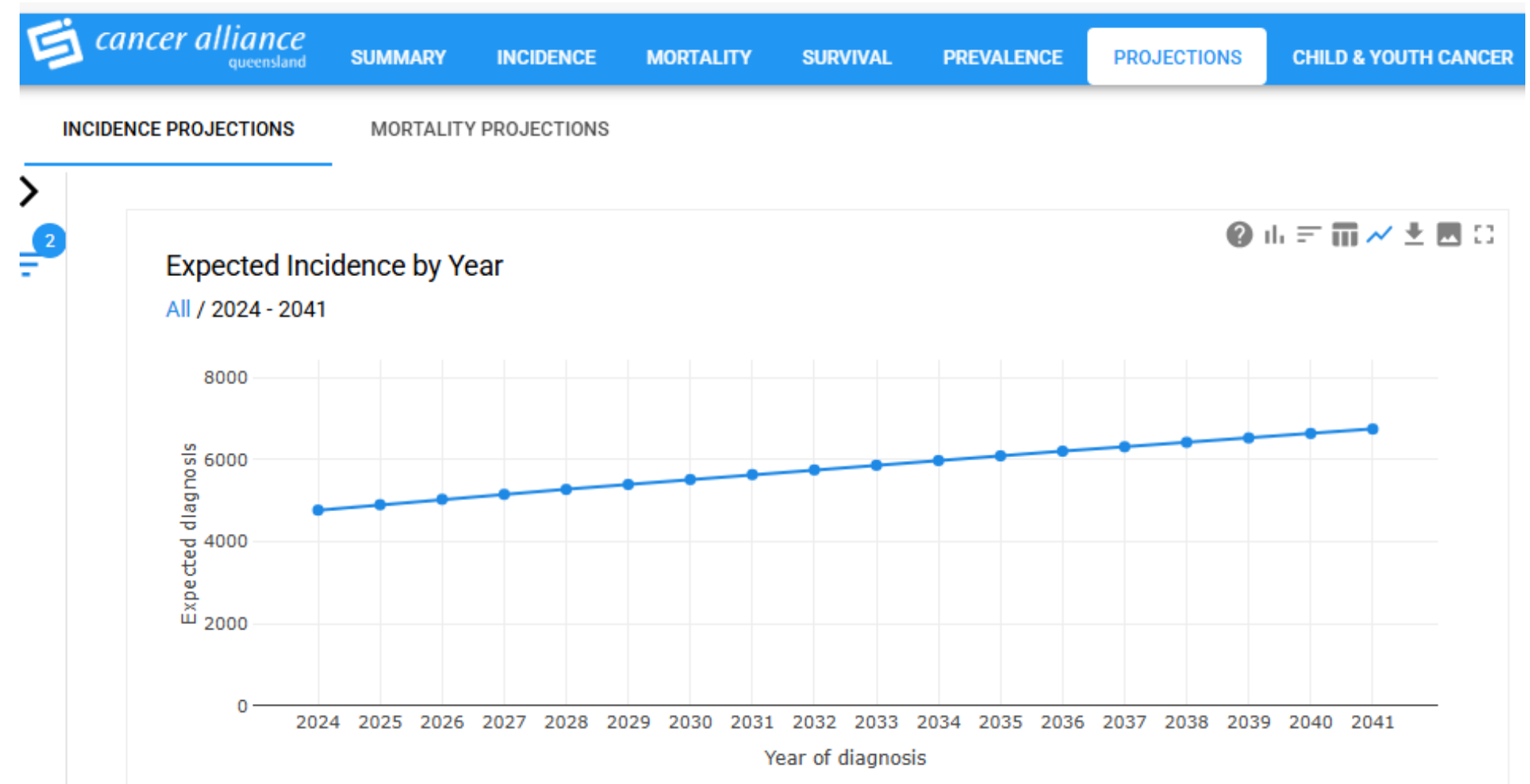


AUSTRALIAN  
CANCER  
ATLAS



# UVR Exposure - Impact & Burden

- Skin cancer is the most commonly diagnosed cancer in Australia each year
- 4,637 melanomas in Qld in 2023
- Most costly of all cancers \$2.3 B annually
- 2023-24: over 37,000 episodes of care in Queensland public hospitals



- Projected number of melanomas in 2041: **6,741**
- Projected melanoma diagnoses 2023-2041- **98,256**
- Advanced melanoma ~ **\$100,000** treatment cost/per patient

# Skin Cancer Risk

- High to extreme UV environment all year round & many Qlder's enjoy an outdoor lifestyle
- High UV Index – can cause DNA damage in 10 mins
- Outdoor sport and recreation an important setting

## Chief Health Officer Report -2024 data

- Less than  $\frac{1}{4}$  of adults & children use sun protection
- Nearly  $\frac{1}{2}$  of adults & children were sunburnt in the past 12 months, with just over  $\frac{1}{2}$  of adults and more than  $\frac{1}{3}$  of children being sunburnt three or more times
- 5 sunburns per decade more than doubles melanoma risk

Ref: [Sun safety | Report of the Chief Health Officer Queensland](#)



# Skin Cancer Prevention Queensland

## Goals:

### 1. Increase Queenslanders' use of sun protective behaviours

- ❖ Sunscreen Target – 50% of Queenslanders applying sunscreen daily by 2030
- ❖ Hat Wearing Target – 50% of Queenslanders wearing broad-brim/bucket hats when outside by 2030

### 2. Reduce the number of Queenslanders being sunburnt each year

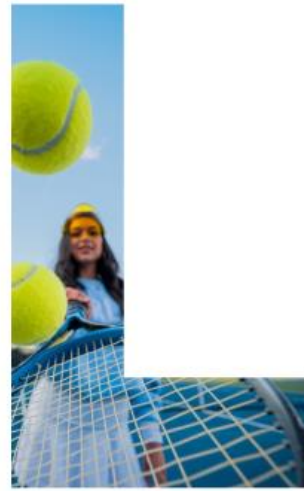
- ❖ Sunburn Target – 20% reduction (per age group) in the percentage of people being sunburnt in the past year by 2030

### 3. Reduce the overall incidence of skin cancers in Queensland

- ❖ 2030 Target – Reduce the incidence of melanoma and NMSC by 5%
- ❖ 2050 Target – Reduce the incidence of melanoma and NMSC by 25%

**Priority Sectors: education, outdoor work, sport and recreation!**

# Sport and Recreation Sector



There is limited evidence about sun exposure in outdoor sports and recreation settings, and more information is needed about what policies are in place, how they are implemented, and what strategies would be useful to players and sport bodies to improve sun-safety.

**Aim:** To understand sun-safety practices, attitudes and barriers/enablers to sun-protection among the sports and recreation community.

## **Key research questions:**

1. What are the existing strategies in sports and recreation organisations to encourage sun safety among sportspersons and spectators?
2. What are the enablers and barriers to sun protection for outdoor sport and recreation communities?
3. What measures can organisations take to implement effective sun-protection policies and practices during outdoor sports to minimize UV exposure for athletes, umpires, volunteers, and spectators?

# Research and engagement with the sector:

Sun Safe  
Policy Desktop  
Review

Policy Quality  
Assessment

Focus Groups

# Sport & Recreation Sector Industry Forum:

- **Held 8 September 2025**
- **~ 60 representatives from sport and recreation**

*"Such an important conversation and genuine appetite around the room to create change."*

*"It was a very insightful event and I hope to be involved again in the future."*



*"Very insightful and pleased I attended."*

*"Really liked the very practical implementation focused approach."*



# Current State of Play



Insufficient Infrastructure



Lighting and Facility Availability



Budget constraints for provision of sun-safe materials (shade, uniforms, sunscreen etc)



Matches and training occur during peak UV hours



Lack of education provided on sun-safe practices



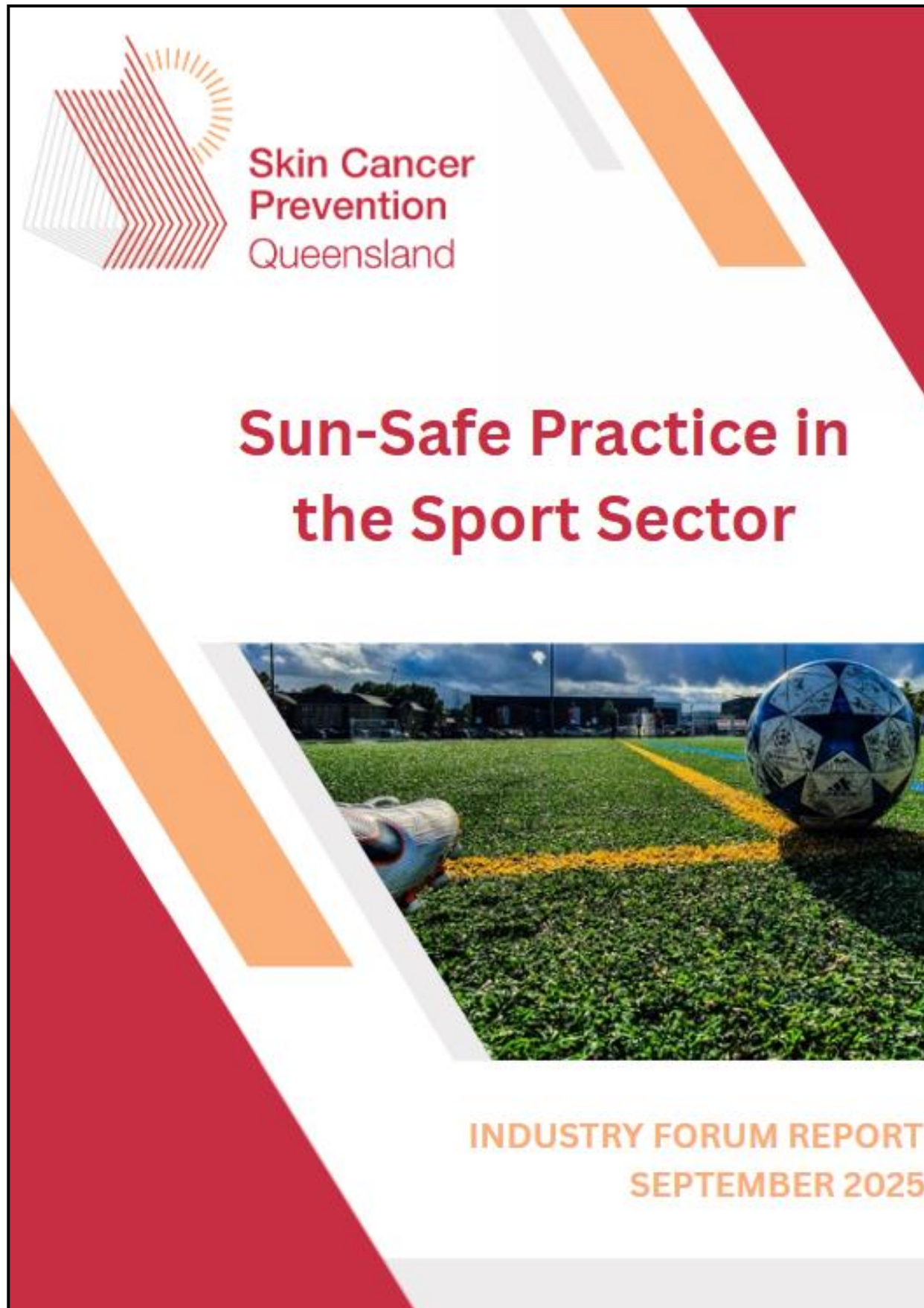
Uniform requirements



Lack of clear sport policies or sun safety guideline awareness



Sun-safe practise is optional and personal preference



As a result of the active discussions between speakers and attendees on the day, we identified several priority actions:

- Priority 1:** Initiate organisational and industry change by embedding sun safety into systems, strategic priorities, and culture
- Priority 2:** Expand access to physical resources and expertise to support implementation
- Priority 3:** Establish platforms for intersectoral collaboration, community building and knowledge sharing
- Priority 4:** Empower role models and champions
- Priority 5:** Advocate for better resourcing of sun safety measures for the sports sector

Further information can be found at: <https://www.assc.org.au/skin-cancer-prevention-queensland/>



**Skin Cancer  
Prevention  
Queensland**