

Breast
Cancer
Network
Australia



BCNA | Victoria | Charity | MYOB Advanced

Breast Cancer Network Australia (BCNA) is the peak national organisation for Australians affected by breast cancer, and consists of a network of more than 120,000 members and 288 Member Groups.

Widely recognised for its innovative fundraising activities, the ever-increasing complexity of managing its revenue streams was putting serious pressure on their business systems. As a result, BCNA moved up to MYOB Advanced, implemented by MYOB Diamond Partner, Axsys.

A system not geared for future changes

When Allison Southwell, Head of Corporate Services, joined BCNA in 2013, it had been using MYOB Exo for several years.

"I wasn't unhappy with Exo; it just no longer suited the way our organisation was headed."

Allison states, "Financial reporting was very basic and in recent years the size of our organisation has doubled. With more donations coming from philanthropic organisations and trusts, the level of detail that we need to provide in our reports has increased."

In 2016, BCNA generated about \$8m in income from federal government grants, community fundraising, corporate support, donations, merchandising and investments. A partnership with Baker's Delight that has run for more than 15 years has generated some \$16 million in revenue, but as part of a future-proofing exercise, BCNA has been looking to further diversify its revenue streams.

"Unlike some other cancer charities we receive very little government support," Allison says, BCNA's front line support offering comes from its helpline and from printed material, such as its My Journey kit. Thousands of these advisory kits are distributed to cancer patients every year, at an annual cost of around half a million dollars. About 55% of BCNA's income is spent on salaries and wages for its support and office staff. Managing its various fundraising projects was becoming too much for the Exo system.

Because we have so many projects on the go, we needed to break down the accounts in detail for each project,” Allison says. “Because of the way it was set up for us, Exo couldn’t do that. Getting project-related data out of Exo was a very long, slow process. We also wanted something that could integrate with our Salesforce CRM system.”

Integration and Serious Reporting

BCNA trusted the MYOB brand, and Allison had a long-standing working relationship with a senior account manager at Axsys, who recommended a closer look at Advanced.

“It looked like a good package and its reporting and integration capabilities really impressed me,” says Allison. “The Axsys team were really great; we weren’t the easiest transitional client to deal with and with hindsight I made extra work for everyone by deciding to implement Advanced at the same time as our year-end reconciliation.

“They helped us work through the issues we had with Exo and showed how we could design Advanced to both help us now and into the future. They questioned how we did things in Exo and made us realise that we didn’t need to do it that way in Advanced, which made us think about our improving our processes.”

*“The Axsys team were really great...
The consultants we dealt with
were more than accommodating.”*

Allison wanted a sub-accounts structure within Advanced to handle the issue of project management. It gave BCNA the capability to produce reports based on any dimension within a project, such as Event, Source and Funder.

Advanced is a cloud-based system, which saved BCNA significant infrastructure and data migration costs, with the bonus of being able to access the system from anywhere.

Project Costing Achieved

Advanced is now delivering the sort of information that BCNA needs to deliver transparent information and handle future growth.

“Advanced is very, very user-friendly,” says Allison. “I love its drill-down capability; the fact that I can click on a link and find my way to a source document without having to flick between modules is very good, as well as the ease with which it works in and out of Excel.”

With Advanced’s project costing capabilities, Allison can now (for example) set up projects funded by federal government through Cancer Australia and break it down into various revenue streams, delivering detailed accounts for projects that can run for periods ranging from several months to three years.

For BCNA, Salesforce captures about 80% of their income, so integration with Advanced reduces data entry and the risk of errors, while delivering a transparent audit trail.

Advanced also opens up a path to great autonomy for system users in accessing live information.

“I wanted to give my team leaders, managers and senior executives the opportunity to get their own information rather than them having to rely on me to generate and interpret it for them,” Allison says.

“We have a very engaged board and finance committee, who take their responsibilities very seriously so the level of reporting they require is increasing as well. We’re now able to give the board the confidence that the organisation is being well managed.”

BCNA’s board is also embracing the digital future, and the potential to deliver its My Journey information kits more effectively.

“Advanced delivers transparency for organisations like ours.”

“In Australia about 17,500 people are diagnosed with breast cancer every year, which is a lot of kits,” Allison says.

“We’re now working on a digital transformation in the way we deliver information. In the cancer area things are changing so rapidly with new treatments and new drugs, and printed material just can’t keep up with the changes. So our focus is about satisfying demands for information and reducing our costs.”

As the population ages, breast cancer will only increase. That’s why BCNA is looking to increase its range of support services and revenue streams. MYOB Advanced is giving them confidence going forward.

Before MYOB Advanced

- Lack of depth in reporting
- Slow data entry and recovery
- Difficulty handling revenue streams
- Lack of capacity for future expansion

After MYOB Advanced

- + Drill-down capability for greater detail in reporting
- + Integration with CRM speeds up data management
- + Sub-accounts structure enables better revenue control
- + Future-proofed for greater efficiency
- + Better information delivery

Ready to take the next step?

To find out how moving to the cloud with MYOB Advanced can dramatically improve your business, contact our sales team on **1300 553 228** or email **sales@axsys.com.au**

Axsys | We Make Business Better

With over 20 years experience in ERP solutions, Axsys is Australia’s leading MYOB Diamond Platinum Partner.

To find out more about our services, please contact us:

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