

BUSINESS CASE

Implementing a Workplace Skin Cancer Education & Early Detection Program

This card features a background image of two construction workers in safety gear. It includes a 2x2 grid for skin checks with a 5cm scale bar. The text reads: "Answered you to one or more questions? Talk to your GP. A. Is the mole asymmetrical? B. Does the mole have an uneven border? C. Does the mole have one or more colors? D. Is the mole larger than 6mm? E. Has the mole grown, changed, or itchy, oozed or bled in the last 12 months?" The title is "Checking your skin is as easy as ABC..." and the description states: "This card simplifies the ABCDE rule of melanoma detection and helps you to detect and treat skin cancer early." The WFPCLW logo is at the bottom right.

Answered you to one or more questions?
Talk to your GP

A. Is the mole asymmetrical? B. Does the mole have an uneven border?

C. Does the mole have one or more colors? D. Is the mole larger than 6mm?

E. Has the mole grown, changed, or itchy, oozed or bled in the last 12 months?

Checking your skin is as easy as ABC...

This card simplifies the ABCDE rule of melanoma detection and helps you to detect and treat skin cancer early.

WFPCLW

This card features a background image of a beach with a sun icon. It includes a 2x2 grid for skin checks with a 5cm scale bar. The text reads: "Answered you to one or more questions? Talk to your GP. A. Is the mole asymmetrical? B. Does the mole have an uneven border? C. Does the mole have one or more colors? D. Is the mole larger than 6mm? E. Has the mole grown, changed, or itchy, oozed or bled in the last 12 months?" The title is "Checking your skin is as easy as abc..." and the description states: "This card simplifies the ABCDE rule of melanoma detection and helps you to detect and treat skin cancer early." The Health & Care logo is at the bottom right.

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Health & Care

This card features a background image of a worker in a control room. It includes a 2x2 grid for skin checks with a 5cm scale bar. The text reads: "Answered you to one or more questions? Talk to your GP. A. Is the mole asymmetrical? B. Does the mole have an uneven border? C. Does the mole have one or more colors? D. Is the mole larger than 6mm? E. Has the mole grown, changed, or itchy, oozed or bled in the last 12 months?" The title is "Checking your skin is as easy as ABC..." and the description states: "This card simplifies the ABCDE rule of melanoma detection and helps you to detect and treat skin cancer early." The CAT logo is at the bottom right.

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Hastings Deering CAT

This card features a background image of a beach. It includes a 2x2 grid for skin checks with a 5cm scale bar. The text reads: "Answered you to one or more questions? Talk to your GP. A. Is the mole asymmetrical? B. Does the mole have an uneven border? C. Does the mole have one or more colors? D. Is the mole larger than 6mm? E. Has the mole grown, changed, or itchy, oozed or bled in the last 12 months?" The title is "Checking your skin is as easy as ABC..." and the description states: "This card simplifies the ABCDE rule of melanoma detection and helps you to detect and treat skin cancer early." The City of Parramatta logo is at the bottom right.

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CITY OF PARRAMATTA

This card features a background image of construction workers. It includes a 2x2 grid for skin checks with a 5cm scale bar. The text reads: "Answered you to one or more questions? Talk to your GP. A. Is the mole asymmetrical? B. Does the mole have an uneven border? C. Does the mole have one or more colors? D. Is the mole larger than 6mm? E. Has the mole grown, changed, or itchy, oozed or bled in the last 12 months?" The title is "Checking your skin is as easy as ABC..." and the description states: "This card simplifies the ABCDE rule of melanoma detection and helps you to detect and treat skin cancer early." The Aspen Medical and Origin logos are at the bottom right.

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aspenmedical origin

This card features a background image of a pier at sunset. It includes a 2x2 grid for skin checks with a 5cm scale bar. The text reads: "Answered you to one or more questions? Talk to your GP. A. Is the mole asymmetrical? B. Does the mole have an uneven border? C. Does the mole have one or more colors? D. Is the mole larger than 6mm? E. Has the mole grown, changed, or itchy, oozed or bled in the last 12 months?" The title is "Checking your skin is as easy as ABC..." and the description states: "This card simplifies the ABCDE rule of melanoma detection and helps you to detect and treat skin cancer early." The T logo is at the bottom right.

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T

Executive Summary

This business case recommends implementing the Sunsafe Workplace skin cancer education and early detection program as a superior alternative to on-site skin checks. Focusing on cost-effectiveness, scalability, and compliance with occupational health and safety (OHS) requirements, this program will ensure comprehensive education and support for all staff exposed to ultraviolet (UV) radiation.

Though useful, onsite skin checks come with significant costs and logistical challenges that can limit employee uptake. The Sunsafe Workplace program provides a scalable and inclusive solution through educational materials and skin check cards, empowering workers to monitor their health effectively.

1. The Case for Action: Meeting OHS Obligations

According to WorkSafe and Cancer Council Australia guidelines, UV radiation is recognised as an occupational hazard for outdoor workers, requiring employers to implement protective measures under OHS legislation. UV exposure is linked to skin cancer, the most common cancer in Australia, with outdoor workers being 5 to 10 times more exposed to harmful radiation than indoor workers.

Employers are legally obligated to protect workers by identifying UV-related risks and introducing control measures, including education and early detection initiatives. A comprehensive program ensures compliance and minimises lost productivity, compensation claims, and healthcare costs related to skin cancer.

2. Saving lives, minimising harm and time off work

Based on nearly two decades of running onsite skin checks in our previous company, for a company with a typical outdoor workforce, you could expect the following per 100 staff.



~ 1 colleague with an undiagnosed melanoma.



1-2 colleagues with a squamous cell carcinoma (SCC)



2-5 colleagues with an undiagnosed basal cell carcinoma (BCC)



15 colleagues with moderate to severe sun damage who require regular monitoring.

85%

Most alarmingly, 85% of people with a skin spot of concern typically have not had a skin check by a doctor in the last twelve months.

- Survival from melanoma is strongly associated with depth of invasion; deeper and thicker melanomas are more likely to metastasise and be more challenging to treat. Thus, early detection is important.
- The majority of melanomas are detected by patients themselves or their partners. However, melanomas detected by doctors tend to be thinner.
- Cancer Council Australia encourages people to become familiar with their skin, including skin not normally exposed to the sun, and consult a doctor if they notice any change in shape, colour or size of a lesion, or the development of a new lesion.

Source: <https://www.cancer.org.au/about-us/policy-and-advocacy/prevention/uv-radiation/related-resources/early-detection>

Legend thanks Tom!!! That kit might have saved my life!



I'm incredibly grateful for the sample skin check tool kit I requested from Sunsafe Workplace. **I used it five weeks ago and it helped detect an irregularity that turned out to be a melanoma.** Thanks to early detection, I was able to seek treatment quickly and am now recovering.

To be honest, I don't think I would have gone to my GP if it weren't for your early detection skin check card – it truly prompted me to take action. I'll definitely be sharing this with my team when I return to work. Thank you for making this kind of proactive health check accessible – **it made a real difference to me and likely saved my Life.**

Emma J | South 32

3. The benefits of Sunsafe Workplace over onsite skin checks

Cost-Effectiveness

Onsite Skin Checks: Onsite checks typically cost \$100 per person. Coordinating external vendors incurs further scheduling, administration, and opportunity costs. Most providers can see a maximum of 40 patients daily, meaning large-scale projects can take many days or weeks to complete onsite. Sunsafe Workplace Program:

At approximately \$5-\$8 per person, the Sunsafe Workplace solution offers 90% savings per staff member. These savings can be reinvested into other health and safety initiatives. The program can be rolled out company-wide in a single day, irrespective of the number of employees.

Cost Calculator

If you have quotes from an onsite skin check provider, you can use this table as a template for identifying costs associated with both programs. We've included some guidance notes to help you identify typical direct and indirect costs.

Category	Onsite Skin Checks	Sunsafe Workplace Program
Direct Costs		
Per-Person Fee	Insert quoted fee. Typical costs are \$60-\$100 pp depending on whether the check is conducted by a nurse or a GP	Insert quoted fee. Depending on total staff numbers typical cost ranges from \$4.95 - \$8.95pp
Provider Travel & Accommodation	Flights, car hire, accommodation and per diems for the clinical and support team	None
Provider Onsite Days Capital	Most providers can see up to 45 staff per day.	None
Indirect Costs		
Host Company Coordination Time	Allocate at least one staff member to assist with clinic co-ordination and staff bookings when the provider is onsite	Minimal (program can be rolled out as part of your regular safety meetings/toolbox talks)
Staff Lost Productivity	For office staff, allocate a total of 1 hour. You should allocate a minimum of 2-3 hours of lost productivity time for staff in the field.	None (delivered during regular OHS/Toolbox talk meetings)

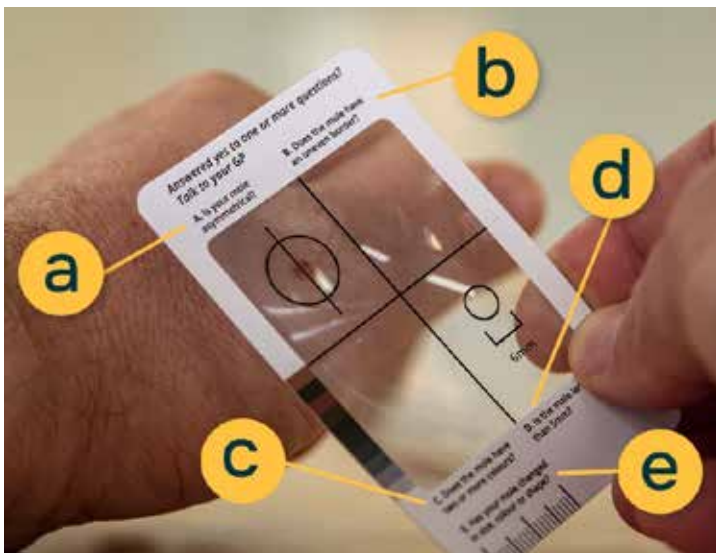
Total Program Cost	High: Estimate includes all variables	Lower: Only per-person fee and minimal coordination
Scalability Impact	Costs increase with more employees	Linear, predictable cost per employee
Other Considerations	Disruptive, harder to manage logistics	Easy to integrate, less disruption

Considerations

- **Administrative Burden:** Onsite programs demand substantial coordination with external vendors, leading to hidden costs in HR time and effort.
- **Poor Uptake:** Not all employees may participate, meaning some workers remain unassessed and unaware of potential risks, which reduces the program’s overall impact.

4. Scalability and Inclusiveness

The **SunSafe Workplace program** ensures that all employees receive consistent education and access to screening tools regardless of shift or location. This is critical for industries where scheduling onsite checks for all workers can be impractical, or casual or remote employees may need to be noticed.



Educational Skin Check Cards: These cards empower employees to conduct self-assessments, encouraging early detection of suspicious spots. They can also be taken home to be used with the whole family, extending the initiative’s goodwill and saving additional lives through early detection.

Educational Tools: In addition to the cards, workers receive comprehensive educational materials aligned with Cancer Council guidelines to increase awareness and support self-monitoring.

5. Alignment with Cancer Council Guidelines

Cancer Council recommends focusing on education and preventive measures over standalone skin checks, emphasising that most melanomas are self-detected. The Sunsafe Workplace program aligns perfectly with these recommendations by equipping employees with the knowledge and tools needed for ongoing self-assessment. You can download the free Sunmart document titled “[Skin Cancer and Outdoor Workers - A Work Health and Safety Guide](https://www.sunmart.com.au/downloads/resources/booklets/skin-cancer-outdoor-work-employer-booklet.pdf)” below. Page 27 specifically covers the current Cancer Council and Sunmart’s best practices.



<https://www.sunmart.com.au/downloads/resources/booklets/skin-cancer-outdoor-work-employer-booklet.pdf>

Should I organise skin checks in my workplace?

*Cancer Council recommends that employers focus on introducing and maintaining effective sun protective control measures—including education and the importance of early detection—over skin cancer screening programs as part of their work health and safety responsibilities. Early diagnosis and treatment of skin cancer rely heavily on early detection, **with an emphasis on self-examination.***

6. Meeting OHS Compliance

By adopting the Sunsafe Workplace program, the company meets its duty of care obligations under OHS regulations regarding UV exposure. The program also aligns with best practices outlined by Safe Work Australia, ensuring that all workers receive the necessary education on UV risks and self-detection techniques.

7. Summary of Key Benefits of the Sunsafe Workplace Program

- Lower Costs: \$5 - \$8 per person vs. \$100 per person for onsite checks.
- Scalable Solution: Accessible to all staff, regardless of location or shift.
- Educational Focus: Empower workers to self-monitor and seek medical attention early.
- Logistical Ease: No need for external vendors or complicated scheduling.
- Proven Model: Adopted by numerous blue-chip companies over the past decade with great success.

8. Conclusion and Recommendations

The Sunsafe Workplace program provides a cost-effective, scalable, and educationally sound solution that meets OHS obligations and Cancer Council recommendations. It avoids the pitfalls of onsite skin checks, ensuring all workers benefit from skin cancer education and self-assessment tools.

Recommendation:

Approve the Sunsafe Workplace skin cancer education rollout and early detection program across the organisation. The program offers a clear path to reducing UV-related risks and ensuring long-term compliance with OHS requirements.

9. About SunSafe Workplace

Sunsafe Workplace is an Australian-owned and operated company founded by **Sam Holt**, a pioneer in early detection and education of skin cancer in the workplace. In 2004, Sam co-founded **Skin Patrol**, Australia's first mobile skin cancer service, and successfully operated it for 17 years. In 2021, the business was acquired by long-time team member **Dr. Alan Jones**.

While leading Skin Patrol, Sam identified a common challenge: coordinating onsite skin checks was too much of an administrative burden for companies with disparate workforces and was outside the budgetary means for many companies.

Driven by his passion for early detection and education, Sam developed **Sunsafe Workplace**—a scalable, cost-effective program accessible to businesses of all sizes.

Designed with corporate clients in mind, the program exceeds **OH&S regulatory requirements**, aligns with **Cancer Council guidelines**, and is **simple to implement**. A key feature is its **broader impact**, extending beyond the workplace to employees' families. The ability for the program to expand into the home is vital, as research shows that **individuals or their partners detect most skin cancers**.

The Sunsafe Workplace Program culminates **17 years of hands-on experience** delivering workplace skin cancer education and early detection initiatives. Since launching their skin check cards in 2018, they have helped educate over 500,000 workers in many of Australia's leading companies and partnered with key skin cancer bodies globally, including Cancer Council Australia, The Melanoma Institute, Melanoma UK, and the US Skin and Cancer Foundation.

10. Next Steps

1. Secure Funding and Approval: Allocate the budget based on the estimated per-person cost.
2. Communications Plan: Develop an internal communications strategy to inform employees of the program.
3. Training and Distribution: Distribute educational materials and skin check cards to all employees.
4. Monitor and Review: Track participation and feedback to ensure the program's effectiveness.

"These have been a great initiative at Radlink and saved peoples lives, we have had workers who have detected things via skin check cards and got them removed prior to becoming cancerous

Radlink

"We handed out the Skin Cancer Early Detection Tools as part of our wellbeing program The results were outstanding with some staff detecting something of concern on their skin which prompted them to go and see their GP for further investigation"

Queensland Credit Union

Pricing

Custom Branded Skin Check Cards

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Quantity (units)	Price (per card/ employee)*
0-199	\$9.95 + GST
200-499	\$8.95 + GST
500-999	\$7.95 + GST
1000-1999	\$7.45 + GST
2000+	3 week turnaround \$6.15 + GST 8-10 week turnaround \$4.95 + GST

* all orders include the Launch Pack

Launch Pack Includes

- Powerpoint presentation
- Toolbox talk video
- How to video's
- Branded poster artwork (we provide the design files so you can print locally)
- Two sample pre-launch emails/blog articles for your intranet
- Three post-launch emails/blog articles for your intranet



Customisation options:

Skin Check Cards can be customised with your branding, logo, health messaging and custom URLs.

How to perform a skin cancer self-check

- Examine your body, front and back, and on the left and right sides with your arms raised.
- Bend your elbows and look carefully at your forearms, the back of your upper arms and your palms.
- Check the backs of your legs, your feet, the spaces between your toes, soles of your feet and nail beds.
- Examine the back of your neck and part your hair to check your scalp with a hand mirror.
- Finally, use the hand mirror to check your back and buttocks.

UV overexposure is the main cause of skin cancer, which can occur in just 15 minutes of sun exposure. UV protection is necessary even on overcast days, as UV levels can remain high. Skin cancer is the most common and preventable cancer in Australia & NZ, with over 750,000 non-melanoma skin cancers treated and 17,405 melanomas diagnosed annually, leading to around 2300 deaths each year.

Watch our videos to learn about the warning signs of skin cancer and how to use your skin check card to help detect skin cancer early.
Early detection saves lives
sunsafeworkplace.com.au/education/nestle

Checking your skin is as easy as ABC...
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Safety Clips **NESTLE**



Customise brand images



Customise logos & health messaging



Customise QR codes



Customise brand colours

Skin cancer warning signs
 Be on the lookout for 'ugly ducklings' - moles that look unique.

- Asymmetry**
Centre your mole in the window so the line is in the middle & check for asymmetry. **Show asymmetrical moles to your doctor.**
- Border**
Centre your mole under the magnifying window & examine its border. **Show moles with an uneven border to your doctor.**
- Colour**
Look for colour variations, including red, brown, black, blue, grey and white. **Show moles with two or more colours to your doctor.**
- Diameter**
Place the circle over your mole & measure the diameter. **Show moles larger than 5mm to your doctor.**
- Elevation**
Run your finger over your mole and note its elevation from your skin. **Show elevated moles to your doctor.**
- Firm**
Run your finger over your mole and feel for firmness. **Show firm moles to your doctor.**
- Growing**
Regularly take photos of your mole & check for signs of growth & change. **Show moles that grow & change to your doctor.**

How to check your spots
 Check all spots on your body, from moles to freckles to age spots. Skin cancer can develop anywhere on the skin and is one of the few cancers you can usually see.
 Ask someone for help when checking your skin, especially in hard-to-see places. Don't forget to check the soles of your feet, under your nail beds and your scalp.

Record your spots
 Mark your spots of concern so you can track changes.

Date checked	A	B	C	D	E	F	G
1	1	2	3	4	5	6	7

Sunsafe Workplace Company Details

Company name (and trading name)	Sunsafe Workplace Pty Ltd
ABN	44 680 422 217
Company Address	20 McCutcheon Close Mt Eliza VIC 3930
Contact (accounts)	Bank: ANZ Account Name: Sunsafe Workplace BSB: 013 017 Account: 663 665 732
Trading Terms	30 days from invoice
Product Liability	Policy Number: 142U389506BPK Issuer: QBE Amount: \$20,000,000 Cover: 10/02/2025 to 10/02/2026 General Liability and Products Liability

Early detection saves lives