

28 September 2026

This Breast Cancer Awareness Month, ABCG asks Australians to see the whole picture.

As Australia turns pink for Breast Cancer Awareness Month this October, the Advanced Breast Cancer Group (ABCG) is asking Australians to make sure people living with metastatic breast cancer are part of the picture.

Around 21,000 Australians are living with metastatic breast cancer, according to MBC Action Australia.

Unlike early-stage breast cancer, metastatic breast cancer is incurable. While advances in treatment mean many people are living longer with the disease, treatment is ongoing and there is no traditional end point or survivor narrative.

For those living with metastatic breast cancer, the impact can extend well beyond treatment itself. The uncertainty of living with an incurable disease can affect relationships, family life, work, emotional wellbeing and plans for the future.

This Breast Cancer Awareness Month, ABCG is launching its 2026 Annual Appeal, [See the whole picture](#), to help broaden the conversation around breast cancer and raise funds for specialist support for people living with metastatic disease.

ABCG Director Sharon Friel said Breast Cancer Awareness Month was an important opportunity to recognise the different experiences of people affected by breast cancer.

“Breast Cancer Awareness Month creates incredibly important awareness and support, but breast cancer isn’t one experience,” Ms Friel said.

“For people living with metastatic breast cancer, there may be no end to treatment. They are living with an incurable disease and the uncertainty that comes with it, often for many years.

“See the Whole Picture is about making sure their experiences are part of the conversation too, and that people living with metastatic breast cancer have access to support from others who truly understand what that means.”

ABCG provides specialist psychosocial support for people living with metastatic breast cancer and their families.

Through professionally facilitated support groups, meetings, workshops and resources, ABCG provides a safe and understanding space where people can connect with others who share similar experiences, access specialist support and talk openly about the realities of living with the disease.

ABCG member Suzanne said being able to share those experiences with other women who understand can make a meaningful difference.

“There are so many things you can talk about here that I thought were petty, silly or specific to me. Then you have a group of women say, ‘I get that. I understand. I’ve done that.’ It suddenly makes you feel normal.” Suzanne said.

The [See the whole picture – ABCG Annual Appeal 2026](#) invites Australians to help ABCG continue providing this support.

There are three simple ways to get involved this October:

Donate: make a one-off donation directly to ABCG.

Fundraise: bring people together through a simple fundraiser such as a morning tea, get-together or personal challenge.

Champion: encourage a workplace to support ABCG through a donation, matched giving or staff fundraising.

There are no complicated sign-ups or lengthy forms, with all donations able to be made directly through the ABCG campaign page.

“Every donation helps us continue creating a place where people living with metastatic breast cancer can feel understood, supported and connected,” Ms Friel said.

“This October, we’re asking Australians to see the whole picture and help us continue to be there for them.”

To support the See the whole picture – ABCG Annual Appeal 2026 or find out more, visit abcg.org.au/support-the-abcg

MEDIA ENQUIRIES

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ABOUT THE ADVANCED BREAST CANCER GROUP

The Advanced Breast Cancer Group (ABCG) is an Australian organisation providing specialist psychosocial support to people living with metastatic breast cancer and their families.

Through professionally facilitated support groups, meetings, workshops and resources, ABCG provides opportunities for people living with metastatic breast cancer to connect with others who understand their experience, access specialist support and talk openly about living with the disease.

For more information, visit [**www.abcg.org.au**](http://www.abcg.org.au)

Source: MBC Action Australia – approximately 21,000 Australians are living with metastatic breast cancer.