

FROCKTOBER  OVARIAN
CANCER
RESEARCH
FOUNDATION

EVENT SPEAKER GUIDE



HOW TO MAKE A FROCKING FABULOUS SPEECH!

FROCKTOBER



Planning on speaking at a Frocktober event to ignite guests with passion and positive action for the cause? Go you!

Speeches are an important part of an event to galvanise the crowd – remind attendees of why they're Frocking up, where their donations are going, and the impact they will have on ovarian cancer. Not to mention, sharing personal stories are a powerful way to create human connection through lived experiences and deeper understanding of the cause.

Sometimes, preparing for and writing a speech can be the hardest part. This speaker guide is a tool to assist you in what to consider before writing, how to write one, and how to present one.

Events are such a fun and meaningful way to unite people in style and solidarity this Frocktober. By speaking at an event, you'll spark important conversations, raise awareness, and help generate funding for the research needed to improve outcomes for women and girls everywhere.



SOME GENERAL TIPS

Here are some tips to ensure you're feeling comfortable, prepared, and confident in giving an absolute frockstar speech.

This is a guide only. We encourage you to be creative and give it your own personal touch. Other formats like panel discussions and live Q&As are other effective ways to convey important information, including your story.

SENSITIVITIES

If the event is not your own, ask the host or organizer if there is anything they would prefer you to include or exclude in your speech. This is usually based on their personal experience or the guests in attendance. For example, too many survival stats and facts might make someone currently living with ovarian cancer upset or unsettled in the crowd.

CHECK THE VIBE

What type of event is it? Is it formal, informal, intimate or large? Is it a group of mates, or senior leadership at a workplace? This will help you understand the tone of the event, the type of language you might use to convey your messages, even any visual cues to accompany your speech.

WORDS COUNT

Generally, people speak at 150 words per minute e.g. a five minute speech will be all up 750-800 words total. Take this into account when working your speech.

SLOW AND STEADY WINS...

This is no race! Sometimes when we get a little anxious we can speed up our speaking pace. Ensure you slow down, speak clearly and loudly so everyone (including those in the back) can hear what you have to say – it's no doubt super important!

WELL NOTED

Memorising your speech? Good on you! If you don't quite trust your memory to get all the way through, take your printed speech or notes with you. Ensure your speech is written in sections and large enough text to help guide your eyes. Ask for a table or lectern to use, if this is what makes you most comfortable when talking.

GIVE IT SOME FLAIR

Make it your own and give it your own personal flair. Some people like to use analogies to put facts into context. For example, "treatment options for ovarian cancer have barely improved since the first episode of The Fresh Prince of Bel-Air aired on TV."

WE WANT TO HEAR IT

Your thoughts and feelings that is. Whether it's learnings from your speech, feedback on what went well and what didn't so much, any common questions from guests – we're always all ears!

RECOMMENDED SPEECH FLOW

1

INTRODUCTION

- Introduce your name and connection to the cause i.e. OCRF ambassador
- If applicable: mention your connection to event or host, and thank host and event for having you
- A little bit about yourself, e.g. where you live, age, job, hobbies, passions, family life, values etc
- Why you are here today e.g. *I am here to share my personal story and experience with ovarian cancer*

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OUTLINE YOUR PERSONAL EXPERIENCE*

Story of diagnosis:

- When you or a loved one was diagnosed
- What type and stage
- How – the lead in to the diagnosis, such as the symptoms experienced, doctor and specialist visits, tests undertaken and ultimate diagnosis method (usually biopsy)

Treatment journey:

- What was prescribed and what that experience was like, plus any ongoing maintenance treatment or care in future

What they/you have learnt during this journey about ovarian cancer:

- This could be basic biology of the disease such as the many subtypes
- The lack of research funding and options
- What little knowledge or understanding there is out there about the disease
- What you ultimately want other people to know about this disease and/or women's reproductive health from your personal experience

*Not all of this information is necessary to share and should not be if too triggering and upsetting for you, or for known affected people in the audience. Only speak about what you feel comfortable with.

Continued...

RECOMMENDED SPEECH FLOW

3

SHARE THE FACTS AND STATS

Please choose whatever facts are relevant or suited to your event. We recommend only 2-3 stats to not overwhelm the audience.

- Currently, ovarian cancer is the most lethal reproductive cancer, with a five-year survival rate of just 49%.
 - This considers male and female-dominated reproductive cancers such as prostate, testicular, cervical and breast cancer. For reference, breast cancer five-year survival is 92% and cervical cancer is 74%.
- There is no early detection test – a pap test or cervical screening does *not* detect ovarian cancer, and surgery is currently the only way to definitively diagnose the disease
- Majority of cases are diagnosed in the advanced stages, when the cancer becomes difficult to treat, and chances of recurrence are high
- Ovarian cancer can affect women, girls and people with ovaries at any age – around 40% of cases diagnosed in Australia are patients under 60 years old
- Ovarian cancer is a spectrum of diseases with more than 30 different subtypes, many of which have limited or no targeted therapies
- Treatments have hardly improved in decades for ovarian cancer and there are no preventative measures, like the cervical cancer vaccine available
- In the last 15 years, ovarian cancer received less than 1% of Government medical research funds, despite being the most lethal gynaecological cancer

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SYMPTOM AWARENESS

Empowering people with the knowledge of ovarian cancer symptoms can be an important tool to lead to an earlier diagnosis.

- Symptoms include:
 - persistent abdominal distension (women often refer to this as bloating)
 - feeling full shortly after starting to eat and/or loss of appetite
 - pelvic or abdominal pain (which can feel like indigestion)
 - needing to urinate urgently or more often
 - irregular bowel movements,
 - irregular menstrual-type bleeding
 - sudden weights changes
- The symptoms of ovarian cancer are often vague and attributed to other more common women's health problems e.g. IBS or menopause.
- Recommendation: If people experience a sudden or persistent onset of these symptoms that concerns them, it is important to consult a doctor.

RECOMMENDED SPEECH FLOW

5

OFFER HOPE AND WAYS TO HELP

It's time to galvanise the crowd! Show what funding medical research can achieve, and why it's so important – be solutions based and offer ways for attendees to support.

- We will improve outcomes through funding innovative medical research
- Ovarian cancer research experts anticipate that five-year survival rate can increase from 49 to 90 per cent with the introduction of early detection methods
- Developing more targeted therapies and treatments for the 30+ subtypes of ovarian cancer will prolong lives
- Four OCRF funded early detection projects are now in clinical trials
- Internationally, there have been exciting developments too, with a vaccine in the UK showing promise
- OCRF is collaborating with other world leaders in research to accelerate progress

Collective action is important to changing the narrative:

- Everyone can help improve outcomes, change the narrative and why their support matters
- Everyone can raise vital funds for ovarian cancer research via this event
- Everyone can raise awareness and share the facts of ovarian cancer

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WHERE THEIR FROCKTOBER FUNDS GO

This is the part where you ensure them that their dollars are going to be well spent and share the impact of the Ovarian Cancer Research Foundation.

- The Ovarian Cancer Research Foundation (OCRF) is Australia's leading independent funder of ovarian cancer research, committed to transforming outcomes for the most lethal women's cancer
- Their vision is a healthy, vital future for all those affected by ovarian cancer, a goal that they are achieving through raising funds, promoting greater awareness, collaborating, advocating, and, crucially, investing in high-potential research
- In 2024, the OCRF raised \$6 million to accelerate medical research. The OCRF currently supports 22 ovarian cancer research projects in medical research institutes across Australia
- The OCRF funds projects that are the most promising to develop more effective methods to detect, treat, and prevent ovarian cancer.

RECOMMENDED SPEECH FLOW

7

AAAAND SCENE.

It's time to wrap up your frocking fabulous speech:

- Thank the hosts (if that's not yourself) for having you and the guests for listening
- Direct people to learn more about ovarian cancer and the OCRF, via OCRF.COM.AU

THANK YOU!

We simply couldn't do what we do, without people like you. Our community is the driving force behind our continued success and growth.

Your advocacy and voice is crucial to helping us spread awareness and deepen understanding of this disease within communities.

Together, we will overcome ovarian cancer.

SHARE THE MOMENT!

Take photos and videos of your event attendance and share them on social media using **#Frocktober2025** **#FrockOvarianCancer** and tag **@frocktober_ocrf**

 [@OCRFAustralia](https://www.facebook.com/OCRFAustralia)

 [@frocktober_ocrf](https://www.instagram.com/frocktober_ocrf)

 [@ocrfaustralia.bsky.social](https://bsky.app/profile/ocrfaustralia.bsky.social)

Showcasing your efforts can inspire others to get involved or donate.