

**FIGHT ALZHEIMER'S
SAVE AUSTRALIA**

**SA
ANNUAL
REPORT
2012**

THE ALZHEIMER'S
AUSTRALIA SA
BOARD



Hon Dr Kemer Murray AO
Patron



A.P. (Tony) Newman
Chairman



Kathryn Cunningham
Chief Executive Officer
Public Officer
Company Secretary



Timothy White
Treasurer



Daniel Endenburg



Jenny Richter



Michael Janus



John Giles



Scott Langford



Alison Kimber



Alan Bevan

FUNDAMENTAL
PRINCIPLES

- Promote awareness and understanding
- Respect the human rights of people with the disease
- Recognise the key role of families
- Provide access to health and social care
- Stress the importance of optimal treatment after diagnosis
- Take action to prevent the disease, through improvements in public health

VISION

A SOCIETY COMMITTED TO
REDUCING THE IMPACT OF DEMENTIA

VALUES

PROFESSIONALISM, INTEGRITY,
COMMITMENT, TEAMWORK, INCLUSION

CHAIRMAN'S REPORT

In the twelve months since John McKellar's last Chairman's report an additional 75000 of our fellow Australians have been diagnosed with Dementia.

This extremely compelling and confronting statistic contextualises all that we do at Alzheimer's Australia SA.

The Board together with the executive team has commenced a review of our strategic plan. Out of this review we have begun work on the Pathways Project. We are seeking to develop a map identifying the services and support required by our clients and their carers at each stage of their journey with dementia.

TONY NEWMAN

Whilst we clearly understand it is beyond our capacity to provide all of these services, we believe there is real value in identifying potential providers and thus reducing the frustrations those diagnosed with dementia, their families and carers often experience.

Your Board has been actively monitoring developments in the proposed legislation for the establishment of the Australian Charities and Not-For-Profits Commission (ACNC). We are confident AASA will comply with all aspects of the legislation.

You may be aware previous boards had reviewed the future accommodation needs of AASA including giving consideration to the development of a new building on a "green field" site. We have determined this is not the most appropriate strategy. Rather we are working with our landlord (SA government) and our architects to determine the most cost efficient way to provide our accommodation requirements on this site. In doing so we are looking at a 15 year horizon.

A major highlight of this last year was the Commonwealth Government's listing of dementia as a National Health Priority. This was the result of much work at a state and national level. It was a major achievement by all concerned but it is just one more, albeit very significant, step in the fight against dementia. We look forward to the increased research and support funding that will flow on from this recognition.

Our patron, Kemerl Murray, has advised she will step down from the role at the 2012 AGM. Kemerl has been an outstanding supporter of AASA. The entire AASA community thanks her for her many years of support and wise counsel.

I also place on record our appreciation of the contribution made by our National President, Ita Buttrose. From meeting with the Prime Minister, to leading the march on Parliament House, to speaking at the National Press Club, Ita has been at the forefront of the Fight Against Dementia. Our organisation is most fortunate to enjoy her support and commitment.

My thanks to the members of the Rosemary Foundation which continues to be an extremely valued source of funding and is an important strategy as we move to reduce our reliance on government support.

As time goes by and I get to know the AASA team, led by Kathryn, I become more impressed by their level of care, compassion and skill. The Board thanks each of you, staff and volunteers.

Finally thank you to my fellow directors. They are a group of highly qualified professionals who voluntarily give their time to ensure the good governance and financial stewardship of AASA. It is a pleasure to work with each of them.

A.P. (TONY) NEWMAN
CHAIRMAN



CHIEF EXECUTIVE OFFICER’S REPORT

I am pleased to report that again Alzheimer’s Australia SA (AASA) has made significant progress whilst maintaining a strong financial position for the future of the organisation.

Innovative thinking is behind our success as the leading specialists in dementia services in South Australia. Partnerships have continued to grow with aged care facilities, community care organisations, government and corporates.

We have continued to engage with government over this period, enhancing relationships and ensuring that they hear the right message.

KATHRYN CUNNINGHAM

AASA has a solid balance sheet with talented people working diligently to ensure the firm foundation we have laid continues to strengthen over the next thirty years.

This will better equip us for the ever increasing demands that will be placed on the organisation with over an estimated 900,000 people by 2050 with dementia requiring information, education and support.

Partnerships have continued to grow and will expand into 2013.

AASA embarked on a Regional road show to ensure that regional people can get their voice heard. This was a huge success with hundreds of consumers and health professionals attending the sessions. An evaluation on the forums will be finalised early next year and reports will be sent to the Government to view.

This year we have said goodbye to some of our clients who have been able to utilise our services along their journey with dementia. We hope in some small way the organisation has helped in this difficult time. We have also welcomed new consumers for the first time into our organisation.

A special thank you to all our employees, volunteers, members, donors, our voluntary Board of Directors and Patron, The Honourable Dr Kemer Murray AO, for the contribution you have all made to making AASA a dynamic and forward thinking organisation.

I look forward to leading the organisation into the next exciting phase of its development and assisting in improving the lives of all people with dementia.

KATHRYN CUNNINGHAM
CHIEF EXECUTIVE OFFICER



SUMMARY OF HIGHLIGHTS

New Dementia Training Website and DVD

With funding from the Department of Health and Ageing, Alzheimer’s Australia SA continues to develop the exciting training project raising awareness of dementia and the impact on industries such as Fire and Emergency, Correctional Services, Retail, Transport and Banking.

Challenge Value Inspire – Dementia Health Professionals Conference 2012

In September 2012 we launched our first one day Health Professionals Conference. Entitled Challenge Value Inspire we asked health professionals to invest in change; change of mind set, change in practice, change to the current culture of care, change in the way that the community see dementia. We wanted to challenge, to make a difference in the lives of people living with dementia. With international guest speaker Professor Serge Gauthier, national speakers and eminent local experts we provided a best practice approach to positively affect the lives of people living with dementia.

The Dementia Carers Conference 2012!

The Dementia Carers Conference 2012 Live Love Learn was an opportunity to learn more about dementia, develop peer support networks and recharge and relax.

AASA wins South Australia Carers Award

We were also lucky enough this year to win the South Australian Carers Recognition Award for Outstanding Initiative for Carers as Customers by a Not for Profit for our 2011 Carer Conference event. This award was recognition of our commitment to supporting carers undertaking their integral role during the journey with dementia.

Community Services

Alzheimer’s Australia continues to grow its services that are available in the community and has taken steps to ensure that regional consumers have better access to Alzheimer’s Australia SA’s services and supports.

Sensory and Resource Centre

A broad range of high quality dementia specific resources are now available for loan and purchase from our Sensory and Resource Centre. These include activities, games, sensory stimulation products and assistive technologies. This centre is located at our Glenside office.

Safe Return Program

The Safe Return Program is undergoing a major update to ensure it continues to assist the SA Police to rapidly identify and safely return home people with dementia who become lost. This update includes faster registration times, the ability to store photos, record wandering history and a new website.

More Marketing Awards

This year Alzheimer’s Australia SA were again successful in the Australian Marketing Institute Awards for Marketing Excellence for 2011-2012 in the category of Sponsorship for the 2011 Memory Walk.

Memory Walk 2011

A fantastic event held at Adelaide Zoo for the whole family. Memories were shared, new ones created and great relationships were made. The event was made possible through our proud partners and supporters; Adelaide Zoo, RAA, Channel 9, Mix and Cruise, Good Guys Hectorville, Kwik Kopy Norwood, Racing Pigeon and Senior Helpers.

AGED CARE REFORMS LIVING LONGER, LIVING BETTER

ALZHEIMER'S AUSTRALIA WELCOMES AGE CARE REFORMS AND PLANS TO TACKLE DEMENTIA

Alzheimer's Australia welcomed the Federal Government's aged care reforms and their plan to tackle dementia.

Ita Buttrose, President of Alzheimer's Australia, said the Government's package showed that the Prime Minister and the Minister for Mental Health and Ageing, Mark Butler, have not only listened to people with dementia but have responded comprehensively to their priorities.

"Thousands have spoken out about the failings of the health and care system in relation to dementia; the Government's decisions are both a reward and a relief to those 280,000 Australians with dementia and their 1.2 million carers," Ms Buttrose said.

"The centrepiece of the reforms from a consumer point of view is the strengthening of the community care system to make it possible for people with dementia to stay at home longer.

"This is central to any strategy for consumer choice, as is the emphasis in the reforms to empower consumers to have more say over the services they need, when they need them and who delivers them."

The Government's proposals for tackling dementia address the key priorities in the Fight Dementia Campaign particularly; timely diagnosis; improving the quality of dementia care; improving acute care services; support for people with younger onset dementia; and expanded support through the National Dementia Support Program to improve access to better coordinated services.

"There remains a concern about increasing the level of investment in dementia research but this is an issue that Alzheimer's Australia will be pursuing vigorously through the Minister's review of Scientific and Medical Funding in Australia," Ms Buttrose said.

"It's great to see a genuine focus on dementia in the aged care reforms.

"Dementia is getting the attention it deserves."

Ms Buttrose thanked Minister Butler for taking the dementia issue to Cabinet and getting a good result in a difficult budget.

The CEO of Alzheimer's Australia SA, Kathryn Cunningham, said she wanted to thank all those members who showed their support and helped in the campaign.

"We could not have done this without you," Ms Cunningham said.

"Thank you to everyone who signed up as a Dementia Champion, who shared your stories, who wrote to your local MP or Senator, who marched on Parliament House in Canberra in October last year and who signed our Valentine's Day cards.

"This has been a giant team effort and having so many people uniting to demand better services and care for people with dementia made all the difference.

"Thank you again to you all.

"There is still, however, much to be done and we must continue to speak up for people with dementia, their families and carers and make sure our voices are heard.

"You can keep yourself up to date with how we are fighting dementia by visiting our campaign website:
www.campaign.fightdementia.org.au"

What the reforms mean:

- First, the reforms hold out the promise of strengthening the community care system to make it possible for people with dementia to stay at home longer. There will be more community care packages and more funding for respite care. This is central to any strategy for consumer choice and avoiding premature entry to residential care. However, I have doubts on whether the growth in community services will be fast enough.
- Second, the reforms to empower consumers through adopting consumer directed care in all care packages will enable consumers to have more say over the services they need, when they need them and who delivers them. This greater flexibility should be of help to diverse communities, although there are special measures in the reforms to assist in tailoring services to their needs.

- Third, the approach to funding will embrace the principle of supplementary funding to meet the extra costs of dementia care in both residential and community settings. In other words, there is a focus on dementia in the aged care reforms.

- Fourth, there are measures that should help reassure consumers that there will be greater transparency in the quality of aged care through the independent Aged Care Financing Authority, the new Australian Aged Care Quality Agency, My Aged care website and greater independence of the Aged Care Complaints Scheme.

- Lastly, there is a plan to tackle dementia. The Government's proposals for tackling dementia address the key priorities in Alzheimer's Australia's Fight Dementia Campaign, particularly in respect of timely diagnosis, improved acute care services, improved support for younger people with dementia and an expansion of Dementia Behaviour Advisory Services.

Not all our priorities have been addressed. Research in dementia is important if we are to reduce the future numbers of people with dementia. Alzheimer's Australia is concerned about the very low level of investment in dementia research. This is an issue we will be pursuing vigorously through the Minister's review of Scientific and Medical Funding in Australia.

The reforms will be reviewed at the end of five years and the government has rightly taken the view that the full impact of the reforms will take ten years to work their way through. This is because the reforms are not just a question of funding but changing the way services are delivered. There will continue to be frustrations for many thousands of people with dementia and their carers as the reforms work their way through.



ACHIEVE

FINANCIAL REPORT FOR THE YEAR ENDED 30TH JUNE 2012

I am pleased to present Alzheimer's Australia SA Financial Report for the year ended 30th June 2012.

Alzheimer's Australia SA recorded a surplus of \$147,395 for the financial year ended 30th June 2012. The results however do not fully reflect the enormous gains made in efficiency and reporting that have been achieved over the past twelve months.

The management team have installed many new internal controls and checks which have culminated in an excellent audit result. This can only be achieved when an association has all departments and staff cooperating in an integrated way.

It has been the practice for many years for bequests to be forwarded, in accordance with donor instructions, to the Rosemary Foundation to invest the capital, and then receive the income back and this year is no exception with \$240,000 being granted to Alzheimer's Australia SA.

It is pleasing to advise that management have continued to successfully tender for all the major grants plus new ones to increase the range of programs on offer to our members.

The balance sheet of AASA as at 30th June 2012 continues to be strengthened and reflects an appropriate level of cash to offset various funding risks assessed by the Board.

Your Association has therefore finished the year in a strong financial position to allow it to continue to provide and increase services in the ensuing years.

I thank the whole Board for their insightful and pragmatic approach to all the financial issues they have had to consider over the past year.

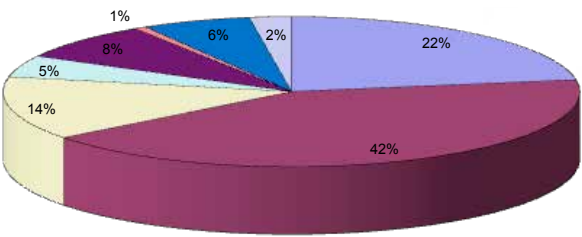
TIM WHITE
Chairman Finance and Risk Committee

FINANCIALS 2012

Income	2012	2011
Grants & funding	5,464,938	5,227,254
Donations, bequests & fundraising	846,348	378,195
Sales (net)	36,417	8,745
Interest received	157,089	148,943
General trading income	177,234	161,434
Asset disposal & revaluation (net) gain	8,469	24,203
Capital income	-	49,823
	6,690,495	5,998,597

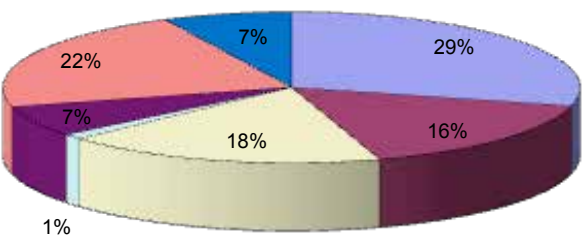
Expenditure		
Depreciation	97,097	102,209
Fundraising expenses	38,232	19,114
Grants & scholarships	6,200	3,518
Marketing, promotion & newsletter	266,602	348,192
Office & administration	308,949	266,425
Programs, client expenses & resources	1,035,010	936,735
Property, maintenance & environment	199,704	191,490
Salaries, wages & related costs	4,118,378	3,983,955
Contributions to Rosemary Foundation	472,928	69,323
	6,543,100	5,920,961
Surplus for the year	147,395	77,636

PAYMENTS RECEIVED \$6,690,495



- Grants - State Government: 22%
- Grants - Federal: 42%
- Grants - AA National & Other: 14%
- Donations and Fundraising: 5%
- Bequests: 8%
- Sales & Merchandise: 1%
- Other Income: 6%
- Interest Received: 2%

PAYMENTS MADE \$6,543,100



- Community Services: 29%
- Dementia Behaviour Management Advisory Service: 16%
- Education & Training: 18%
- Advocacy, Resource & Information Services: 1%
- Marketing, Communication & Fundraising: 7%
- Administration & Overheads: 22%
- Rosemary Foundation: 7%

**FIGHT ALZHEIMER'S
SAVE AUSTRALIA**
FIGHTDEMENTIA.ORG.AU

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