



**CREATING A DEMENTIA-  
FRIENDLY NATION**

**ALZHEIMER'S  
AUSTRALIA  
ANNUAL  
REPORT  
2013/14**





## ABOUT ALZHEIMER'S AUSTRALIA.

Our vision is for a society committed to the prevention of dementia while valuing and supporting people living with dementia.

We are the national peak body and charity representing the more than 332,000 Australians living with dementia and the estimated 1.2 million Australians involved in their care.

We advocate for the needs of people living with all types of dementia, and for their families and carers, and provide support services, education and information.

Generous contributions from the Australian Government, businesses, foundations and individuals have enabled us to continue our vital work.

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## OUR PATRON.



**HIS EXCELLENCY  
GENERAL THE  
HONOURABLE  
SIR PETER COSGROVE  
AK MC (RETD)**

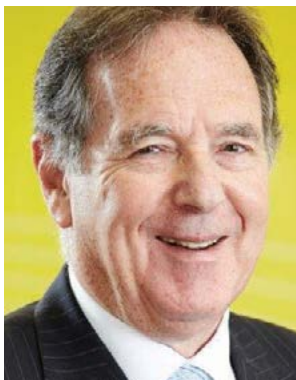
## OUR NATIONAL AMBASSADOR.



**ITA BUTTROSE  
AO OBE**



# OUR NATIONAL BOARD.



## GRAEME SAMUEL AC – PRESIDENT

Graeme Samuel is a Vice Chancellor's Professorial Fellow in the Faculty of Business and Economics at Monash University with specialist expertise in competition and consumer policy and regulation, communications and media, corporate governance, strategic planning and change management, public policy and dealings with government and regulators.

Mr Samuel is currently:

- Co-director of the Monash Business Policy Forum
- Chair of Monash Business School Business Advisory Board
- Member of the Council of the Australian National University
- Member of CEDA's Council of Economic Policy.
- Chairman of the Victorian Taxi Services Commission.
- Commissioner of the Australian Rugby League Commission.
- Independent Reviewer to advise the Victorian Government on economic regulation, governance and the efficient operation of the Victorian urban water sector.



## BRIAN ROCHE – VICE PRESIDENT

Brian Roche is the Public Trustee of Western Australia. Brian has 25 years of senior management experience in local and state government as well as over ten years in the private sector with Coles Myer. Prior to appointment as Public Trustee, Brian held senior executive positions at the Department of Treasury and the Department of Commerce.

Brian holds a Master of Management from the University of Western Australia and a Bachelor of Business from Edith Cowan University. Brian is a Board member of the Art Gallery of Western Australia and a Board member of Alzheimer's Australia Western Australia.



## **RICHARD COOPER – TREASURER**

Richard is a Business Services Principal at Crowe Horwath, with more than 18 years' experience in the accounting industry.

Richard joined the Board of Alzheimer's Australia Tasmania in 2006 and currently sits on the Audit and Risk Committee, as well as being the National Delegate on the Alzheimer's Australia National Board.



## **JERRY ELLIS AO - SECRETARY**

Jerry was elected as a Rhodes Scholar in 1959. He was Chairman of Broken Hill Proprietary Company Limited 1997 to 1999 and Chancellor of Monash University 1999 to 2007. Jerry is a member of the Board of Trustees for the Eisenhower Exchange Fellowships. He was awarded the Order of the Rising Sun, Gold and Silver Star from the Japanese Government in 2007. He is Chairman of MHD Energy Limited and Director of Iron Road Limited. On the Advisory Board the Sentient Group. Jerry's qualifications are MA (Oxon), LL.D honoris causa Monash University, HonDEng, C.Q.U., FTSE, FAICD, FAIM, HonFIEAust





## **WILLIAM BASS**

William Bass is a Chartered Accountant and Chartered Secretary, and is actively involved with business predominantly in the areas of finance, strategic planning and corporate governance.

He is Chairman of China Magnesium Corporation Limited, an ASX listed producer of magnesium and magnesium alloy in Northern China, a Director and Company Secretary of 1300SMILES Limited, an ASX listed Townsville based dental practice service provider, and Chairman of Silicon Lakes Limited, a not for profit business incubator and co-working centre in South East Queensland.

His passion for Alzheimer's Australia was borne out of family experience with Alzheimer's disease.



## **GREG FRASER**

Greg has had 25 years of public sector management experience, with more than 16 years at the chief executive and senior executive levels. Greg was Chief Executive of the ACT Department of Health and Community Care and acted as the Chief Executive of the ACT Department of Environment Land and Planning.

Greg has become an expert in not-for-profit governance for both corporations and incorporated associations, developing better practice governance frameworks and policies, reviewing frameworks and processes, conducting Board performance evaluations and developing and delivering governance training for Boards and senior managers.

Greg is a member of the Australian Institute of Company Directors and the Risk Management Institute of Australia.

Greg has served on several corporate, public sector and not-for-profit Boards and committees and is currently Vice President of Alzheimer's Australia Australian Capital Territory and the Board of Palliative Care Australian Capital Territory.



## VICKI KRAUSE

Associate Professor Vicki Krause, MD, DTM&H and FAFPHM, has served as the President of the Board of Alzheimer's Australia Northern Territory since October 2011. She is the Director of the Northern Territory Centre for Disease Control and Head of the TB/Leprosy Unit for the NT Department of Health and is a current member and past Chair of the Communicable Diseases Network Australia and the National Tuberculosis Advisory Committee. She served on the Technical Research and Advisory Subcommittee of the WHO Global TB Programme from 1995-1998 and is a current and longstanding member of the TB Technical Advisory Group for the Western Pacific Region.

Associate Professor Krause has edited the Northern Territory Disease Control Bulletin, a quarterly publication, for the past 20 years and has supervised postgraduate scholars since 1991. She has previously worked in PNG as a specialist physician with a particular interest in piloting treatment protocols, and in the USA with an interest in migrant and refugee health and the Indian Health Service.



## TONY NEWMAN

Tony Newman is a highly experienced senior executive with expertise in finance, supply chain, sales and marketing and information technology. Tony is a strategic thinker and leader and a highly effective operations manager. His highly developed skills in negotiation, collaboration, relationship management and delivery of customer satisfaction and his coaching and mentoring approach with staff have contributed to Tony's success in a complex international environment.

The work of Alzheimer's Australia South Australia holds a special place with Tony. His dad was diagnosed with Alzheimer's five years before his death in 1996.





## NEIL SAMUEL

Neil Samuel is the Managing Director of Dryen Australia Pty. Ltd., one of Australia's largest domestic linen importers and wholesalers servicing Australian and overseas retailers. He has been actively involved in the day-to-day management of the business for more than 32 years with an emphasis on finance, administration, sourcing and procurement.

Neil has served in leadership positions in various organisations in the not-for-profit sector for many years, specializing in governance and finance.

Neil has served on the Board of Alzheimer's Australia Victoria, since 2003 and is the current Chair. Between 2007 and 2013 Neil served on the Board of Alzheimer's Australia Inc. as Vice President.

Since 2012 Neil has been on the Board of Alzheimer's Australia Dementia Research Foundation –Victoria. In 2014 Neil joined the Board of Alzheimer's Australia Dementia Research Foundation.

Neil's passion for Alzheimer's Australia was borne out of family experience with dementia.



## GLENN REES AM

Glenn Rees has worked at senior levels in the British and Australian public services. In Britain, he worked as Private Secretary to senior ministers, in the Cabinet Office and Economic Departments. In Australia since 1976 he has worked in program and policy areas including Prime Minister and Cabinet, Employment and Training, Aged Care, Disabilities, Housing and the Aboriginal and Torres Strait Islander Commission.

He was Chair of the Nursing Homes and Hostels Review in 1986 and was involved in implementing the first wave of aged care reforms. He is an active member of the National Aged Care Alliance and is a member of the new Aged Care Sector Committee. He is Chair Elect of Alzheimer's Disease International. He has been CEO of Alzheimer's Australia since 2000.

# OUR STAFF.

**THE WORK THAT IS PRODUCED BY ALZHEIMER'S AUSTRALIA IS A TESTAMENT TO THE HIGH CALIBRE STAFF THAT WE ATTRACT. OUR SUCCESS OVER THE PAST FINANCIAL YEAR IS DUE TO THEM, AND WE OFFER OUR THANKS TO ALL STAFF WHO HAVE BEEN A PART OF OUR ACHIEVEMENTS.**

## **SENIOR MANAGEMENT TEAM** AT JUNE 2013

Glenn Rees AM – Chief Executive Officer

Barbara Fenemore – GM – Programs and State Relations

Chris Hatherly – GM – Research

John Haythorpe – National ICT Manager

Alex Nielsen – GM – Marketing and Communications

Lynette Pinder – Chief Financial Officer

Ellen Skladzien – GM – Policy





## EXISTING STAFF

AT JUNE 2013

Sharon Akinyi  
Therese Armstrong  
Samantha Blake  
Nikki Brown  
Jessica Campbell  
Krystal Craig  
Teresa Flannery  
Kristen Holdsworth  
Joan Jackman  
James Longmore  
Ian McDonald  
Terri Richardson  
Kim Taylor  
Jane Thompson  
Jessica Walsh  
Guoxin Wang  
Peter White

## STAFF WHO JOINED FOR NEW ROLES

Shane Buswell  
Andrea Hogg  
Sian Owen - Jones  
Keeley Reade

## STAFF WHO CONTRIBUTED THROUGHOUT THE YEAR

Jessica Aan  
Sylvia Amos  
Gaylene Bell  
Rebecca Davey  
Mary Gray  
Alison Kevan  
Pam Le Roux  
Wei Liang  
Lisa Porgazian  
Jenny Warren  
Kylie Watkins  
Rob Woolley  
View Ying Yuan



**I AM PLEASED  
TO DONATE TO  
ALZHEIMER'S  
AUSTRALIA. YOUR  
ORGANISATION  
WAS BROUGHT TO  
MY ATTENTION AS  
WORTHY OF SUPPORT  
AND I TRUST THAT  
THIS DONATION WILL  
ASSIST YOU IN YOUR  
GOOD WORK.**

**DAVID, DONOR**





## A YEAR OF CHANGE.

I am delighted to have this first opportunity as President of Alzheimer's Australia to report on what I believe has been a year of excellent progress.

The commitment made by the Commonwealth Government in the 2014 Federal Budget of \$200 million for dementia research in the next five years is a landmark decision. The additional funding will more than double previous annual funding for dementia research through the National Health and Medical Research Council (NHMRC).

I look forward to Alzheimer's Australia working with the NHMRC in establishing a new National Institute for Dementia Research, and providing a consumer perspective in setting research priorities through the Alzheimer's Australia Consumer Dementia Research Network.

I know from my family's experience of dementia that the best long-term solution is to find a way of both identifying those at risk and pinpointing the interventions that could slow the progression of the disease. The objective I think we all share is to have dementia-free lives.

Alzheimer's Australia is equally determined to ensure access to better quality services for those who have dementia. The Fight Dementia Campaign document that Alzheimer's Australia released in February, *Creating a Dementia-Friendly Australia*, clearly sets out the agenda our stakeholders asked us to pursue during the term of the current Commonwealth Government. The agenda

includes: dementia key workers to assist people during their journey with dementia to access services, new innovative approaches to respite care, improvements in the quality of dementia care and initiatives to promote dementia-friendly communities.

This is an ambitious agenda in times of difficult national, state and territory budgets. Nonetheless, I am optimistic that with evidence-based advocacy and determination, Alzheimer's Australia will continue to serve its stakeholders well.

I should like to thank my predecessor, Ita Buttrose, for her untiring work on behalf of Alzheimer's Australia and her willingness to continue as National Ambassador for the organisation.

I am looking forward as National President to working closely with our state and territory organisations and with the staff in the national office who have contributed so much to establishing the national profile of our organisation.

Graeme Samuel AC





## REFLECTIONS & FAREWELLS.

This will be my last contribution as CEO of Alzheimer's Australia so perhaps I can be forgiven for a few reflections on my 15 years with the organisation.

In summary, we have come so far but still have a long way to go.

The 2004 Dementia Initiative, with the additional funding of \$320 million over five years, put dementia on the map not only in Australia but overseas. It was the first time in national public policy that dementia had been given a priority in this way, and it was not long before other countries followed. The commitments made at that time – Dementia Behaviour Management Advisory Services, the Dementia Training Study Centres, high care dementia packages and funding for Alzheimer's Australia – have set the platform for the achievements that have been made in subsequent years.

The 2012 Aged Care Reforms have held great promise in terms of improving the quality of dementia care and tackling long overdue issues, such as timely diagnosis and improved dementia care in the acute care sector. Some of these commitments have still to be delivered including quality indicators and residents' experience, the implementation of the dementia behaviour supplement and committing the funds for timely diagnosis and acute care.

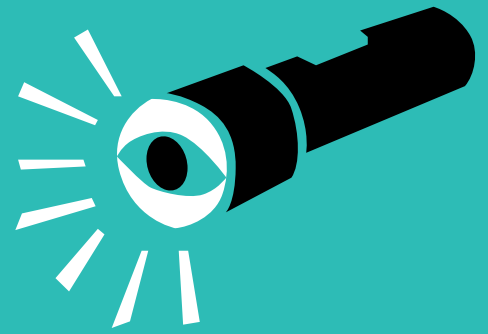
Alzheimer's Australia can be proud of its advocacy in the area of consumer-directed care, and the expansion of home care packages and community care more generally.

I have many organisations and people to thank for the support that I have received as CEO of Alzheimer's Australia, notably the National Aged Care Alliance, COTA and Carers Australia. I am looking forward to continuing my contact with many colleagues and friends after taking on my new position as the Chair of Alzheimer's Disease International next April and in my continuing work in the aged care sector.

The partnership that we have developed over the years with the Department of Health and Ageing and more recently the Department of Social Services has ensured that there is a good understanding at the Commonwealth level of the policy and program issues concerning people living with dementia. I am indebted to the many committed officers we have worked with.

My thanks most of all to what has been a wonderful team in the national office, and to the Presidents and Boards who have given me so much support and freedom to take the organisation forward.

Glenn Rees AM



# OUR HIGHLIGHTS

## PROGRAM HIGHLIGHTS

- Further commitment for nationally funded programs in 2013/14
- Working towards increasing consumer-directed care
- Innovative changes to how we deliver services

## POLICY HIGHLIGHTS

- An organisation wide commitment to dementia friendly
- The first Australian consumer committee comprised only of people living with dementia
- Making our consumers voices heard through the launch of papers on chemical and physical restraints, quality of residential care, dementia care in hospitals and end of life care.

## COMMUNICATIONS HIGHLIGHTS

- Dementia Awareness Week – record media engagement
- Increased social media presence
- Continued engagement with Alzheimer's Disease International

## RESEARCH HIGHLIGHTS

- \$200million commitment from the federal government for dementia research
- Numerous research partnerships
- Continued funding for the National Quality Dementia Care Initiative
- Increased research communication

## YOU

But none of the above surpasses the achievements of our consumers. Their willingness to share their stories and experiences, and to get involved with the organisation, is our biggest achievement.

We are primarily a consumer organisation, and without you we would not exist.

Therefore, all of the activities and achievements you will read about in this report are due to your willingness to participate, engage and continue fighting for a world without dementia.

# SETTING A NEW AGENDA – THE FIGHT DEMENTIA CAMPAIGN.

The election of the Coalition Government in October 2013 presented an opportunity to revisit the Fight Dementia Campaign and reassess the vision of Alzheimer's Australia for the next three years. The time was right as the objectives of the Fight Dementia Campaign that were launched in October 2011 had mainly been achieved through the 2012 Aged Care Reforms and the commitments in the 2014 Federal Budget.

The 2012 Aged Care Reforms if fully implemented will achieve critical consumer objectives such as the expansion of home care packages, a greater focus on the quality of care and consumer-directed care.

Specific elements of the reform package committed to tackling dementia through:

- dementia supplements
- an expansion of the Dementia Behaviour Management Advisory Services
- timely diagnosis
- the funding of dementia key workers for people with younger onset dementia
- the improvement of dementia care in the acute care setting.

The implementation of the Boosting Dementia Research Initiative has commenced with \$200 million over five years across four areas:

1. A new National Institute for Dementia Research will be established to synthesise, focus and translate the Australian research effort in dementia. The institute will be allocated \$50 million over five years
2. \$95 million for large-scale research projects in priority areas for dementia
3. \$9 million to support the Clem Jones Centre for Ageing Dementia Research

4. \$46 million to dramatically expand research capacity in dementia research and build the future research workforce.

In addition, the gradual roll out of the National Disabilities Insurance Scheme has provided limited new opportunities for people with dementia under 65 years of age to access services. They have been assisted in that outcome by the newly-funded dementia key workers.

The new Fight Dementia Campaign, *Creating a Dementia-Friendly Australia*, recognises the importance of building on the 2012 Aged Care Reforms and the implementation of the Boosting Dementia Research Initiative. A number of areas of concern were identified in the process of developing and refining the action that people with dementia and family carers are looking for in the next three years, namely:

- the continuing stigma and social isolation associated with a diagnosis of dementia
- the priority to do more for family carers through flexible dementia respite, including a trial of cashing out respite to increase consumer choice
- the need to provide continuing support for people with dementia and their family carers through the funding of dementia key workers
- a recognition that there continues to be troubling reports about the quality of residential care



- the importance of ensuring that dementia is addressed in public policy in both the health and aged care systems.

The new Fight Dementia Campaign was launched in February 2014 and has been made available at <http://campaign.fightdementia.org.au/>.

The Fight Dementia Campaign has provided an important focus on the priorities put to the Department of Social Services in funding submissions, particularly on dementia key workers, dementia-friendly societies and the cashing out of respite.

There have been a number of elements to the work of Alzheimer's Australia on the quality of care, including:

- two new publications, one on the quality of residential care and the other on the use of medical and physical restraint on people with dementia
- the involvement of the CEO as Chair of the National Aged Care Alliance Working Group on quality indicators
- continuing work with the Department of Social Services on quality indicators and residents' experience.

Alzheimer's Australia continues to strongly support the implementation of the 2012 Aged Care Reforms. We welcome the potential for building on those reforms in a way that advances a better understanding in the community of dementia through dementia-friendly communities and organisations, and new initiatives on respite care and dementia key workers.

The scene is set again to advocate for the priorities that have been determined by consumers.



**MY MOTHER AND MOTHER IN-LAW BOTH PASSED AWAY EARLIER THIS YEAR WITHIN A FEW MONTHS OF EACH OTHER DUE TO DEMENTIA-RELATED ILLNESSES.**

**MY HOBBY AND PASSION IS MAKING JEWELLERY SO I WAS HAPPY TO HOLD A JEWELLERY PARTY TO RAISE FUNDS FOR ALZHEIMER'S AUSTRALIA.**

**I WANT TO CONTRIBUTE TO A CAUSE WHICH IS VERY CURRENT AND CLOSE TO MY HEART.**

**LYN, COMMUNITY FUNDRAISER**

# NOTHING ABOUT US, WITHOUT US. ENGAGING OUR CONSUMERS.

## – REPORT FROM CONSUMER GROUPS.

Alzheimer's Australia strives to ensure that the voices of people with dementia and their families are at the core of all its work including policy and advocacy, services and research. We aim to strengthen consumer involvement and advocacy at all levels of the organisation. 2013-14 saw the formation of the organisation's first advisory group in which all members have dementia.

There are now five national advisory groups working with Alzheimer's Australia:

- National Consumer Advisory Committee
- Alzheimer's Australia Dementia Advisory Committee
- Consumer Dementia Research Network
- National Cross Cultural Dementia Network
- National Aboriginal and Torres Strait Islander Dementia Advisory Group.

The advisory groups' membership includes people with dementia, their carers and family members, service providers, Alzheimer's Australia staff, policy experts, community leaders, researchers, and government and departmental representatives.

### National Consumer Advisory Committee

The National Consumer Advisory Committee contributes to policy, advocacy documents, submissions, publications and consultations. It also monitors the work of Alzheimer's Australia on issues of importance or concern to people with dementia and their families and carers. The committee's current membership comprises of two people with dementia and ten family carers, with representatives from most states and territories.

In 2013-14, the key milestones for the committee included:

- progressing the work on the quality of care in residential care and the use of antipsychotics, including providing input into the publications *The Use of Restraint and Psychotropic Medication in People with Dementia* and *Quality of Residential Aged Care: The Consumer Perspective*
- working with Alzheimer's Australia on the development of the revised priorities in the Fight Dementia Campaign
- providing input into ongoing work on a dementia symbol in hospitals and working with the Australian Commission on Safety and Quality in Health Care (ACSQHC) on the Improving the Management of Cognitive Impairment project
- providing input into a joint statement with Palliative Care Australia, which was launched at the 12th Australian Palliative Care Conference in Canberra.
- providing feedback on the ongoing roll out of the 2012 Aged Care Reforms, including the My Aged Care website and contact centre
- meeting with the Aged Care Commissioner to discuss the role of consumers in the monitoring of quality in aged care
- providing advice on the ongoing work of Alzheimer's Australia, including the development of dementia-friendly organisations and communities and the national Younger Onset Dementia Key Worker program.

### Alzheimer's Australia Dementia Advisory Committee

Alzheimer's Australia Dementia Advisory Committee was formed in 2013 with its inaugural meeting taking place on 17 and 18 September. All members are people with dementia, making this committee the third of its kind in the world and the first in Australia. The committee aims to give a voice to people living with a diagnosis of dementia by advocating for the needs and priorities of people with dementia in relation to service provision, information, support and education.

In the first 10 months, the committee's members have achieved a number of important milestones including:

- working on the principles and philosophy behind the concept of a "dementia-friendly community" and "dementia-friendly organisations"
- helping develop Alzheimer's Australia's first survey of people with dementia and publishing Talk to Me, a document outlining communication tips for talking to people with dementia
- exploring options to expand volunteering opportunities for people with dementia and meeting with current program managers to understand how existing programs could be rolled out nationally
- providing feedback to the ACSQHC on the Improving the Management of Cognitive Impairment project.
- contributing to the ongoing project development and evaluation of the Younger Onset Dementia Key Worker Program
- ensuring that the issue of people with dementia living alone remained a high priority within Alzheimer's Australia's work
- helping examine the impact of PIN only credit cards for people with dementia
- providing input into the development of Standards for Registered Nurses working with people living with dementia and their families and carers.

### Consumer Dementia Research Network

The Consumer Dementia Research Network (CDRN) supports consumers to have an active role in research and research translation. It sets priorities for funding, provides feedback on project proposals, assists on project steering and advisory committees, and contributes a consumer perspective to ongoing research. The committee's current membership comprises seven people with dementia and fifteen family carers, with representatives from most states and territories.

2013-14 saw the role of the group extend within the newly established National Health and Medical Research Council (NHMRC) Partnership Centre on Dealing with Cognitive and Related Functional Decline in Older Adults.

The CDRN was also involved in a number of key activities across the dementia research sector including:

- working with the Dementia Collaborative Research Centres (DCRCs) to set priorities, review applications and participate in new and ongoing research and knowledge translation activities
- sitting on the Board of the Alzheimer's Australia Dementia Research Foundation and reviewing grant proposals
- setting priorities and reviewing proposals for the latest funding round of Alzheimer's Australia's National Quality Dementia Care Initiative funding
- attending the NHMRC Stakeholder Workshop on the \$200 million Boosting Dementia Research Initiative
- participating in or providing feedback on more than 50 ongoing and new dementia research projects throughout Australia.

### National Cross Cultural Dementia Network

The National Cross Cultural Dementia Network (NCCDN) supports Alzheimer's Australia, its member organisations, government and peak bodies with advice and advocacy on quality dementia care for people from culturally and linguistically diverse (CALD) backgrounds.

The membership, drawn from across Australia, is multidisciplinary and represents a diverse mix of cultures and ethnicities. Members also come from a range of professions including residential aged care, education, community work, acute care, peak ethnic agencies, research and management positions.

Some of the key areas addressed during the course of the year included:

- advocating for the inclusion of diversity issues in all aspects of Alzheimer's Disease International and the Alzheimer's Australia Conference in Perth 2015.
- developing a CALD-specific dementia-friendly communities project in Australia
- advocating to peak agencies involved in research, such as the NHMRC, for CALD communities to be equitably represented in all aspects of research
- fostering strong, collaborative and respectful working relationships with peak agencies to support people with dementia and their families from a CALD background
- assisting with CALD activities during Dementia Awareness Week 2013
- developing a paper on the needs of CALD people with dementia in acute care settings
- raising awareness of the needs of new and emerging communities and the issues associated with these marginalised groups. Issues include access to culturally and linguistically appropriate services and the compounding issue of Post Traumatic Stress Disorder
- the inclusion of cultural diversity throughout all of Alzheimer's Australia's work.

### National Aboriginal and Torres Strait Islander Dementia Advisory Group

The National Aboriginal and Torres Strait Islander Dementia Advisory Group (NATSIDAG) has continued to work with service providers, Aboriginal and Torres Strait Islander communities, Service Access Liaison Officers and health workers to raise awareness and educate communities about dementia.

NATSIDAG completed the following in 2013-14:

- authored a book chapter on healthy ageing for the University of Melbourne. The book aims to provide perspectives from Aboriginal and Torres Strait Islander leaders on key implementation requirements needed to close the health disparities for First Peoples in Australia
- authored an article for the Koori Mail about the NATSIDAG in order to raise the profile of dementia in Aboriginal and Torres Strait Islander communities and health workers
- provided ongoing advice and input into a strategic paper being developed by Alzheimer's Australia regarding dementia in Aboriginal and Torres Strait Islander communities. This paper is set to be launched in late 2014
- provided ongoing input and advice since 2010 to the Koori Growing Old Well Study and the Koori Dementia Care Project. The Koori Growing Old Well Study aims to increase knowledge regarding healthy ageing and dementia in Aboriginal and Torres Strait Islander people living in cities, smaller towns and country areas. The Koori Dementia Care Project aims to inform, educate and build capacity in urban and regional NSW Aboriginal communities, and with associated service providers, about the effects of dementia on older Aboriginal people and their families
- provided input and advice into an Aboriginal and Torres Strait Islander Cognitive Screening Education Module developed by Alzheimer's Australia Victoria



- ensured the cultural safety of Alzheimer's Australia's website through the development of an Aboriginal and Torres Strait Islander-specific webpage
- provided information and input to the Australian Indigenous website HealthInfonet regarding dementia and education and awareness resources for Aboriginal and Torres Strait Islander communities
- reviewed and updated the Aboriginal and Torres Strait Islander Identification Package for distribution to Alzheimer's Australia state and territory offices.



**I WANT TO THANK EVERYONE FOR SUPPORTING MY EVERYDAY HERO PAGE. IT MEANS A LOT TO ME THAT EVERYONE HELPED ME TO SURPASS MY TARGET. IT IS FOR A GREAT CAUSE AND I APPRECIATE EVERYONE'S GENEROSITY. MY GRANDFATHER WHO HAS BEEN DIAGNOSED WITH ALZHEIMER'S DISEASE IS THE INSPIRATION FOR MY FUNDRAISING. THANK YOU FOR YOUR KIND BIRTHDAY DONATIONS-THIS IS THE BEST BIRTHDAY PRESENT I COULD RECEIVE.**

**ETHAN, COMMUNITY FUNDRAISER**

# ADVOCATING FOR CHANGE.

## – A REPORT FROM THE POLICY TEAM.

Alzheimer's Australia is working towards tackling the stigma and social isolation associated with dementia through supporting the development of dementia-friendly communities in Australia. Our goal is to create places where people with dementia can live a high quality of life with meaning, purpose and value. Over the past financial year, the following achievements have been recorded to achieve our

### **Dementia-friendly community pilot**

We have begun working towards creating a dementia-friendly community in Kiama, NSW. This project is a partnership between Alzheimer's Australia, the Kiama Council and the University of Wollongong and will serve as a pilot for all dementia-friendly communities. Local meetings have been conducted with consumers, service providers and the local council to form local networks and determine opportunities to make Kiama more dementia friendly.

We are excited about the work that has been achieved, and want to thank the community of Kiama for its support of the project. The projects really need to be driven by the community, and this certainly is the case in Kiama.

### **"Your Experiences Living with Dementia" national survey**

Listening to people with dementia talk about their needs and preferences is at the heart of creating dementia-friendly communities. In 2014, Alzheimer's Australia conducted a survey of people with dementia on their own experiences of living with dementia and how their communities can be improved to better support them. This survey was a first for Alzheimer's Australia and was completed by more than 180 people with dementia. The findings, which will be launched in September 2014, will help inform the development of dementia-friendly communities in Australia.

Thank you to everyone who participated. The honest comments that were provided have given great insights into what we need to do to assist those living with dementia.



# 2012 AGED CARE REFORMS. HOW THE GOVERNMENT FITS INTO A DEMENTIA-FRIENDLY WORLD.

Alzheimer's Australia has continued to work closely with the Government through the National Aged Care Alliance (NACA) to provide advice about the ongoing roll out of the 2012 Aged Care Reforms.

In mid-2013, we were pleased to see the roll out of consumer-directed care in Home Care Packages. We have since been working with the COTA to ensure consumers and providers understand these changes. We will continue to take an interest in this area of the reforms to ensure the new packages deliver real choice for consumers.

We are committed to ensuring there is an increased focus on quality of care. We welcome the reform agenda to trial:

- consumer-directed care in residential care
- the introduction of quality indicators in residential care
- consumer experience surveys across aged care.

We have also provided advice to Government on broader areas of the reforms through submissions, Parliamentary inquiries, public consultations, and as a member of NACA. Some of these areas include:

- My Aged Care, including the assessment framework and linking service
- carers support centres
- funding changes to residential care
- changes to specified care and services.

# KEY AREAS OF INTEREST FOR OUR CONSUMERS.

## Dementia and Severe Behaviour Supplement

We have worked with the Government on implementing the dementia supplement in home care and residential care and were disappointed to see the termination of the Dementia and Severe Behaviour Supplement in residential aged care in June 2014. We welcome the Minister's commitment to working with consumers and service providers to support people with severe Behavioural and Psychological Symptoms of Dementia and we look forward to working with the Government towards a replacement scheme.

## Chemical and physical restraints

The inappropriate use of chemical and physical restraints, particularly within residential care, is a significant concern for people with dementia and their families. To answer the many questions from both consumers and providers about restraint use and the evidence for alternative approaches to care, we launched a report *The Use of Restraints and Psychotropic Medications in People with Dementia*. This report provides an evidence-based review of the prevalence of restraint use and the potential negative consequences and legal issues surrounding the use of psychotropic medication and physical restraints on people with dementia.

## Quality of residential care

On 12 November 2013, Alzheimer's Australia launched a report, *Quality of Residential Care: The Consumer Perspective*, which calls for urgent action to improve the quality of residential aged care. The report was developed as a result of the many disappointing consumer experiences and stories that we heard about residential aged care. The aim of the report was to prompt discussions about possible strategies to address consumer concerns, such as greater involvement of consumers in the monitoring, assessment and complaints processes and greater transparency in the care outcomes being delivered.

## Dementia care in hospitals

People with dementia are high users of acute care yet have unacceptably worse clinical outcomes including longer stays in hospital and higher readmission rates compared to people without dementia. About one in four people with dementia are admitted to hospital every year and are twice as likely to experience an adverse event such as falls, sepsis or pressure ulcers during their stay compared to those without dementia.

On 29 April we hosted a Dementia Care in Hospitals Symposium in Sydney where leading academics and experts presented and discussed recent research into dementia care in hospitals. This included latest findings on current dementia care as well as interventions and strategies to improve the quality of care.

On the back of this Symposium, we developed a publication titled *Dementia Care in the Hospital Setting: Issues and Strategies* summarising the issues and strategies that were discussed. The publication was launched on 13 June 2014 with a range of practical strategies that can be used to improve the outcomes for people with dementia.



### Experiences with end of life care

We undertook a survey through the year which provided a snapshot of the experiences of both consumers and health professionals in regards to end of life care for people with dementia. The survey revealed stark differences in the experiences of consumers and care professionals.

The majority (75%) of care professionals indicated that people with dementia have access to palliative care services, yet consumers reported difficulty in getting access to the appropriate end of life care.

On 12 February 2014, Alzheimer's Australia and Palliative Care Australia co-hosted a Parliamentary Friends event at Parliament House in Canberra about end of life care for people with dementia. The Hon Kevin Andrews, Minister for Social Services, opened the event where Ita Buttrose AO OBE, the then National President of Alzheimer's Australia, launched the Start2Talk program and the results of a national survey report, *End-of-Life Care for People with Dementia*. The survey was conducted by Piazza Research and commissioned by Alzheimer's Australia with support from the Bupa Health Foundation.



**WE WANTED TO GIVE OUR EMPLOYEES THE OPPORTUNITY TO GIVE BACK TO THE COMMUNITY IN WHICH THEY LIVE AND WORK BY BEING A 'GOOD CORPORATE CITIZEN'. WORKPLACE GIVING PROVIDES AN EFFECTIVE WAY TO ENCOURAGE OUR WORKFORCE TO ENGAGE WITH AND SUPPORT THE COMMUNITY. IT CREATES A CORPORATE CULTURE OF CHARITABLE GIVING AND WE APPRECIATE IT IS A LOW-COST AND STRAIGHTFORWARD WAY TO ADMINISTER A DIRECT BENEFIT TO THE COMMUNITY.**

**ALISON, MSS SECURITY**



**I AM HAPPY TO  
SUPPORT A CAUSE  
THAT IS EXTREMELY  
CLOSE TO MY HEART.**

**MICHELLE, DONOR**

# BETTER SERVICES FOR OUR CLIENTS.

## – A REPORT FROM THE PROGRAMS TEAM.

We currently hold Funding Agreements with the Commonwealth Government for five separate national programs, which are being administered through Alzheimer's Australia National Office.

During the 2013-14 financial year, these five programs contributed almost \$16.6 million of funding. The majority of this funding was provided directly to our state and territory members for delivery of services, and the remainder was used for nationally-delivered programs.

This funding is used to deliver specific activities that support Alzheimer's Australia in providing services and meeting the needs of people with dementia, their families and carers.

### **National Dementia Support Program – Building Capacity in Dementia Care \$10.6 million**

The National Dementia Support Program – Building Capacity in Dementia Care program is funded until June 2016.

This funding agreement includes many aspects of service delivery as well as funding to develop innovative methods to respond to neurodegenerative disease. An additional component has also been included to support transition projects and further progression towards a model of consumer-directed care that includes dementia key workers and the National Dementia Helpline.

This program helps increase the capacity of people with dementia, their carers and families, to better understand and manage their dementia journey. The services provided as part of the program include:

- National Dementia Helpline and Referral Service (phone 1800 100 500)
- national website ([www.fightdementia.org.au](http://www.fightdementia.org.au))
- counselling and support services, including early intervention such as the Living with Memory Loss programs

- up-to-date information and resources via the national resources and helpsheet services
- carer education and workforce training programs
- awareness, information and education sessions
- promotion of awareness and increasing the understanding of dementia across the whole community.

These services were accessed by 975,620 people in 2013-14 with a further 868,511 visits to the website. During 2013-14, a total of 28,050 calls were made to the 1800 number – an average of 2,338 calls per month. In addition, a further 1,314 contacts were made in the form of enquiries lodged through the website.

There were 9,954 visitors to service centres for 2013-14. The range of services offered included counselling, carer education, early intervention, education and training, support for people with special needs, libraries, and resources.

Provision of 789 activities through service centres were delivered to 8,425 participants and included outreach, therapeutic and social activities.

Access points and associated services continued to provide information, link, and refer consumers to services and host activities.



### Service Delivery Pathways Project \$724,000

This program provides for a range of Service Access Liaison Officer (SALO) projects nationally that focus on assisting special needs groups to access mainstream services.

Individual projects focus on a range of areas such as regional communities in New South Wales, Aboriginal populations in Western Australia and people at risk of homelessness in South Australia.

In Tasmania, a cognitive rehabilitation treatment program for people with mild cognitive impairment or diagnosed early dementia was continued thanks to a commitment from the Government for funding until June 2016.

During 2013-14, SALOs developed a more collaborative approach to projects to facilitate the sharing of ideas and knowledge. For example, staff in New South Wales worked with the SALO worker in South Australia to develop a film that aims to increase awareness of cognitive impairment in the homelessness sector. In Victoria, an education module for Aboriginal health workers on a cognitive screening tool specific to Aboriginal and Torres Strait Islander people has expanded into train-the-trainer education sessions to staff and other community providers in various states and territories.

### Younger Onset Dementia Key Worker Program \$3.5m

The highly anticipated Younger Onset Dementia Key Worker Program (YODKWP) announced as part of the 2012 Aged Care Reforms commenced in 2013-14.

The program, which is a flagship program of Alzheimer's Australia, provides individualised services and support to people living with younger onset dementia, their families and carers. This is achieved through a national network of 40 younger onset dementia key workers.

The program focuses on empowering individuals to achieve their goals and maintain engagement with the community. This is done through provision of information and support, linking individuals to appropriate services and supports in their community, and where required, liaising with other community groups, health professionals and service providers with or on behalf of the individual.

The YODKWP aims to build capacity in existing services to assist them to better meet the needs of people with younger onset dementia. With the assistance and expertise of younger onset dementia key workers, several new services have been implemented in 2013-14, and other services have been modified to suit the needs of people with younger onset dementia.

Examples include younger onset dementia-specific respite services, exercise and volunteer programs inclusive of people with younger onset dementia and social support groups.

The first operational year of this program has seen a steady increase of referrals and support provided to people with younger onset dementia and their families, who are working within a new model of care.

1,754 people accessed the YODKWP in 2013-14. This figure includes people with dementia (including suspected dementia), carers and families and friends of people with younger onset dementia. From 1 January 2014 to 30 June 2014, there was a 55% increase in new clients registering with the program, with 55% of these new clients being carers, or family/friends.



### **Dementia risk reduction and brain health program \$1.4m**

The *Your Brain Matters* program is the first publicly-funded dementia risk reduction program in the world.

Major achievements over the past year included the launch of a new resource specifically designed to promote the program to Aboriginal and Torres Strait Islander communities.

As part of Brain Health Week in March 2014 we continued promotion of the 21-day brain health challenge, an advertising campaign and the launch of a new-look interactive website.

The website saw increased visits immediately following the launch and has increased involvement in the online challenge by more than 100%.

The *Your Brain Matters* social media strategy continued to attract new followers and improve engagement with current followers. An Instagram account was launched for the program in March 2014 to coincide with Brain Health Week. The program is funded to June 2015.

### **Dementia Community Support Program \$402,000**

This program continues to support the ongoing collaboration, policy and advocacy activities of Alzheimer's Australia National Office, including engagement with a number of consumer groups. The program is funded to June 2015.

## **HOW DO ALL OF THE SERVICES HELP?**

### **National Dementia Helpline and Referral Service**

The helpline provides counselling, and information on prevention, risk reduction and early intervention (including timely diagnosis). It also supports a referral service to support specific client needs and access to local services such as those provided by Alzheimer's Australia and other health and community groups.

### **Counselling and support**

The program offers a variety of support services including counselling, early intervention and the Living with Memory Loss program series. It also offers social, therapeutic and outreach activities, support groups, travelling memory vans and memory cafés to support people with dementia and their families and carers.

### **Information, awareness, education and training**

A wide range of information and education services are delivered such as courses for family carers, community education, information sessions and training for people working in the health, community and aged care sector.

Alzheimer's Australia also raises awareness and increases understanding about dementia in the community through Dementia Awareness Week held in September each year, risk reduction campaigns such as *Your Brain Matters*, as well as public speaker programs, seminars and events.

### Supporting people with special needs

Specifically-tailored services are provided for a range of people with special needs including Aboriginal and Torres Strait Islander and Culturally and Linguistically Diverse communities, rural and remote communities, people with younger onset dementia, lesbian, gay, bisexual, transgender and intersex communities and the homeless.

### National website

The number of people accessing information and services via our Fight Dementia website continues to grow. During 2013-14, the website received 868,511 visits – an 8% increase from the previous year. The most frequently visited website pages are those containing consumer and general public information such as ‘About dementia,’ ‘Caring for someone with dementia’ and the dementia helpsheet pages. This indicates that the website is an increasingly important avenue for people seeking information and support.

Referrals from social media websites such as Facebook and Twitter are increasing as these avenues become more popular as a form of communication across the broader community.

A large portion of this year was spent planning for a new website, the work of which will be undertaken during next financial year.

The planning has included user testing, research into target markets and best practice user experiences.

Enhancements to the website will continue to ensure ease of access to information and services.

### A national client management system – The Care Manager

The Care Manager (TCM) enables client data to be collected and analysed, allowing Alzheimer’s Australia to deepen its understanding of the needs of its clients and the community in general, and enable better planning of services. All states and territories continue to utilise TCM, with the exception of South Australia, to more effectively support clients, manage services, provide reports and make referrals.

Alzheimer’s Australia National Office has supported state and territory offices in maintaining the system, training staff and increasing capacity within the organisation to use the system effectively for service delivery management.

TCM is an integral tool in the provision of services, particularly those programs that are managed nationally. It supports a consistent approach to service delivery for business efficiencies.





“

**“I HAVE CLOSE FAMILY AND FRIENDS WITH DEMENTIA HOPE THAT MORE CAN BE DONE TO DECREASE THE INCIDENCE IN THE FUTURE. I HOPE TO CONTINUE TO DONATE FOR A LONG TIME.”**

**CATHIE, DONOR**

# ENGAGING THE COMMUNITY TO SHARE OUR VISION.

## – A REPORT FROM THE COMMUNICATIONS TEAM.

### Dementia Awareness Week 2013

Dementia Awareness Week 2013 (DAW) was held from 16 to 22 September 2013 nationwide and included World Alzheimer's Day on 21 September.

The theme, Brain Health – Making the Connections, continued for a second year to further drive the message of the importance of brain health in reducing the risk of developing dementia, as well as other chronic diseases.

Alzheimer's Australia launched the following resources during DAW:

- *Physical Activity for Brain Health and Fighting Dementia* - The report was developed by Alzheimer's Australia in partnership with Fitness Australia. The report combined the latest local and international research and highlighted the importance of physical health in reducing our risk of developing dementia.
- *Alzheimer's Disease International World Alzheimer Report 2013, Journey of Caring: An analysis of long-term care for dementia* - The report examined the worldwide trends of older people needing dementia care and provided an analysis of long-term care systems around the world. The report included information on the cost and effectiveness of care and made important recommendations on the fundamental drivers of long-term care policy in dementia.
- Short Film: Love, Loss and Laughter: Seeing Dementia Differently – This short film was created by Fire Films and captured the story of the international photographic exhibition of the same name. The film was selected as a finalist at the inaugural Reel Health International Health Short Film Festival.
- Community Service Announcements (CSA) – Major television stations across all major capital cities broadcast 15 and 30-second CSAs during the week beginning 29 September 2013 through secured sponsored placements.

### Some DAW event highlights included:

- Public lecture tour in Sydney, Canberra, Melbourne, Adelaide and Brisbane by Professor Kristine Yaffe, MD. Professor Yaffe's lecture centred on the connections between dementia and chronic diseases.
- Public lecture tour in WA and NT by Associate Professor (Assoc Prof) Sue Kurrle. Assoc Prof Kurrle's presentation drew audiences in with its intriguing title *How did this lady live to be 122 (without dementia)? An update on dementia research*.
- Alzheimer's Australia ensured culturally and linguistically diverse (CALD) communities were effectively communicated to throughout the week. The languages of focus included Croatian, Assyrian, Cambodian, Serbian Ukrainian, Vietnamese, Spanish and Arabic.
- There were also Memory Walks and community seminars held across the country.




### Media coverage generated:

- DAW received a total of 1,108 mentions in the media during September 2013. This was an increase of 140% from the same period in 2012.
- The total coverage during September reached a cumulative audience of 18,266,674, with an advertising space rate of \$2,102,632.
- 20 Facebook posts were published on the Fight Dementia Facebook page during DAW, reaching an audience of almost 125,000. The Facebook post published for World Alzheimer's Day alone reached almost 19,000 people, received 433 likes, 76 comments and 208 shares.

 **AUDIENCE  
REACH**  
**= 125,000**

- Our presence on Twitter using the hashtag #DAW2013 saw us reach almost 300,000 accounts, with total impressions reaching 1,434,126 twitter accounts during the period 15 – 23 September.

 **#DAW2013**  
**300,000**  
**= 1,434,126**

- Alzheimer's Australia maintained favourable media coverage; no negative coverage was reported. This reflects the continuing positive relationships between Alzheimer's Australia and the media, as well as the importance of the issues under discussion.

### Alzheimer's Disease International

Alzheimer's Australia continued its active participation in Alzheimer's Disease International (ADI) during 2013-14. Alzheimer's Australia CEO, Glenn Rees, attended the Asia Pacific regional meeting in Hong Kong and Macau in December 2013 and the ADI International Conference in Puerto Rico in May 2014.

In Puerto Rico, Glenn was voted the ADI Chair-elect by the ADI council of 87 member countries. His appointment as Chair, which is a voluntary position, will begin in April 2015. The appointment provides an international platform for ADI to work with the key players in dementia research, after initiatives by the G7 have elevated the priority for increased funding in this field in major developed countries.

Alzheimer's Australia continued to support the work of the ADI Asia Pacific Dementia Resource Centre after the decision was taken to establish the centre in April 2013. The work of the centre focuses on developing training programs and education, supporting countries without Alzheimer's organisations and producing a publication for release later in 2014 on dementia in the Asia Pacific region. Alzheimer's Australia, together with the ADI Secretariat in London and the resource centre in Singapore, have contributed significantly to the development of this publication.

# THE EXPERTS SPEAK OUT.

**Professor Kristine Yaffe, MD** - Professor Kristine Yaffe, MD, was the international guest speaker for Dementia Awareness Week 2013, delivering a series of public lectures on prevention strategies in selected capital cities across Australia. Prof. Yaffe commenced her tour in Sydney on 16 September, and visited Canberra, Melbourne, and Adelaide finishing up in Brisbane on 21 September.

Prof. Yaffe's lecture tour, *Maximising Cognitive Health*, attracted significant media attention, achieving 23 mentions in the media, an advertising space rate of more than \$170,000, and reaching an accumulative audience of 1,373,700 people.

**Associate Professor (Assoc Prof) Sue Kurlle** - was invited to present in Darwin and Perth for Dementia Awareness Week 2013. Delivering a public lecture series on prevention and how to live a longer life.

**Rachael Litherland** - UK dementia expert, Rachael Litherland, delivered interactive workshops on the topic of dementia-friendly communities. People with dementia, carers, service providers, businesses and local government representatives participated in the workshops. Ms Litherland's tour entitled, *Dementia-Friendly Communities - Involving People with Dementia*, began on 24 March in Brisbane and concluded in Port Macquarie on 4 April.

The workshop sessions included:

- discussion of the strategies and approaches for involving people with dementia based on the outcomes of the Dementia Engagement and Empowerment Project (DEEP)
- an overview of the dementia friendly work taking place in the United Kingdom, and the experiences and

lessons learnt from this work

- identifying practical approaches for creating dementia-friendly communities and organisations in Australia
- discussions on how the dementia-friendly concept could be implemented in local communities.

**Professor Brian Draper seminar series** - Professor Brian Draper, a lead researcher in psychiatry and dementia care, completed a national seminar series hosted by Alzheimer's Australia in May 2014. He spoke about various strategies to improve the care of people with dementia in acute hospitals, such as methods to reduce potentially preventable complications and planning for successful hospital discharge. Attendees included clinicians, people with dementia, carers and hospital administrators.



**“I DECIDED TO DONATE  
A PERCENTAGE OF  
THE SALE OF MY FLIP  
CARD PRODUCTS TO  
SUPPORT ALZHEIMER’S  
AUSTRALIA. I REALLY  
WANT TO DRUM UP  
SOME GOOD DONATIONS  
IN YOUR DIRECTION AS  
SOON AS POSSIBLE.”**

**SIAN, BUSINESS OWNER  
AND FUNDRAISER**

# TOWARDS A WORLD WITHOUT DEMENTIA.

## – A REPORT FROM THE RESEARCH TEAM.

### Boosting Dementia Research Initiative

The \$200 million Boosting Dementia Research Initiative announced by the Abbott Government will be coordinated by the National Health & Medical Research Council (NHMRC) in partnership with the Australian Research Council.

Alzheimer's Australia is working with the NHMRC on the details of the Boosting Dementia Research Initiative and is looking forward to the close involvement of consumers in the work of the National Institute for Dementia Research.

### Research partnerships

Over the 2013-14 financial year, Alzheimer's Australia has worked in partnership with dementia researchers and research organisations throughout Australia. These partnerships involved:

- supporting research funding through Alzheimer's Australia Dementia Research Foundation (AADRF) Dementia Grants Program
- partnership-based research projects that are supported financially or in-kind by Alzheimer's Australia
- working with researchers to promote relevant findings through our research communication channels
- staff and consumer involvement in numerous research projects and programs through positions on steering and advisory committees.

Foremost among Alzheimer's Australia's research partnerships were:

1. involvement with the NHMRC Partnership Centre on Cognitive and Related Functional Decline
2. participating in the management and advisory committees of two of the three Dementia Collaborative Research Centres (DCRCs).

### Research communication

With the growth in public awareness and understanding of dementia, the public interest has also increased in researchers' progress on new and better ways to detect, prevent and cure dementia, and care for people living with dementia. Alzheimer's Australia's *Dementia News* e-newsletter's brand was strengthened with rebranding and a new visual identity, which has since increased readership by 100% and achieved above average read-rates and click-throughs.

Alzheimer's Australia's research communications activities are supported by the Dementia Collaborative Research Centre – Carers and Consumers and by Alzheimer's Australia Dementia Research Foundation.

### National Quality Dementia Care Initiative

The National Quality Dementia Care Initiative (NQDCI) was established in 2010 to translate research findings into national improvements in the quality of dementia care practice. Eight major projects funded through this program were completed during 2013-14, and further funding was secured to establish new projects in the future. With a new set of quality care priorities identified by members of the Consumer Dementia Research Network, a search for six innovative national projects is underway.

Highlights of the program during 2013-14 include:

- launch of the Dementia Enabling Environments Project (DEEP), which promotes evidence-based design principles that enhance autonomy and independence for people with dementia to consumers, care providers and architecture students and is working to incorporate principles of cognitive accessibility into Australian standards



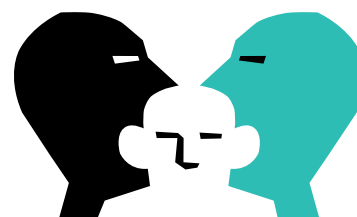
- launch at Parliament House of Alzheimer's Australia's national Start2Talk program that helps people with dementia plan ahead for end of life care, healthcare, lifestyle and financial decisions
- national tour by US expert Dr Cameron Camp training consumers and aged care workers to use Montessori-based activities and principles to provide engaging, person-centred support and care to people with dementia
- national rollout of a professional development program for GPs on better identification, assessment, diagnosis and management of dementia. More than 1,600 GPs took part in the program through face-to-face or online learning during 2013-14, with the program continuing into 2014-15.

Further information on all of the funded projects is available at [www.qualitydementiacare.org.au](http://www.qualitydementiacare.org.au).



**“TODAY I MADE A DONATION ON BEHALF OF A FRIEND WHO IS GETTING MARRIED AS THE BRIDE-AND-GROOM-TO-BE HAVE REQUESTED THAT IN LIEU OF A WEDDING GIFT A DONATION BE MADE TO ALZHEIMER'S AUSTRALIA. MY SPECIAL WISH FOR THEM IS THAT THEY LIVE HAPPILY EVER AFTER.”**

**STUART, DONOR**



# THE COMMUNITY IS GIVING BACK.

## – A REPORT FROM THE FUNDRAISING TEAM.

We continue to be delighted by the community fundraising initiatives organised and delivered by some of our amazing supporters across Australia. We value the support of those who rode, ran, jogged, walked, climbed, swam, wrote, created, performed and devoted their time to raising awareness and fundraising for Alzheimer's Australia in 2013-14.



### HEATHER SNOWDON'S ROTTNEST CHANNEL SWIM

Heather from Western Australia combined her love for her Nanna with her love of swimming to participate in the Rottnest Channel Swim in February 2014 to raise awareness and funds for Alzheimer's Australia.

Heather completed the 19.7km swim from Cottesloe Beach to Rottnest Island, in Western Australia, in just over five and a half hours. She finished the swim in 62nd place and was ranked 15th female and 15th in her age group.

Heather's friends and family helped her raise a remarkable \$3,674.20 to support Alzheimer's Australia.

But the greatest satisfaction for Heather was honouring her Nanna's life.

"Sadly my nanna has become one of the many thousands of Australians living with Alzheimer's. Not only has this affected her quality of life, but that of her family too. She now requires constant care and supervision, and it is heartbreaking to watch her change from the quick-witted independent woman she used to be, into a woman who barely recognises those close to her," Heather said.

"Participating in this event and fundraising for Alzheimer's Australia not only allowed me to donate my time on behalf of my Nanna, but also gave others a chance to honour their loved ones. The majority of donations I received came with a story of a loved one who was or had suffered from Alzheimer's."

Thank you for your valiant effort Heather!



## JESSICA HILDER'S 50KM RUN FROM RAND TO LOCKHART

Jessica conducted a series of fundraising events early in 2014 that in May culminated in a 50km run from Rand to Lockhart in New South Wales. Jessica organised her events to commemorate her grandfather Brian, who passed away in 2011 from Alzheimer's disease.

Over the course of her long run, Jessica's thoughts were with her grandfather and all other families affected by this disease.

Her goal to raise \$1,000 kept her motivated over the 50km distance, and she was elated to smash her original target going on to raise \$5,289.13.

Great work Jessica!



## DARREN STEVENS AND JOHN BURKE - COMING TOGETHER TO GO BEYOND THE HORIZON

John Burke and Darren Stevens of Bravura Solutions, a global provider of financial services software, embarked on an epic 4,330km motorcycle journey from Melbourne to Perth in November 2013.

Their seven-day adventure across several states took them past the winding cliffs of the Great Ocean Road, through the Clare Valley, via Port Augusta, and headlong across the Nullarbor Plain. They finally arrived in Perth to attend the premier wealth management event of the year, the 2013 National Association of Superannuation Funds of Australia Conference.

John said: "A key purpose of our industry is to provide for Australians when they stop working, ensuring quality of life in old age. Deloitte Access Economics reports that by 2050, almost one million Australians will be living with dementia; virtually everyone will be touched by it via a family member or friend."

Darren said: "We chose to support Alzheimer's Australia not just to raise much-needed funds, but to continue to raise awareness within the wealth management community about a condition that will reach into our workplaces and touch every one of us."

John and Darren initially sought to raise \$1 for every kilometre of their journey, but their expectations were exceeded by the incredible generosity of their supporters who helped them to raise a total of \$9,200.

We thank John and Darren for their energy and enthusiasm. They arrived in Perth a little tired and worn out from camping for so many nights; a little thinner after preparing their own food over a campfire; but most importantly, they had an amazing experience raising funds for an important cause.

# ACKNOWLEDGEMENTS.

## ALZHEIMER'S AUSTRALIA WOULD LIKE TO THANK

The Australian Government for its support of dementia awareness activities, dementia risk reduction and dementia services delivered through Alzheimer's Australia.

The Hazel Hawke Research and Care Fund and the family of Hazel Hawke for their continued support of dementia research.

The J.O & J.R Wicking Trust for its ongoing support of the National Quality Dementia Care Initiative.

Pfizer Australia for their ongoing support.

Bupa Health Foundation for its support of the End of Life Care Project and the BrainyApp initiatives.

Nutricia for their ongoing support.

The Priceline Sisterhood and Priceline franchisees for their support.

Eli Lilly for their ongoing support.

Sigma Pharmaceuticals for their ongoing support.

TATA Consulting for their ongoing support.

## WE ARE PROUD TO BE SUPPORTED BY THE STAFF OF THESE WORKPLACE GIVING PARTNERS

- Allen Arthur Robinson
- AMP Foundation
- ANZ Community Giving
- ASIC
- ASX
- Attorney General's Department
- Australia Post
- Australian Unity
- BHP Billiton
- Charities Aid Foundation
- Dulux and Selleys
- Department of Infrastructure and Regional Development
- Department of Social Services
- Department of Immigration and Border Protection
- Department of Defence
- Department of Health and Ageing
- Institute of Chartered Accountants Australia
- Leighton Holdings
- MSS Security
- National Library of Australia
- OneSteel
- Orica
- Quicksuper
- Steven Hallis
- TM Bank
- The Trust Company
- Veolia Transport
- Westpac Group

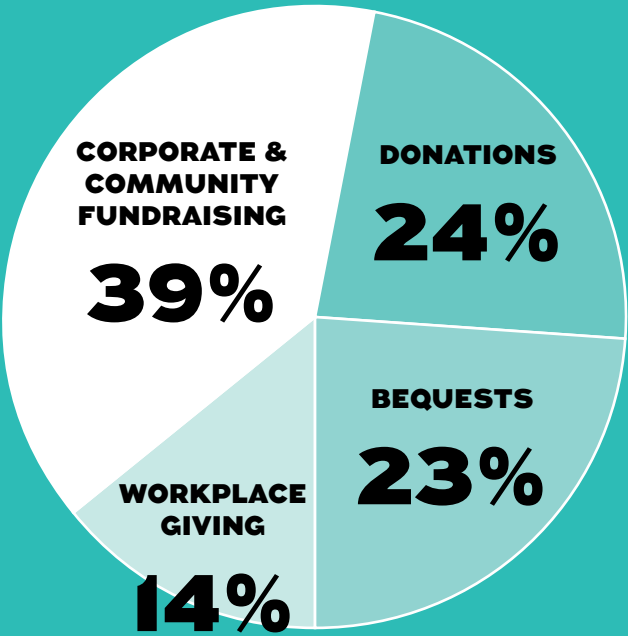




# WE ARE GRATEFUL FOR THE SUPPORT OF ALL OF OUR DONORS AND COMMUNITY FUNDRAISERS:

- |  |   |
|--|---|
| Jeans West   | Estate of Terence Cornthwaite Wollaston |
| Mount Hope Community Association                   | Mega Pacific                            |
| Melbourne Welsh Church                             | Riverside Girls High School             |
| Media Merchants                                    | ANZ                                     |
| Bravura Solutions                                  | Bradley Allen Love                      |
| Cobbity Village Markets                            | Superior Active Wear                    |
| UBS AG Australia                                   | The Trust Company                       |
| Whitsunday Lions Club                              | Equity Trustees                         |
| iSubscribe Pty Ltd                                 | Echidna Sewing Products                 |
| The JT Group                                       | Shelley Kelly                           |
| Liverpool City Council                             | Jessica Hilder                          |
| Annemarie and Arturo Gandioli-Fumagalli Foundation | Heather Snowdon                         |
| DGB Lawyers  | Shanne McGinniss                        |
| Kinetic IT   | John Burke                              |
| Macquarie Group Foundation Ltd                     | Darren Stevens                          |
| Lockhart Quinn and Co                              | Lisa Walmsley                           |
|  | Gerry Masters                           |
|  | Zeke Solomon                            |
|  | Donation In Memory of Dorothy Mulo      |
|  | Donation in Memory of Bobbie Nicol      |

# SPLIT OF FUNDRAISING INCOME FOR LAST FINANCIAL YEAR.





**I WOULD LIKE TO FUNDRAISE TO HELP SUPPORT AND RAISE FUNDS FOR DEMENTIA. I WILL BE COMPLETING MY VERY FIRST HALF MARATHON AT THE END OF JULY, MY SECOND EVER OFFICIAL RUNNING EVENT. THIS WILL BE A SIGNIFICANT EVENT FOR ME AND BEING ABLE TO CONTRIBUTE TO SUCH A WORTHY CAUSE WOULD MAKE IT EVEN MORE SIGNIFICANT. MY FATHER IN LAW LIVED WITH DEMENTIA AS DID HIS SISTER AND THIS IS SOMETHING VERY CLOSE TO MY HEART."**

**MICHELLE, COMMUNITY FUNDRAISER**

# FINANCIALS.

## STATEMENT BY BOARD MEMBERS

The following summary financial statements are taken from the financial statements of Alzheimer's Australia Inc. ABN 79 625 582 771.

Copies of the full financial statements are available from the office of Alzheimer's Australia Inc., or on our website [fightdementia.org.au](http://fightdementia.org.au)

### Principal activities

The principal activities of the organisation during the financial year were:

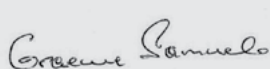
- to represent the interests of our consumers at a national level to the Commonwealth Government and with organisations that have similar interests;
- co-ordination of national projects, advocacy, promotion and advice to Government; and
- disseminating information about Alzheimer's disease and dementia research.

### Significant changes

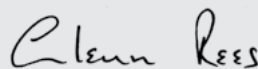
There have been no significant changes to the nature of the principal activities of Alzheimer's Australia Inc. during the year.

In the opinion of Board Members, at the date of this statement there are reasonable grounds to believe that Alzheimer's Australia Inc. will be able to pay its debts as and when they fall due.

Signed on behalf of Alzheimer's Australia Inc. Board Members by:



Graeme Samuel AC  
**President**  
6 November 2014



Glenn Rees  
**CEO**  
6 November 2014

# INDEPENDENT AUDITOR'S REPORT



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[bellchambersbarrett.com.au](http://bellchambersbarrett.com.au)

## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALZHEIMER'S AUSTRALIA INCORPORATED

### Report on the Financial Report

The accompanying summary financial statements, of Alzheimer's Australia Incorporated (the association), which comprises the summary statement of financial position as at 30 June 2014 and the summary statement of revenue and expenditure for the year then ended, notes comprising a summary of significant accounting policies and the Statement by Board Members that the information is derived from the audited financial report of Alzheimer's Australia Incorporated for the year ended 30 June 2014. We expressed an unmodified auditor's opinion on that financial report in our auditor's report dated 7 November 2014. The financial report and the summary financial statements do not reflect the effects of events that occurred subsequent to the date of our report on that financial report.

The summary financial statements do not contain all the disclosures required by the financial reporting framework applied in preparation of the audited financial report of Alzheimer's Australia Incorporated. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial report of Alzheimer's Australia Incorporated.

### Board Members' Responsibility for the Summary Financial Statements

The Board Members are responsible for the preparation of the summary financial statements on the basis described in the Basis of Preparation Note.

### Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Australian Auditing Standard *ASA 810 Engagements to Report on Summary Financial Statements*.

### Opinion

In our opinion, the summary financial statements derived from the audited financial report of Alzheimer's Australia Incorporated for the year ended 30 June 2014 are consistent, in all material respects, with that audited financial report on the basis described in the Basis of Preparation Note.

### Basis of Accounting

Without modifying our opinion, we draw attention to the Basis of Preparation Note to the summary financial statements, which describes the basis of accounting. The summary financial statements have been prepared to assist Alzheimer's Australia Incorporated to meet the requirements of members. As a result, the summary financial statements may not be suitable for another purpose. Our report is intended solely for the members of Alzheimer's Australia Incorporated.

A handwritten signature in black ink, appearing to read 'James Barrett'.

James Barrett, CA  
Registered Company Auditor  
BellchambersBarrett

Canberra, ACT  
Dated this 7<sup>th</sup> day of November 2014

*Liability limited by a scheme approved under Professional Standards Legislation*



# STATEMENT OF REVENUE AND EXPENDITURE FOR THE YEAR ENDED 30 JUNE 2014.

<b>REVENUE</b>		
Operating activities	2014 (\$)	2013 (\$)
Operating grants & sponsorships	17,384,846	16,060,087
Donations & bequests	380,970	1,150,050
Dividends received	11,928	10,980
Member contributions	1,099,770	507,731
Reimbursement of expenses	463,231	410,664
	<b>19,340,745</b>	<b>18,139,512</b>
<b>Non-operating activities: interest received</b>	<b>289,245</b>	<b>212,724</b>
<b>Total revenue</b>	<b>19,629,990</b>	<b>18,352,236</b>

<b>EXPENSES</b>		
Depreciation expense	(74,546)	(83,876)
Employee benefits expense	(2,665,925)	(2,204,330)
Program costs	(3,000,546)	(3,500,595)
Program distributions	(13,610,268)	(11,144,287)
Operating lease expense	(42,091)	(39,305)
Other expenses	(345,054)	(520,216)
(Deficit) / surplus from operations	<b>(108,440)</b>	<b>859,627</b>
<b>Other comprehensive income:</b>		
Other comprehensive income for the year:	-	-
<b>Total comprehensive income for the year</b>	<b>(108,440)</b>	<b>859,627</b>
<b>Total comprehensive income attributable to members of the entity</b>	<b>(108,440)</b>	<b>859,627</b>

## BASIS OF PREPARATION

The summary financial statements relate to Alzheimer's Australia Inc. as an individual entity.

Alzheimer's Australia Inc. is an association incorporated in New South Wales under the Associations Incorporation Act 2009 (NSW).

The summary financial statements have been derived from the audited financial statements Alzheimer's Australia Inc. dated 6 November 2014. These statements were prepared in accordance with Australian Accounting Standards – Reduced Disclosure Requirements of the Australian Accounting Standards Board and the Associations Incorporation Act 2009 (NSW). Alzheimer's Australia Inc. is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

The summary financial statements have been prepared on an accruals basis and are based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities. The amounts presented in the financial statements have been rounded to the nearest dollar. The presentation currency used is Australian Dollars.

## STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2014.

<b>ASSETS</b>		
<b>Current assets</b>	<b>2014 (\$)</b>	<b>2013 (\$)</b>
Cash & cash equivalents	6,650,881	8,230,057
Financial assets	3,553,523	2,269,388
Trade and other receivables	200,079	150,218
Other current assets	39,358	88,243
<b>Total current assets</b>	<b>10,443,841</b>	<b>10,737,906</b>
<b>Non-current assets</b>	<b>2014 (\$)</b>	<b>2013 (\$)</b>
Plant & equipment	255,920	202,042
<b>Total non-current assets</b>	<b>255,920</b>	<b>202,042</b>
<b>Total assets</b>	<b>10,699,761</b>	<b>10,939,948</b>

<b>LIABILITIES</b>		
<b>Current liabilities</b>	<b>2014 (\$)</b>	<b>2013 (\$)</b>
Trade and other payables	663,847	652,357
Other liabilities	8,631,667	8,774,046
<b>Total current liabilities</b>	<b>9,295,514</b>	<b>9,426,403</b>
<b>Non-current liabilities</b>	<b>2014 (\$)</b>	<b>2013 (\$)</b>
Long term provisions	22,126	22,984
<b>Total non-current liabilities</b>	<b>22,126</b>	<b>22,984</b>
<b>Total liabilities</b>	<b>9,317,640</b>	<b>9,449,387</b>
<b>Net assets</b>	<b>1,382,121</b>	<b>1,490,561</b>

<b>EQUITY</b>		
<b>Current equity</b>	<b>2014 (\$)</b>	<b>2013 (\$)</b>
Asset revaluation reserve	8,672	8,672
Retained earnings	1,373,449	1,481,889
<b>Total equity</b>	<b>1,382,121</b>	<b>1,490,561</b>





**THIS YEAR MY FAMILY AND FRIENDS ARE RUNNING THE CITY TO SURF, RAISING MONEY FOR ALZHEIMER'S AUSTRALIA. DEMENTIA IS AN ILLNESS CLOSE TO MY HEART AS JUST THREE MONTHS AGO WE WATCHED IT CLAIM THE LIFE OF OUR NAN AND ONLY 10 MONTHS BEFOREHAND, MY POP. BOTH HUSBAND AND WIFE HAD DEMENTIA AND WATCHING THEM DECLINE SO RAPIDLY WAS HEARTBREAKING.**

**I AM EMAILING TO LET YOU KNOW WE APPRECIATE EVERYTHING YOUR ORGANISATION DOES FOR THE FAMILIES OF PEOPLE WITH ALZHEIMER'S. YOUR SUPPORT AND EDUCATION WAS A LIFELINE FOR OUR FAMILY.**

**SUZI, COMMUNITY FUNDRAISER**

For more information:

[www.fightdementia.org.au](http://www.fightdementia.org.au)

National Dementia Helpline: 1800 100 500

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