



ALZHEIMER'S AUSTRALIA NSW ANNUAL REPORT 2014-15

**TALKING ABOUT ALZHEIMER'S
ACROSS AUSTRALIA**
FIGHTDEMENTIA.ORG.AU

Acknowledgements

The Australian Government funded programs of Alzheimer's Australia NSW are: the National Dementia Support Program (NDSP) which includes early intervention or *Living with Memory Loss* program; National Dementia Helpline and Referral Service; Counselling Services; Education and Awareness; Dementia Memory Community Centres (at North Ryde, Bega, and Port Macquarie); Dementia Awareness Week activities; *Your Brain Matters* dementia risk reduction and brain health program; Regional Partnerships (with the Murrumbidgee Local Health District; Greater Western Local Health District, and the New England Division of General Practice); and includes part funding of the library and carer education services. The Australian Government has also funded the Bega Mobile Respite Service through the National Respite for Carers Program (NRCP).

The NSW Government, through NSW Family and Community Services (Ageing Disability & Home Care) and NSW Health funds a number of programs including the Dementia Advisory Services (Mid North Coast, Southeast NSW, Southwest Sydney, Southeast Sydney); Carer Education; Support Group Leader Training Program; Aboriginal dementia awareness program; Disability & dementia training program; and Dementia Awareness Week activities.

We would also like to acknowledge the generous support from numerous clubs, trusts and foundations, with whose help we are able to broaden awareness to many communities and support people living with dementia across NSW.

Alzheimer's Australia respectfully acknowledges the Traditional Owners of the land throughout Australia and their continuing connection to country. We pay respect to Elders both past and present and extend that respect to all Aboriginal and Torres Strait Islander people who have made a contribution to our organisation.

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Senior Management Team

CEO: The Hon. John Watkins

CFO / GM Corporate Services: Chris Champ

GM Fundraising: Simon Crowson

GM HR & Volunteers: Anneliese Coghlan

GM Marketing & Communications: Andrew Mills

GM Media: Sarah Price

GM Policy, Research & Information: Brendan Moore

GM Services: Robyn Faine, Susan McCarthy (from 26 May 2015)



Alzheimer's Australia NSW is a quality accredited organisation.

Cover photo: Dementia Advocates David and Susan Millar at the launch of *Courageous Conversations*, a new video series featuring consumers talking about what it is like to live well with dementia, during Dementia Awareness Month, September 2014 at the Wesley Centre, Sydney.

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Our Patron:

His Excellency General The Honourable David Hurley
AC DSC (Ret'd).

Board of Directors:

The Hon. Professor Peter Erne Baume AC
Mr Alistair Garrard Bell
Ms Lucille Barbara Bloch
Mr Jerry Ellis AO (Chairman)
Mr Barry James Groundwater
Mr Ian Watts Horton
Mr David Lane (from 20 May 2015)
Dr Richard Matthews AM
Mr John Gerard Morrison (Vice Chairman)
Mr Nicholas Kevin Francis O'Neill
Ms Catharine Josephine Retter
Dagmar Schmidmaier AM FALIA (from 26 Feb 2015)
Ms Eesvarathevi (Eesa) Witt

Honorary Medical Advisors:

Professor Henry Brodaty AO - Co-Director, Centre for
Healthy Brain Ageing, University of NSW, Director,
Dementia Collaborative Research Centre.

Assoc. Professor Michael Valenzuela - Group Leader,
Brain & Mind Institute University of Sydney.

Dr Bryce Vissel - Senior Research Fellow, Group
Leader, Neurodegenerative Disorders, Garvan Institute
of Medical Research.

Advisory Council:

The Hon. Professor Peter Baume AC
Ita Buttrose AO OBE
Barbara Cail AM (Chair)
John Connor
Robert Douglass
Kathryn Greiner AO
Anita Jacoby
Renata Kaldor AM
Peter Lazar AM
Geraldine M. Paton AO
Imelda Roche AO
Dagmar Schmidmaier AM FALIA

Ambassadors:

Natarsha Belling
Ita Buttrose AO OBE
Maxine McKew
Sir Michael Parkinson CBE
Doris Younane



Photo from Cathy Greenblat's touring photographic exhibition *Love, Loss and Laughter*. This photo shows a resident of Starrett Lodge, near Wyong, NSW. This residential aged care facility demonstrates a strong person-centered care approach to residents living with dementia.



VISION

A society that is committed to the prevention of dementia, and that values and supports people living with dementia.

MISSION

To minimise the incidence and impact of dementia through leadership, innovation and partnerships in advocacy, policy, education, services and research.

CHAIRMAN'S REPORT

Alzheimer's Australia NSW is well positioned for continued growth into the future, supported by knowledgeable and professional staff.



After three years as your Chairman, I am pleased to announce that Paul Robertson AM will be taking over the role of Chair in February 2016. Paul has had a distinguished career in the banking and finance sectors and is currently Chair of various health related organisations. Paul has family experience of dementia and is deeply committed to the cause. We are lucky to have someone of Paul's calibre join the Board of Directors as Chairman.

Our November AGM will be a time of Board renewal as I and four other Directors retire. I would like to pay tribute to those departing Directors who have made such a valuable contribution to the governance and direction of the organisation over many years. Those Directors include Barry Groundwater, Nick O'Neill, Eesa Witt, and The Hon. Professor Peter Baume AC. We are very fortunate that Malcolm Shyvens, Eileen Hoggett and Dr Jennifer Alexander are joining the Board. We welcome them as Directors and thank them for their interest and commitment.

Highlights of the past year include Alzheimer's Australia NSW successfully tendering for the delivery of a consolidated National Dementia Helpline service. The revitalised Helpline service came into operation on 1 July 2015, however a huge amount of work was completed prior to this in order to be ready in time, including the recruitment and training of new staff, installation of new systems and improved technology and the creation of new work stations.

Another major success was the Federal Government's continuation of the Younger Onset Dementia Key Worker Program. This innovative and effective program was under threat and its continuation is welcome news across all Alzheimer's Australia state and territory organisations, where some 40 staff are engaged in its operation.

The growth of our services and geographic coverage has been one of our key strategic goals where we have had major achievements. Growth starts with strong advocacy and lobbying of Government and its practical implementation would not have been possible without

the contribution of dedicated and talented staff, led by a strong senior management team, with John Watkins at the helm, as CEO.

I am proud of the continued excellence of staff working across all departments. Our Finance department is successfully deploying new financial systems. Our Fundraising department has delivered strong revenue growth from major events, Trusts and Foundations, and has launched a new Bequest Program. HR & Volunteering has been very busy filling newly created roles as well as expanding our base of Volunteers who support so many of our events. Our Marketing & Communications department secured significant government funding to implement the national rollout of the 'Detect Early' program for GP dementia awareness.

Our Media Department has delivered outstanding media coverage and social media engagement – more than doubling the value of media received. The Services team, which is our largest in terms of headcount, secured new funding for a range of innovative programs, whilst remaining highly focussed on day-to-day services, training and education across metro, regional, and rural areas of NSW. The Policy, Research and Information team developed and launched three excellent new publications, as well as a delivering a number of government funded research projects.

Alzheimer's Australia NSW is well positioned for continued growth into the future, supported by knowledgeable and professional staff. It has a strong Board of Directors to provide governance and advice. The organisation is seen by government, and other external organisations, as the 'go to people' for the delivery of, and partnering in, dementia service excellence. We look forward to the coming year with confidence.

A handwritten signature in black ink that reads "JK Ellis". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Jerry Ellis AO
Chairman

CEO'S REPORT

We have the privilege of working with truly remarkable men and women who cope with a diagnosis of dementia with bravery and steadfastness.



As 2015 draws to a close we can look back at a year of real challenge and great success and look forward to next year with real confidence.

2015 saw our Federal Government funding become more secure, our fundraising initiatives grow substantially and our investment policies bring certainty and stability to our investment portfolio. Our clientele continued to grow and our services developed in quality and accessibility. We helped more people living with dementia and their families and carers with better services.

Our staff grew in size and experience and continued to demonstrate sensitivity, compassion and professionalism every day, at times, in quite challenging environments. They are a dedicated and committed group with a positive outlook and high morale.

For me though, it is the many people living with dementia and their carers that we meet that will provide the most poignant and lasting memories. We have the privilege of working with truly remarkable men and women who cope with a diagnosis of dementia with bravery and steadfastness. They demonstrate strength and acceptance and great compassion and love towards each other. In short they are inspiring. They deserve our hard work and support and are the cause of our success in the past 12 months.

Finally, I would like to thank and pay tribute to our retiring Chairman and Directors. As Chair, Jerry Ellis AO has been always thoughtful and sensitive to people living with dementia and understanding to the needs of management and staff. He has concentrated our minds on the need for growth to deal with the rapidly expanding number of clients. He and his wife, Ann, are generous and energetic supporters of the cause. We thank them both for their involvement. The Hon Peter Baume AC is also retiring. Peter, a previous Chair, is a great Australian who has for decades provided sensitive and intelligent leadership in so many fields. He and his wife, Jenny, are true friends to Alzheimer's Australia NSW. They will be especially missed. We also thank Barry Groundwater, Eesa Witt and Nick O'Neill for their loyalty, hard work and thoughtful

leadership and support. They have been Directors during a time of substantial growth in the size and complexity of Alzheimer's Australia NSW. Their work in governance has been critical to that successful growth. They will always be welcome at any event held under our banner.

Thank you all for your ongoing support and interest. As the year draws to a close I wish you every blessing for a safe and enjoyable Christmas and New Year.

A handwritten signature in black ink that reads "John Watkins".

The Hon John Watkins AM
Chief Executive Officer

The Medical Research Future Fund is expected to deliver more than \$400 million in disbursements to researchers over the next four years, building to \$1 billion per year within the decade.



FIGHT DEMENTIA CAMPAIGN

ALZHEIMER'S AUSTRALIA SAYS: EXPAND AND CONTINUE INVESTMENT IN DEMENTIA-SPECIFIC CARE

Alzheimer's Australia has urged the Federal Government to expand and continue investment in dementia-specific care and support services such as the *Younger Onset Dementia Key Worker Program* (YODKWP).

Alzheimer's Australia CEO, Carol Bennett, has said that the proposed transition of the YODKWP into the National Disability Insurance Scheme (NDIS) may mean that people with younger onset dementia and their families will not be able to get the services they need, especially given the overwhelming evidence suggesting that the unique needs of people with younger onset dementia cannot be supported through mainstream health and care services.

The YODKWP, announced in 2013, was part of a \$23.6 million investment over five years by the Australian Government to improve support for people with younger onset dementia.

Alzheimer's Australia has provided its recommendations to Government in a submission to the Senate Standing Committee on Community Affairs on the adequacy of existing residential care arrangements available for young people with severe physical, mental or intellectual disabilities in Australia.

GOVERNMENT DEMENTIA PROGRAM WELCOMED

On 3 February 2015, Senator the Hon Mitch Fifield, Assistant Minister for Social Services, announced a replacement scheme for the Dementia and Severe Behaviour Supplement.

The government will be funding the development of Severe Behaviour Response Teams (SBRTs) to provide support to aged care facilities that are caring for people with dementia. Alzheimer's Australia supports the new measure.

The government has indicated the replacement scheme fits within the original funding envelope of \$54.5 million over four years. It will enable the SBRTs, a mobile workforce of clinical experts, to travel to residential aged care facilities and provide the assistance needed for the most vulnerable in our community. It is hoped this initiative will lead to a reduction in the use of physical and chemical restraints.

The government has acknowledged that this is only one part of a longer term strategy to support people with dementia who experience behavioural symptoms.

ALZHEIMER'S AUSTRALIA IS PRIVILEGED TO BE CHOSEN BY GOVERNMENT TO PLAY A KEY ROLE AS SERVICE PROVIDER FOR THE NEW NHMRC NATIONAL INSTITUTE FOR DEMENTIA RESEARCH (NNIDR). August 2015

Professor John McCallum has been appointed as the inaugural CEO of the Institute bringing significant experience and knowledge to the role.

The NNIDR will:

- Identify essential dementia research priorities for Australia to inform the strategic direction of the Institute
- Bring together Australia's current dementia research including existing programs and other national initiatives, to ensure stronger coordination and collaboration
- Synthesise information to develop strong linkages with community groups, practitioners and other service providers to rapidly and flexibly translate research outcomes
- Develop partnerships with researchers, industry and philanthropic organisations to help embed dementia research into the health system aiming to ultimately translate into policy and practise, and
- Ensure Australian participation in major international collaborations to ensure we remain a world leader.

National President of Alzheimer's Australia, Professor Graeme Samuel AC who will chair the Institute, said "Alzheimer's Australia is honoured to be part of this significant new body which will enable priority research in dementia to be coordinated, funded and communicated.

"This new Institute will facilitate Australian research into dementia of the highest quality and impact, leaving a lasting legacy of excellence that will allow Australia to lead international advances in dementia prevention, treatment and care.

"Alzheimer's Australia looks forward to working with the NHMRC in the coming months to establish the leading dementia research institute in Australia, which will benefit hundreds of thousands of Australians well into the future" Professor Samuel said.

NEW HOPE FOR AUSTRALIAN MEDICAL RESEARCH (August 2015)

Alzheimer's Australia welcomes the establishment of the Medical Research Future Fund (MRFF). The MRFF is expected to deliver more than \$400 million in disbursements to researchers over the next four years, building to \$1 billion per year within the decade.

CORPORATE SERVICES

By: Chris Champ - GM Corporate Services, Alzheimer's Australia NSW

Building financial sustainability

To cope with the rapidly increasing dementia challenge we are continuing to build the financial and systems capacity of Alzheimer's Australia NSW. This included significant collaboration and partnership work within the Alzheimer's Australia federation. Underpinning this work is a strong focus on our quality and risk management systems.

Funding for the longer term

Having a strong balance sheet has contributed to the financial sustainability of Alzheimer's Australia NSW and assists with our ongoing funding requirements. In 2014-15 Alzheimer's Australia NSW continued to strengthen this position with reserves increasing by \$2.1 million to \$12.8 million.

During 2014-15 the Investment Advisory Committee led the development and implementation of a new investment strategy as well as the appointment of a new fund manager. The new arrangements have reduced the administrative requirements of the treasury function and are expected to provide improved risk-based, long term returns.

During 2016 the focus will be on reviewing our longer term funding strategies in line with our new investment structure. This includes identifying priority areas for funding from investments income.

Implementation of our new financial systems in 2015 provides us with contemporary financial tools for planning, monitoring and reporting. As a joint NSW and Victoria project, significant cost savings were achieved on the implementation.

Building capacity

2014-15 saw a substantial increase in activity with revenues increasing by 14.6% and staff numbers increasing by 25%. The implementation of the National Dementia Helpline service was the most significant new undertaking, requiring the development and implementation of new telecommunications and contact management systems. Corporate Services assisted by providing project management, technology support and financial planning.

The process of improving our capacity will continue into 2015-16 with the implementation of a new national technology infrastructure for Alzheimer's Australia.

Managing quality and risk

Alzheimer's Australia NSW has a strong commitment to quality with practices in place to review and refine systems and processes across the organisation. We recognise that in the rapidly changing aged care environment, flexibility, adaptability and efficiency are key to ensuring we are able to continue delivering positive outcomes to all those who engage with us. We maintain accreditation in line with the Quality Improvement Council's Health and Community Services Standards and a number of funding body and program specific standards.

During 2014-15 we completed the implementation of the risk management systems throughout the organisation. The focus in 2016 will be on embedding a new compliance framework into the organisation and further development of our management tools and reporting systems.



Colourful participants in the Sydney Memory Walk & Jog on 14 Sept. 2014.

FUNDRAISING

By: Simon Crowson - GM Fundraising, Alzheimer's Australia NSW

An exciting year for fundraising

The 2014/15 financial year was an exciting and rewarding year for fundraising. We saw thousands of people support the charity by raising money in a range of ways. Each time, they shared their personal experiences and stories with us to tell us why they were supporting the cause, which was a great reminder of why the money we raise for Alzheimer's Australia NSW is so vital.

Memory Walk & Jog

2014 saw four Memory Walk & Jog events held across NSW – in Sydney, Lake Macquarie, Wollongong and Port Macquarie – with support from Major Partner: Bupa Aged Care, State Partner: Souvenaid, City Partners: David Lloyd Funerals, Guardian Funerals, Eli Lilly, Southern IML Pathology and Community Options Illawarra, and Community Partners: Leichhardt Council, Hunter Water, Marina Views, Rotary of Adamstown – New Lambton, Lake Macquarie City Council, Port Macquarie Triathlon Club, Port Macquarie Hastings Council, Tacking Point Lions Club, Illawarra Memory Walk Committee, and Illawarra Health and Medical Research Institute.

The events saw an 8.8% increase in revenue and resulted in unpaid media reach to an estimated 5,195,810 people.

Sir Michael Parkinson returns

On Thursday 5th March, Sir Michael Parkinson CBE and Ita Buttrose AO OBE, attended a small supporter function at Customs House. Along with consumer advocate, Barry Freeman, the two long-time ambassadors and supporters of the charity spoke to 100 captive guests about their personal experiences with dementia.

Australian landscape artist, Warwick Fuller, also attended the event, having donated an unbelievable \$100,000 worth of paintings to the organisation in honour of his late wife Wendy. We were delighted to showcase a small selection of these at the supporter event (photo right).

\$23,700 was raised on the night, but just as importantly, strong relationships were built with potential corporate partners, charitable foundations and individuals who may be interested in leaving a bequest in the future.

Generosity can be appealing

Four direct mail appeals were sent this year covering a range of services and issues that Alzheimer's Australia NSW needs to find funding for.

Spring appeal covered all the services that we deliver throughout NSW for people affected by or living with dementia. The Christmas appeal focussed on the effects of dementia on a family unit and why support is needed. One of our most important tasks is making sure both Memory Vans are on the road, so the Easter Appeal focused on this. Because Living with Memory Loss and Early Support programs are so critical in supporting people, the tax appeal focussed on this by highlighting a personal story.

Trusts & Foundations

This year has again seen a continuation of new and existing support from various Trusts and Foundations throughout Australia. This support meant that we are not only able to continue our existing services, but it has also allowed us to develop and trial new programs that will help our services grow so that we can more effectively support people affected by dementia.



Artist, Warwick Fuller donated \$100,000 worth of paintings to Alzheimer's Australia NSW.



Sir Michael Parkinson CBE, Ita Buttrose AO OBE at a supporter function at Customs House in March 2014

Bequests

Each bequest to Alzheimer's Australia NSW enables us to extend services that are needed to meet the growth and demand that we are facing as a charity. Alzheimer's Australia NSW received more than 10 bequests (gifts in people's Wills) in the 2014/15 financial year, and this has meant that we can meet more of the challenges facing us.

The fundraising team and Alzheimer's Australia NSW would like to thank everyone who donated. Whichever way you chose to support us, your gift has been so important to our work. This generosity and continued support, along with the stories that you shared, shows us why Alzheimer's Australia NSW is so important to you. We would like to thank you all again for your support.

Community fundraising has never been easier

We have had so many people supporting us this year by running their own fundraising events. From high teas, trivia nights, bake sales and countless other amazing ideas, we were privileged to have so many passionate supporters leading the charge.

This year saw the implementation of a new Community Fundraising campaign – Be The One – which encourages people to be the change that they want to see in the world, be the hope for someone in their time of need, and be the one to make a better future for people with dementia.

The new campaign was rolled out across the spectrum of community fundraising events, including sporting events where we saw an increase in the number of people taking part in events like City2Surf, Blackmores Running Festival, Sydney Harbour 10km and Cole Classic just to name a few.

BUILDING OUR VISIBILITY AND VOICE

By: Andrew Mills - GM Marketing & Communications, Alzheimer's Australia NSW

Understanding and perceptions about dementia

A research report commissioned by Alzheimer's Australia NSW and produced by IPSOS Research in 2012, identified community perceptions and understanding of dementia. The key findings of this report were:

- 60% of Australian adults have a family member with dementia
- 7 in 10 know 'very little' about dementia'
- Over 25% surveyed believe dementia is a normal part of ageing
- 25% said they find dementia frightening
- Almost 50% didn't realise dementia was fatal
- 80% said they would like to know more about dementia
- Stigma is due to fear and misinformation
- Dementia is the 2nd most feared health condition after cancer
- Stigma is a barrier to people seeking information about dementia and a diagnosis
- BUT, people with dementia can have quality of life - if they are valued, included, supported

Ita Buttrose AO OBE, National Ambassador for Alzheimer's Australia and 2013 Australian of the Year, articulated the vision for Dementia Awareness Month, 2014:

"We want Australia to become the world's first dementia-friendly nation."

Our goal is to encourage Australians to become dementia-aware and to have a better understanding of what it is like for a person to live with dementia. We want to help communities to become dementia-friendly, where people with dementia feel understood, engaged, included and valued.

As a consequence of this new vision for Dementia Awareness Month, the team at Alzheimer's Australia NSW, and indeed nationally, developed a series of dementia-friendly community initiatives to help activate this new direction.

International expert on dementia-friendly communities Steve Milton (UK) launched a national speaking tour in Sydney. Steve Milton is one of three directors of Innovations in Dementia, a not-for-profit community interest company in the UK. Innovations in Dementia work with people with dementia, partner organisations and professionals to develop and test projects that enhance the lives of people with dementia. Steve takes a leading role on dementia-friendly communities – and despite their small size – Innovations in Dementia's work in this area has been highly influential in the UK, which made the creation of dementia-friendly communities a priority of the Prime Minister's Dementia Challenge in 2012.



Other special guest speakers included: The Hon. John Ajaka MLC, Minister for Ageing and Minister for Disability Services, Glenn Rees AO, CEO Alzheimer's Australia, David and Susan Millar, Dementia Advocates for Alzheimer's Australia NSW and The Hon. Leslie Williams MP, Member for Port Macquarie and Chair of the NSW Parliamentary Friends of Dementia.

Major Media Campaign

Two new TV commercials were developed and a two week media campaign ran across Sydney metro and regional and rural NSW. The media campaign included TV, cinema, ethnic press, and radio. New resources in various languages were also released to help us reach communities that are not otherwise well served by information about dementia. The media campaign has a direct and immediate impact on the National Dementia Helpline which reflects the effectiveness of the campaign. Calls were up by 15% over the previous September period, which clearly indicates that our message of help is getting through to those in need.

In addition to the paid media campaign, an extensive free PR campaign was launched to extend awareness. The PR campaign was extremely effective, resulting in 231 items that reached a total audience of 4,921,733 people with an Advertising Space Rate equivalent of \$643,417 (this is the value of the free publicity generated).



The Hon. Leslie Williams MP launches Alzheimer's Australia NSW's latest Vox Pop videos titled *courageous Conversations*, featuring consumers who talk frankly about living with a diagnosis of dementia, during Dementia Awareness Month September 2014. Photo (left page): Steve Milton (UK) discusses the development of dementia-friendly communities in the UK.

Memory Walk & Jog

High profile Memory Walk & Jog events were held in Sydney, Wollongong, the Hunter (Newcastle) and Port Macquarie. A number of smaller, community Memory Walk events were also held around the state.

GP Awareness Campaign

Alzheimer's Australia NSW's *Detect Early* GP awareness campaign helped GPs, practice nurses and pharmacists understand the importance of a timely diagnosis, and provide them with a full suite of Alzheimer's Australia resources to help manage a diagnosis of dementia in their patients. Based on the success of the NSW campaign, the *Detect Early* program was expanded nationally, with funding from the Australian Government Department of Social Service.

As part of the campaign, Alzheimer's Australia NSW commissioned advertising and training in various healthcare publications targeting GPs, practice nurses and pharmacists. In addition, we exhibited at major medical and pharmacy conferences and expos to create greater visibility of the campaign. In total, more than 4,000 GP clinics and 1200 pharmacies across Australia participated in the campaign.

Courageous conversations: launch of new Vox Pop videos

In September 2014, Alzheimer's Australia NSW launched *Courageous Conversations*, a series of three new 'Vox Pop' videos featuring interviews of people with dementia who talk frankly about the impact of dementia in their lives. The videos were used extensively during Dementia Awareness Month and beyond as a way of sharing compelling content within social media channels such as YouTube and Facebook.

In April 2015, three new Vox Pop videos featuring Aboriginal people were created. Within an Aboriginal cultural context, these videos look at the importance of Story, Memories, and Messages for future generations as a means of highlighting the importance of healthy brain ageing and dementia risk reduction.

Acknowledgement

Dementia Awareness Week is supported by financial assistance from the Australian Government Department of Social Services and the NSW Government.

GROWING THE TEAM

By: Anneliese Coghlan - GM Human Resources & Volunteering, Alzheimer's Australia NSW

Alzheimer's Australia NSW has grown this financial year to 147 people, in total, working for the organisation in a paid capacity as at 30 June 2015, up from 126 people last year.

Recruitment

We have welcomed 42 people to the organisation over the course of the financial year, including the first arrivals to our Helpline team who commenced just prior to 30 June 2015.

Along with their own managers, the HR team has supported the attraction, selection, offer documentation, on-boarding and not to mention regular payment of these staff to ensure they settle into their new roles and our organisation as smoothly as possible.

Some of the recruitment work conducted has been assisting the CEO to fill senior roles. Amongst this list of names is our new GM of Services, Susan McCarthy, whom we welcome after farewelling Robyn Faine following her 5 years with the organisation. In addition, the HR team assisted the search for new Board Directors and Board Chair during the financial year. Such senior recruitment is a careful process and can take some time before just the right person for our wonderful organisation is chosen.

The new HR and Administration Team

1 July 2014 marked the official commencement of the extended HR and Administration team. Building management, maintenance and reception have been incorporated into HR in order to streamline management of Work Health and Safety. Some changes occurred in the finance team to allow for payroll administration to move from HR into that function.

The new team commenced with a few vacancies to fill but by the end of November, three crucial roles of HR Officer, Volunteer Coordinator and Payroll Administrator were filled, and another reception casual was added to our pool.

As our new staff joined the team, and old staff took on new duties, everyone experienced a learning curve in

understanding their remit to support the organisation. We also took the opportunity to update some work practices and reallocate duties between the two departments. Both teams have been very patient as we've examined and learned and we thank them for their positive attitudes throughout the change process. We are confident that with our new dedicated Administration Manager role, our office administration work is more productive and the team who support all the other staff are themselves well supported.

Fire safety drills have been conducted as required this financial year, fire wardens have been elected and trained in North Ryde and first aid training has been coordinated to ensure that all our staff who deliver programs or events in the community are equipped to provide basic assistance in the event of an accident.

The team assisted with fit-out for the brand new Port Macquarie Office which is a fabulous addition to our facilities.

National Dementia Helpline bid and implementation

In last year's annual report, mention was made of NSW involvement in a bid to run a single National Dementia Helpline service. Preparation of documents for the bid took place in the first quarter of the financial year with GM HR involved with other critical staff in the project team preparing the documents. Presentation of the plan to the tender panel in November, followed by refining of the budget proposition resulted in a March 2015 announcement that our bid had been accepted.

Between 5 March and 15 June, in collaboration with other members of the project team across the organisation, our Administration Manager was responsible for planning and executing the movement of 8 staff from a spacious room in the Vincent Fairfax building in order to facilitate massive refurbishment to allow for 12 new helpline advisor stations in previously non-existent, sound-proof booths.

The 8 staff who were moved from that space required new homes, which was rather complicated by the absence of spare office space for them to move into.

Six work stations needed to be created in what had been two Gibson-Denney building meeting rooms, and the other 2 staff graciously accepted moves into rooms which previously had been used for other purposes.

Meanwhile, in the same time frame, recruitment of 16 new Helpline staff including a Manager for the new team occurred, with the new service due to commence on 1 July, and the new team in place by 15 June.

Volunteer Management

The end of October saw the conclusion of all memory walks and other fundraising events requiring volunteer support. The total number of volunteers recruited, managed and thanked in 2014 calendar year approaches 500, many of whom had been newly recruited, in areas such as Port Macquarie.

These volunteers have maintained their support of the organisation despite the change of time frames in the running of the memory walks in Sydney and Illawarra compared to the previous year. The number of total volunteers in the calendar year is a 30% increase on the year before, which is a 30% increase on the year before that, and we have managed that achievement with only one additional day per week added to the volunteer coordinator role from October 2013.

A Volunteers 'Thank You' event was conducted in VFFRC in December and we send out a special thank you to all of our fabulous helpers named in this report.

Alzheimer's Australia National Office funded a project to design and pilot a volunteer placement and support program for people living with dementia. In a sideline opportunity to work externally with the services team, the Volunteer Coordinator and I assisted with the bid and project concepts, and led negotiations to partner with 3Bridges Community, a community services organisation operating in Southern Sydney. This project is still underway.

POLICY, RESEARCH & INFORMATION

By: Brendan Moore - GM Policy, Research & Information, Alzheimer's Australia NSW

This year has been highly productive for the team with a number of discussion papers launched, research reports published and evaluations completed. These have all contributed to improved knowledge, awareness, and quality of care and support for people with dementia and their carers. Copies of the research papers are available at: www.nsw.fightdementia.org.au/nsw/research.

The Benefits of Physical Activity and Exercise for People Living with Dementia

The paper *The Benefits of Physical Activity and Exercise for People Living with Dementia* was launched at a half-day symposium held at ANZ Stadium on 25 November. Over 80 delegates attended the event with a mixture of speakers presenting on the evidence of the benefits of exercise, how to set up a program and how aged care providers can integrate movement and activity into their care and support approaches. Findings from the research were subsequently presented at the AAG/ACS regional conference and the Western Sydney Dementia Forum in March.

Reducing the prevalence of Alzheimer's Disease; Modifiable risk factors or social determinants

The paper *Reducing the prevalence of Alzheimer's Disease; Modifiable risk factors or social determinants* was launched at the Alzheimer's Disease International Conference in Perth in April 2015. In the absence of a cure for Alzheimer's disease, risk reduction represents our best hope of reducing the future prevalence of Alzheimer's disease in the population. The paper highlighted the considerable cost savings and public health benefits that would accrue to Australia should it be able to reduce the prevalence by 10% or 20% in the future. The value of the world-leading program *Your Brain Matters* emerged very strongly in this research paper.

A Guide to Becoming a Dementia-Friendly Community

The Guide was launched in Dementia Awareness Month of 2014 at the public lecture series featuring Steve Milton from the UK. The Guide draws on a change management framework and overlays the early experiences of Port Macquarie in becoming Australia's

first dementia friendly community. The Guide was validated by consumers and the Port Macquarie Steering Committee. This resource has been very popular with consumers and professionals alike. It seeks to show people how to change their community based on the model that Port Macquarie has been following. Presentations have been made to other communities in NSW using this resource and demonstrating how they can make progress towards making their local community dementia friendly.

Transport and Dementia

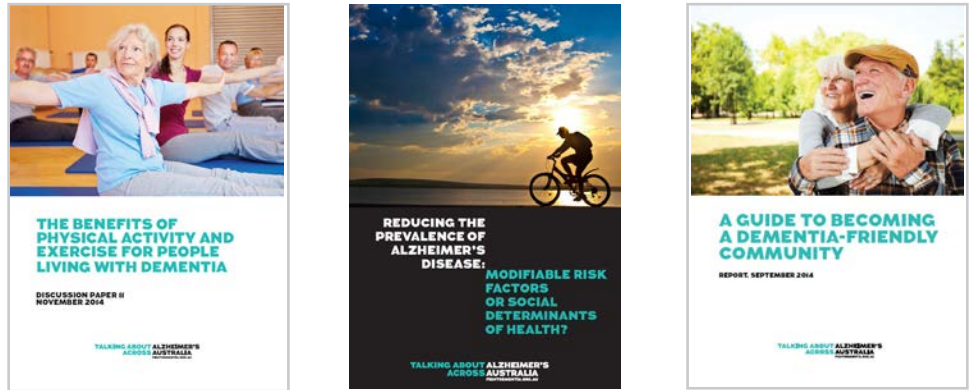
The research on *Transport and Dementia* was funded by the NSW Department of Family and Community Services in 2012. The project finished on time and produced a number of research papers, and consumer and service provider resources based on evidence generated by the research. The research examined the impact of dementia on transport use and the experiences, barriers and changes needed to areas such as driving, community transport, public transport, ride sharing / escort models, health-related transport and taxis.

Staying on the Move with Dementia

This consumer oriented resource was produced through a partnership with the National Roads and Motorists Association (NRMA). It was launched at NSW Parliament on the 23rd October and was well attended by NSW MPs, transport and motoring organisations, representatives of NSW Government Departments and consumers. The resource has struck a chord with the NSW community with a third print run needed in less than a year.

Financial Abuse paper follow up

Following the launch of the Discussion Paper in June 2014, the Department used the information to produce a Q&A resource that was launched at the ADI conference in April 2015. In addition, a working group was formed with interested Government and non-Government organisations that came together with a shared sense of purpose to reduce the incidence and severity of financial abuse of older people. The working group continues to meet regularly and keeps the issue alive and prominent. Presentations of the findings have also been delivered to the Financial Ombudsman Service and the Guardianship Division of the NSW Civil and Administrative Tribunal.



Cover images of new publications by Alzheimer's Australia NSW

Moving into Care

Having secured a Department of Social Services, Aged Care Service Improvement and Healthy Ageing Grant, the Policy, Research and Information Department is offering residential aged care providers the opportunity to benefit from the knowledge gained in the research paper *The Most Difficult Choice: Dementia and the Move into Residential Care*. The free consultancy service began last year and has signed up 70 providers to date. The consultancy service is available for providers with up to 10 facilities until June 2016.

Evaluations

The evaluation projects that have been undertaken this year include:

- Stronger Carers – BaptistCare
- Community Living Transition – McCall Gardens
- InTouch – internal

Policy submissions

Submissions to various inquiries and Government bodies were lodged, including:

- NSW Liberal, National, Labor and Green Parties – NSW Election Manifesto 2015
- NSW Government – Pre-budget submission 2015
- Senate Standing Committee on Community Affairs - Inquiry into care and management of younger and older Australians living with dementia and behavioural and psychiatric symptoms of dementia
- Australian Government Department of Infrastructure and Regional Development - Review of Disability Standards for Accessible Public Transport
- Senate Inquiry - Adequacy of existing residential care arrangements available for young people with severe physical, mental or intellectual disabilities in Australia
- South West Sydney Local Health District – Palliative Care Strategic Plan
- NSW Government Department of Family and Community Services - NSW Disability Inclusion Plan - Discussion paper and draft outline
- National Disability Insurance Agency – NDIS One Year In and Concerns about Younger Onset

Dementia and Carers Support

- IPART public hearing into its Review of Pricing for NSW Trustee and Guardian Services.

Library and Information Services

Alzheimer's Australia NSW operates library services across the four Dementia Memory Community Centres at North Ryde, Hunter, Port Macquarie and Bega with a combination of funding from the Australian and NSW Governments and fundraising activities. We also support small collections in Cooma, Bateman's Bay, Mid North Coast, Orange, Sutherland and Moss Vale.

Through the year the Library:

- Loaned 4,413 items to library members across NSW
- Added 810 new items to our catalogue
- We had 1,686 visits to the library branch in North Ryde,
- Added 727 new members to the library
- We emailed 2,423 articles to carers and health care professionals across NSW
- We have 1,948 members to our online newsletters (blogs)
- We emailed 192 topic newsletters (blogs)
- We have 2,366 subscribers to our Alzheimer's NSW Library News Blog
- We get approximately 5,800 page views per month.

We received \$2545.00 worth of books this financial year from Footprint Books and other publishers so that we can promote them on our library blog.

We set up a dementia collection in the Port Macquarie public library, which includes information promoting the Port Macquarie Dementia and Memory Community/ Resource Centre. This has been another activity helping to make Port Macquarie a dementia-friendly community.

We continue to support the smaller states with their library services, particularly new and volunteer staff at Alzheimer's WA, SA, QLD and ACT.

MEDIA - TELLING THE STORIES THAT MATTER

By: Sarah Price - GM Media, Alzheimer's Australia NSW

Telling the story that matters

At Alzheimer's Australia NSW, people with dementia, their families, carers and friends, are at the heart of all we do, and telling the stories of our members and consumers is a key focus for the Media Department. We are very fortunate to have many consumers, via the new Dementia Advocates program, who are very willing to generously share their story with the wider community in order to help us raise awareness, increase understanding and help us in our advocacy work within the sector.

Media

The appetite in the community for information about dementia and hearing from people living with the condition is, pleasingly, continuing to grow. This is evident in the increasing levels of media coverage across all mediums – television news and current affairs programs; print and online news publications; radio news bulletins and current affairs programs – right across the state. In the 2014-15 financial year, we generated a total of:

- 1,029 news items
- which reached a total audience of 37,172,635 people
- and had an advertising space rate equivalent of \$9,425,012.

The total news items was up by more than a third on the previous year's figures, the total audience was up by almost 50 per cent, while the total advertising space rate equivalent more than doubled.

Our presence in the social media space also continues to grow. The Dementia Daily news and information website and our Facebook community remain lively, engaging forums for people to share their stories, stay connected and find out the latest dementia news. We also contribute to the wider conversation about dementia via Twitter and Instagram. Social media continues to be an exciting platform to grow our community.

Dementia Advocates program

The Dementia Advocates program was officially launched in December 2014, although it had been operating informally for several months before then. The program streamlines our consumer engagement across the organisation and ensures that Alzheimer's Australia NSW hears the voice of its consumers - people with dementia, their carers and families - and is able to act upon it. The program strengthens the organisation's role as the peak advocate for people living with dementia and

increases awareness in the community about dementia via consumer stories and experience, thus reducing the stigma associated with dementia.

Dementia Advocates are drawn from across NSW and include people diagnosed with dementia, unpaid carers, people with younger onset dementia, people from Aboriginal communities, people from Culturally and Linguistically Diverse backgrounds and LGBTI people. As at June 2015, there were 122 members of the program.

Within the program a network of eight Consumer Advisory Groups exist across NSW. These groups are located in Western NSW (Dubbo), Sydney, New England (Armidale), Mid North Coast (Port Macquarie), Northern NSW (Tweed), Hunter (Newcastle), and Southern NSW (Wollongong) and meet twice a year. They have a very important role in providing advice and feedback on a range of issues related to advocacy, policy and service delivery for people with dementia, their carers and families.

Other activities that Dementia Advocates have taken part in include:

- Sharing their story in the media with broadcast, print, radio and online news organisations, along with social media platforms such as Facebook and Dementia Daily
- Presenting at conferences and forums
- Representing people with dementia on steering committees
- Providing feedback to social research projects for Alzheimer's Australia NSW and universities
- Providing feedback for service development
- Providing case studies for fundraising appeals
- Representing the organisation at the ADI Alzheimer's Australia Conference
- Participating in focus groups
- Participating in staff induction programs
- And much, much more!

We are so fortunate to have so many people willing to stand up and share their story and wish to take this opportunity to say a very big thank you. We can't do what we do without you! We so appreciate your time and generosity and look forward to continuing to grow the program, along with our media presence, to help increase awareness and understanding of dementia in the wider community.



Some of our Dementia Advocates who attended the Dementia Awareness Month launch of *Courageous Conversations*, a DVD featuring people with dementia who talk about the impact of a diagnosis on their lives.



A still image from our Aboriginal Vox Pop video series which looks at the importance of memory, story and passing on key messages to younger generations.

MEETING THE NEEDS - SERVICES IN ACTION

By: Susan McCarthy - GM Services, Alzheimer's Australia NSW

It has been another successful and productive year for the Services team of Alzheimer's Australia NSW. The team delivered a variety of education sessions, numerous counselling sessions and *Living With Memory Loss* programs, and much needed information, support and resources for people with dementia, carers, families and health professionals.

We are always looking for ways to improve and deliver innovative services to our clients. The year has seen the ongoing delivery of our much needed services and the commencement of many new programs, including the Dementia-Friendly Communities' project, our new *Recently Diagnosed* sessions, carer Wellness Program and art program for carers and people living with dementia.

Recently Diagnosed with Dementia Information Session

The Recently Diagnosed with Dementia Information Session developed by Alzheimer's Australia NSW is positioned as an early intervention option for people recently diagnosed with dementia and their family member/care partner. As demand for early intervention services throughout NSW increases, this 2.5 hour information session fills a gap between diagnosis and the receipt of more formalised services. This session provides introductory information on dementia, communication strategies and support options.

The session is conducted in an informal, mixed group setting. People living with a diagnosis of dementia and their family member/care partner not only gain information but more importantly, are given simple strategies to live positively with a diagnosis as well as an opportunity to meet others in similar circumstances.

Wellness Program

The Wellness Program was originally designed for delivery to carers and/or a person living with dementia. Following piloting in Moss Vale and Kiama, the program was reviewed and rewritten and piloted in North West Sydney to specifically meet the needs of carers, where the person they are caring for has either transitioned into full-time care or died.

The eight week course was held for two hours once a week for eight consecutive weeks. The program covered Wellness & Self Care and was run with the valuable

support of the Western Sydney Area Dementia Advisor.

The carers were contacted prior to commencement; these are some of the comments noted:

"I need to get out and begin again, I feel depressed and hopeless and the kids and friends don't understand"

"The minute you lose the person with dementia everything drops, there is nothing there"

This program was delivered to 10 carers of people with dementia. Of the 10 carers, 5 were still caring for a person who had transitioned into full time care and 5 were then not in a caring role as the person with dementia had passed away.

This program is currently being evaluated but anecdotally has been a success and will be rewritten into a Train the Trainer program. When answering the question "What did you enjoy most about the workshop?" These are some of the comments noted:

"Helped me to cope with a lot of things – to come out of my shell. Meeting other people who understand what I've been through"

"This group has helped me start to talk to people again, asking for help"

"Being with others who are facing the same/similar circumstances"

"Instilled self-belief and encourages self-improvement and social interaction and knowledge you are not alone"

Art & Dementia Program – rural and regional reach

A grant from the Nelson Meers Foundation has resulted in 142 staff/volunteers from Art Galleries across NSW being trained in the *Art and Dementia Program* and a total of 229 participants involved in the related demonstration tours.

The participating galleries included:

- The Tweed River Regional Gallery
- Western Plains Cultural Centre, Dubbo
- Hawkesbury Regional Gallery
- Broken Hill Regional Gallery

The Tweed Gallery is a great example of how the program can be developed to meet local needs. The Tweed Gallery receives between 350 and 600 visitors per day. Due to this large intake of daily visitors, and based on the training received, a self-guided tour for people with dementia and their carers was developed. This includes an informational pack with suggested current art works and relevant and appropriate questions to support the carer to engage in conversation around the specific works. This reference tool has proved to be a very successful way for local people to enjoy the gallery and for the many visitors with dementia and their carers who walk through the doors.

Art & Dementia for Hospital Volunteers

The Art & Dementia program was modified and made suitable for Hospital Volunteers after a request from Hawkesbury Hospital for Alzheimer's Australia NSW to deliver appropriate dementia training to 20 of their volunteers. The Hawkesbury Hospital has a very active volunteer program where the volunteers will spend time with patients, which allows the nursing staff to fully carry out their clinical duties. The numbers of people with dementia staying in hospital is increasing and this training gave the volunteers a variety of activities and strategies to implement when engaging with a person with dementia. This was delivered as a pilot program and is currently being evaluated with keen interest from other hospitals.

Sector development - engage and improve services pathways

Alzheimer's Australia NSW has two Service Access Liaison Officers (SALO) employed, one in Tweed Heads and one in the Illawarra. The SALO project is specifically designed to help people who are identified by the government as special needs groups. These groups include Indigenous people, people from a Culturally and Linguistic Diverse (CaLD) background, people who identify as Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) and people who are, or are at risk of becoming homeless.

Work has been carried out in each of these target areas and partnerships have been developed with Indigenous organisations, LGBTI organisations and organisations with a focus on housing. These partnerships have developed plans on how to build confidence from

people who are within these groups to access culturally appropriate services and increase awareness within organisations that deliver services to people living with dementia, who also identify as a member of these groups.

Memory Van

The Sydney based Memory Van travelled over 33,000kms throughout the 2014-15 year, reaching to all corners of the state. The Memory Van provides valuable information and resources for people living in communities across NSW. The support we receive allows Memory Van to travel on sponsored road trips out west during Dementia Awareness Week and earlier this year the Van travelled on many roads and highways, stopping in towns from Bourke to Bathurst, Albury to Lightning Ridge, Bega to Tweed Heads.



Port Macquarie Dementia-Friendly Community project

During the past year Alzheimer's Australia NSW developed a document called *A Guide to Becoming a Dementia-Friendly Community*. This guide was developed for other communities to take up and implement the dementia friendly concept.

Other achievements of the Port Macquarie project include providing submissions to the Town Green and Towns Square redevelopment plans, input into the design of new public toilet facilities at Town Beach, Lake Cathie and Bonny Hills, delivered dementia training to the Port Macquarie Hastings Council and Services NSW frontline staff, weekly media articles in newsletters, newspapers and on radio.

The project was successful for 2015 in receiving a National Quality Dementia Care Initiative grant which has seen the employment of a project officer and some significant achievements in the first half of the project. This included the formation of a volunteer program called *Dementia Mates*, the formation of a self-advocacy group which consists of people living with dementia and carers called the Dementia Community Support Alliance and saw the first three businesses come on board and approved as working towards dementia friendly.

New DMCC in Port Macquarie

Our Port Macquarie team moved into new premises just before Christmas (2014). The new premises boasts larger staff area, 2 interview rooms, a video conference room, an education room, a room specifically for the library. An area was also provided for people to use one of two public access computers, plus facilities to make tea or coffee and sit and socialise or read one of our books. Throughout the building colours and signs have been chosen to enhance the access for people with dementia e.g., doors are contrasting colours to the walls around them, signs have pictures and are clearly contrasting from background colours.

Insights into the Hospital Dementia Experience

This project is to develop a broad reaching, accessible and self-supporting experiential learning teaching resource that builds the capacity of hospitals and multi-purpose service (MPS) care settings to deliver high quality dementia care. The program will incorporate a number of hospitals and develop a dementia experiential learning guide & facilitator's toolkit for hospital and MPS care settings. This is an inspiring project for Alzheimer's Australia NSW, we understand the importance of hospital experiences for people living with dementia and their carers, and it's motivating to work with Hospitals who are enthusiastic about making these environments a place where people living with dementia are supported.

Cross Department Collaboration – Transition into Care and Education teams

The Moving into Care Project, as a part of the Policy and Research team, has been working with smaller residential aged care Providers across NSW since October 2013. One Provider's experience demonstrated the increased capacity for Alzheimer's Australia NSW to achieve positive changes when working collaboratively across teams. As a part of the Moving into Care Project's assessment of this Provider, a need was identified to improve the knowledge, skills and expertise of staff to implement person-centred approaches to dementia care. The Moving into Care Project team collaborated with the Alzheimer's Australia NSW Education team, who over the course of six months organised and facilitated a comprehensive pathway of education in dementia and advanced dementia care strategies to over 400 staff. This education was delivered to mixed groups of staff in order to build teamwork and improve communication across all levels of the organisation.

An evaluation of the education program was conducted and identified that as a result of the education, there had been a marked positive change not only in staff attitudes towards residents with dementia, but also in their knowledge and abilities in communicating with and caring for their residents. This validated the service delivery of the Education team and provided feedback to both Alzheimer's Australia NSW and the Provider that the training was successful in providing staff with the skills they need to care for residents living with dementia.

Staff comments made during the evaluation demonstrated the success of the education program.

"People with dementia live in the moment, give them lots of good moments."

"I used to work being aware about needs and problems (of dementia), but after the training I became more sensitive and sensible to their individual needs."

National Dementia Helpline

Another significant achievement for the year included the announcement that Alzheimer's Australia NSW was awarded the National Dementia Helpline contract.

The Helpline is a Commonwealth government funded program and through a tender process in 2014, Alzheimer's Australia NSW was awarded the tender to deliver a consolidated, national Helpline service. In the last 6 months, Alzheimer's Australia NSW has completed a considerable amount of work to implement a new national Helpline. The implementation involved various activities, such as the provision of new technology, recruitment to increase staffing capacity, significant infrastructure development of the office space and service model negotiations and agreements with the States and Territories.

The National Dementia Helpline is a free, confidential, multichannel service available to all Australians. It aims to empower people by providing them with understanding and support; specialised information about dementia and memory loss; linkage and referral to other local services provided by Alzheimer's Australia or other providers including up-to-date written and online material about dementia.

The Helpline will deliver a high quality service which utilises a range of therapeutic approaches including brief-solution focused counselling to meet immediate needs and further guidance to develop strategies, service and support options to ensure their ongoing needs are met. It is a great pleasure Alzheimer's Australia NSW staff prepare for the national delivery of this service for those in need throughout Australia.

WE HAVE DELIVERED

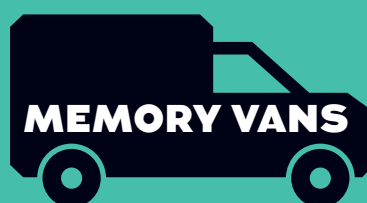
35,020 HOURS OF SPECIALIST
SUPPORT TO CARERS

REACHED IN DEMENTIA AND
4,320 CONNECTIONS,
INDIVIDUALS  **CAFE**
PROGRAMS

4,687
LOANS
FROM THE 
LIBRARY
& INFORMATION
SERVICES


HELPED 
3,600
INDIVIDUALS
LAST YEAR OR
300 FAMILIES
A MONTH AT REGIONAL
AND METRO CARER
SUPPORT GROUPS

BRAIN HEALTH  **MEMORY LOSS**
AWARENESS **PROGRAMS**



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**NATIONAL
DEMENTIA
HELP
LINE** 

WITH YOUR GENEROUS SUPPORT!

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Thank you to all who made a donation during 2014 - 2015 and particularly the following who gave \$500 or more.



(L to R): Alzheimer's Australia NSW Ambassador Ita Buttrose AO OBE receives a cheque from David Lane, CEO of Count Charitable Foundation at the Sydney Memory Walk & Jog on 14 September 2014, assisted by Chris Champ, CFO at Alzheimer's Australia NSW.

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Dominique Christian
Emily Church
John Church
Lynne Church
David Clark
Lachlan Clark
Dali Clarke
Tenielle Clinch
Honnie Coffee
Jason Coghlan
Monica Cole
Sophie Collins
Leo Connors
Maureen Cooke
Kylie Cooksey
Marie Cooper
Peter Cooper
Amanda Copp
Carol Cosgriff
Emily Cotton
Ruth Cowling
Ian Craig
Edward Craig
Cassie Cranley
Dominic Crinnion
Lee Crinnion
Shane Crinnion
Mark Crosbie
Louise Crowley
Sally Cruickshank
Trish Crundwell
Jan Curry
Clare Daly
Greg Daly
Jann Daly

Will Daly
Hanna Davies
Sally Davies
Dianne Davies
Chris Davis
John de Bres
Alisse De Paoli
Penny De Paoli
Jennifer Dean
Alison deLorm
Jillian Dempsey
Jan Dennis
Ian Dennis
Ann Denton
Alicia Dewberry
Ansh Dhaliwal
Marina Dick
AJ Douglas
Jan Draper
Will Dunn
Coralie Dunne
Michael Dunne
Jack Edman
Jill Edmondson
Hayden Edwards
Helen Edwards
Aemon Elkassem
Zakh Fair
Emily Fairfull
Jim Fan
Augusta Farina
Val Fell
Sasha Ferguson
Serena Fernandez
Laura Fields
Christine Filipek
Keith Finnie
Jennifer Fishburn
Lee Fitzgerald
Margaret Fitzgibbon
Patricia Fitzsimmons
Mary Ford
Alison Fowles
Emma Frampton
Anastasia Frangakis
Jenny Franks
Lucy Fraser
Nicci Freeman

INDIVIDUALS CONTD.

Ross Freeman	Ted Lewis	Sonik Oghlian	Norma Symington
Danny Gallagher	Chrissy Lewis	Dean O'Neill	Benetta Tambakis
Erin Gallagher	Theresa Li	Denise Onslow	Annette Tamine
Nikki Garland	Helen Li	Catherine Osborne	Leonie Tassell
Chloe Gestier	Judy Lindsay	Jim Osborne	Melody Taylor
Mervyn Gillies	Marie Linehan	Tom Osborne	Rowan Taylor
Maree Gleeson	Jasper Long	Sonya O'Sullivan	Patsy Templeton
John Glerum	Sharon Lord	Chris Page	Ray Tenorio
Judi Glerum	Terry Lord	Marjorie Page	Cassandra Terranova
Nick Glover	Kristy Loudon	John Paine	Candice Thom
Marcus Gock	Serena Low	Catherine Parker	Trish Thomas
Roz Green	Robert Lowe	Greg Parnell	Lyn Thorpe
Laura Green	Brigitte Lucey	Wendy Perkins	Steve Timbrell
David Green	Samuel Ludriks	Laurel Petty	Beverley Tinworth
Ann Gregory	Kerry Lumby	Noel Petty	Elaine Todd
Ann Grimshaw	Maureen Lunnon	Diane Pinfold	Kirsten Torrance
Euan Guirguis	Jill Lutton	Victoria Price	Jack Torrance
Hannah Haines	Katherine Ly	Scott Purcell	Mercedes Torres
Lilly Haines	Sarah Macartney	Marion Ram	Suzanne Towsey
Ruby Haines	Susan MacDonald	Carina Ramirez	Kate Troy
Dianne Hall	Pat MacMillan	Carol Raraty	Dan van Klaveren
Anthony Hamilton	Margaret MacMillan	Christine Raymer	Judy Vandayar
Maria Hamilton	Christine Madders	Ebony Richardson	Laura Velardi
Hannah Hamilton	Milly Mahony	Rina Riggs	Megan Velardi
Katya Haniwka	Patricia Maloney	Chris Roberts	Geethu Verghese
Ashlee Hannon	Ryan Manning	Karen Roberts	Carol-Ann Verrenkamp
Karen Hannon	Elle Martin	Beverly Rodrigues	Daniel Vickery
Peter Hanscombe	Penny Martin	Julie-Anne Rogers	Bruce Vitnell
Colin Hardwick	Graham Masters	Cherie Romaro	Anne Voursoukis
Jessica Harper	Susanne Masters	Louise Sawyer	Helen Walkerden
Rodney Hart	Ian Mathews	Neil Saye	Sarah Walsh
Phil Hassan	Anna Mathioudakis	Helen Scarr	Emma Ward
Olivia Hay	Nikole Matkovic	Glen Scott	Tom Ward
Jaye He	Sophie McGuire	Belinda Scott	Mark Waring
Ben Healan	Janine McLennan	Tiffany Seagoe	Lauren Waring
Daphne Henderson	Christine McLeod	Don Sharp	Nick Waring
Karen Hermsen	Maureen McNeary	Christine Shearer	Daniel Waring
Amos Hessel	Gloria Medo	Jina Shvily	Grace Waring
Alana Hewer	Jodie Millard	Debbie Slater	Chris Waring
Annette Hickey	Angela Millett	Jim Small	Helen Watson
Linda Hien	Pauline Milton	Cassie Small	Lindsay Watson
Jenny Hien	George Miskovski	Robyn Smart	Monica Wheeler
Michelle Hill	Leigh-San Mo	Janelle Smee	Kate Whillock
Gail Hodson	Pip Moloney	Peter Smee	Simon Wiadrwoski
Lauren Hoggard	Sam Moloney	Chris Smith	Terri Williams
Wendy Irish	Rosalie Moore	Don Smith	Alex Wilson
Carla Kassab	Paul Moore	Aidan Smith	Kimmi Wilson
Jack Kay	Melissa Morley	Diane Spahr	Kim Wilson
Sonia Kayed	Emma Mulquinney	Ben Steer	Helen Witt
Ashleigh Keevers-Eastman	Pat Munro	Raimund Stienen	Sujanto Wongso
Gillian Kerr	Justin Murphy	Johanna Winter-Stienen	Jum Woodhill
Mashlin Khouri	Melissa Murray	Kathleen Storey	Natalie Woodhill
David King	Ron Myers	Carolyn Strange	Susan Wu
Peter Langran	Keren Natalia	Annie Sutherland	Miki Yamamoto
Pat Larsen	Lorette Newell	Brenda Swan	Fenna Yanto
Robert Lee	John Nisner	Peter Swan	Gary Yum
Adam Letchford	Sheryl Nisner	Kerrie-Anne Sweeney	Dianne Zisis
Terence Leung	Amy Nopkhun	Kerry Swinbanks	Taryn Zuljan
Anne Lewis	Shirley Oakes	Kay Symington	

THE YEAR IN REVIEW

JULY - AUGUST 2014

- 3-10 August: Missing Persons Week in conjunction with NSW Police missing Persons Unit
- In conjunction with NRMA, launch of *Staying on the move with dementia* guide book.



OCTOBER 2014

- Illawarra Memory Walk & Jog
- In partnership with Southern Cross Care NSW & ACT, launch of new video: *Antipsychotics & Dementia - managing medications*.



DECEMBER 2014

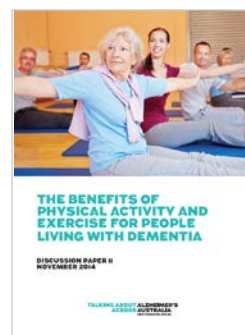
Alzheimer's Australia NSW Christmas Appeal

2014



The Hon. John Ajaka MLC, Minister for Ageing and Minister for Disability Services, helps launch Dementia Awareness Month in Sydney.

- Dementia Awareness Month featured a statewide TV campaign, radio, cinema, press, PR and social media campaigns
- Launch of Alzheimer's Australia NSW *Guide to Dementia-Friendly Communities* in Sydney and Port Macquarie
- Steve Milton (UK) Sydney seminar. Start of the national lecture tour
- Launch of Vox Pop videos featuring consumers talking about life with a diagnosis of dementia
- Over 60 events were held across NSW to raise awareness of dementia
- 21 Sept: World Alzheimer's Day
- 5,000 supporters join Memory Walk & Jog in Sydney, Wollongong and the Hunter
- First anniversary of the Younger Onset Dementia Key Worker service across NSW
- Discussion Paper # 11 *The Benefits of Physical Activity and Exercise for People Living with Dementia* was launched at a half-day symposium held at ANZ Stadium on 25 November
- Participation at GP and Practice Nurse Conference & Expo in Melbourne as part of the *Detect Early* awareness campaign for health professionals



NOVEMBER 2014

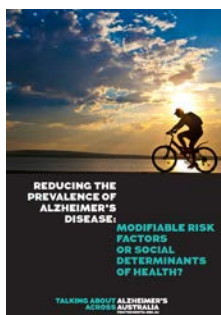
SEPTEMBER 2014

JANUARY - FEBRUARY 2015

- Launch of NSW 2015 Election Manifesto
- Alzheimer's Australia NSW pre-budget submission to NSW Government
- Launch of 2015 state electorate dementia prevalence rates and media campaign

APRIL 2015

- Discussion Paper #12 *Reducing the prevalence of Alzheimer's Disease; Modifiable risk factors or social determinants*
- Alzheimer's Disease International Conference in Perth co-joint Alzheimer's Australia biannual national conference
- Launch of Aboriginal Vox Pop videos supporting risk reduction



JUNE 2015

- Launch of *Planning for transport in self-directed care*



2015



- Sir Michael Parkinson helps to launch AlzNSW's new Bequest program
- Alzheimer's Australia NSW's *Detect Early* program is promoted at the Pharmacy Guild of Australia's APP Conference & Expo, Gold Coast
- Alzheimer's Australia Consumer Summit, Canberra
- Launch of AlzNSW Easter Appeal
- Brain Awareness Week - Alzheimer's Australia promotes *Your Brain Matters* risk reduction messages

MARCH 2015

- GP Conference & Expo, Sydney *Detect Early* display at Olympic Park, Homebush
- Launch of *Homelessness & Dementia*
- Launch of Alzheimer's Australia NSW Tax time appeal
- Attendance and presentation in national conference of Occupational Therapists of Australia
- *Detect Early* campaign participation in national conference of the Australian & NZ Society of Geriatric Medicine (ANZSGM)

MAY 2015



DIRECTORS' REPORT

The Directors present this report on the entity for the financial year ended 30 June 2015.

Directors

The names of each person who has been a director during the year and to the date of this report are:

The Hon. Professor Peter Erne Baume AC
Mr Alistair Garrard Bell
Ms Lucille Barbara Bloch
Mr Jeremy (Jerry) Kitson Ellis AO
Mr Barry James Groundwater
Mr Ian Watts Horton
Mr David Lane (joined 20 May 2015)
Dr Richard Matthews AM
Mr John Gerard Morrison (retired 27 November 2014)
Mr Nicholas Kevin Francis O'Neill
Ms Catharine Josephine Retter
Ms Dagmar Schmidmaier AM (joined 26 February 2015)
Ms Eesvarathevi (Eesa) Witt

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

Company Secretary

The following person held the position of Company Secretary during the financial year:

The Hon. John Arthur Watkins AM – LLB, MA, DipEd, HonDLitt Macq

Principal Activities

The principal activity of the entity during the financial year was:

To provide services to Australians living with dementia through the provision of support, education, awareness and advocacy programs.

No significant changes in the nature of the entity's activity occurred during the financial year.

Operating Result

The net surplus of the entity for the financial year amounted to \$1,722,932 (2014: \$1,146,142)

Review of Operations

The net surplus for the financial year was an increase of \$576,790 from the last financial year. The main contributing factors to this result were:

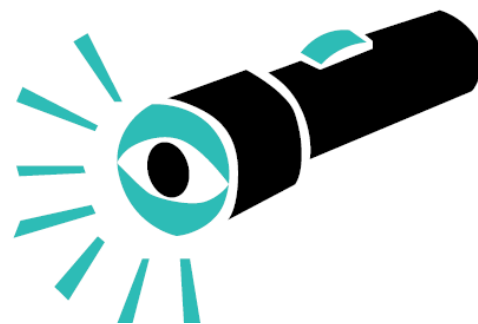
- Bequest income of \$1,414,758, an increase of \$307,767;
- State/Federal and non-government grants amounted to \$9,434,177 compared to \$8,714,503 received in the previous year;
- capital grants from both government and non-government sources amounted to \$468,576 compared to \$253,726 in the previous year;
- employment benefits expense increased by \$372,658 due to the delivery of additional service programs.

Financial assets include units held in Cash Fund Term and Growth Fund, managed by Mercer. This investment is intended as a long-term strategy.

State and Federal Government grants received increased by 10% to \$8,856,832. The percentage of government grants to total revenue, excluding bequests and loss on sale of investments, of 65.1% compared to 68.2% for 2013/2014 and 67.8% for 2012/2013. The increase in grant revenue reflected the awarding of new recurrent grants and non-recurrent grants which commenced during the financial year.

Objectives

The company has a three year strategic planning cycle. The strategic plan for the years 2012 to 2015 has been reviewed, with activities planned to deliver the strategic goals adjusted to reflect the current needs of the community.



The Strategic Plan has five major goal areas:

- i. For the general public: to aim to build a community that understands effective risk-reduction strategies, where the stigma around dementia is reduced.
 - ii. For people with memory concerns: to aim for a more timely diagnosis with a smooth referral to AlzNSW for early intervention support.
 - iii. For people living with dementia and their carers: to aim to significantly improve the quality of life, through service improvement initiatives and partnerships with other organisations.
 - iv. To build a strong organisation and sector to support all these activities: to aim to increase funding to AlzNSW and the dementia sector.
 - v. In order to cope with the rapidly increasing dementia challenge, AlzNSW aims to significantly grow the organisation's capacity and outreach.
- iv. To build a strong organisation and sector to support all these activities: The key issues are diversification of income, quality accreditation and strong financial management. The company retains quality accreditation through QIP. Also the structure and strategy of the fundraising department has been reviewed and a new direction established and has been implemented. An upgrade of the financial system in 2015-16 will enhance financial management and reporting activities.
 - v. In order to cope with the rapidly increasing dementia challenge AlzNSW aims to significantly grow the organisation's capacity and outreach. The growth indicators are revenue, employee numbers, media activity and Helpline enquiries, counselling sessions and education courses provided.

Strategy for achieving the objective and performance measures

Each of these objectives has a specific set of actions identified to achieve the goal. A report on progress against each action is presented to the Board each quarter.

- i. For the general public: the key focus is on promoting risk reduction strategies using the Your Brain Matters program which is presented to community groups and clubs throughout NSW from the two Memory Vans. Expanding engagement with culturally diverse and Aboriginal and/or Torres Strait Islander communities as well as developing a group of high profile ambassadors to promote dementia awareness are additional strategies in this goal area.
- ii. For people with memory concerns: this goal area focused on timely diagnosis and early intervention. Activities include targeted information and development of a referral pathway tool for GPs and the creation and implementation of new and increased delivery of existing early intervention programs.
- iii. For people living with dementia and their carers: expanding services to areas of greatest need, increasing the access options such as online delivery of education, collaboration with key health networks to promote services and increasing research activities are the current objectives in this goal area.

In addition to the reports on the progress of these activities, the Board also receives monthly financial reports against agreed budgets and quarterly reports from departmental managers on activities. In addition the company is required to report regularly to funding bodies on progress against contractual work plans, and financial outcomes.

Note:

Highlights from the financial results have been included in this report. The Financial Statement and the Audited Financial Report for the year ended 30 June 2015 are available on request from Alzheimer's Australia NSW reception. The Audited Financial Report may also be viewed on our website at: <https://nsw.fightdementia.org.au/nsw/research-and-publications/reports-and-publications/annual-reports>

INFORMATION ON DIRECTORS

The Hon. Professor Peter Erne Baume AC

Director

Qualifications: MB, BS, MD, Hon DUniv (ANU), Hon LittD (USQ), FRSN, FRACP, HON FRACGP, FAFPHM

Experience: Emeritus Professor, professorial fellow in the school of public health and community medicine, past physician at Royal North Shore Hospital, past Senator for NSW, past Government Whip, past Minister for Aboriginal Affairs, past Minister for Health, past Minister for Education, past Professor of Community Medicine at the University of NSW, past Chancellor of the Australian National University, past Director Sydney Water Corporation, past Chair of the Kolling Institute of Medical Research, past Governor Foundation for Development Cooperation, past Chair Family Drug Support, past Chair of the Australian Sports Drug Foundation, past official visitor, past official visitors' advisory committee.



Mr Alistair Garrard Bell

Director

Qualifications: B.Ec (Sydney), MAICD

Experience: An experienced senior commercial and financial executive with broad-based experience in fiscal and operational management of international businesses operating in a variety of markets. Currently Group Chief Financial Officer of Graincorp Ltd, Australia's largest listed international grain and food ingredients business, a non-executive Director of Allied Mills Limited (manufacturers and distributors of bakery premixes, flour and semi-finished food products) and Chair of Audit Committee for Allied Mills.

Special Responsibilities: Mr Bell is a member of the Investment Advisory Committee and the Chairman of the Audit and Risk Committee.



Ms Lucille Barbara Bloch

Director

Experience: Previously an Executive Member on the Management Committee of a retirement home with a frail care unit. Past Treasurer of ESRA, which provides help to new immigrants. Lucille was the primary carer for her mother who had Alzheimer's disease, and then her husband, Keith, who had Fronto-Temporal Dementia. Lucille also facilitated a Carer's Support Group for AlzNSW.

Special Responsibilities: Chair and AlzNSW representative on the National Consumers Advisory Committee of Alzheimer's Australia, member of the Sydney-based Consumer Reference Standing Committee. Member of Health Consumers NSW Management Committee, member of the NSW Health End of Life Implementation Advisory Committee, member of the Emergency Care Institute Executive Committee, and Neuroscience Research Australia Foundation's Advisory Council.



Mr Jeremy (Jerry) Kitson Ellis AO

Chairman (non-executive)

Qualifications: MA (Oxon), LL.D honoris causa Monash University, HonDEng, C.Q.U., FTSE, FAICD, FAIM, HonFIEAust

Experience: Elected as a Rhodes Scholar in 1959. Chairman of Broken Hill Proprietary Company Limited 1997 to 1999. Chancellor of Monash University 1999 to 2007. Member of the Board of Trustees for the Eisenhower Exchange Fellowships. Made an Officer (AO) in the General division of the Order of Australia in June 2012. Awarded Order of the Rising Sun, Gold and Silver Star from the Japanese Government in 2007. Chairman of MBD Energy Limited and Director of Iron Road Limited. On the Advisory Board of the Sentient Group.



Mr Barry James Groundwater

Director

Qualifications:

5 year Engineering Trade Certificate
4 year Mechanical Engineering Certificate
4 year Management Certificate.



Experience: Worked for Southern Cross Care (NSW & ACT) Inc for 19 years until he retired in February 2007. During this time held roles including Regional Manager and Manager of Cardinal Gilroy Village, Merrylands.

Special Responsibilities: Mr Groundwater is a member of the Investment Advisory Committee and the Audit and Risk Committee.

Mr Ian Watts Horton

Director

Qualifications: BComm (UNSW), FAICD, FCIS

Experience: From 1975 to 1998 occupied various senior positions within the investment management industry. Member of the Board of IFSA in 1998, Chair of IFSA's and also Member of AICD's Corporate Governance Committees from 1994 to 1997.



Special Responsibilities: Chair of the Investment Advisory Committee and member of the Audit and Risk Committee and the Succession Planning Committee.

Mr David Lane

Director

Qualifications: Hon BEc (Uni PA)

Experience: Extensive experience in the management of business and investment banking. CEO of Count Financial, a wholly owned subsidiary of Commonwealth Bank of Australia (CBA). Listed as one of the Power 50 in Finance at Financial Standard's social media awards, a Judge on the No More Practice Transformation Series – 30 Day Business Challenge, aired on Sky Business, 7Mate and in Singapore and also



a Judge of the Money Management Women in Financial Services Awards in 2013 and 2014.

Dr Richard Matthews AM

Director

Qualifications: MB, BS

Experience: Past Deputy Director-General of the Strategic Development Division at NSW Health and until June 2007, carried the dual role as Deputy Director-General and Chief Executive of Justice Health (previously known as Corrections Health Service). Dr Matthews has co-authored various publications on health issues and is a Director on various Boards within the health network including Neuroscience Research Institute (NEuRA), National Director Calvary Healthcare (LCM), GPNSW and on the Advisory Board Centre for Healthy Brain Ageing (CHeBA).

Special Responsibilities: Member of the Succession Planning Committee



Mr John Gerard Morrison

Vice Chairman (non-executive)

Qualifications: B Comm, CPA, FAICD, FTIA, FAICS

Experience: Honorary Treasurer June 2003 to July 2006. Consultant and practitioner in finance, secretarial practice, corporate governance and risk management.



Special Responsibilities: Mr Morrison is a member of the Investment Advisory Committee, Chair of the Audit and Risk Committee and a Director of Alzheimer's Australia Research.

Mr Nicholas Kevin Francis O'Neill

Director

Qualifications: LLB (Melbourne), LLM (London)

Experience: In 1989 became the first Deputy President of The Guardianship Tribunal of NSW and was President



INFORMATION ON DIRECTORS

from 1994 to 2004. Inaugural Convenor of the NSW Chapter of the Council of Australasian Tribunals in 2003 – 2004. Principal author of *Retreat from Injustice: Human Rights in Australian Law*, the second edition of which was published in 2004. Professorial Visiting Fellow in the Faculty of Law at UNSW since 2004. Joint author with Associate Professor Carmelle Peisah of the ebook *Capacity and the Law* (2011) available on www.austlii.edu.au. Chairperson of the Nursing and Midwifery Tribunal 2005-2012. Deputy President of various health tribunals 2012-2014 and a Principal Member of the Civil and Administrative Tribunal of New South Wales 2014-2015.

Special Responsibilities: Mr O'Neill is a member of the Nominations and Remuneration Committee.

Ms Catharine Josephine Retter Director

Qualifications: BA, MA, Grad Dip Editing and Publishing, FAMI, CPM (past).

Experience: Past member of the NSW Government Carers Advisory Council, and the Consumer Dementia Research Network, past chairperson of Austcare Refugee Week. Held senior executive positions in marketing and management including CEO of Driza-Bone Pty Ltd and, more recently, in book publishing and distribution. She is also the author of eight published non-fiction books. Director on various boards in the publishing sector including past chair of the Australian Book Group Pty Ltd. Ms Retter was the primary carer for her husband who had Alzheimer's and vascular dementia.

Special Responsibilities: Ms Retter is a member of the Succession Planning Committee

Ms Dagmar Schmidmaier AM FALIA Director

Qualifications: BA (Syd); Dip Lib (UNSW); M Lib (UNSW) Hon DLitt (UNSW)

Experience: Held senior executive positions for the past 30 years in the

university, government and private sector. She is Chair of the Centre for Healthy Brain Ageing UNSW Medicine, Member of the Council of Chief Executive Women, Chair Course Advisory Committee Information Studies University of Canberra, Chair of the Aurora Foundation Ltd 2005-2015, Chair of the War Widows' Guild of Australia NSW Ltd 2009-2015. Held post of CEO and State Librarian of the State Library of NSW from 1995-2006.

Dagmar was awarded an Order of Australia in 2004 and a Centenary Medal in 2003. The University of NSW awarded her a Doctor of Letters in 1999 and the University's Alumni Award for Arts/Law in 2006. She is a Fellow of ALIA, the Australian Library and Information Association and was President in 2006.

Special Responsibilities: Member of the Alzheimer's Australia NSW Advisory Council

Ms Eesvarathevi (Eesa) Witt Director

Qualifications: RN, Grad Dip Aged Care, MN

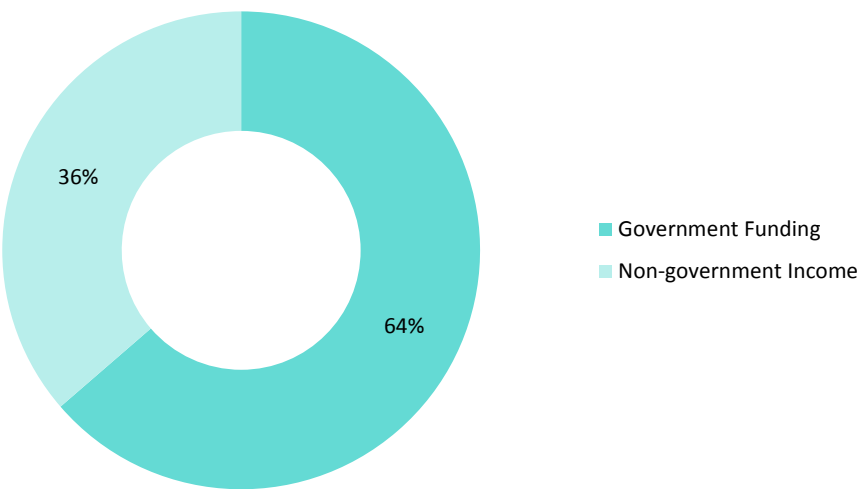
Experience: Eesa has extensive experience in Aged Care Nursing having worked in Community Health, and as an ACAT Registered Nurse in Sutherland Hospital. Other positions held: Clinical Nurse Consultant in Residential Care, Acute Aged Care and in Psychiatry of Old Age at Prince of Wales Hospital. Eesa currently practises as a Private Specialist Nursing Consultant in Dementia and Education, and Behavioural and Psychological Symptoms in Dementia. Eesa is experienced in facilitating groups, mentoring nurses and health professionals in other disciplines in Dementia Care, and supports carers of Persons with Dementia. She has been Nurse Researcher in various Research Teams: Depression in Residential Care, development of Behaviour Management Manuals with UNSW, NSW Health and USyd.



FINANCIAL INDICATORS

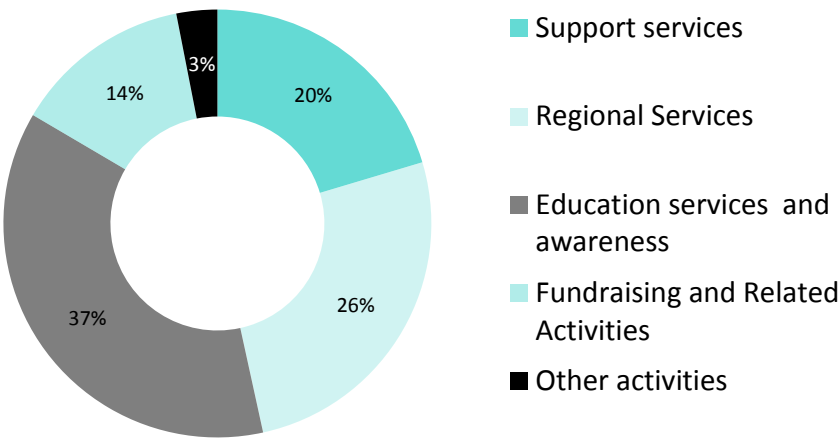
The full Financial Report for Year Ended 30 June 2015 is available online, visit: https://nsw.fightdementia.org.au/sites/default/files/NSW/documents/Financial_Report%202014-15.pdf

SOURCE OF INCOME FOR 2014-15



The major source of income for Alzheimer’s Australia NSW continues to be Government grants which account for 64% of total income. Non-government income accounted for 36% of total income and this has doubled since last financial year.

DISTRIBUTION OF EXPENDITURE FOR 2014-15



The top three areas of expenditure are Education Services and Awareness activities (37%), Regional Services (26%), and Support Services (20%) which reflect the continuing focus by Alzheimer’s Australia NSW on delivering quality support and educational services across the state.

CONTACT US

OUR OFFICES

ADMINISTRATION

Alzheimer’s Australia NSW
Macquarie Hospital Campus
Building 21, Gibson-Denney Centre
120 Coss Road (Cnr. Norton Rd)
North Ryde, NSW 2113
PO Box 6042 North Ryde, NSW 2113
T: 02 9805 0100
F: 02 9805 1665
E: NSW.Admin@alzheimers.org.au
W: www.fightdementia.org.au

NORTHERN NSW

Hunter*:	02 4962 7000
Port Macquarie*:	02 6584 7444
Forster:	02 6554 5097
Coffs Harbour:	02 6651 7101
Tweed Heads:	07 5523 0731
Central Coast*:	02 9805 0100

SYDNEY REGION

North Ryde*:	02 9888 4268
St George/Sutherland*:	02 9531 1928
Blacktown*:	02 9805 0100

SOUTHERN NSW

Bega:	02 6492 6158
Moruya:	02 4474 3843
Cooma*:	02 6452 3961
Canberra:	02 6241 0881
Moss Vale:	02 4869 5651
Wagga Wagga:	02 6932 3095
Wollongong*:	02 9805 0100

WESTERN NSW

Orange:	02 6369 7164
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* Younger Onset Dementia Key Worker locations

Alzheimer’s Australia NSW
ABN 27 109 607 472

**NATIONAL
DEMENTIA
HELPLINE**
1800 100 500

WWW.FIGHTDEMENTIA.ORG.AU

The National Dementia Helpline is funded by the Australian Government Department of Social Services. Go to www.dss.gov.au for more information

**TALKING ABOUT ALZHEIMER’S
ACROSS AUSTRALIA**
FIGHTDEMENTIA.ORG.AU