MISSION STATEMENT

Our mission, as the National peak body for people living with dementia, is to provide leadership in advocacy, policy, services and research.

As the National peak body for dementia, Alzheimer’s Australia is committed to:

- Respect for all individuals and communities
- Co-operative working relationships
- Integrity
- Innovation, creativity and flexibility
- Valuing the contribution of all people involved with our work
- Strength and unity with respect for diversity

OUR NATIONAL PHILOSOPHY

- People living with dementia, their families and carers have the right to access high quality support services which uphold all their rights.
- People living with dementia, their families and carers have the right to access flexible, responsive and timely support services.
- People living with dementia, their families and carers have the right to be treated with dignity, courtesy and respect, to have their feelings validated and their choices and individual beliefs respected. This includes sensitivity to culture, age, language, location, educational background, and level of impairment of the person using the service.
- People living with dementia, their families and carers have the right to services that support both the person with dementia and their families individually and together, provided always that serving the best interest of the person with dementia be the overriding aim.
- Whenever possible, services will be provided free and no person with dementia or their family or carer will be denied access due to their inability to pay.

Patron

His Excellency Major General Michael Jeffery AC CVO MC
Governor-General of the Commonwealth of Australia

Board

Assoc Prof Marc Budge President
Kim MacGowan
Gordon Robinson Vice President
Professor Peter Baume
Michael Pedler Secretary
Ray Norman
Kate McGueeney Secretary (to November 06)
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Craig Masarei Treasurer
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Extract from the National Philosophy document, adopted by the Alzheimer’s Australia Board, March 2003.
ACKNOWLEDGEMENT OF SPONSORSHIP

Alzheimer’s Australia wishes to thank the organisations and individuals who have supported our activities through sponsorship in kind and financially for 2006-2007. Your support has allowed our organisation to provide vital services and promote research.

- The Australian Government for the new National Dementia Support Program contract to the end of June 2009
- Macquarie Group Foundation for their ongoing support as principal sponsor of the National Website
- Pfizer for their sponsorship of Dementia Awareness Month and the Alzheimer’s Australia National Conference in May 2007
- Lundbeck for their sponsorship of the publication on Consumer Directed Care
- Janssen-Cilag for their sponsorship of the Alzheimer’s Australia National Conference in May 2007
- The Hazel Hawke Research and Care Fund for their support of dementia research
- The JO & JR Wicking Trust for their support of the Mind Your Mind program and Dementia Research mapping
- Creative Memories for contributing to dementia research
- Sherrin Hire for donating the proceeds of their annual charity ball to dementia research
- ANZ Shareholders Scheme for contributing to dementia research
- Payroll Giving Companies included AGL, AMP, ANZ, Attorney General’s Dept, Baycorp, Dun & Bradstreet, IAC, IAG, Leighton Holdings, Lucent, NPMA, One Steel, Oxica, Suzanne Grae and Travellex; your donations are greatly appreciated
- Alzheimer’s Australia would like to acknowledge the great work Sue Pieters-Hawke has done in her continued support and the ongoing importance of her mother’s disclosure are recognised and appreciated
- Alzheimer’s Australia is grateful for the support of the Australian public. Their assistance is vital in helping us achieve our goals to provide the best possible education and support services to people diagnosed with dementia, their families and carers and to support quality Australian research into dementia care and prevention.

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The decision to make Dementia a National Health Priority in the 2005 Budget has had a significant impact in a number of ways. The direct and visible effects of additional funding of $320 million over 5 years include:

- The provision of 2000 Extended Aged Care at Home Dementia Packages funded at a level above the highest level of residential care funding.
- A greatly increased training effort.
- The establishment of three new Dementia Collaborative Research Centres and a Dementia Research Grant Program through the National Health and Medical Research Council.
- Increased funding for services provided through Alzheimer's Australia including the signing of a new contract for the Dementia Support Program until end June 2009.
- Additional funding for the work of the Alzheimer's Australia National organisation, as well as for Dementia Awareness Month activities and the biennial conference.

A national evaluation is in place to assess the implementation and outcomes of making dementia a National Health Priority. So we may know more in a few years about what it has meant in terms of outcomes for people with dementia and their family carers.

An immediate consequence of the additional funding has been a much greater interest in dementia by service providers and academic institutions. Alzheimer's Australia has new and exciting opportunities for partnerships with research bodies and service agencies.

None of this makes us complacent. The best safeguard we have to ensuring that the Dementia Initiative responds to needs of people living with dementia, is our credibility as a consumer organisation and the outstanding work of the newly established Alzheimer's Australia National Consumer Committee.

The National Consumer Committee has identified in the Dementia Manifesto the priorities that would improve the quality of life of people living with dementia. These include the early diagnosis of dementia, improved access to quality dementia care services that respond to the needs of people with dementia and their family carers, dementia services for special groups, and an increased dementia research effort.

I should like to thank the staff in the National Office for their support and in particular the work of David Turner as the National Program Manager who after five years is moving on.

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**PRESIDENT'S REPORT**

Marc Budge  
Associate Professor

**REPORT OF THE NATIONAL EXECUTIVE DIRECTOR**

Glenn Rees  
National Executive Director

This year has seen the finalisation of the contract with the Australian Government for the delivery of the National Dementia Support Program (NDSP) through Alzheimer's Australia.

This program delivers the promise in the paper *The Way Forward*, issued by the then Minister for Ageing, Julie Bishop, that a number of dementia programs would be integrated into one program. The suite of integrated services includes:

- National resources to inform consumers about all aspects of dementia
- Dementia Memory Community Centres
- Education and training programs for both family carers and care workers
- Living with memory loss programs
- Awareness activities through Dementia Awareness Month and the biennial conference
- Resources to support projects for special groups including people from Culturally and Linguistically Diverse (CALD) communities and indigenous people

The funding of the Program to end June 2009 will assist the state and territory Alzheimer’s Australia organisations to plan their dementia services.

The Program is an important part of sustaining the Australian Government’s Dementia Initiative, because it enables Alzheimer’s Australia to inform its advice to government on the basis of service provision and contact with consumers across Australia.

The Program is important in many other ways. Through NDSP the Australian Government was the principal sponsor of the Alzheimer’s Australia Conference in Perth in May 2007. The Australian Government is also the principal sponsor of Dementia Awareness Month (DAM). The public lecture tour of Professor Marilyn Albert in September 2007 attracted large audiences and media attention. The number of calls on the National Dementia Helpline increased by five times their normal level during DAM.

Importantly, the Program makes provision for initiatives with special groups. This year the first National Indigenous Dementia Forum was held and a new Indigenous Dementia Learning Resource developed with funding from the Australian Government. A consultation process was completed with people with younger onset dementia and a report provided to the Minister and Department of Health and Ageing, with recommendations for action.

If Alzheimer’s Australia is to fulfil its role as a consumer organisation, it has not only to deliver good core services but be prepared to innovate for the future. The new Quality Dementia Care publications and the work being done on new dementia specific qualifications are evidence of that commitment.
2006-2007 marks the first year of operations for the National Consumer Committee (NCC). As the inaugural Chair of this new Committee I would like to thank Alzheimer's Australia for its role in initiating, developing and supporting the valuable contributions of consumers to the National debate on dementia. The creation of the NCC resulted from the 2005 National Consumer Summit on Dementia and demonstrates Alzheimer’s Australia’s real commitment to consumer-driven advocacy, policy and program provision.

I would like to congratulate and thank the Committee members for their remarkable efforts and contributions over the year. Part of the success of the NCC is that all members have made significant contributions as national consumers and have not taken a parochial view just representing their particular state or territory. The Committee comprises thirteen people with dementia and family carers, whose hard work and enthusiasm for the cause enable the voice of consumers to be heard.

As part of our initial task, members have worked towards the key aims and objectives of the Committee, including:

- Identifying emerging issues of interest to consumers.
- Providing advice and guidance to Alzheimer’s Australia regarding the issues of importance or concern to consumers.
- Presenting a consumer perspective in public forums or to the media.
- Participating on behalf of Alzheimer’s Australia on external committees.
- Providing a consumer perspective on dementia research priorities.
- Monitoring the work of Alzheimer’s Australia in relation to consumer issues.

The NCC Secretariat has provided valuable support and assistance over the last year, helping the Committee to achieve significant outcomes.

I would also like to thank the Alzheimer’s Australia State and Territory Organisations, as well as the members of their individual consumer networks for their continued involvement and support and acknowledge the input from the state and territory consumers when requested by their NCC representatives.

In the coming year, the NCC looks forward to building on our productive, innovative and successful partnership with Alzheimer’s Australia. In particular, we will build on our efforts to develop mechanisms to enable consumer involvement across Australia, promote the consumer perspective on dementia in the public arena and work with Alzheimer’s Australia to address the various and important issues raised by consumers.

Ron Sinclair
Chair, National Consumer Committee

In August 2006 the Board of Alzheimer’s Australia together with the Executive Directors from every state and territory organisation held a workshop conducted by Liz Forsythe from KPMG to set priorities for the future direction of the organisation. The workshop discussed a report from KPMG based on consultations with stakeholders that provided:

- An assessment of the market position of Alzheimer’s Australia;
- An assessment of the evolution of the market in the next 4-5 years; and
- Advice on how Alzheimer’s Australia should position itself strategically for success.

The eighteen stakeholders came from a diverse range of professional fields including, apart from Alzheimer’s Australia Staff, Australian Government and State Public Departments, Minister’s Offices, the aged care industry, unions and professional associations and academia.

The consultation process undertaken for this engagement found that there was an overwhelmingly positive response to Alzheimer’s operations across Australia. Stakeholders identified that the organisation was and is the premier peak body for all stakeholders that provided:

- An assessment of the evolution of the market in the next 4-5 years;
- An assessment of the market position of Alzheimer’s Australia;
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The consultation process undertaken for this engagement found that there was an overwhelmingly positive response to Alzheimer’s operations across Australia. Stakeholders identified that the organisation was and is the premier peak body for all issues relating to dementia.

Nonetheless, the report suggested that Alzheimer’s Australia will need to change to adapt to the evolution and growing maturity of the wider community care system. On the basis of the report, the Board at its meeting in November 2006 endorsed a framework for Strategic Intent within which four key result areas were agreed. These were:

- Priority 1: Improving advocacy and empowering consumers.
- Priority 2: Ensuring better quality dementia care.
- Priority 3: Increasing the awareness and understanding of dementia.
- Priority 4: Identifying effective strategies for preventing and delaying the onset of dementia.

Within each of these priorities strategies have been developed and actions identified. A framework is being developed for reporting to the Board on the progress that is being made in respect of Strategic Intent.

The framework for Strategic Intent also identifies the strategic enablers that will enable Alzheimer’s Australia to develop a strong, dynamic, unified corporate organisation through:

- Strengthening the governance of the organisation at the National, State and Territory levels.
- Establishing new models of working to support the growth in best practice.
- Improving communication within Alzheimer’s Australia at all levels of the organisation.
- Diversification of the revenue sources to support Alzheimer’s Australia so that it is sustainable for the future.
- Facilitating and developing intellectual capital on dementia.
Alzheimer's Australia is very grateful for the support received from Parliamentary Friends of Dementia and in particular from the two convenors, Senator Marise Payne (NSW) and Sharon Grierson (Member for Newcastle).

During Dementia Awareness Month Professor Marilyn Albert had the opportunity to address Parliamentary Friends of Dementia in Parliament House about the importance of dementia research and achieving a delay in the onset of dementia for those most at risk. She explained that if a five-year delay was achieved in the average onset of dementia it could reduce the number of people with Alzheimer's disease by half by 2040. In the same context, Professor Albert also spoke about the importance of promoting brain health and public education programs such as the Alzheimer's Australia Mind your Mind Program.

A meeting of Parliamentary Friends of Dementia was held in June 2007 on Dementia and Indigenous people. The meeting was addressed by Professor Leon Flicker, Professor of Geriatric Medicine at the University of Western Australia and Kate Smith, Project Manager of the Rural and Remote Indigenous Dementia Study. Parliamentary Friends were told that the prevalence rate among rural and remote Indigenous people may be four or five times higher than that in the general community. The meeting was an important opportunity to raise awareness at the political level of the extent of dementia and other cognitive impairment among rural Indigenous people.

The UNWA research group have now received a Dementia Grant from the Australian Government through the National Health and Medical Research Council on the determination of culturally appropriate service delivery in the Kimberley region.

The National Consumer Committee (NCC) includes four people with dementia and nine family carers, and has members from every State and Territory. Ron Sinclair is the inaugural Chair of the Committee.

Since its establishment, the Committee has met twice; face to face in Adelaide in October 2006 and before the National Conference in Perth in May 2007. Between meetings, members hold regular teleconferences.

At the October 2006 meeting, the Committee established three Working Groups to address priority issues:
- Legal issues/elder abuse;
- Respite Care; and
- Younger Onset Dementia.

The Committee have made important contributions to:
- the draft report, Exploring the Needs of Younger People with Dementia; and planned publications on younger onset dementia;
- the Alzheimer's Australia submission to the House of Representatives Inquiry into Older People and the Law; and
- the Alzheimer's Australia submission to the Community Care Review.

Other key tasks have been:
- The writing of the Dementia Manifesto for the 2007 Federal Election (see box);
- Discussion of the arrangements for the National Conference Policy Workshop;
- Undertaking the annual NCC Self Review of Performance required under the Committee’s Business Rules; and
- Determining ways to minimise the burden on NCC members, particularly those with dementia.
The main national focus of initiatives to assist people from Cultural and Linguistically Diverse (CALD) backgrounds is the work of the Network. The Network was established in 2003 and has addressed a range of issues. Network activities in the current year have included:

- The validation of the Roland Universal Dementia Assessment Scale that has been designed to address the need for a diagnostic tool for dementia, suitable for a broad range of populations, including people from CALD backgrounds.
- Two papers on the Initial Guidelines on Screening and Assessment of CALD Communities and System Recommendations for Practitioners, Service Managers and Policy Makers in the Screening and Diagnostic Assessment of People from CALD Backgrounds have been written by the Assessment and Diagnostic subgroup of the Network. The papers were edited with assistance from the National Ageing Research Institute.
- A publication was commissioned from Access Economics “Dementia prevalence and incidence among Australians who do not speak English at home” that was released during Dementia Awareness Month 2006. It showed that over 12% of Australians with dementia – around one in eight – do not speak English at home.
- Input to the Dementia Outcomes Measurement Suite Project (centre for Health Service Development). The project developed a set of recommended measures/tools for routine use in the assessment, diagnosis, screening and outcomes monitoring of dementia conditions and evaluation of treatments that are applicable for the Australian Health Care context.

Network activities in the current year have included:

- The production of four issues of Cultural News, a network newsletter of CALD initiatives in all States and Territories
- The development of the Cultural Diversity page on the National Web site
- Formation of working partnerships with FECCA (Federation of Ethnic Communities Council of Australia), Centre for Cultural Diversity in Ageing, Australian Multicultural Foundation, PICCAC (Victoria).

The Network has undertaken a review of its work with a view to further strengthening the focus of Alzheimer’s Australia on issues of concern to people from CALD backgrounds. The Network met for the first time with the National Consumer Committee in Perth and also the National Indigenous Liaison Officer in May 2007.

Over 30 Indigenous people from across Australia took part in a two day National Indigenous Forum in October 2006 in Adelaide. The Forum was organised by Alzheimer’s Australia and funded by the Australian Government through the National Dementia Support Program. The Forum participants agreed that a National Strategy was needed to address dementia as an integral part of a national approach to successful ageing for Indigenous Australians. The report of the Forum and the Strategy is contained in Beginning the Conversation which can be accessed on www.alzheimers.org.au/upload/IndigenousForumReport.pdf

The participants nominated six key action areas to be included in the National Indigenous Dementia Strategy:

1. Community awareness activity to promote understanding of dementia among Indigenous people and the potential for prevention
2. The provision of dementia care and support services
3. Further research to determine the prevalence of dementia among Indigenous people and their potential risk factors
4. Access to diagnosis, referral and treatment services for Indigenous people
5. Funding to ensure the development of a sustainable Indigenous workforce for dementia care
6. The establishment of a National Indigenous Dementia Advisory Group supported by Alzheimer’s Australia to oversee the development of strategic operational and training partnerships with appropriate organisations.

Since that time Alzheimer’s Australia has appointed a National Indigenous Liaison Officer in Cairns: Venessa Curnow venessa.curnow@alzheimers.org.au
DEMENTIA AS A NATIONAL HEALTH PRIORITY

Over the past year seven key projects have been undertaken by Alzheimer’s Australia in a national capacity. They have been developed by Alzheimer’s Australia in partnership with the National Alzheimer’s Committee, State and Territory Alzheimer’s Organisations, and various other bodies under the Australian Government’s Dementia Initiative – Helping Australians with dementia and their carers – making dementia a national health priority.

A key element of this Initiative has been to fund national projects that aim to support people living with dementia by strengthening the capacity of key areas of the health and aged care sector to provide support and care for people with dementia. It is also to support training for 9,000 aged care workers with people living with dementia, and training for 7,000 extra carers and community workers.

The Dementia Caring – Education and Training for Carers Project aims to pilot skills enhancement activities that meet the needs of carers and families of people with dementia, strengthening the capacity of the Commonwealth Carer Respite Centre (CCRC) network as well as testing the possibility of expanding their role to provide a broader range of carer support services.

The project commenced in July 2006, with the pilot phase beginning on 1 November 2006 and is expected to be completed by September 2007. Nationally, a total of 44 CCRCs are participating in the project, delivering an expected number of 323 skills enhancement activities over the pilot period.

The Dementia Symbol Research Project aims to research the viability and potential impact of developing a national (and international) dementia symbol within various care settings as well as within the broader community.

The concept of a symbol for people with dementia was an outcome of the National Consumer Summit on Dementia held in Canberra in October 2005. At this time it was proposed that people with dementia and their carers require a national symbol in order to encourage appropriate treatment of people with dementia, particularly in relation to the delivery of care services.

Thus far the project has:
- Surveyed 48 carers and people with dementia in four focus groups, with another five or six focus groups organised. This should bring the total of people with dementia and carers surveyed to over 140.
- Surveyed 22 staff and workers in care facilities in three focus groups. There are an additional four focus groups organised to raise this number above 50.
- A Delphi Research Methodology, which consults experts in the fields associated with the development of a dementia symbol, is expected to be completed between November 2007 and January 2008.
- The project is expected to be completed by 29th February 2008.

Projects under the Peak Partnerships Project

The aim of the Peak Body Partnerships Project funded by the Australian Government is to expand Alzheimer’s Australia’s role as a peak body and to strengthen and establish partnerships with other related organisations whose role includes assisting people with dementia and related disorders, their carers and families.

Best practice – Quality Dementia Care

is a partnership between Alzheimer’s Australia and other members of the National Aged Care Alliance (NACA) developed at the Quality Dementia Care Consensus Conference on 16 August 2006.

The basic philosophy underlying the Quality Dementia Care best practice project is that “person centred care principles shape best care practices”. This philosophy has been developed by Alzheimer’s Australia into an information resource aimed at improving the quality of care given to people with dementia.

This information resource, entitled ‘Quality Dementia Care: Practice in Residential Aged Care Facilities for All Staff’, was designed to provide all carers, both health care professionals and other staff, who provide care for older people living with dementia, with practical information to help them deliver the best practice person centred care.

A companion document ‘Quality Dementia Care: Practice for Managers in Residential Aged Care Facilities’ addresses the outcomes necessary to deliver quality dementia care and meet the Accreditation Standards in aged care facilities.

Consumer contributions to the development of the publications were made at the Dementia Care Consensus Conference in August 2006 and through consumer focus groups.

The Pharmacy Dementia Project is a response to a recommendation from the National Consumer Summit in October 2005. Alzheimer’s Australia has partnered with the Pharmaceutical Society of Australia in producing dementia resources for pharmacists and pharmacy assistants.

Two types of resources have been released to date:
- A Pharmacy Self Care special edition inPHARMation package on the more important clinical aspects of dementia, medication management issues, and dementia related support services available for people in the community. The package comprising a distance-learning module for pharmacists and pharmacy assistants and two consumer information posters, was distributed to all community pharmacies in Australia in February 2007; and
- An Essential CPE clinical module provided to 10,000 pharmacists in April 2007.

The third and last product will be a Quality Use of Medications kit on Dementia, which will be used by up to 300 consultant pharmacists to educate residential care staff on the role of medications in dementia. This is due for release in August 2007.
Dementia and Depression

is a partnership between Alzheimer’s Australia and Beyond Blue which has two basic aims: firstly, to increase understanding about the prevalence and detection of dementia and depression in the elderly and engaging in appropriate help-seeking. The second aim is to address issues of awareness, understanding and the changing of attitudes towards depression in the elderly.

These aims were achieved by

- Developing a joint venture resource on Dementia and Depression; and
- Piloting and evaluating an early intervention activity for people with a diagnosis of dementia and Down syndrome, their families and carers through jointly undertaking work to address the particular needs of this special client group. This will be achieved by the development of a national resource kit on dementia, primarily for family members and carers of a person with Down syndrome.

This information resource will

- Accurately inform family and carers about dual diagnosis;
- Provide sufficient information to enable them to take appropriate measures to identify whether Alzheimer’s disease might be present in order to seek medical advice in a timely manner;
- Provide a medical overview of the causes and effects of the dual diagnosis;
- Include frequently asked questions; and
- Provide contact information for support and external resources.

This project is expected to be completed in late 2007.

Down Syndrome and Dementia

is a partnership between Alzheimer’s Australia and Down Syndrome Australia Network (DSAN).

The project with DSAN will result in benefits for people with dual diagnosis of dementia and Down syndrome, their families and carers through jointly undertaking work to address the particular needs of this special client group. This will be achieved by the development of a national resource kit on dementia, primarily for family members and carers of a person with Down syndrome.

Findings indicated the intervention had a positive effect on participants’ experience of depression. The data cautiously suggests that the intervention was beneficial in minimising the risk of depressive symptoms in both persons with dementia and the carer.

Parkinson’s and Dementia

is a partnership between Parkinson’s Australia and Alzheimer’s Australia that has jointly developed a unique educational kit which addresses the issue of Parkinson’s and Lewy Body Dementia. Lewy Body Dementia is a specific condition that combines Parkinsonism – physical symptoms such as slow movements, stiffness of limbs and difficulty walking, with dementia-type symptoms, specifically visual hallucinations, fluctuating confusions and agitation, as well as memory and thinking difficulties.

The kit, the first of its kind for an Australian audience, is the result of an Australian Government initiative to encourage collaborative partnerships between key community-based organisations. It will provide an ideal introduction to the condition for those recently diagnosed and their families and carers. The kit addresses the current lack of information, while providing details about available and relevant support services.

The DVD and booklet will be launched on 6 September 2007 as part of National Parkinson’s Awareness Week.
NATIONAL DEMENTIA SUPPORT PROGRAM

The aims of the National Dementia Support Program (NDSP) are to:

- Increase the capacity of people with dementia to remain in their homes
- Provide easy access to information on dementia
- Improve information and support services for people living with dementia
- Improve the quality of life for people with dementia
- Reduce the risk of carer burnout and;
- Improve quality of care for people with dementia.

The evaluation of the program by Curtin University concluded that the “NDSP has demonstrated that it is appropriate, effective and efficient”. In particular the evaluation concluded that the new Dementia and Memory Community Centres are proving an important way of supporting a wide variety of activities through outreach as well as through centre based services. The evaluation noted that there appears to be a huge unmet need for non-accredited short courses and community education. Recommendations were made to strengthen the National Cross Cultural Dementia Network and to introduce more flexibility into the Living With Memory Loss Program.

The evaluation concluded that no other country appears to have an approach “as comprehensive as the Australian NDSP in terms of variety of programs”.

Under the contract with the Australian Government there was a requirement to conduct a user survey in September 2006. Across every service type surveyed, over 90% of respondents said that they would recommend the service to a friend in similar circumstances. This was a very reassuring and encouraging outcome.

Service Elements

The NSDP contained five service elements:

1. National Dementia Helpline and Referral Service provides a first point of contact for dementia information, support, and other health and community services and to facilitate referral to other services. The target for helpline calls for this period not only met, but exceeded by more than 40%.

2. Dementia and Memory Community Centres (DMCC) are managed and promoted in each state and territory to improve awareness of and access to, information and activities for people with dementia, their carers and families and the broader community. DMCC’s are used initially as a “drop in centre” being accessible to all members of the public and are used for a variety of reasons:
   - Interest in learning more about dementia
   - Concern that they or loved ones may have early stage of dementia
   - A carer requiring support to live with a person with dementia
   - A person with dementia wanting more information on activities for people with dementia
   - DMCC’s can be seen as a gateway to support and activities for people with dementia and their carers.

3. Early Intervention and Counselling

State and Territory AA’s provide access to appropriate early intervention programs including the Living with Memory Loss Program (LWML) which is a core activity of this element. Counselling and support is provided to improve the coping skills of the person with dementia and their families.

4. Information, Awareness, Education and Training

Short courses are continuing to be marketed and tailored to the broadest possible range of participant groups. These range from health professionals such as nurses and trainee psychiatrists to migrant resource centre workers and other service providers.

Community education sessions are tailored to meet audience needs.

5. Support for people with Special Needs

Alzheimer’s Australia has mechanisms in place to:

- Develop and support ongoing consultative mechanisms for people from Aboriginal and Torres Strait Islander communities;
- Further develop and support the National Cross Cultural Dementia Network; and
- Develop and support ongoing consultative mechanisms for younger people with dementia.

All of these service elements were delivered in the States and Territories by the State and Territory Alzheimer’s Australia member organisations.
MIND YOUR MIND PROGRAM

Mind your Mind®, Alzheimer’s Australia’s dementia risk reduction program, was launched in 2005 and is funded by the ANZ Trustees JO and JR Wicking Trust. The program is supplied by a body of evidence based research carried out by a team of eminent Australian clinicians and led by Associate Professor Michael Woodward from Melbourne’s Austin Hospital. The results of the research were published in Alzheimer’s Australia’s Position Paper 6, “Dementia: Can it be prevented?” – August 2005.

The national program has grown in depth and exposure over the past twelve months. A national campaign to lift the profile of the program was developed in 2006. This is an ongoing strategy and has resulted in a broad range of strategies to expand the Mind your Mind® message.

National communications strategy
A national communications strategy targeting television, radio and print media includes:

- the writing and production of a consumer focused A5 booklet titled, Mind your Mind® – a user’s guide to dementia risk reduction
- the reproduction and repackaging of an article published in The Weekend Australian, titled ‘Think or Sink into a consumer friendly A5 booklet
- a Mind your Mind® jigsaw.

Partnerships and links
Partnerships have been established within the pharmaceutical industry and with service groups such as Rotary. The Mind your Mind® page on the Alzheimer’s Australia website has been linked to health bodies such as the Victorian Government’s Better Health Channel.

Community education program
A 30 minute and 60 minute updated version of the Mind your Mind® facilitator’s education program have been produced. This is to enable facilitators more flexibility to deliver the most up to date information to community groups, service groups and corporate bodies across Australia.

Mind your Mind® exhibits have been displayed at conferences, community education expos and at shopping centres in an effort to educate the community on the benefits of including brain-healthy habits into their lifestyles.

Educating medical professionals
To educate upcoming medical professionals, the Mind your Mind® program, dementia risk reduction and comprehensive coverage of Alzheimer’s disease have been included in a third year under-graduate psychology text book titled, ‘Abnormal Behaviour: Leading Researcher Perspective’. The chapter on ageing has been written by Nancy A. Pachana, Ph.D., FAPS, Associate Professor, School of Psychology at the University of Queensland. Nancy is the National Convener of the Australian Psychological Society’s Psychology and Ageing Interest Group and the Queensland chair of the EAPS College of Clinical Neuropsychologists. The book is published by Australian publisher, McGraw Hill and is due to be released December 2007.

This is the first time that Mind your Mind® and dementia risk reduction has been covered.

Educating the television networks
The Mind your Mind® program is part of the Public Health and Media Research Network through the Department of Media and Communications at Sydney University.

The network’s objective is to lobby television networks to use television drama, in particular, to disseminate accurate, up-to-date medical information. Members of the network meet regularly to discuss strategies on how to include accurate informative and educative medical and health information into Australian television dramas to educate the viewing public.

The Mind your Mind banner is used at conferences at expos to educate the community on dementia risk reduction strategies.
The objectives of Dementia Awareness Month (DAM) 2006 were to:

- Increase public understanding of the advances made in dementia research and the importance of investment in dementia research
- Increase awareness of the action people can take to reduce their risk of dementia
- Increase public awareness of the scale of the dementia epidemic in the Asia Pacific Region

To achieve these objectives a strategy was developed with four main elements:

- To report the progress made in dementia research over the last 100 years
- To identify the most promising strategies for investment in dementia research
- To inform people how they may be able to reduce their risk of dementia
- To put the problem of dementia in the wider context of the Asia Pacific to underline its universality and the potential threat it represents to public health systems around the world.

Rather than buying advertising, the Month rested upon media interest in the invited speaker Professor Marilyn Albert and new publications.

Professor Marilyn Albert, the guest of Alzheimer's Australia for the Month, spoke to large audiences in capital cities about the progress made in dementia research and the future prospects for the treatment of dementia. She suggested that the most promising research strategies would be based upon identifying those people most at risk of dementia and developing treatments that might delay the onset of dementia. She was optimistic about the possibility that treatments might become available in the next ten years that could delay the onset of dementia for those most at risk.

The total number of calls answered by the National Dementia Helpline during DAM increased by more than five times the pre-DAM figures. It is estimated that regional TV news coverage around World Alzheimer's Day reached a potential audience of more than one million viewers. There was good national TV and radio coverage throughout DAM including references in regional print (206), metropolitan TV and radio (153), regional TV and radio (82), metropolitan and suburban print (73), national TV and radio (18) and National print (12).

The launch of *Dementia in the Asia Pacific: the Epidemic is Here* and of *Mind your Mind – A User’s Guide to Dementia Risk Reduction* both contributed to the substance and interest in the Month.

Consumers have been involved in a number of projects, consultations and other meetings including:

- The new Rural Health Education Foundation video series on dementia;
- The Quality Dementia Care Consensus Conference on 16 August in Melbourne;
- The Strategic Intent meeting on 26-27 August in Adelaide;
- Quality Indicators for Residential Care consultation in August;
- Commonwealth Dementia and Memory Community Centre web site consultations in September;
- An Office of the Privacy Commissioner consultation meeting on privacy issues affecting people with dementia;
- The Minister’s Dementia Health Priority Taskforce, Research and Innovation Working Group;
- Round one of Dementia Research Grants process; and

Nearly 500 consumers including 187 people with dementia provided their views as part of exploratory research conducted by Colmar Brunton Social Research for the Australian Government to support a national campaign on dementia. This quantitative research was complemented by in-depth interviews with seventeen people with early stage dementia and their families and carers.
ALZHEIMER’S AUSTRALIA NATIONAL CONFERENCE 2007

More than 900 delegates from around Australia and the Asia-Pacific region, converged on the Perth Convention Exhibition Centre for the 12th National Alzheimer’s Australia Conference held from 29 May to 1 June, 2007.

The Conference, which was opened by the Premier of Western Australia, the Hon. Alan Carpenter, focussed on the latest dementia research and the latest trends in dementia care from all over the world.

Keynote speakers included renowned international researcher, Professor Alexander Kurz, Head of the Munich Technical University’s Centre for Cognitive Disorders and Sydney-based Professor Henry Brodaty AO, a leader in psychogeriatrics and dementia research.

The most moving presentations came from people who have lived with dementia on a daily basis and whose courage shone through in what they had to say.

Delegates also had the chance to hear from recognised dementia care innovators such as Professor Mary Marshall who championed the need for dementia care services over two decades ago when services were nearly non-existent, and Professor Murna Downs, Head of Dementia Studies, Bradford University, UK.

The conference marked the 100 year journey since Dr Alois Alzheimer discovered the disease that would later bear his name. Since then, Alzheimer’s disease has been recognised as the most common cause of dementia, which currently affects an estimated 220,000 people in Australia. This number is projected to increase to 730,000 by the year 2050.

Topics discussed at the conference included rural issues, hospital care, improving health, understanding behaviours, exploring younger onset dementia, dementia and depression, design and dementia and shaping policy.

The increasing role of technology being used in dementia care was another interesting aspect explored at the Conference. The associated Tomorrow’s World Expo demonstrated innovative and cutting-edge supportive technologies including the World’s Most Therapeutic robot, PARO the baby harp seal.

During the conference, it was stated that as the prevalence of dementia grows, more people might choose to be cared for at home. Assistive technologies will allow for such care, which will be a relief to the burden on our health system.

The evaluation post Conference showed that 95% of participants thought the event was excellent or very good.

Special thanks should go to the Alzheimer’s Australia WA Board of Directors, staff, volunteers as well as those living with dementia for their efforts and generosity of spirit throughout the planning and the duration of the conference.

PUBLICATIONS

During 2006-07, Alzheimer’s Australia has produced or commissioned a number of publications and policy documents – including submissions, articles and speeches – which may be downloaded from: www.alzheimers.org.au

Significant papers include:

- 100 Years of Alzheimer’s: Towards a World Without Dementia, August 2006
- Early Diagnosis of Dementia, March 2007
- Consumer Directed Care – A Way to Empower Consumers? May 2007
- Mind your Mind: A Users Guide to Dementia Risk Reduction, August 2006
- Dementia Prevalence and Incidence Among Australians who do not speak English at Home, November 2006
- Beginning the Conversation: Addressing Dementia in Aboriginal and Torres Strait Islander Communities, November 2006
- Quality Dementia Care: Practice in Residential Aged Care Facilities for Staff, February 2007
- Quality Dementia Care: Practice for Managers in Residential Aged Care Facilities, February 2007

A number of submissions were made during the year including to:

- The 2007/08 Budget process
- The Review of Subsidies and Services in Australian Government Funded Community Care Aged Care programs in January 2007
- The House of Representatives Standing Committee on Legal and Constitutional Committee on Older People and the Law in November 2006.

CONSUMER DIRECTED CARE

Alzheimer’s Australia is committed to the principle of ensuring that consumers have greater choice over the services they receive, who will deliver the services and when.

To promote discussion of greater choice for consumers Alzheimer’s Australia published Consumer Directed Care – A Way to Empower Consumers? The publication reports on overseas experience with consumer directed care and discusses its relevance in the Australian context.

It is proposed to organise seminars across Australia by Dr Jane Tilly, a researcher based in the USA who has worked extensively on consumer directed care.

On the basis of the seminars a consultation report will be provided to the Australian Government on options for embedding the principle of consumer directed care in Australian aged care programs, particularly in aged care packages. A first step may be to propose trials with a view to showing, as has been the case overseas, that consumer directed care results in positive outcomes for people living with dementia.

Professor Alexander Kurz, Head of the Munich Technical University Centre for Cognitive Disorders

Annual Report 2007 Alzheimer's Australia
ALZHEIMER’S DISEASE INTERNATIONAL

The advocacy of Alzheimer’s Australia to make dementia a National Health Priority and the decision by the Australia Government in the 2005 Budget to make dementia a Health Priority has enabled Australia to take a leadership role in working with the fifteen Asia Pacific members of Alzheimer’s Disease International (ADI). The objective is to better position member countries to advocate to their national governments as well to international agencies and the World Health Organisation.

The principal focus of this work in 2006/07 was the publication of the Report commissioned by Alzheimer’s Australia on behalf of Asia Pacific members of ADI from Access Economics Dementia in the Asia Pacific: The Epidemic is Here. The Report recognises that developing countries are not well positioned and highlights major issues in the Asia Pacific countries including:

- Limited awareness of dementia and a cultural context that denies its existence or attaches extreme stigma to the condition.
- An assumption that dementia is a natural part of ageing and not a disease superimposed on the changes of ageing.
- No focus on dementia and as a consequence, inadequate human and financial resources to meet care needs.

The report which was agreed by all the Asia Pacific members of ADI recommended that National governments in the region should:

- Create the climate for change of community attitude and government policy through greater awareness and de-stigmatisation of dementia.
- Build effective constituencies and coalitions for partnerships between policy makers, clinicians, researchers, care givers and people with dementia.
- Promote the development of care services that are responsive to the needs of people with dementia and their family carers.

This Report is only a first step in promoting awareness at the international and national level of the impact that dementia will have by the middle of the century on the public health systems of Asia Pacific countries and on the quality of life of people with dementia and their family carers living in those countries.

This work has laid the basis for ADI at the international level to advocate for dementia to be a health priority. The immediate focus of this work, in which Alzheimer’s Australia is taking a major role, is to get recognition of dementia as a major health issue at the regional level of WHO and to develop the conceptual framework within which health planners and policy makers can focus on the development of dementia services, particularly in developing countries.

The opportunity was taken of the Alzheimer’s Australia National Conference in Perth in June 2007 to hold a meeting of the Asia Pacific members of ADI. Members from China, Hong Kong, India, Malaysia, Pakistan, Singapore, Sri Lanka, Taiwan and Thailand shared their experience in expanding services and promoting greater awareness of dementia. Great progress is being made in service development but it remains the case that very limited services are available in many countries in the region for people with dementia and their family carers. Member countries agreed that they would seek to promote a higher priority for dementia within the Western Pacific regional organisation (WHO) over the next two to three years.
INDEPENDENT AUDITORS REPORT TO THE MEMBERS OF ALZHEIMER'S AUSTRALIA INCORPORATED


We have audited the accompanying financial report of Alzheimer's Australia Incorporated (the association) which comprises the balance sheet as at 30 June 2007 and the income statement, statement of recognised income and expenditure and cash flow statement for the year ended on that date, a summary of significant accounting policies and other explanatory notes and the statement by members of the committee.

Committee's Responsibility for the Financial Report

The committee of the association is responsible for the preparation and fair presentation of the financial report in accordance with the Associations Incorporation Act 1984 (NSW). This responsibility includes establishing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

INDEPENDENT AUDITORS REPORT TO THE MEMBERS OF ALZHEIMER'S AUSTRALIA INCORPORATED

Auditor's Opinion

In our opinion:

The financial report of Alzheimer's Australia Incorporated is in accordance with the Associations Incorporation Act 1984 (NSW) including:

i. giving a true and fair view of the Association's financial position as at 30 June 2007 and of their performance for the year ended on that date; and

ii. complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Associations Incorporation Act 1984 (NSW).

James Barrett
Executive Director, CA
WalterTurnbull
Canberra, ACT
12 October 2007
ALZHEIMER’S AUSTRALIA INCORPORATED

STATEMENT BY MEMBERS OF THE COMMITTEE

In the opinion of the committee the financial report as set out on pages 5 to 21:

1. Presents a true and fair view of the financial position of Alzheimer’s Australia Incorporated as at 30 June 2007 and its performance for the year ended on that date in accordance with Australian Accounting Standards, mandatory professional reporting requirements and other authoritative pronouncements of the Australian Accounting Standards Board.

2. At the date of this statement, there are reasonable grounds to believe that Alzheimer’s Australia Incorporated will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Committee and is signed for and on behalf of the Committee by:

Committee Member

Committee Member

Dated this 12th day of October 2007.

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<th>Note</th>
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<td>Employee benefits expense</td>
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<td>Operating lease expense</td>
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<td>Other expenses</td>
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<td>Loss / Profit from operations</td>
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The accompanying notes form part of this financial report.
Alzheimer's Australia is the National peak body for people living with dementia, their families and carers. Its vision is for a society committed to the prevention of dementia, while valuing and supporting people living with dementia.

In the early 1980's, State and Territory Alzheimer’s Associations were established as self help organisations by and for family carers of people with Alzheimer’s disease and other dementias. The National Federation was formed in 1989 with membership from all States and Territories. Alzheimer’s Australia works in partnership with other peak consumer bodies and stakeholders, as well as Government.

Alzheimer’s Australia administers leading edge National dementia programs and services funded by the Australian Government. These services are provided by members of Alzheimer’s Australia and other organizations and include:

- A National Dementia Helpline that provides information, advice and local referrals to callers.
- Face to face counselling including emotional support and problem solving for individuals and families.
- A comprehensive 6-8 week program for people living with early stage dementia and their carers.
- Help sheets that provide information about dementia and living and caring for someone with dementia. Some are available in community languages.
- Metropolitan and regional support groups for carers.
- Accredited dementia care training for aged care workers.
- A National Dementia Behaviour Advisory Service that provides advice on the managing of challenging behaviours to carers and respite care workers.

What is Alzheimer’s Australia?

Alzheimer’s Australia is an active advocate for people with dementia, their families and carers. Alzheimer’s Australia is committed to a strong consumer focus and encourages people with early stage dementia, their families and carers to:

- Serve on National, State and Territory Association boards and committees.
- Participate in advocacy campaigns for better dementia services and policies.
- Represent consumer views to Government and Industry.
- Volunteer, for example on speakers’ panels or operating the National Dementia Helpline.
- Review and comment on information materials and policy documents.

Importantly Alzheimer’s Australia has encouraged people with early stage dementia to self advocate and to be involved in the work of the organisation, for example in the development of the website and active participation in the biennial National conference.

If you would like to know more about Alzheimer’s Australia or to make a donation please visit us at [www.alzheimers.org.au](http://www.alzheimers.org.au) or contact us at:

**Alzheimer’s Australia**

Tel (02) 6254 4233  
Fax (02) 6278 7225  
Email secretariat@alzheimers.org.au  
PO Box 4019 Hawker ACT 2614
Visit the Alzheimer’s Australia web site at
www.alzheimers.org.au
for comprehensive information about:
- dementia and care
- education and training
- other services offered by member organisations

National Dementia Helpline
1800 100 500