

ALZHEIMER'S AUSTRALIA VIC

# Strategic Plan 2014 -17

DEMONSTRATING DEMENTIA LEADERSHIP



*Perc Walkley Dementia Learning Centre: immersive technology applications*

**UNDERSTAND ALZHEIMER'S  
EDUCATE AUSTRALIA**  
FIGHTDEMENTIA.ORG.AU



# LEADING THE WAY



During the next three years (2014-17) Alzheimer's Australia Vic will pursue five new priority areas that focus on dementia leadership. These priorities will be consumer-driven and encourage transformational change, as well as reflecting global thinking. Most importantly, each and every initiative will reflect a different facet of the way in which we support people with dementia, their families and carers.

## Maree McCabe

Chief Executive Officer

### Strategic Priority 1

#### LEADERSHIP IN DEMENTIA INNOVATION

Alzheimer's Australia Vic will provide leadership that transforms how we think about all forms of dementia by demonstrating approaches that engage, inform and inspire. Issues will be examined through a variety of lenses that draw on experience and innovations from many disciplines and fields.

##### MAJOR THEMES:

- Support cutting edge research trials that delay, treat and prevent Alzheimer's disease and other forms of dementia and service innovations
- Demonstrate the application of leading edge technologies that promote better outcomes for people with dementia and carers
- Create learning experiences that inspire health and aged care professionals to understand the world of people living with dementia and support a commitment to person-centred care
- Through the use of technologies and other interactive approaches explore ways where education of professionals and other groups is more engaging and accessible

### Strategic Priority 2

#### LEADERSHIP IN TRANSFORMING COMMUNITY UNDERSTANDING OF DEMENTIA

Alzheimer's Australia Vic will lead initiatives that increase community understanding of all forms of dementia and expand support for people impacted by the disease.

##### MAJOR THEMES:

- Increase awareness of national and international innovations that benefit people living with dementia, their families and carers
- Proactively address sensitive topics that impact on the lives of people with dementia (e.g. decision making, family conflict, isolation, sex and sexuality, challenging behaviours, advance care planning)
- Introduce initiatives to mitigate the stigma associated with dementia
- Expand engagement opportunities for families and children, including intergenerational support and involvement
- Continue to develop resources for all forms of dementia

## Strategic Priority 3

### LEADERSHIP IN CONSUMER-DRIVEN SERVICES

Alzheimer's Australia Vic will provide leadership in the development, expansion and promotion of a broad range of integrated consumer-driven services for all forms of dementia.

#### MAJOR THEMES:

- Support initiatives that allow consumers to live a life of choice
- Enhance service delivery in regions of high need
- Deliver person-centred, individually-tailored care and support that is inclusive of all people, families and community networks
- Promote approaches to service provision across all care settings that contribute to and enhance the quality of life for people living with dementia
- Promote timely diagnosis and general practitioner awareness of dementia
- Expand the range of professional skills, development and specialisation pathways for health and aged care professionals (including national/international exchanges)

## Strategic Priority 5

### LEADERSHIP IN BRAIN HEALTH AND PREVENTION

Alzheimer's Australia Vic will continue to identify and promote evidence-based information supporting the modification of identified risk factors for dementia.

#### MAJOR THEMES:

- Promote the expanding evidence base on dementia risk reduction research
- Raise awareness of the importance of maintaining brain health within sporting communities
- Develop resources and programs to expand brain health messages in the community and workplaces

## Strategic Priority 4

### LEADERSHIP IN DEMENTIA-FRIENDLY COMMUNITIES

Alzheimer's Australia Vic will partner with a broad range of stakeholders and consumers to drive initiatives to make Victoria friendly for people living with all forms of dementia.

#### MAJOR THEMES:

- Consult widely with communities to identify what a dementia friendly society looks like
- Introduce initiatives that support communities and services to be dementia-friendly
- Support people with dementia to be active, engaged participants in their communities
- Showcase how environments can be transformed to enhance the lives of people living with dementia
- Demonstrate dementia-friendly environments within Alzheimer's Australia Vic

#### Alzheimer's Australia Vic Inc

Learning Services  
155 Oak Street,  
Parkville 3052

Family Services  
98 - 104 Riversdale Road,  
Hawthorn 3122

National Dementia Helpline  
1800 100 500

[fightdementia.org.au/vic](https://fightdementia.org.au/vic)

This document is also available online at  
[fightdementia.org.au/vic](https://fightdementia.org.au/vic)



**Nº18** IF DEMENTIA WERE A COUNTRY, IT WOULD BE THE WORLD'S 18<sup>TH</sup> LARGEST ECONOMY.

# FIGHT

**83 BILLION DOLLARS**

By the **2060s**, spending on dementia is set to outstrip that of any other condition. It is projected to be **\$83 billion**, and will represent around **11%** of the entire health and residential aged care sector spending.



Each week, there are **1,700** new cases of dementia in Australia; **one person every 6 minutes**. That's expected to grow to **7,400** new cases each week by 2050.

DEMENTIA CAN AFFECT ANYBODY. EVEN PEOPLE IN THEIR **30s, 40s & 50s**

DEMENTIA IS THE **3RD LEADING CAUSE OF DEATH IN AUSTRALIA, AFTER HEART DISEASE & STROKE.**

**24,000**

There are approximately **24,000** people in Australia with younger onset dementia — a diagnosis of dementia under the age of 65.

**UNDER 65**



★ **US\$604 BILLION** ★

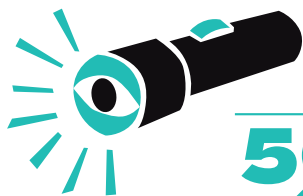
The total estimated worldwide costs of dementia were **US\$604 billion** in 2010. That is 1% of the world's Gross Domestic Product.

**550,000**

**550,000** Australians will be living with dementia. by 2030. Without a medical breakthrough, that number is expected to grow to almost **900,000** by 2050. That's **3** times the size of Canberra.

# DEMENTIA

**IS THE THIRD LEADING CAUSE OF DEATH IN AUSTRALIA. AND THERE'S NO CURE.**



**Alzheimer's Australia** is shining light on the stigma and confusion around Alzheimer's and dementia.

**50%**  
↑  
**70%**

Alzheimer's disease is the most common form of dementia, accounting for between **50-70%** of all cases. But there are more than **100** other types of dementia.

**1.2 MILLION**

Australians are currently caring for someone with dementia.



DEMENTIA **IS NOT A NORMAL PART OF AGEING.**

A **healthy diet** is a great way to lower your risk of dementia. Rich in fruit and vegetables, lots of legumes, wholegrain breads and cereals, fish, lean meats, reduced-fat dairy products and unsaturated oils such as sunflower, canola, olive and flaxseed.



By **2029**, Australia will be in need of more than **150,000** paid and unpaid carers for people with dementia.

**DEMENTIA IS FATAL AND THERE'S NO CURE**

**LEADING A BRAIN HEALTHY LIFESTYLE - MENTALLY, PHYSICALLY AND SOCIALLY - MAY HELP REDUCE YOUR RISK OF DEVELOPING DEMENTIA.**

Dementia is already the single greatest cause of disability in Australians aged 65 years or older.



One in four people over the age of **85** has dementia.

**Alzheimer's Australia** is the charity for people with dementia and their families and carers. It provides advocacy, support services, education and information.



**INCREASING INVESTMENT IN RESEARCH COULD SAVE THE LIVES OF MILLIONS OF AUSTRALIANS.**



If dementia were a company, it would be the world's largest, exceeding Wal-mart (**US\$414 billion**) and Exxon Mobil (**US\$311 billion**).

**GET PHYSICAL. WALKING, PLAYING SPORTS, GOING TO THE GYM, DANCING, DOING YOGA, PILATES OR TAI CHI ARE GREAT WAYS TO HELP LOWER YOUR RISK OF DEMENTIA.**



Dementia is the term used to describe the symptoms of a large group of illnesses which cause a progressive decline in a person's functioning. It is a broad term used to describe a loss of memory, intellect, rationality, social skills and physical functioning. For more information on dementia, please visit [fightdementia.org.au](http://fightdementia.org.au)