

**UNDERSTAND ALZHEIMER'S  
SUPPORT AUSTRALIA**



**ALZHEIMER'S  
AUSTRALIA VIC  
ANNUAL REPORT  
2016-2017**



## Alzheimer's Australia Vic

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### Our Patron

Her Excellency the Honourable Linda Dessau AC,  
Governor of Victoria

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### Our Honorary Members

Lyn Allison	Edie Mayhew
David Andrews	Lynette Moore
Margaret Baulch	Brian Moss AM
Margaret Cameron	Barbara Potter AM
Patricia Collett	Gordon Robinson
Anne Fairhall	Nich Rogers
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Stephen Hawke	Anne Tudor
Carolyn Holten	Tom Valenta
Dr Susan Koch	Keith Wehl
Garry Lovell	Pamela Galli
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Mary Lyttle	

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### Ambassadors

Lyn Allison  
David Astle  
Terence Donovan  
Colleen Hartland MP  
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Emma Kealy MP  
Sam Mitchell  
Fiona Patten MP  
Anne Phelan AM  
Prof Graeme Samuel AC  
Mark Seymour  
Nicola Stevens  
Denis Walter OAM  
Gabrielle Williams MP  
Assoc Prof Michael Woodward AM

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**Cover photo** Ita Buttrose, AO OBE, Ambassador  
Dementia Australia with guests at a High Tea to  
Remember fundraising event at The Hotel Windsor,  
Melbourne. Photo: Darren James

## About this Annual Report

This report outlines Alzheimer's Australia Vic's activities and achievements during the 2016-17 financial year. It reports on the achievements of our Strategic Plan, Leading the Way 2014-2017 and the priorities identified. It is intended for people with dementia, their families and carers, our members, staff, volunteers, donors, government, corporate and community organisations.

Throughout 2016 and 2017 the organisation has been working with the other state and territory organisations to develop a plan to unify and become one, national organisation called Dementia Australia. The process has included consultation within the sector, with our members, with our consumers, with staff, donors, government, corporate partners and sponsors. Professional legal and change management advice has been sought to ensure the transition is timely, compliant, respectful and within budget.

This means as of 1 October 2017, Alzheimer's Australia Vic will be called Dementia Australia.

Information about all the programs and projects discussed in this Report are available on our website [dementia.org.au](http://dementia.org.au)

### Australasian Reporting Awards

Alzheimer's Australia Vic was awarded a silver medal for our 2015-16 Annual Report, in recognition of excellence in reporting. We are committed to the continual improvement in the quality and transparency of our reporting.

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# CHAIR REPORT



This last year has been a momentous year for Alzheimer's Australia Vic and the members of the Alzheimer's Australia federation as we have been working towards unification, which will, officially, be announced in October 2017, along with our name change to Dementia Australia.

All we have achieved has, without a doubt, been through the extraordinary power of the partnerships we have with the many stakeholder groups around the state and across the country. From our clients, who are here for every day, through to donors, sponsors, the philanthropic community, governments and corporate partners, our clinical and research partners through to, of course, our staff.

The drive, commitment and energy that stems from all these relationships keeps us all inspired, motivated and focused on our endgame of providing the best quality support and information for Victorians of all ages who are living with all forms of dementia, their families and carers.

Even though we will be emerging in the next year as one unified organisation we will continue to lobby the Victorian Government for increased funding to meet the needs of the growing number of people in the state who live with dementia and those who care for them.

We will continue to build on our important local relationships with all our state stakeholders who have played such a major part of the life of Alzheimer's Australia Vic, from 1983 as a group of concerned carers coming together, through to the next big stage as we join the unified Dementia Australia.

In the absence of a significant medical breakthrough, the number of Victorians living with dementia is predicted to rise from 104,622 in 2017 to 159,184 in 2030, an increase of 52 per cent. We are ever conscious of the impact of this immense growth and use this data in our advocacy to make a compelling case for continued and additional support from all our partners.

I would like to thank our former CEO Alzheimer's Australia Vic, Maree McCabe, who stepped into the Acting National CEO Alzheimer's Australia role from August 2016 through to her official appointment as National CEO Alzheimer's Australia in February 2017. Maree, in this role will, become CEO Dementia Australia from October 2017. I congratulate Maree and acknowledge her leadership through this significant time of change.

As Acting CEO Alzheimer's Australia Vic from August 2016, I acknowledge Leanne Emerson (formerly Wenig) for her outstanding management and guidance of our organisation through the challenge of this period of change. In particular I wish to recognise Leanne for building on the positive team culture within, and making the needs of our staff a priority throughout the last year. Her stable, leadership provided assurance to staff with timely, appropriate and respectful internal communication whenever possible creating an environment of inclusion and consultation. This was demonstrated by the 92 per cent of participants of our annual staff culture survey who stated they would recommended Alzheimer's Australia Vic as a place to work. In a time of such uncertainty and change this achievement is to be commended.

## Strategic Plan

This year marks the end our strategic plan, Leading the Way 2014-2017, which identified five priority areas focused on dementia leadership. In this Report we have reflected on the results of the three years and provided examples of key projects and services which demonstrate the success of the Plan. I thank all those who have contributed to the achievements across all the themes and objectives.



## Governance

The role of the Board is to collectively ensure the delivery of Alzheimer's Australia Vic's objectives, to set its strategic direction and to uphold its values. The Board is responsible and accountable for ensuring that the organisation is performing well, is solvent and is complying with all its legal, financial and ethical obligations. The Board ensures that the organisation continues to thrive while balancing organisational risk. As a Board, we voted unanimously for unification and will be consulting members throughout the process compliant with the Alzheimer's Australia Vic Rules. In particular as we move to unification I wish to acknowledge all the Board in Victoria for their commitment to making a difference to the lives of all people impacted by dementia.

## Acknowledgements

On behalf of Alzheimer's Australia Vic, I would like to acknowledge the State and Commonwealth Governments and our donors for their ongoing support of our work. Their contributions allow us to reach a large and diverse audience of people impacted by dementia, to support and educate them and help ensure they are not alone in managing the challenges which dementia can bring.

## Looking to the future

With much change ahead I am confident that the organisation will adapt and innovate to meet any challenges and continue to deliver an excellent quality of education, information and support for people whose lives are impacted by dementia.



**Neil Samuel**  
Chair



**Above** Maree McCabe, Interim National CEO Alzheimer's Australia, Cathy McGowan MP, Federal Member for Indi and Neil Samuel, Chair Alzheimer's Australia Vic at the Benalla Tea Dance held for Dementia Awareness Month, September 2016. Photo Erin Hartwig

# ACTING CEO REPORT



In this final year of our 2014 – 2017 Strategic Plan, Leading the Way, Alzheimer's Australia Vic remained focused on delivering services that address the five priority areas identified in the plan, all of which are consumer driven, encourage transformational

change and reflect global thinking.

This year we continued to be leaders in dementia care and innovation and we grew the breadth of our services to better address the needs of the diverse groups of people whose lives are impacted by dementia.

Our financial performance continued to reflect the complex environment in which we are currently operating. We are one of many organisations impacted by fundamental changes to the Victorian Home and Community Care program and the roll out of the National Disability Insurance Scheme (NDIS), of which the latter is widely accepted to be the largest social policy reform since Medicare was introduced in 1975.

We have reviewed our operations and cost structures in the context of funding and income projections and continue to act in the interests of maintaining our financial viability, an exercise we constantly balance with maintaining high quality programs and services.

## Highlights

This year we have celebrated a number of highlights, many of which are featured in this report.

Collectively they reflect the commitment of our organisation to serving people living with dementia, their families and carers. With each achievement we demonstrate that they are not alone; that there is support and information for all who need it. Across the Victoria we have supported tens of thousands of people through our services, training courses and through our National Dementia Helpline.

Specific project examples include:

- Securing the Dementia Essentials national course delivery contract as part of the Dementia Training Australia consortium
- Securing almost \$1million from the Federal Government's Dementia and Aged Care Service to develop applications and solutions using augmented reality technology and smart devices to assist people living with dementia with daily activities. The project will commence in June 2017 and be completed by June 2019
- The successful launch of the world's first Enabling EDIE Workshops using cutting edge, virtual reality headset technology and the successful rollout of a truly mobile education program – the next generation on from our multi-award winning Virtual Dementia Experience™
- Working closely with the ABC's flagship current affairs program, Four Corners to produce a documentary following the lives of three people living with dementia that will screen nationally in July 2017
- At our Parliamentary Friends of Dementia meeting, A Good Death Is Our Right, providing consumers with a powerful platform to share their views with Victorian members of parliament and members of the committee of inquiry on Voluntary Assisted Dying.

## Acknowledgements

I would like to acknowledge all those who have contributed to our successes and supported us to meet challenges in 2016 – 2017. To our Board, consumers, volunteers, staff, members and other partners, I thank you for your expertise, generosity and passion and acknowledge the power of our partnerships in assuring people impacted by dementia that they are not alone.

**Leanne Emerson** (formerly Wenig)  
Acting CEO

# STRATEGIC PRIORITIES

Our Strategic Plan 2014-2017 identifies five key priorities and it informs all of the work that we do for people whose lives are impacted by dementia. Throughout this report you will find examples of projects and services which demonstrate how we are working toward and ultimately delivering on these priorities.

The way that we measure our impact and outcomes against this Strategic Plan is complex. Outcome measures are based on cost effectiveness, timeliness and agreed deliverables. They are tailored to each project or program and reflect a combination of consumer input, mandated government requirements, donor funding expectations, and quality frameworks. Wherever possible outcomes are presented against each strategic priority on the following pages.



## 1. Leadership in dementia innovation

Provide leadership that transforms how we think about all forms of dementia by demonstrating approaches that engage, inform and inspire.

See page 8

## 2. Leadership in transforming community understanding of dementia

Lead initiatives that increase community understanding of all forms of dementia and expand support for people impacted by the disease.

See page 9

## 3. Leadership in consumer-driven services

Provide leadership in the development, expansion and promotion of a broad range of integrated consumer-driven services for all forms of dementia.

See pages 10-13

## 4. Leadership in dementia-friendly communities

Partner with a broad range of stakeholders and consumers to drive initiatives to make Victoria friendly for people living with all forms of dementia.

See page 13

## 5. Leadership in brain health and prevention

Identify and promote evidence-based information supporting the modification of identified risk factors for dementia.

See page 14

Left L to R Janice Besch, Director of the NHMRC National Institute of Dementia Research; Leanne Emerson, Acting CEO Alzheimer's Australia Vic; Anne Fairhall, Honorary Member Alzheimer's Australia Vic and Prof Henry Brodaty AO, Alzheimer's Australia NSW Honorary Medical Advisor at the Brain Awareness Week Public Lecture, Melbourne, March 2017



# 1 LEADERSHIP IN DEMENTIA INNOVATION

**Provide leadership that transforms how we think about all forms of dementia by demonstrating approaches that engage, inform and inspire.**

## Enabling EDIE™ Workshops

Alzheimer's Australia Vic developed the next generation version of the Virtual Dementia Experience™ using virtual reality headsets to allow the workshops to be delivered all over Australia. In September 2016 EDIE (Education Dementia Immersive Experience) was released as a free teaser app using Cardboard VR to promote registrations open for *Enabling EDIE™ Workshop*, a three hour comprehensive workshop using that started in January 2017. Using virtual reality the workshops deliver an education program to encourage empathy about what it might be like to experience dementia.

There were more than 80 sessions delivered in the first year and the sessions are booked months in advance.

The Cardboard VR EDIE continues to be a valuable resource for our counselling staff to support clients caring for people living with to better understand what a person living with dementia might be experiencing.

## Other achievements

- Understanding the brain and the person DVD released in partnership with the newly formed Dementia Training Australia Consortium
- The Victorian management of the delivery of the national Dementia Essentials training program
- Secured almost \$1 million to develop an augmented reality tool to support people living with dementia in the community through federal Dementia Aged Care Services funding – project ends June 2019
- Developed and released The Virtual Forest™, the world's first interactive computer game and art installation for people living with dementia available as a product for aged care providers.

**Below** Enabling EDIE Workshop using virtual reality technology



# 2 LEADERSHIP IN TRANSFORMING COMMUNITY UNDERSTANDING OF DEMENTIA

**Lead initiatives that increase community understanding of all forms of dementia and expand support for people impacted by the disease.**

## The Dementia Guide

The Dementia Guide, a friend to support people living with dementia and carers, is an important resource for anyone who has recently been diagnosed with dementia or has been impacted by the disease. This could be any type of dementia, such as Alzheimer's disease, vascular dementia, or mixed dementia, and it addresses issues for people of all ages living with the disease. Released in November 2016, more than 20,000 copies have been distributed Australia wide. The guide is available for download and funding is being sought for future print runs to assist in meeting the expected continued demand.

## Other achievements

- Delivered a highly interactive masterclass on transforming the model of dementia practice and culture of care facilitated by Dr Al Power, geriatrician and Clinical Associate Professor of Medicine at the University of Rochester, New York.
- Hosted Harry Johns, CEO Alzheimer's Association USA, to present a public lecture in partnership with the NHMRC National Institute for Dementia Research and Equity Trustees – Wicking Trust
- Participated in the judging of the Aged Care Quality Agency Better Practice Awards 2017
- Delivered the Austin Hospital Advance Care Planning training pilot for community care workers nationally
- Delivered training to more than 16,000 people in the health and aged care sectors.

## Library and resources

The library provides dementia-specific resources to people living with dementia, their families, professionals, Alzheimer's Australia staff across the country and the general public.

Choosing books and resources can be overwhelming, so we welcome the opportunity to talk with our clients to determine what would work best for them. In the 2016-17 financial year, we have been able to extend our reach with the introduction of the pop-up library at some of our Memory Lane Cafes. We have visited more than 30 Memory Lane Cafes and public events and appreciate the assistance of volunteers in

delivering this much-welcomed service.

Our topic-based blog Dementia Resources, [dementiaresources.org.au](http://dementiaresources.org.au), continues to generate interest and helps us reach a broader audience. A new post is published every month focusing on relevant resources that are available online or in the library collection.

Our main library is at our offices at 98–104 Riversdale Road, Hawthorn, with a smaller collection now located at our Parkville office, at 155 Oak Street.

## Pop-up libraries held

2016-17	33
2015-16	20
2014-15	n/a

## Number of views

2016-17	12,555
2015-16	12,899
2014-15	9,226

## Library loans and journal articles supplied

2016-17	2,700+
2015-16	2,500+
2014-15	2,440+



**Left Actor, Faustina (Fuzzy) Agolley, who accessed our library and consulted Dementia Australia to research her role in the Sydney and Melbourne Theatre Companies' production of The Father that will perform seasons from August to December 2017.**

# 3 LEADERSHIP IN CONSUMER-DRIVEN SERVICES

**Provide leadership in the development, expansion and promotion of a broad range of integrated consumer-driven services for all forms of dementia.**

## A Good Death Is Our Right

Alzheimer's Australia Vic supported Victorian consumers, meaning people living with dementia, their families and carers, in a submission, A good death is my right, to the Parliamentary Committee developing the discussion paper on Voluntary Assisted Dying. They expressed the view that people with degenerative disorders should have the right to make an enduring request for voluntary assisted dying in an Advance Care Plan.

In June 2017, consumers Debbie Barker, Terry Barnett, Sharon Bourne, Alice Wong and Ken May, Jane Sandow and Rob Trinca, and, Anne Tudor and Edie Mayhew presented their views at the Victorian Parliamentary Friends of Dementia in Parliament House Victoria.

## Other achievements

- Supported consumers to participate in a variety of forums, meetings, roundtables with politicians, media opportunities, surveys, research and public speaking
- Included extensive consumer consultation and planning committee representation for 17th Alzheimer's Australia Biennial National Dementia Conference to be held in October 2017
- Celebrated delivering 25 years of dementia counselling services to Victorians
- Shared in the acknowledgment of Ray Morgan OAM, receiving Queen's birthday honours for his services to the community in raising awareness about dementia
- Our Ambassadors continued their support and commitment to awareness raising through event attendance, delivering speeches, media stories and including their stories in resources and promotional materials



**Above** The group who presented at Parliamentary Friends of Dementia in June 2017, A Good Death is Our Right, Consumers Alice Wong; Ken May; Sharon Bourne; Rob Trinca, and Jane Sandow; Leanne Wenig, Acting CEO Alzheimer's Australia Vic; Emma Kealy MP, Co-convenor Parliamentary Friends of Dementia; consumer Deb Barker; Gabrielle Williams MP, Co-convenor Parliamentary Friends of Dementia; consumers Terry Barnett; Anne Tudor and Edie Mayhew. Photo: Arsineh Houspian

## Our core services for clients

### Core services

Our core consumer services demonstrate our year-round commitment to our strategic priority of displaying leadership in consumer-driven services.

### Memory Lane Café

The Memory Lane Café program provides support to people with dementia and their families. The program offers peer support in a social setting, as well as information about the services and supports available.

Eight cafés are run in metropolitan and regional locations, each hosting up to 13 sessions per year. Specific cafés are also held for people with younger onset dementia and people from culturally and linguistically diverse communities.

To find out more about Memory Lane Cafés, call 1800 100 500.

### Living with Dementia Program

The Living with Dementia Program, formerly called Living with Memory Loss, is a group program for people diagnosed with early stage dementia and their families. It provides information, peer support and practical advice, encouraging participants to explore ways of managing dementia now and into the future.



It can be run over four or six weeks, or as a residential or semi-residential retreat, in metropolitan Melbourne and regional Victorian locations. Some programs are also tailored for people with younger onset dementia or with specific forms of dementia, such as the Living with Lewy Body Dementia program.

We provide this program at no cost to participants thanks to funding from the Commonwealth Government's National Dementia Support Program. To find out more about the Living with Dementia program, call 1800 100 500.

### **Family education sessions**

Family information and support sessions aim to help carers cope and reduce their stress, by providing accurate, relevant information about dementia and the changes it can bring. The sessions help carers feel less alone in the journey by allowing them to learn about supports, services and strategies to manage these changes, alongside others facing similar challenges.

Family members have options ranging from short, one-off sessions to longer group-based interactive programs. The sessions cover a range of topics most commonly requested by carers.

All programs are offered in locations around Victoria. Each week an average of five different sessions are offered across Victoria.

### **Counselling and support services**

Counselling and support services provided by trained counsellors and dementia consultants offer a range of individualised support, counselling and practical assistance for people with dementia, family members such as spouses and children, friends and significant others. Often an individual, couple or family session with a dementia counsellor is an important first step in ensuring all concerned gain an adequate understanding of dementia and its impact on their lives; as well as identifying

strategies to cope with changes now and in the future. This service is provided across Victoria by telephone, in the family home or a regional location, and over the internet.

### **Younger onset dementia services**

Younger onset dementia is any form of dementia diagnosed in people under the age of 65. Launched in July 2013, the Younger Onset Dementia Key Worker Program offers many services for people with dementia and their families. This includes individualised information and advice, support and resources and counselling services. The Younger Onset Dementia Key Worker Program also works with a range of services across many sectors to develop suitable service options for people with younger onset dementia, while ensuring that services understand the needs of people with the condition.

In addition, the Younger Onset Dementia Café program, in Melbourne and regional Victoria, offers peer support in a social setting; while a Living with Younger Onset Dementia program provides information and peer support to those recently diagnosed, and their families.

The Younger Onset Dementia Key Worker Program is funded by the Commonwealth Government.

For more information about the program please call 1800 100 500.

A range of other programs are also offered to people impacted by younger onset dementia. These include a volunteer mentor project, which allows people with younger onset dementia who have had to cease paid employment to volunteer within their local communities. There is also a support group for people diagnosed with Posterior Cortical Atrophy (PCA) and their families to support them to live well with the differing symptoms of this form of dementia. A range of family information and support sessions covering topics that deal with issues faced by younger people with dementia and their families is being developed.

### **National Dementia Helpline 1800 100 500**

The National Dementia Helpline is available all year round to provide information and support to people with dementia, family members and carers as well as people concerned about cognitive and other changes. It operates 9am to 5pm Monday to Friday across Australia, excluding public holidays.

This is the second financial year of our new operating model for the helpline. Calls from across Australia are taken by advisors in a call centre at Alzheimer's Australia NSW. Advisors are all tertiary qualified allied health or nursing professionals, from various disciplines including social-work, counselling, psychology, occupational therapy, nursing and diversional therapy. Before the 2016 financial year, calls were taken by helpline volunteers in Victoria.

The national Translating and Interpreting Service – 131 450 – offers language assistance for callers and the National Relay Service is available to callers who are deaf or have a hearing or speech impairment. All calls are free and confidential

Alzheimer's Australia Vic no longer has a day-to-day role in the management of the National Dementia Helpline. However, a member of our Client Services team is in regular contact with the NSW-based Telehealth and Wellbeing Programs Manager who oversees the Helpline to ensure the needs of Victorians who call are met and their experience is seamless. The National Dementia Helpline remains a vital and well-used service by Victorians.

**Below** Wendy and Terry Barnett, with daughter Victoria Soffer and grandson Leo Soffer, as media spokespeople supporting the release of the Alzheimer's Australia The Economic Cost of Dementia in Australia 2016-2056 report in February 2017





## 4 LEADERSHIP IN DEMENTIA-FRIENDLY COMMUNITIES

**Partner with a broad range of stakeholders and consumers to drive initiatives to make Victoria friendly for people living with all forms of dementia.**

### Dementia consultancy

Dementia Consultancy Introduction of Montessori to St Clare's Assisi Italian Centre Aged Care, Rosanna.

Over 10 months, Alzheimer's Australia Vic's consultancy team worked with the staff at St Clare's with the aim of improving outcomes for residents and families. They set themselves the goals of reducing falls, the incidences of challenging behaviour, complaints and use of strong medications. Through consulting with the Alzheimer's Australia Vic's experienced team, applying the principles of Montessori teachings and including staff, residents and families in the process:

- Falls reduced from 12-14 a month to between two and four a month.
- Reported incidence of challenging behaviours went from 69 in July 2016 to 0 by March 2017.
- Complaints logged went from 4 in December 2016 to 0 in February and March 2017.
- The use of every type of medication was reduced markedly.

The positive outcomes for staff were an increase in morale in the unit; requests from other staff to work in the unit and enthusiastic involvement of staff. Residents and families were delighted with the outcomes and all were thoroughly engaged to continue with the new approaches.

- Our focus on diversity continued through organisation-wide activities and programs. In particular the growth of our Multicultural Memory Lane Café program across metropolitan and regional areas
- The incorporation of the Your Story Matters program and messaging into all our work with indigenous communities <https://yourbrainmatters.org.au/a-little-help/your-story-matters>
- Throughout Victoria Dementia Awareness Month in September focused on the theme You Are Not Alone. The campaign was recognised internationally with the 2017 Honourable Mention - Alzheimer's Australia You Are Not Alone Dementia Awareness Month 2016, Cause Related Marketing Platinum PR Awards USA.

**Below** Ray Morgan OAM sharing his experience of living with dementia at the Dementia Awareness Month Public Lecture, Federation Square, Melbourne, September 2016.  
Photo: Arsineh Houspian





# 5 LEADERSHIP IN BRAIN HEALTH AND PREVENTION

**Identify and promote evidence-based information supporting the modification of identified risk factors for dementia.**

## Memory Walk & Jog

The first Memory Walk & Jog event was held in 2008, as a small community gathering aimed at promoting health and fitness and raising funds to support Alzheimer's Australia NSW. The concept remains the same but has grown significantly in size and profile since then. This financial year, Alzheimer's Australia Vic held three Memory Walk & Jog events in Geelong (September 2016), Portsea (January 2017) and Melbourne (April 2017). At each location participants had three distances they could choose from to either run or walk. The event is suitable for people of all ages and fitness levels and regardless of where you sit on those spectrums, you can participate, have fun, raise funds for an important cause and support your brain health.

Scientific research suggests that leading a brain healthy life may reduce a person's risk of developing dementia later in life. All Memory Walk & Jog events have a festive, community feel which, in addition to creating a fun and attractive event, reinforce the idea that exercise can be fun and need not be a burden. The third event for Geelong maintained its strong attendance record, even improving slightly on last financial year, with the move to a new event site and course. The Melbourne event dipped slightly in participant numbers; however the fundraising dollars were up from last year. It once again proved a little more challenging to draw large numbers to the Portsea event despite partnering with Craft Market Australia.

The three Memory Walk & Jog events held in 2016-2017 raised a combined total of more than \$200,000.

## Other achievements

- Continued delivering Your Brain Matters community, corporate and school sessions and workshops [www.yourbrainmatters.org.au](http://www.yourbrainmatters.org.au)
- Be Merry, But Mindful of Dementia, Exxon Mobil Australia sponsored print, online and social media advertising campaign aimed at educating about symptoms and early signs of dementia supporting families during the festive season
- For Brain Awareness Week in March presented a public lecture by Scientia Professor Henry Brodaty AO in Melbourne in partnership with The Wicking Trust Equity Trustees and the NHMRC National Institute for Dementia Research



**Above** Local supporters, Colby and Andrew Bruce after completing the Memory Walk & Jog in Geelong, September 2016

# PHILANTHROPIC SUPPORT

During 2016-17, Alzheimer's Australia Vic, continued to be generously supported by individuals, foundations and the corporate community. This financial support allowed us to provide education, support, advocacy and information for all people impacted by dementia.

While the organisation receives some program-based government funding, we rely heavily on public donations to:

- continue our essential work of assisting people living with dementia
- assist carers and families to manage daily challenges
- promote professional best practice
- teach the community about dementia and how to reduce risks.

Over the year, we raised \$2.4 million through numerous activities and campaigns. This is similar to last year's total. This an outstanding result in what has become an increasingly competitive and crowded fundraising environment.

Thanks to new fundraising events like Tee Off for Dementia, more than 6,900 new donors donated to Alzheimer's Australia Vic this financial year. They contributed more than \$841,000, a truly amazing and awe-inspiring result. We continued to gain significant community support by hosting three Memory Walk & Jog events. In addition, we hosted another A High Tea to Remember at The Hotel Windsor, with special guest speaker Ita Buttrose AO OBE, Alzheimer's Australia National Ambassador.

We are always deeply moved when families who have been touched by dementia choose to acknowledge Alzheimer's Australia Vic and its work when a loved one passes away. As in previous years, celebration and memorial giving also made a significant contribution to our income. Our valued major donors contributed to the running of our general support services as well as funding our tax appeal animations. (See Marketing and Communications, page 38)

As well as the tremendous support from individuals, we are incredibly grateful for the continued assistance of our corporate and

philanthropic partners. Following the successful launch of the virtual reality app EDIE (Educational Dementia Immersive Experience) in September 2016, further support from the IOOF Foundation and The Rosemary Norman Foundation have enabled us to take EDIE on the road and hold workshops for healthcare professionals. A donation from the John T Reid Charitable Trust has since allowed us to hold these workshops for family carers.

Other projects in progress funded by the generosity of trusts and foundations include The Improved Effective Communication DVD, the upgrade and improvement of the Virtual Dementia Experience™ hardware and The Dementia Road Map which will help people impacted by dementia navigate the process of accessing dementia services.

We are also grateful to corporate sponsors TLC Health Care and Lifeview Residential Care, who continue to demonstrate a deep commitment to our cause. We sincerely thank them for their contributions.

We would not be able to continue to provide the care and education we do without the generosity of our donors. Their support helps us to ensure people impacted by dementia are not alone.

## Source of gifts \$ all updated for 2017

General (includes direct mail appeals, merchandise, events, community fundraising)	1,313,061
Bequests	224,661
Trusts and foundations	457,608
Corporate partners (includes payroll, philanthropic, sponsors)	253,695
Membership	13,540
Celebration (includes celebration or memorial donations)	197,687

## Gifts by designation \$

Research	216,038
General purpose	1,820,834
Specific purpose	423,380

	2016-2017	2015-2016	2014-2015
<b>Total funds raised</b>	2,460,252M	2,655,026M	2,475,391M

	2016-2017	2015-2016	2014-2015
<b>Total number of gifts</b>	14,243	17,516	14,060

# OUR ORGANISATION

## Board

The Alzheimer's Australia Vic Board has the responsibility to govern, direct and monitor the organisation in partnership with the CEO. The Board delivers the highest level of good governance by ensuring compliance with the organisation's strategic objectives, values and the associated legislation.

The Board is responsible for:

- setting strategic directions, objectives and targets
- monitoring and assessing performance, including financial viability and management against agreed strategies, targets and objectives
- appointing the CEO and charging him/her with carrying out the Board's decisions, including implementing the strategic and business plans
- monitoring significant areas of business risk
- establishing policies, procedures and internal controls to manage such risks
- establishing policies regarding appropriate ethical standards
- ensuring compliance in legal and ethical matters
- reporting to the members.

All Board members act in a voluntary capacity and receive no remuneration.

### Meetings of the Board

The Board held 11 meetings during 2016-2017, with attendance outlined below:

Name	A	B
Neil Samuel	11	11
Ian Knight	11	9
Piera Murone	11	9
Frauke Tyrrell	11	9
Michael Woodward	11	7
Jerome Fahrer	11	10
Ian Hicks*	11	-
Ross Oakley	11	6
Graeme Samuel	11	8
Helen Sykes	11	10
Sabine Phillips**	9	7

\*Ian Hicks retired at the 2016 Annual General Meeting in November 2016.

\*\*Sabine Phillips commenced in October 2016.

**A** – Number of Board meetings eligible to attend.

**B** – Number of Board meetings attended.

## Board Committees

The Board has two committees, each with formal terms of reference. This is a change from last year, when a third committee, the Flagship Committee, also existed. The Flagship Committee was disbanded in 2015-2016 due to their functions being absorbed by the Executive Committee.

### Executive Committee

The key responsibilities of the Executive Committee:

- make a recommendation to the Board regarding approval of the annual budget
- review monthly financial reports
- review business case proposals and make recommendations to the Board
- provide advice to Acting CEO on day-to-day operations and implementation of strategic decisions
- make recommendations to Board on special projects
- legal and regulatory matters regarding accounting standards
- attend to all other responsibilities as listed in the work plan.

Members: Ian Knight, Graeme Samuel, Neil Samuel (Chair), Piera Murone, Frauke Tyrrell

### Fundraising Committee

The key responsibility of the Fundraising Committee is to assist planning, coordination and implementation of all fundraising activities.

Members: Helen Sykes (Chair); Frauke Tyrrell; Ian Hicks; Nich Rogers, Honorary Member; Leanne Emerson, Acting CEO; Fiona Mason, General Manager Marketing.



## Board members



### Neil Samuel

Chair since June 2014  
Board member since March 2003

Neil is the former Managing Director of Dryen Australia Pty Ltd, one of Australia's largest domestic linen importers and

wholesalers servicing blue-chip retailers. Over the past 35 years, he has been actively involved in the day-to-day management of the business with an emphasis on finance, administration, sourcing and procurement. Neil has travelled extensively throughout Asia and Europe for 30 years. He has served in leadership positions on numerous Boards within the not-for-profit sector for many years, specialising in governance and finance. He is also serving on the Board of Dementia Australia Research Foundation and Alzheimer's Australia Dementia Research Foundation - Victoria. His passion for Alzheimer's Australia was born out of family experience with Alzheimer's disease.

### Ian Knight



Board member since May 2010  
B Bus (RMIT), FCA, CPA, AFIML, MAICD

Ian is Managing Director of Axsia Group, which specialises in advising on mergers and

acquisitions, and is a Partner of nem Australasia, an Australian and New Zealand advisory group. Ian also sits on a number of private and public company boards. He has had an extensive career in investment banking for over 40 years and was a Partner at KPMG (chartered accountants) from 1995 to his retirement in June 2012.

### Piera Murone



Treasurer since October 2014  
Board member since October 2014  
B Bus (Acc), CA

Piera is a partner of Melbourne chartered accounting firm Pitcher

Partners, specialising in company, business and intangible asset valuations, preparation of independent expert reports and investigations for compulsory acquisitions and other claims for compensation. Piera has previously served on the Board of Lowther Hall Anglican Grammar School and the Committee of Management for Montgomery Park Children's Centre.



### Frauke Tyrrell

Secretary since August 2012  
Board member since July 2012  
BA

A marketing and event management professional with 14 years' experience in the

pharmaceutical industry, Frauke has specialist knowledge of the oncology and rheumatology sectors and marketing expertise in consumer products. Frauke has been an Alzheimer's Australia Vic volunteer since 2006.

### Assoc Professor Michael Woodward AM



Chief Medical Advisor since June 2012  
Board member since February 2009  
MB, BS, MD, FRACP

Michael is currently Director of Aged Care Research at the Heidelberg Repatriation Hospital, Austin Health; Director, Memory Clinic and Director, Wound Management Clinic, Austin Health. Michael's clinical specialties are geriatric, general and rehabilitation medicine, with a particular interest in Alzheimer's disease and other cognitive disorders. Michael is chair of Alzheimer's Australia Dementia Research Foundation – Victoria and until recently he was chair the Australasian Consortium of Centres for Clinical Cognitive Research.

### Jerome Fahrer



Board member since April 2014  
BCom (Hons), MPA, MA, PhD

Jerome is an economist and Director of ACIL Allen Consulting, an economics and public policy advisory firm. Amongst other

things, he has advised government agencies on pricing of aged care, ambulance services and medical services. Jerome was Associate Professor at the Centre for Business and Public Policy at the Melbourne Business School between 2006 and 2011.



### **Ian Hicks AM**

Board member since September 2013  
Retired November 2016  
BEc

Ian is Executive Chairman of Applied International Pty Ltd, a private investment group. As a Chairman of The George Hicks Foundation he is involved in a number of philanthropic projects. Ian was previously Chairman of the MS Society (Victoria and Australia) for 14 years. Ian was made a Member of the Order of Australia in 2002.



### **Ross Oakley OAM**

Board member since October 2014  
B.Eco, MBA

Ross has had an extensive career including time in senior roles at BHP and as CEO at AAMI, Royal Insurance, the Australian Football League (AFL), the Victorian Rugby Union and the Melbourne Rebels. Ross played for St Kilda and was inducted into the AFL Hall of Fame in 2013. He sat on the Foundation Board of the Mental Health Research Institute, is a Board member of The Florey Institute of Neuroscience and Mental Health and Chair of the Florey Foundation. He was awarded a Medal of the Order of Australia in 2013.



### **Prof Graeme Samuel AC**

Board member since June 2013  
LLB, LLM

Prof Graeme Samuel AC is a Vice-Chancellor's Professorial Fellow in Monash University's Business School. He is a Councillor of the Australian National University and Chair of its Finance Committee, Chair of Data Governance Australia, National President of Alzheimer's Australia, Chair of the Dementia Australia Research Foundation, Chair of the South Eastern Melbourne Primary Health Network, Council member of the National Health and Medical Research Council and Chair of its Health Innovation Advisory Committee and the National Institute for Dementia Research. He was appointed an Officer of the Order of Australia in 1998. In 2010 he was elevated to a Companion of the Order of Australia.



### **Helen Sykes**

Board member since May 2015  
BA (Hons) Oxon

Helen has more than 30 years' experience as a professional writer and editor, specialising in information and educational publishing. She was the inaugural Chair of the James Macready-Bryan Foundation and has been involved in dementia research with Velacor Therapeutics Pty Ltd. She has volunteered with Alzheimer's Australia Vic since 2006 and is currently a speaker in Alzheimer's Australia Vic's carer and community education programs.



### **Sabine Phillips**

Board member since October 2016  
LLM, BAppSc, RN (non-practising)

Sabine is a Partner in the Disputes Team at law firm Gadens. She specialises in health, aged care and disability services. Sabine represents health, aged and disability care clients in areas such as risk management, inquiries and investigations, dispute resolution, coronial inquests and policy review and development. Sabine also undertakes corporate and clinical governance reviews and facilitation of Board planning. Sabine has a masters degree in law and a masters degree in business. She is also a Registered Nurse (non-practising), and has worked as an operator of aged care facilities. Sabine is a director of Uniting AgeWell, a Fellow of the Australian Institute of Company Directors and a Fellow of the Royal College of Nursing. She is also a past director of the Australian Children's Education & Care Quality Authority and Northern Health (where she chaired the Audit and Risk Committee).

## Senior Management Team

### Leanne Emerson

Acting Chief Executive Officer

December 1998 Leanne Emerson is the acting CEO of Alzheimer's Australia Vic following 19 years of service to the organisation including various leadership roles; most recently General Manager Client Services. In her time as General Manager Client Services, Alzheimer's Australia Vic, Leanne has driven the national development of the world-first Younger Onset Dementia Key Worker program and successfully expanded critical dementia support services in regional Victoria. Leanne led the organisation's move to evidence-based counselling practice and has overseen the growth of the Client Services team by 75 per cent in her time as General Manager.

Leanne holds a Diploma in Business and Certificate in Workplace Leadership. She has previously held several senior positions within residential aged care, including Residential Care Manager at Southern Cross Care.

### Ann Reilly

Acting General Manager Client Services  
B.Sc. (Hons) Master of Psychology (Forensic)

- Younger onset dementia
- Early intervention
- Gateway services
- Rural services
- National Dementia Helpline
- Volunteers.

### Dr Kaele Stokes

Acting General Manager Strategic Initiatives  
BA (Hons), MPhil, PhD

- National resources
- Consumer engagement
- Diversity
- Primary care engagement
- Research
- Policy and strategy

### Graeme Wickenden

General Manager Business Services  
BBus (Accounting), Grad Dip IT, Grad Dip Finance & Investment, FCPA

- Finance
- Administration
- Information Technology
- Fleet Management.

February 2016 – March 2017

### Dr David Sykes

General Manager  
Learning & Development BA (Hons), BSW, Grad Dip Org Beh, PhD, AFAIM, ADM

- Registered Training Organisation
- Education programs
- Projects
- Consultancy
- Library.

January 2010 -

### Christine Bolt

Corporate Communications Advisor

- Public Relations
- Government Relations
- Media relations
- Internal communications
- Digital communications.

March 2010 –

### Fiona Mason

General Manager Marketing  
BA

- Marketing
- Events
- Design.

Board Member April 2009 – May 2014  
Joined as GM Marketing 2014 -

### David W Frost

Chief Financial Officer  
BA (Hons) FCA GAICD

- Finance
- Administration
- Information Technology
- Fleet and Facilities Management.

March 2016 -



## Staff

This year we recorded our highest staff survey result with 92 per cent of those surveyed saying that Alzheimer's Australia Vic is a good place to work. A total of 100 out of 124 – 80 per cent – employees responded to the survey. The survey was conducted in March 2017, against the backdrop of significant change within the organisation, making the result all the more pleasing.

Compared to the previous year, ratings improved across the survey, with transparent communication one of the most important themes. A total of 90.6 per cent of those who completed the survey said that they were satisfied with the information they received about important things happening at Alzheimer's Australia Vic.

A total of 90.4 per cent of respondents said they felt that Alzheimer's Australia Vic was concerned for them as well as their work. And 91.5 per cent said that they felt the organisation was adequately addressing occupational health and safety issues.

### Percentage of staff who would recommend Alzheimer's Australia Vic as a good place to work

2016-17	2015-2016	2014-15
92%	86%	85%

### Number of staff

2016-2017	2015-2016	2014-2015
125*	131*	130

\*includes casual staff, not included in previous years

### Gender of staff

Female	111
Male	14

### Employment arrangement

Full time	52
Part time or casual	73

## Induction, Policies and Procedures

All new staff, Board and volunteers complete a comprehensive induction including meetings with the Senior Management Team and key operations staff. A hard copy Welcome Pack is provided on commencement and all the relevant documents including policies and procedures are available on the intranet. Any changes to policies and procedures throughout the year are communicated through monthly All Staff communications meetings, All Staff emails, intranet news and the monthly CEO intranet blog.

### Professional development

Alzheimer's Australia Vic acknowledges that professional development is integral to personal job satisfaction, workplace productivity, reward, and recognition, and is critical to the achievement of the organisation's mission and continuous improvement in the quality of its programs and services.

Professional development can occur through a range of formal and informal work related activities relevant to the various roles. These include:

- Attendance at: Conferences, seminars, short courses (internal or external) or workshops.
- Participation in: Committees or working parties, industry placement/visits, mentoring schemes (being mentored and acting as a mentor), subject or course meetings, undertaking specific project/consultancy work, courses or programs.
- Involvement in Work Integrated Learning: Critical reflection on practice, professional reading, focused consultation with colleagues, obtaining and acting on feedback from clients and/or colleagues, networking, temporary performance of duties in another position.
- Formal Studies: Studies for formal TAFE or higher education programs at undergraduate or postgraduate level including research activities.
- Research/Writing: Obtaining a research grant or performing action research, preparing and publishing papers or books.

All staff use the approved procedure for application and decisions are subject to consultation with their manager and budget allowances as referred to in the policies and procedures.

In addition each year, three Professional Development Days are delivered for all staff. The senior management team liaises with all managers to develop a program of speakers and presentations.

## Wellbeing

Alzheimer's Australia Vic continues to promote social and health-based activities to staff. The regular morning tea after the communications forum each month has been a great success at the metropolitan sites. We have commenced our fifth 10,000 steps challenge in four years, with more than 50 staff members signing up.

## Occupational health and safety

Occupational health and safety (OH&S) has been effectively managed through quarterly meetings with the OH&S Committee. At these meetings, all incident reports are reviewed and ways in which risks and hazards can be reduced or eliminated are examined. Our incidents are low due to operating in a relatively low-risk context but nonetheless, the safety of our staff, clients, volunteers and other visitors is a high priority.

### Number of OH&S incidents reported

2016-2017	2015-2016	2014-2015
12	34	28

**Below** Alzheimer's Australia Vic volunteer Deborah Unkles and consumer, Chris Olsen participating at Chesterfield Farm, Scoresby in the Supporting Younger Onset Dementia Clients to Volunteer Program.

## Volunteers

Over the course of the year, 90 volunteers contributed a remarkable 3,069 hours of activity across 28 different roles to support our activities across the state. In fact, we have significantly grown our regional volunteer program with 20 volunteers now supporting our regional events and services.

We work with our volunteers in a flexible and collaborative way, supporting them to identify how they would like to contribute their skills, knowledge and experience; and explore how this aligns with our objectives and the needs of those we support.

Our volunteers assist our endeavours by increasing community awareness of dementia and providing direct support to people living with dementia and their carers. Collectively, these efforts help to enhance the reach, capacity and welcome we extend to all those we support in the Victorian community.

In November 2016, 73 volunteers – 70 per cent of our active volunteers and consumer advisors – responded to our volunteer survey. Respondents came from a significant cross section of programs,



and had volunteered over a broad range of years. Survey participants were positive about the volunteer program, the information they received regarding the program and our organisation generally. They felt very well supported and valued when they volunteered. Respondents were also positive about recent communication initiatives including the Volunteer Voice newsletter – of which two were published during the year – and the new Volunteer Impact software.

The introduction of Volunteer Impact software, which assists our Coordinator of Volunteers to organise the program, was a major initiative. Through the software, volunteers can update their personal details, view volunteer opportunities and their personal volunteer schedule, and log their hours and feedback. Each volunteer was given individualised support to become familiar with the software.

Volunteers have been very positive about the software, finding it easy and intuitive to use. From a co-ordination perspective, the software assists with meeting governance requirements, rostering, more targeted communication with each volunteer, tracking volunteer hours and feedback. The software has provided an administrative and communication framework that supports the complexity of our program, in terms of the range of roles and their geographical spread, and gives capacity to grow the program into the future.

Our sincere thanks to our volunteers for their commitment, enthusiasm and openness to new volunteer horizons.

#### Total hours contributed by volunteers

2016-2017	2015-2016	2014-2015
3,069	3,191*	4,404

\*This reduction in hours is explained by the change to the National Dementia Helpline operating model, explained on page 12.

## Members

The Victorian Board is accountable to the members of the organisation to ensure that the best possible practices of management and operation are adopted by all elements of Alzheimer's Australia Vic. Membership of the organisation is available under five categories:

- Individual: available to any person who supports the objectives of the organisation and pays the annual membership fee.
- Concessional: as per the individual membership. Available to pensioners, seniors and students.
- Organisation: available to any organisation that supports the objectives of the organisation and pays the annual membership fee.
- Honorary: offered on the recommendation of the Board to individuals who have made an extraordinary contribution to people with dementia and their carers or to the organisation.
- Lifetime: offered to any person who has indicated they have made a bequest to the organisation, in recognition of their valuable support.

Membership benefits include:

- Our quarterly newsletter Memory Matters.
- Unlimited use of our specialist dementia Library, including borrowing items.
- Invitations to dementia education sessions, support sessions and special events.
- Voting rights and Annual General and Special Meetings.
- Five per cent discount on our education sessions

#### Number of members

2016-2017	2015-2016	2014-2015
948	1,602	1,728

**Note:** With the unification of the federation of Alzheimer's Australia to become Dementia Australia later in 2017, a new membership program will be developed.



# Continuous improvement

## Complaints, compliments and comments

Alzheimer's Australia Vic is committed to seeking, acknowledging and acting upon complaints, compliments and comments from people who consume our service and other stakeholders.

This feedback is reviewed monthly by the Senior Management Team and regularly reported to the Board.

This financial year complaints related to service responsiveness and timeliness, process issues and accessibility and appropriateness of information provided. Compliments, which significantly outnumber complaints, primarily focused on the expertise and support provided by staff and the quality of services and information provided.

## Complaints, compliments and comments

	2016-2017	2015-2016	2014-2015
Complaints	18	18	27
Compliments	129	85	98
Comments	4	8	11

## Risk management

The identification and mitigation of organisational risks is overseen by the Senior Management Team, with a number of key risk areas, in portfolios such as human resources, finance, governance, strategy, technology and operations, assigned specific treatment plans. The strategy most often employed is to reduce risk or the impact of a risk.

Alzheimer's Australia Vic continues to monitor risks that emerge from the changing funding, regulatory and policy environment in the aged care and disability sectors. This includes the transition of the Home and Community Care program for older people to the Commonwealth Home Support Programme.

In addition to continued advocacy for dementia at all levels of government, Alzheimer's Australia Vic has focused on the impact of consumer directed care on its services and consumers; aged care funding; and access to the National Disability Insurance Scheme for people under the age of 65.

The reliability of technology platforms has also been closely monitored and, where appropriate, reviews and changes have been implemented.

## Legislation

Alzheimer's Australia Vic operates within a complex legislative environment in which we maintain compliance with more than 150 pieces of state or federal legislation.

We receive external legal advice regarding our obligations and updates on any changes to the legislation. Compliance is monitored by the Senior Management Team and Board.

There were no significant legislative changes over the year and Alzheimer's Australia Vic ensured we remained compliant with existing frameworks.

## Government funding

Alzheimer's Australia Vic continues to receive significant funding from the Commonwealth and State governments, most notably through the National Dementia Support Program, the Home and Community Care program and the Commonwealth Home Support Programme.

Performance is monitored through a number of reporting and accountability mechanisms. These include service targets and outputs, financial analyses and program evaluations. The Victorian Government and Commonwealth Government provided 78 per cent of our funding in 2016-2017.

**Right Hon Mary Wooldridge MP, Shadow Minister for Health, Victorian Member for Eastern Metropolitan Region** visited the Perc Walkley Dementia Learning Centre and the Virtual Dementia Experience™ in Parkville. Picture trying out EDIE Cardboard VR during Dementia Awareness Month with Leanne Emerson, Acting CEO Alzheimer's Australia Vic. September 2016.



# CONSUMER PARTICIPATION

Our Dementia Consumer Network Victoria continues to grow. We welcomed many new members and maintained our commitment to representing the rich diversity of the dementia community.

This year was a great year for consumer participation in national policy discussion and service design. In July 2016, a group of people living with dementia and family carers met with Adam Bandt MP, the Federal Member for Melbourne. This followed on from earlier meetings with the Honourable Josh Frydenberg, the Federal Member for Kooyong and Minister for the Environment and Energy, and the Honourable David Feeney, the Federal Member for Batman.

One of the most important pieces of work was ensuring the voices of people living with dementia, their friends and families were represented during the debate on voluntary assisted dying legislation in Victoria. In March 2017, people living with dementia, current family carers and families of people who have passed away offered their thought on the proposed legislation. These insights informed a written submission from Alzheimer's Australia Vic, A good death is my right. Their stories caught the public's attention, with positive media coverage on ABC Radio, in newspapers and on television news. In a particularly moving Parliamentary Friends of Dementia meeting, consumers spoke candidly about the painful loss of their loved one or their passion for a future where the end-of-life wishes of people with dementia are respected.

Consumers were involved in the design of several new programs. One exciting new project is a family workshop designed to help people connect with their loved one after dementia has made communication difficult. The goal is to help families bond over activities together and share quality time, particularly during residential aged care visits. People with dementia and carers have also been involved in the upgrade of our Virtual Dementia Experience™.

A range of small consumer forums were held during the year that had a powerful impact on policy, lobbying and future direction. In August, consumers met to set the priorities for the Alzheimer's Australia Dementia Research Foundation Victoria's Dementia Grants Program. In February, a consumer information session and consultation about the National Disability Insurance Scheme highlighted that the unique needs of people with younger onset dementia need to be more greatly considered as the scheme rolls out across the country.

Additionally, people living with dementia and their families took part in a variety of meetings, surveys, research and public speaking. We would like to thank all our Dementia Consumer Network Victoria members for the dedication, candour and passion you have shown in your important work as dementia advocates.

**Celina Day**  
Consumer Engagement Officer

**Below** James Nelson, full-time carer for his parents, Doctors Peter and Eva Nelson, who are both living with dementia, shared his family's experience to help other carers know that they not alone in the Dementia Training Australia DVD 'How dementia affects the brain and the person', launched in November 2016



# MARKETING AND COMMUNICATIONS

The Marketing and Communications team plays a key strategic, advisory role supporting the organisation-wide objectives of the Alzheimer's Australia Vic Strategic Plan 2014-17 through the delivery of multiple campaigns, development of key resources, management of multiple websites, social media strategies, video production and promotion, multimedia advertising and events. The team delivered strategies across traditional and digital marketing, social media, public relations activity, and stakeholder and government relations. Ambassador management, speech writing, award submissions and management of the Victorian intranet.

The headline annual Dementia Awareness Month campaign in September 2016 included the release of the Alzheimer's Australia Dementia and Loneliness report that supported the theme, You Are Not Alone.

The key findings were:

- A person with dementia is more than twice as likely to have high levels of loneliness compared to the general public
- People with dementia and carers are significantly more lonely than the general public
- People with dementia (compared with carers and the general public) are:
  - More than twice as likely not to see any friends
  - More than three times more likely to not have a confidant

This survey cemented the team's commitment to raising awareness about dementia, and to position Alzheimer's Australia Vic as the leader in providing support, education, information, programs and resources for the Victorian community.

## Highlights throughout the year included:

### Dementia Awareness Month (DAM)

- Resulted in almost 300 media mentions and stories, more than 25 state-wide events, and hosted Dr Ron Petersen, Director, Mayo Alzheimer's Disease Research Centre and the Mayo Clinic Study on Ageing USA, who delivered the Public Lecture, 'International action on dementia'.
- Victoria's marketing and communications team led the national campaign working group, designed the national artwork, theme and collateral.

### Marketing and Event Management

- Geelong, Portsea, Templestowe Memory Walk & Jogs
- A High Tea To Remember at The Hotel Windsor with Ita Buttrose AO OBE, National Ambassador Alzheimer's Australia
- Alzheimer's Australia Vic Tee Off For Dementia charity golf day
- 'Be Merry, but mindful of dementia' Summer advertising campaign sponsored by ExxonMobil Australia
- The Virtual Forest™ interactive art installation and computer game; Enabling EDIE™ Workshop; EDIE Cardboard VR; Dementia Training Australia DVD 'How dementia affects the brain and the person' marketing design, launch and promotion
- The Dementia Guide, copy writing, design and launch
- Alzheimer's Australia Vic Learning and Development Dementia Learning Guide 2017
- Supported National Dementia Helpline social media campaign
- Dementia Learning Hub – developed a subscription-based online platform for [dementialearning.org.au](http://dementialearning.org.au)

**Below** Rosemary Norman of the Rosemary Norman Foundation, the major donor behind the development of EDIE, our virtuality reality headset technology. Pictured centre with second from left, Dr Tanya Petrovich, Manager Business Development, Alzheimer's Australia Vic; fourth from right Prof Kon Mouzakis, Director, Deakin Software and Technology Innovation Laboratory; second from right, Maree McCabe, Interim National CEO Alzheimer's Australia; and far left, Neil Samuel, Chair Alzheimer's Australia Vic; with the development team at rear from Deakin University Digital Science, Technology and Innovation Lab. Dementia Awareness Month September 2016. Photo: Arsineh Houspian







**Above** Mike Fitzpatrick supported a fundraising lunch attended by guest speaker, Sir Ian Botham OBE, Melbourne, March 2017. Sir Ian shared about his experience caring for his father who had dementia. Photo: Arsineh Houspian



**Above** Hon Martin Foley MP, Victorian Minister for Housing, Ageing and Disability attended a book reading for pre-school children, of Brains, Change and Big Long Names, at Carlton North Library during Dementia Awareness Month, September 2016.

- Three tax appeal animations:
  - Thomas put on the wrong shoes – signs of dementia
  - Sam feels a bit left out – signs of dementia
  - Milly Looks For Her Bone - signs of dementia
- Weekly electronic direct mail (eDM) for Learning and Development distribution
- Developed new branding and brand guidelines for Dementia Australia for launch in October 2017
- Alzheimer's Australia Vic Annual General Meeting, November 2016
- Masterclass series with Dr Al Power, geriatrician and Clinical Associate Professor of

Medicine at the University of Rochester, New York, Transforming your model of dementia practice and culture of care

- An Evening To Remember with Naomi Milgrom AO, fundraising cocktail party
- Sir Jackie Stewart OBE Race Against Dementia, Australian Grand Prix fundraising event in partnership with 3AW
- Sir Ian Botham OBE, Collins Quarter fundraising lunch
- Brain Awareness Week Public Lectures in partnership with the NHMRC National Institute for Dementia Research and Equity Trustees – Wicking Trust presented by Harry Johns CEO Alzheimer's Association USA and Prof Henry Brodaty AO, Honorary Medical Advisor

**Below** Network Ten The Project TV host, Gorgi Coghlan, supported the launch of Bigger Hearts, a campaign to create a dementia-friendly Ballarat. Ms Coghlan is pictured third from right with, from left, Catherine Barrett, Celebrate Ageing; Consumers and Bigger Hearts Project Directors Edie Mayhew and Anne Tudor; Rose Young, Coordinator Community Inclusion; Cr Des Hudson, Mayor and Cr Belinda Coates, City of Ballarat. Photo: Peter Kervarec



Alzheimer's Australia NSW, Scientia Professor of Ageing and Mental Health, University of New South Wales

- Eight National Dementia Support Program community seminars
- Project management of Alzheimer's Australia Biennial National Dementia Conference, Melbourne, 17-20 October 2017

### Media (more than 500 mentions and stories)

- Alzheimer's Australia The Economic Costs of Dementia 2016-2056 report release achieved extensive national media coverage
- EDIE Cardboard VR app launched and The Virtual Forest both featured on BBC World Service Click international radio program
- Worked with ABC Four Corners for Forget Me Not program to air early in July

### Publications

- eNews, monthly, 2,500 distribution
- Memory Matters, quarterly member publication, 3,500 distribution
- Volunteer Voice, biannual, distributed to all Victorian volunteers
- Annual Report, available on request or online

### Social media

#### Twitter @AlzheimersVic

Jun 2017 8,668 followers  
Jun 2016 7,176

#### Facebook Alzheimer's Australia Vic

June 2017 16,945 followers  
June 2016 15,216

#### Instagram

June 2017 1,520 followers  
June 2016, 1,212

#### YouTube

Total views of all clips 165,852 up from June 2016 total views, 60,464

### Website

#### Twitter followers

2016-2017 8,727  
2015-2016 7176  
2014-2015 5709

#### Facebook followers

2016-2017 17,008  
2015-2016 15,216  
2014-2015 9,372



**Above** Prof Graeme Samuel AC, Chair Alzheimer's Australia welcomes and acknowledges Sir Jackie Stewart OBE for his awareness raising and donations to dementia research. Sir Jackie Stewart attended the Race Against Dementia fundraising event at the Australian Grand Prix, Melbourne, March 2016



**Above** Consumers, Mandy Lovell, Anne Tudor and Edie Mayhew celebrate receiving their Alzheimer's Australia Vic Honorary Membership at the November 2016 Annual General Meeting with guest speaker and television star, Denise Drysdale who shared about her friendship with long time show business partner Ernie Sigley, who had recently been diagnosed with dementia.



## Government Relations

- Hosted two Parliamentary Friends of Dementia meetings in Victorian Parliament House, co-convened by Gabrielle Williams MP, Parliamentary Secretary for Health, Parliamentary Secretary for Carers and Volunteers and Emma Kealy MP, Shadow Minister for Senior Victorians. November 2016, Topic: Is everything we know about dementia wrong? By Dr Al Power, geriatrician and Clinical Associate Professor of Medicine at the University of Rochester, New York and all attending Members of Parliament were shown EDIE Cardboard VR; and, June 2017, Topic: A Good Death Is Our Right.
- Victorian Government meetings and events attended by Martin Foley MP Minister for Housing, Ageing & Disability.
- Other meetings with and events attended by Adam Bandt MP, Federal Member for Melbourne; Christine Couzens MP, Member for Geelong; Josh Frydenberg MP, Minister for the Environment and Energy, Federal Member for Kooyong; Cathy McGowan MP, Federal Member for Indi; Senator Helen Polley, Tasmania; Simon Ramsay MP, Member for Western Victoria; Gabrielle Williams MP, Parliamentary Secretary for Health, Parliamentary Secretary for Carers and Volunteers, Member for Dandenong; Mary Wooldridge MP, Shadow Minister for Health, Member for Eastern Metropolitan Region.



**Above** Hon Martin Foley MP, Victorian Minister for Housing, Ageing and Disability with Anne Fairhall, Honorary Member Alzheimer's Australia Vic at Government House Victoria, on receipt of her Council on the Ageing (COTA) Victoria Senior Achiever Award for Significant Contributions to Local Communities and Victoria.

**Below** Consumers around Victoria met with federal politicians in dementia roundtable discussions throughout the 2016 Federal Election Campaign. Pictured here with Hon Josh Frydenberg MP, Federal Member for Kooyong, Minister for the Environment and Energy are Greg Williamson, Jane and Dan Gardam, Anne Fairhall, Honorary Member Alzheimer's Australia Vic, Graham Plant, Jayne Ford and Janet Walker. June 2016





# OUR THANKS

We would like to acknowledge the following individuals and organisations for their valued support in 2016-2017. We would also like to sincerely thank the many donors whose names we have been unable to list. Every gift is appreciated.

## Government

Commonwealth Government  
Victorian Government

## Bequests

Alfred Noel Curphey Bequest  
Colin Such  
Ellen Jean Matthews  
Estate of Bessie Mary Thompson  
Estate of Carolyn Raye Moore  
Estate of Cecilia Margaret Hudson  
Estate of Cherry Tennant  
Estate of Denise Irene Booth  
Estate of Doreen Isabel Molan  
Estate of L J Baldy  
Estate of Loris Lorraine Grote  
Estate of Margaret Elizabeth Mercer  
Estate of Maria Emily Hanstock  
Estate of Michael Howard Ritchie Bogue  
Estate of Thomas Henry Bardard  
Estate of Verena Bouker  
Melva Ena Meyers  
The Estate of Pauline Delahunty  
The Madeline Crump & Madeline Williams Trust

## Philanthropic trusts, foundations and Private Ancillary Funds

Anne White Fund  
Annemarie & Arturo Gandioli Fumagalli Foundation  
Australian Communities Foundation  
Bell Charitable Fund  
Byrne Fund  
Cranwell Family Trust No 2

Danks Trust  
Donald & Shirley Lugg Fund  
Equity Trustees Limited  
Geoff and Helen Handbury Foundation  
Joe White Bequest  
Lord Mayor's Charitable Foundation  
Marlo Diversity Pty Ltd  
Mazda Foundation  
McIntyre Foundation Pty Ltd  
Minyaka Fund  
Mr Stanley W R Lees  
Oliver-Affleck Fund  
Priestley Family Fund  
Reeves Endowment Fund - Australian Philanthropic Services Foundation  
Rosemary Norman Foundation  
Seavic Charity Committee  
State Trustees  
Sunrise Foundation  
The Baulch Family Trust  
The Caine Foundation Fund  
The Douglas and Phillip Young Charitable Trust  
The John & Thirza Daley Charitable Trust  
The Landman Foundation  
The Lorenzo & Pamela Galli Charitable Trust  
The Mary Elinor Harris Fund Endowment  
The McPhee Charitable Trust  
The Saville Family Legacy  
The Stuart Leslie Foundation  
The Wood Family Foundation  
William Angliss (Victoria) Charitable Fund

## Major Sponsors

ExxonMobil  
Lifeview Residential Care  
Opal Aged Care  
TLC Aged Care

## Individuals

**\$10,000+**  
Helen Sykes  
Manny Stul  
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Geoffrey D Gill  
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Robert Loder  
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Con Grapsas  
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First Last  
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Goldsmith Family  
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## Companies

ADP Employer Services  
ANZ Bank  
Axsia Group  
Benetas  
Bluecross  
Blue Illusion Eastland  
Box Hill Golf Club  
Cannon Toyota  
Datacom Systems (VIC) Pty Ltd  
Eastern Golf Club  
Elm Aged Living Pty Ltd  
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FPPV Architects Pty Ltd  
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HESTA  
Insurance Australia Group Limited (IAG)  
Jani King  
Open Door Coaching  
Orica Ltd  
Polyprint Foreign Languages  
Quest Hawthorn  
Reece Australia Limited  
Ritchies Stores Pty Ltd  
Robert Half  
Russell Kennedy Lawyers  
Slade Group Pty Ltd  
Southern Cross Care  
Summit Fleet Leasing  
The Myer Family Company  
Transform Physio  
Treloar Roses  
Trident  
Uniting Agewell  
WEX Australia Pty Ltd  
Yarra Valley Water

## In Memoriam

### Donations of \$500-\$999 were made in honour of

Alfredo Tenaglia  
Andrea Patista  
Angela DiVirgilio  
Anna Di Marcantonio  
Antonietta Coco  
Antonino Privitelli  
Antonio Crupi  
Arthur Birri  
Audrey Christine Hemming

Bruce Bell  
Celene Hedley  
Chrysostomos Karathanasis  
Denis John George  
Ekaterini Bakatsoulas  
Elena Grossi  
Francesca Donati  
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Gerald Hunter Davies  
Giuseppe Marra  
Gordon Victor (Don) Valentine  
John Kaleski  
John Souter  
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Joyce Dorothy Guy  
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Leo Chiocci  
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Mario Venneri  
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Stamata Politis  
Steve Gianakis  
Thea Cornell  
Tommaso Mastrantuono  
Triontafilia Anestopoulos  
Vincenza Pantorno

### Donations of \$1,000+ were made in honour of

Alex (Mick) Fox  
Anastasia Kentepozidis  
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Athanasios Papioannou  
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Roberto Di Roberto  
Soulana Ficatas

## In Celebration of

Alan & Jenny Bayliff  
Chris Rankin  
Lilla Piperno  
Michael Casabene  
Miriam Truam  
Mirveen Grebert  
Remy Michelson

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### Contribution of \$500-\$999

Amber Foster  
AMT Group  
Bendigo and Adelaide Bank - Bendigo  
Cameron Howie  
Charlotte Tay  
Chloe De Rosbo-Davies  
Chris Peters  
Clare Walker  
Denise Oliveri  
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Kimberly Tolhurst  
Kristina Karlsson

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Olivia Fabiani  
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Rebecca Pantalleresco  
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Sars Weeks  
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Stewart Lockie  
Sue Kearon  
Suzi Francesevic  
Sylvabelle Lorimer  
Tayla Milles  
Tayla Harris  
Taylors Hill Village  
Tess Mijares  
Warren Norton  
Zoe Green

### Contribution of \$1,000-\$4,999

Allison McCrindle  
Andrew Landsell  
Angela Tavoletti  
Anthony Singh  
Barry Sheppard  
Breanna Lloyd  
Bri Kenny  
Brian Griffin  
Bunnings Group Limited  
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Jen Kay  
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Kathryn Marshall  
Kayla Gramola  
Kelly Toman  
Leah Beauchamp  
Leanne Delany  
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Mark Graham  
 Mark Hadj  
 MD Health Pilates  
 Mighty Madgwicks Machines  
 Nigel Vince  
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 Sam Page  
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 The Senior Victoria  
 Van Der Westhuizen Family  
 Vasey RSL Care Ltd  
 VIP4AID Ltd  
 Will Mace  
 Youna Angevin-Castro

### **Contribution of \$5,000-\$9,999**

Bryn Jones  
 Kirsty Jones  
 Kylie Southgate  
 Leigh Barry  
 Shane Bogemann

### **Contribution of \$10,000+**

Grace Cleave  
 Madeline Gall  
 Micaela Cleave  
 Peter Reilly  
 Unione Abruzzesi Melbourne

### **Community Groups**

All Souls Opportunity Shop  
 Altona North Bowls Club  
 Beaconsfield Baptist Church  
 Box Hill Golf Club  
 Brighton Senior Citizens Club  
 Brunswick United Masonic Lodge  
 Ceylonese Welfare Organisation Inc.  
 Country Women's Association - Bealiba  
 Country Women's Association - Cabbarritta  
 Charlton

Country Women's Association - Niddrie  
 Country Women's Association of Vic Inc. - Kardella Branch  
 Country Womens Association Vic Inc.- Frankston South Branch  
 Geelong Grammar School  
 Gladstone Park Senior Citizens  
 Greater Shepparton City Council  
 Lady Bowlers Past President Association of Victoria  
 Lindsay Girls School Past Pupils Assoc Inc  
 Lions Club of Geelong Inc  
 Lions Club of Merrigum  
 Lions Club of Murrabit & District  
 Maltese La Vallette Association  
 Melbourne City Mission  
 Mentone Bowling Club  
 Model Aircraft Club of Sunbury  
 National Seniors Association Frankston  
 Order of the Eastern Star - Williamstown Chapter No. 101  
 Pampieriki Brotherhood of Melbourne  
 Pioneers Presbyterian Craft and Friendship Group  
 Point Cook Activity Group  
 Reservoir Lions Club Inc.  
 Rotary Club of Drouin  
 Rotary Club of Glen Eira  
 Rotary Club of Portland  
 Rowallan Sheila Cameron Campsite  
 Royal South Yarra Tennis Club/Bridge Club  
 Rushall Park Activities Committee  
 Seavic Charity Committee  
 St John's Anglican Mens Society  
 Stonnington Library  
 Templestowe Bowling Club  
 The Scots Church Melbourne  
 U3A Bentleigh East  
 Valley Potters Inc

### **In Kind donations**

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 Australian Women's Weekly



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 Prof Graeme Samuel AC  
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 Ian Hicks AM  
 Ian Knight  
 Jerome Fahrer  
 Michael Woodward AM  
 Neil Samuel  
 Piera Murone  
 Ross Oakley OAM  
 Sabine Phillips

## Volunteers

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 Pamela Anstee  
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 Jan Bayley  
 Judith Beaufort  
 Delia Bradshaw  
 Helen Brecknell  
 Jill Burns  
 Margaret Cameron  
 Mary Castellani  
 Beth Chester  
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 Lindy Crow  
 Alan Davis  
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 Anne Varley  
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 Tong Wang  
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 Loris Wheatland  
 Max Williams  
 John Williams  
 Anne Williams  
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## Family services

98–104 Riversdale Road, Hawthorn 3122

## Learning services

155 Oak Street, Parkville, 3052

## Postal address

Locked Bag 3001, Hawthorn 3122

**T:** (03) 9815 7800

**F:** (03) 9815 7801

**E:** [vic.admin@dementia.org.au](mailto:vic.admin@dementia.org.au)

**W:** [dementia.org.au](http://dementia.org.au)

**National Dementia Helpline** 1800 100 500

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## Regional offices

Four regional hubs are based in Ballarat, Bendigo, Drouin and Geelong supporting our state-wide services. Online Dementia Support is available after hours at [helpwithdementia.org.au](http://helpwithdementia.org.au)

## Online resources

[dementiadaily.org.au](http://dementiadaily.org.au)

[dementiainmyfamily.org.au](http://dementiainmyfamily.org.au)

[dementialearning.org.au](http://dementialearning.org.au)

[dementiaresearchfoundation.org.au](http://dementiaresearchfoundation.org.au)

[dementiaresources.org.au](http://dementiaresources.org.au)

[detectearly.org.au](http://detectearly.org.au)

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

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

[helpwithdementia.org.au](http://helpwithdementia.org.au)

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

[livingwellwithdementia.org.au](http://livingwellwithdementia.org.au)

[start2talk.org.au](http://start2talk.org.au)

[talkdementia.org.au](http://talkdementia.org.au)

[valuingpeople.org.au](http://valuingpeople.org.au)

[yourbrainmatters.org.au](http://yourbrainmatters.org.au)

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