



**ALZHEIMER'S AND DEMENTIA**  
**AUSTRALIA AND HOPE**  
FIGHTDEMENTIA.ORG.AU

## Acknowledgements

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

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

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

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

## Alzheimer's Australia NSW

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ABN 27 109 607 472

## Senior Management Team

CEO: The Hon. John Watkins

CFO / GM Corporate Services: Chris Champ

GM Fundraising: Simon Crowson

GM HR & Volunteers: Anneliese Coghlan

GM Marketing & Communications: Andrew Mills

GM Media: Sarah Price

GM Policy, Research & Information: Brendan Moore

GM Services: Susan McCarthy



Alzheimer's Australia NSW is a quality accredited organisation.

**Cover photo:** Advocacy in action at the Alzheimer's Australia National Consumer Summit in Canberra, 15-16 March 2016.

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### **Our Patron:**

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

### **Board of Directors:**

Mr Paul John Robertson (joined Feb 2016)  
Dr Richard Matthews AM  
Mr Alistair Garrard Bell  
Ms Lucille Barbara Bloch  
Mr Ian Watts Horton  
Ms Catharine Josephine Retter  
Ms Dagmar Schmidmaier AM  
Mr David Lane  
Ms Eileen Frances Hoggett (joined Nov 2015)  
Mr Malcolm David Schyvens (joined Nov 2015)  
Dr Jennifer Alexander (joined Nov 2015)

### **Honorary Medical Advisors:**

Professor Henry Brodaty AO - Co-Director, Centre for Healthy Brain Ageing, University of NSW, Director, Dementia Collaborative Research Centre.  
Assoc. Professor Michael Valenzuela - Group Leader, Brain & Mind Institute University of Sydney.  
Dr Bryce Vissel - Senior Research Fellow, Group Leader, Neurodegenerative Disorders, Garvan Institute of Medical Research.

### **Advisory Council:**

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

### **Ambassadors:**

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





Photo: some of the children who participated in our Kids4Dementia Vox Pop video series attend a special afternoon tea at Government House, Sydney with the Governor of NSW, His Excellency General The Honourable David Hurley AC DSC (Ret'd) and his wife Mrs Linda Hurley. The afternoon tea was a celebration of the wonderful contribution made by the children in helping to reduce stigma and myths surrounding the disease.



# VISION

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

# MISSION

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









# CHAIRMAN'S REPORT

**Alzheimer's Australia is preparing for a period of unparalleled transformation as it adapts to the structural reforms and opportunities brought about by the NDIS and consumer-directed care.**



I have now had the privilege of being the Chairman of Alzheimer's Australia NSW since January and in that time I have learnt many things. I have come to know about the incredible challenge provided by dementia in its size, cost and impact on individuals, families and communities. I have met people living with the condition who face each day with bravery and determination. I have seen carers who are devoted and thoughtful and absolutely loyal. And I have come into contact with so many volunteers who are generous and enthusiastic in everything they do for the cause and in support of our work

I would like to pay special tribute to the staff of Alzheimer's Australia NSW for the wonderful work that they do in support of people living with dementia and their carers. As Chairman I have the privilege of seeing their work up close in a range of circumstances. Our counsellors are sensitive and thoroughly professional, our educators talented and hard working. We have Younger Onset Dementia Key Workers providing the most up-to-date care and advice to those diagnosed with dementia under the age of 65. We have staff on the Helpline and dementia advisors and counsellors who are knowledgeable and vastly experienced. Our staff provide excellent carer support and a welcoming approach to all who visit our offices.

Highlights of the past year include the launch of the newly consolidated National Dementia Helpline service on 1 July 2015. This brought about an increase in the number of employees and improvements in technology to facilitate the growth in call volume. We also launched three excellent new Discussion Papers on a range of important topics that seek to expose stigmas, myths and misperceptions about living with dementia.

Alzheimer's Australia is preparing for a period of unparalleled transformation as we adapt to the structural reforms brought about by the NDIS (National Disability Insurance Scheme), My Aged Care, and the principles of consumer-directed care in aged care. Responsibility for aged and dementia care is increasingly moving to the Commonwealth, with a new funding model whereby the consumer has choice over how their individualised funding is to be used.

This 'new world' of consumer-directed care is widely welcomed - especially by your board of directors and the management team. However, it does present significant challenges to the way we operate.

For many years, there have been conversations about trying to combine all the strengths of the various State associations into one Australia-wide dementia specific organisation. I'm happy to report that it looks like all those talks are finally bearing fruit. I and the entire board of directors of Alzheimer's Australia NSW are very excited by the prospect of creating a new, single, unified organisation and the many benefits that such a structure will bring. By being more nimble and efficient we will be able to deliver improved services and supports to more people, more quickly.

What won't change is the caring spirit and dedication to all people living with dementia and their families and carers. This is entrenched in the DNA of the organisation today.

This is a very exciting time, and I look forward to keeping you informed about the opportunities and challenges that lay ahead.

A handwritten signature in black ink, which appears to read 'Paul Robertson'. The signature is fluid and cursive, with a long horizontal line extending from the end.

**Paul Robertson AM**  
Chair



# CEO'S REPORT

**We are so well served by those devoted and compassionate employees who work so hard for those who are going through the stages of dementia.**



The 2015-2016 year was another period of growth and development at Alzheimer's Australia NSW.

It needed to be as the number of citizens diagnosed with different forms of dementia continues to grow rapidly. Driven by the ageing of the NSW community, those who are diagnosed and their families and carers urgently need the high quality services that are provided by our high quality, professional and devoted frontline staff.

We are so well served by those devoted and compassionate employees who work so hard for those who are going through the stages of dementia.

Of course the front line staff is supported admirably by all of our support staff who are also motivated by the best possible outcomes for our clients.

We continue to be blessed by an outstanding Board of Directors who are supportive of management and perceptive in their direction of our organisation. Last year we farewelled Mr Jerry Ellis AO as Chair and this year have seen our new Chair Mr Paul Robertson AM demonstrate outstanding judgement and fine leadership for the organisation.

It is, however, our clients and their cares and families who deserve final comment.

Dealing with dementia is surely one of the most confronting experiences that an individual can face. We exist as an organisation to protect and serve these individuals with the most up-to-date, high quality and innovative advice, education and assistance. That responsibility brings us into contact with so many exceptional people: those living with dementia, their devoted carers and loving families. As employees of Alzheimer's Australia NSW we are very fortunate to have this experience.

I am pleased to present this report to you.

A handwritten signature in black ink that reads "John Watkins". The signature is fluid and cursive, with a large initial 'J'.

**The Hon. John Watkins AM**  
Chief Executive Officer



Photo: Delegates in action at the Alzheimer's Australia 2016 National Consumer Summit in Canberra, 15-16 March 2016.



# CONSUMER SUMMIT:

## People with dementia call for action on National Dementia Priorities

### Action priorities for and by people with dementia and their care partners.

More than 70 people living with dementia and their carers, including NSW Dementia Advocates, presented Federal Parliamentarians with a Communiqué outlining the priorities they identified need immediate action to improve dementia care in Australia. These action priorities are informed by knowledge based on their experiences of what would make a difference in their lives.

The Communiqué was developed by consumers from across the country attending an intensive National Consumer Summit at Parliament House in Canberra on 15 & 16 March 2016, to help shape the beginnings of a National Dementia Strategy.

Mike Bryan who was diagnosed with younger onset Alzheimer's disease two years ago attended the Summit with his wife and carer Linda Bryan.

"It is important for consumers like me to be included in the Summit. Especially with a diagnosis of dementia, I have an important contribution to make to the discussion around the funding for dementia and the way in which we are supported by the government and the community. It's about improving the future situation for people who have been diagnosed with dementia," Mr Bryan said.

Mrs Bryan says it is critical consumers are the drivers of future policy around dementia.

"My hope is that the recommendations from this Summit will result in a workable and fully-funded model for dementia care that is truly consumer-directed," Mrs Bryan said.

Consumers unanimously called for a funded National Dementia Strategy with measurable outcomes which builds on the National Framework for Action on Dementia 2015-2019 and addresses the following action priorities:

- Promote greater awareness and risk reduction
- Tackle the stigma and discrimination associated with dementia and support social inclusion and participation
- Improve access to timely diagnosis and high quality health care

- Provide care and support in the community that supports independence, social engagement and effective support for informal carers
- Ensure access to high quality residential care and publically available information about consumer experience and quality of care
- Improve end of life care and support for people with dementia
- The implementation of consumer-directed care for people with dementia and their carers
- The commitment to increase investment in dementia research

Alzheimer's Australia National President Professor Graeme Samuel AC said, "Our consumers have articulated a vision for dementia in Australia, on behalf of the other 353,000 people living with the condition across the country. It is important we take the unanimous voice of our consumers to the policy makers who influence legislation to improve the quality of life for all those living with dementia and their families and carers."

To read the full communiqué, please visit the Alzheimer's Australia website: <https://www.fightdementia.org.au/sites/default/files/NATIONAL/documents/National-Consumer-Summit-2016-Communique.pdf>

# MEETING THE NEEDS - SERVICES IN ACTION

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

It has been another positive and dynamic year for the Services team of Alzheimer's Australia NSW. The team delivered a number of community awareness events, education sessions, counselling sessions, *Living With Dementia* programs and much-needed information, support and resources for people with dementia, carers, families and health professionals.

We are always looking for ways to increase our reach and support people living with dementia, carers and families.

## Introduction of Technology-based Services

Recognising the changing world of technology and access to information, we completed our first 'Family and Friends' evening session webinar and the event was very successful. The webinar has attracted significant interest and is now being delivered by all educators. Due to the success of this webinar and lessons learnt through the trial period, we've developed a plan to deliver our *Recently Diagnosed* forum via webinar. This is a significant change in our delivery model, and with the appropriate promotion, we are confident that this could be a viable option for increasing our reach.

As part of our technology-based services, we've continued to deliver the *Better Life* program. This program aims to improve access to clients across NSW who are geographically and socially isolated, and people living alone with dementia.

Coaching is delivered via telephone and video communications affording a more accessible, flexible and individualised program option and is tailored for clients according to their personal goals for wellbeing. The program reached people who were not otherwise engaged with services and linked them with community and social supports.

## National Dementia Helpline

The National Dementia Helpline (Helpline) is a single national contact centre which commenced operation in Sydney on 1 July 2015. The service employs Advisors to field more than 32,000 calls annually from across the country during business hours (9.00am to 5.00pm).

In the last year of operation we:

- Exceeded our contracted outputs with equitable distribution of contacts across Australia;

- Achieved a 35 per cent decrease in cost per call over the 12 months;
- Maintained very high levels of caller satisfaction throughout the year while this cost efficiency was obtained and,
- Sustained high levels of staff engagement with a supportive management.

The implementation of the Helpline has been a success and the funding was extended until 30 June 2017.

Helpline is an integral part of our organisation and we know that it can deliver great outcomes for callers. The findings from the Helpline Evaluation will assist us in developing strategies for increasing our reach and maintaining a high quality service.

It is important to recognise the Helpline team for their outstanding work and for providing such a high quality service. The evaluation is a testament to this, including the positive feedback that we receive on a weekly basis which emphasise how important the service is to people living with dementia, their carers, families and professionals.

Quotes from callers...

*"Last week I took your advice and contacted Alzheimer's Australia on the 1800 number and spoke to Angela about my parents, dementia and what they are dealing with and how I figure in the scheme of it all. She was fantastic!"*

*As I brought up the various issues dad seems to be facing in looking after mum - such as diet, wandering, reactions at various times of day, she was able to answer my questions on these issues providing insight and information.*

*My dad received Alzheimer's Australia's printed fact sheets in the mail this morning from me. He called me straight away 'over the moon' about it! He is out in the car somewhere now reading it and digesting the facts so he can understand and deliver even better care than the excellent care he's already giving mum. He too was very impressed that the sheets absolutely nailed the issues he is facing on a daily basis."*

Another quote....

*".....I was feeling very distressed and lost when I*





The Memory Van on approach to Broken Hill, NSW

*called you and it really helped me feel some sense of peace.*

*Your advice on how to communicate with mum has also proved extremely valuable in the past week. I have now had a chance to read the factsheets and have passed them onto my family as well. They contained some very useful advice that was highly relevant to mum's current situation.*

*I would highly recommend your services to anyone in a similar situation to me...."*

### Dementia-Friendly Communities

In Port Macquarie NSW a Dementia-Friendly Community project has been underway since 2011. Throughout this project Alzheimer's Australia NSW and the Port Macquarie Dementia-Friendly Community Steering Committee have constantly had people living with dementia and family carers involved in the project. These past 12 months has seen a large degree of change in the project with greater dementia and dementia-friendly community awareness and the first dementia-friendly businesses.

People living with dementia and carers have been a fundamental part of the Dementia-Friendly Community project from its inception in 2011. Today, consumers are involved in our various committees and are also engaged in business site visits. The Dementia Community Support Alliance in particular is a vital part of the dementia-friendly business aspect to this project in the review and approval of business actions plans. They also act in an advocacy capacity to ensure the voice of people with dementia is included in community and business development.

Key partnerships with local businesses, media and community groups have also been an invaluable aspect to the project's success, and will continue to provide the support required to make genuine strides towards increased awareness and growth in the dementia-friendly community space locally.

It is crucial for the sustained growth of the project within the Port Macquarie-Hastings community to continue funding in order to grow and enhance the program.

The success and knowledge from the project in Port Macquarie, alongside the additional funding from the Liveable Communities grant, means we can extend this

to Tweed Heads and Myall Lakes.

Liveable Communities funding was announced which will focus on the Tweed Heads, Myall Lakes and Port Macquarie communities. This supports our expansion of the program and is an important step towards implementing a state-wide dementia-friendly communities program.

### Increased awareness and understanding of Dementia – the role of Education

Alzheimer's Australia NSW has a critical role to play in providing quality Government-funded dementia education to community and volunteers, family and care partners, and community services. Alzheimer's Australia NSW is also a key player in the competitive market of learning and development for aged care professionals across a diverse range of settings.

Our commitment and improvements to quality assurance practice will ensure all education programs are relevant, up-to-date with recent research findings, and responds to the changing needs of families, care workforce and the broader community.

All education programs are set upon dementia-friendly foundations, and promote increased understanding that can involve changes to attitudes and behaviours, as well as the development of new skills. Our education programs are also a key component of building capacity in the individual, the dementia sector and the broader community.

Our education and community awareness reach is widespread... our Memory Van travels over 35,000kms per year and we deliver education in all regions of NSW, including Griffith, Young, Taree, Ballina, Broken Hill and Yamba – and anywhere we can drive a van!

A few quotes from some participants in our education courses....

*"....I would like to pass on my appreciation to the workshop leader who conducted the Volunteer Education workshop...."*

*...Please let her know that our Volunteers who attended commented about her knowledge and excellent skills in running the workshop. They found it to be extremely beneficial and helpful with their social visits. Thank you once again." - Carer*

*"Just a quick note to express appreciation for this morning's session....*

*...I appreciate your adaptability to our needs and your professional delivery of the presentation." - Carer*

*"Thank you ... for such an informative night last night.....It validated a few things we see with our respective parents and showed us where we can better work the way our families go through this. Thanks also for preparing the light meal. When coming straight from work that was very helpful....*

*...I understand there is another similar event in October which we will recommend to other family members."- Carer*

## Dementia Services

Our service offering in NSW is extensive. We provide dementia advisory services, the Younger Onset Key Worker program, mobile respite, counselling, early intervention (*Living with Dementia*) programs, and many more. Our services are delivered to thousands of people living with dementia, carers and families.

It is through these services that people can access information and support on topics such as empowering people in activities of daily living, intimacy and sexuality, adapting the environment and transitioning into residential aged care and meaningful engagement.

Our services promote a wellness model of support based on the principle of empowerment, and, by adopting a strengths-based approach, enhance the health, strengths and natural support systems for the person living with dementia and, where appropriate, their primary support person.

Here is a glimpse at the number of education sessions we've delivered:

- Customised training: 2,464 participants across 136 sessions
- Continuing Professional Development: 455 participants across 31 sessions
- Volunteer education: 350 participants across 23 sessions
- Carer Education: 640 participants across 49 sessions
- Community Outreach: 1,041 participants across 41 sessions

- Group Development Unit (Carer Support): 206 participants across 26 sessions.

## Community Awareness

In partnership with the University of Sydney Brain and Mind Centre, we developed and delivered a Healthy Brain Ageing Seminar in Port Macquarie. We originally expected 100 attendees and we received over 500 registrations and had to close the registrations due to the overwhelming response. The event received great media coverage and has resulted in increased requests for the delivery of the *Your Brain Matters* healthy brain ageing program in the local area, as well as several followups for people who required additional information and services.

## Carer Award

Family carer Kevin Dunne from Cooma, has been Highly Commended at the 2015 NSW Carers Award for his dedication to caring for his wife Maree, who is living with dementia. An active member of Alzheimer's Australia NSW's Southern Highlands Consumer Advisory Group and committed Dementia Advocate, Kevin has shared his story in the media, represented consumers at events and assisted with service development. We congratulate Kevin, and thank him for the difference he makes to the lives of people living with dementia.

## Café Toolkit

To increase understanding of dementia, we've disseminated over 200 Community Café Toolkits to interested groups and individuals across Australia and overseas. This initiative will assist in the expansion of the café connect program and supports many carers and people living with dementia to connect to social supports in their local community.

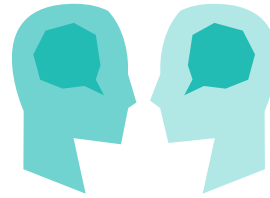




## WITH YOUR HELP WE'VE BEEN ABLE TO ACHIEVE IMPORTANT THINGS SUCH AS:



The National Dementia Helpline has taken:  
**27,876 calls**



**1,400**  
one-to-one counselling sessions



**Over 15,000**  
clients have accessed dementia services and education



Our carer support groups reach  
**300 families**  
on a monthly basis



Our community outreach sessions have provided information about dementia so locals can understand what's available in their community to:  
**13,842 people across NSW**



Our dementia cafes have reached  
**360 families per month**



We've introduced the  
**Better Life Program**



### **We have been all over NSW**

including – Port Macquarie, Bega, Tweed, Wollongong, Port Kembla, Taree, Albury, Orange, Wagga Wagga, South West Rocks, Dubbo, Broken Hill, Bowral, Moss Vale, Bermagui, Byron Bay and lots, lots more!



We've provided carer education to over  
**780 families**

# POLICY, RESEARCH & INFORMATION

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

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

## **Dementia in Retirement Villages and a Dementia Guide for the Australian Retirement Village Industry**

We launched the *Dementia in Retirement Villages* Discussion Paper at NSW Parliament House in August with the highest attendance ever at a Parliamentary Friends of Dementia event. Subsequent to this, we launched the Dementia Guide for the Australian Retirement Village Industry resource at the Retirement Living Summit in Brisbane. Since these publications were launched, we have entered into agreements with: the Retirement Living Council to provide training for its Village Management Advanced course; signed a pilot partnership agreement with One Fell Swoop to offer consulting services to retirement village operators; and delivered presentations on the research and practice implications at conferences in Sydney, Brisbane, Melbourne, Adelaide and Perth.

## **Football, Head Injuries and the Risk of Dementia**

Following the great response to the first paper of the same name, we reviewed the latest research and changes the four Australian football codes have made in the intervening years. A revised Discussion Paper on *Football, Head Injuries and the Risk of Dementia* was launched in February to coincide with the season launches of rugby league and Aussie rules. The picture in relation to clinical research into Chronic Traumatic Encephalopathy (CTE) and concussion has become more complex as more researchers examine the issue from different lenses. It remains an area in need of further research, particularly to understand why some players are more likely to experience concussion, and why some players who experienced concussion develop CTE while others do not. It is a complex issue, and a risk-averse approach to player health and welfare is prudent at this time. Education and enforcement of updated guidelines were called for.

## **Dementia and Nutrition in the Home**

In November 2015, we launched the Discussion Paper

*Dementia and Nutrition in the Home* at NSW Parliament House following a successful partnership with Calvary Community Care, Anglican Retirement Villages (ARV) and NSW Meals on Wheels. The research found that malnutrition in people with dementia living at home is a critical issue which can have significant impacts on the person's health and the course of the disease. However, it is given worryingly little attention and current aged care reforms could make the situation worse. The research found that in Australia, the prevalence of malnutrition in the community is estimated to be 10 to 30 per cent, with older adults at higher nutritional risk, and, clearly, rates are higher again amongst older people with dementia. The research highlighted the important role of nutritionists and dietitians in the lives of people with dementia, particularly those who are living at home.

## **Younger Onset Dementia – Still Falling Through the Cracks**

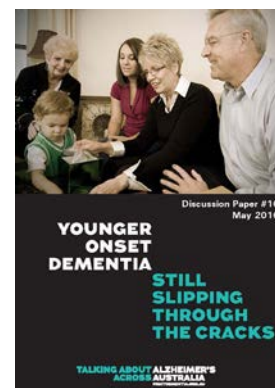
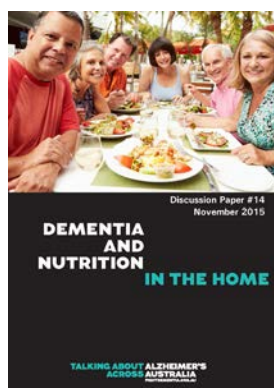
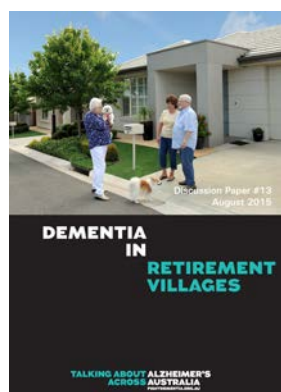
At the NSW Parliamentary Friends of Dementia in May 2016, we launched a Discussion Paper titled *Younger Onset Dementia – Still Falling Through the Cracks*. This research explored the experiences of the National Disability Insurance Scheme (NDIS) and aged care reforms for people with younger onset dementia, their families and our Younger Onset Dementia Key Workers across NSW. Sadly, the experiences mirrored those from research conducted in 2010-11 which found people with younger onset dementia falling through the cracks of service delivery and policy agendas. While the research found positives in people's experiences of the NDIS, issues still emerged in terms of access, timeliness, specialist accommodation and the lack of options early in a diagnosis where early intervention supports can assist in improving quality of life and delaying progression.

## **PROJECTS**

### **Moving into Care**

Having secured a Department of Social Services, Aged Care Service Improvement and Healthy Ageing Grant, the Policy, Research and Information Department offered residential aged care providers the opportunity to benefit from the knowledge gained in the Discussion Paper *The Most Difficult Choice: Dementia and the Move into Residential Care*. The free consultancy service for providers with up to 10 aged care facilities began in 2013 and finished in June 2016. 102 organisations (152





Cover images of new publications by Alzheimer's Australia NSW

Residential Aged Care Facilities and 12,941 residents) registered throughout the 2¾ years, providing a large volume of data including 1,290 carer and 3,116 staff survey responses. This resulted in seven newsletter articles, five journal articles and fourteen conference presentations about the project and the research translation activity. Alzheimer's Australia NSW is now offering all residential aged care providers the opportunity to benefit from the knowledge and insights gained from the project and research.

### Making Flexible Respite a Practical Reality

We were subcontracted to manage this project by our National Office, which received funding from the Australian Government. Working in partnership with National Office and University of Wollongong, the team managed the successful completion of the project and delivery of outputs. These included: a policy proposal for a respite trial that the Government could implement; a consumer resource explaining the role of respite and how to make the best use of it, and a service provider resource explaining how to make respite more flexible and deliver outcomes that consumers want.

### Evaluations

The evaluation projects that have been undertaken this year include:

- National Dementia Helpline – managed the external contracting of ARTD
- Community Living Transition – McCall Gardens

### Policy activities

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

- NSW Government *Inquiry into Registered Nurses in Aged Care*
- NSW Government Pre-budget submission 2015
- Aged Care Quality Agency discussion paper *Let's Talk About Quality*
- NSW Legislative Council *Inquiry into Elder Abuse* – submission and presentation.
- Senate inquiry into *The adequacy of residential care arrangements for young people with severe physical, mental or intellectual disabilities*.
- Joint Standing Committee on the NDIS *Inquiry into Accommodation for People with a Disability* drawing

on our consulting work with a provider transitioning older men to community living and the knowledge of the Key Workers.

- NSW Law Reform Commission review of the Guardianship Act 1987.
- National Meal Guidelines for Community Care services drawing on our research on malnutrition and dementia.
- Department of Social Services (DSS) discussion paper *Designing the new integrated carer support service: Draft Service Concept*
- Convened and hosted the Preventing Financial Abuse of Older People Working Group with a range of stakeholders participating, including Government Departments, non-government organisations, peak bodies, financial services groups and researchers.
- Invited onto and participated on the SwissRe Retirement Working Group
- Hosted a Flexible Respite Summit in April 2016 with consumers, carers, service providers, researchers and peak bodies.

### Library and Information Services

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

Through the year the Library:

- Loaned 6,633 items to library members across NSW
- Added 398 new items to our catalogue
- Had 1,413 visits to the library branch in North Ryde
- Added 440 new members to the library
- Emailed 768 articles to carers and health care professionals across NSW
- Communicated with 2,906 subscribers to the Alzheimer's NSW Library News Blog
- Had approximately 3,320 page views per month
- Received \$10,750 worth of books this financial year from Footprint Books and other publishers.

# MEDIA - PUTTING THE CONSUMER FIRST

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

## Putting the consumer first

Our consumers are everything at Alzheimer's Australia NSW and people with dementia, their families, carers and friends, are at the heart of all we do. As such, looking for more and more ways of telling the stories of our members and consumers in a way that puts the consumer first is a key focus for the Media Department.

We are very fortunate to have many consumers who generously share their story with the wider community in order to raise awareness, increase understanding and help us in our advocacy work within the sector.

## Media

Levels of traditional media coverage across all mediums – television news and current affairs programs; print and online news publications; radio news bulletins and current affairs programs – right across the State, pleasingly, continue to grow. In the 2015-16 financial year, we generated a total of:

- 1,188 news items
- Which reached a total audience of 37,698,652 people
- And had an Advertising Space Rate equivalent of \$6,550,686.

These figures are up on the previous financial year in all measures except for the Advertising Space Rate equivalent.

Our presence in the social media space also continues to grow with a strong community who engage with our Facebook page and our Twitter and Instagram feeds. Social media continues to be an increasingly important space for us speak to and engage with more people and to connect with new consumers.

## Telling more stories in more ways

Dementia Now is the new e-newsletter from Alzheimer's Australia NSW that started distribution in April. It is a consumer-focussed, monthly communication that contains the latest news, information, dementia research and events of interest to consumers and members.

*Living with Dementia: Notes from the Font Line* was also launched in April. It is a blog with regular updates from four of our consumers, who are generously sharing insights from their lives with dementia. These blog posts have proven to be popular, with the stories resonating

deeply with the wider community.

The Dementia Daily news and information hub also continues to grow and is regularly updated with consumer-focussed content. It remains an important website for consumers to access to get dementia news, information and to find resources that can support them.

## Dementia Advocates program

Consumer engagement is integral to the work of Alzheimer's Australia NSW in its role as the peak advocate for people living with dementia, their carers and families. The Dementia Advocates program streamlines consumer engagement across the organisation and ensures that the voice of consumers is heard, and acted upon. The program enables our consumers to have input into work of Alzheimer's Australia NSW and increases awareness in the community about dementia, thus reducing the stigma associated with dementia.

Dementia Advocates are drawn from across NSW and include people diagnosed with dementia, family carers, people with younger onset dementia, people from Aboriginal communities, people from Culturally and Linguistically Diverse backgrounds and LGBTI people. As at June 2016, there were 149 members of the program.

Alzheimer's Australia NSW Dementia Advocates are recognised as strong advocates for all those living with dementia and are increasingly the "go to" individuals that provide expert first-hand advice to steering committees, research projects, conference panels, policy submissions and media outlets, to name a few.

Nine Consumer Advisory Groups from across NSW also sit within the Program. These groups are located in Western NSW (Dubbo), Sydney, Western Sydney (Blacktown), New England (Tamworth), Mid North Coast (Port Macquarie), Northern NSW (Tweed), Hunter (Newcastle), and Southern NSW (Wollongong). The Western Sydney group is our newest group and was established to expand our reach in metropolitan Sydney, to an area that will bring us greater diversity amongst consumer representation.

The groups come together twice yearly and meetings are facilitated by the Consumer Engagement Manager. These representative groups enable consumers across the state to learn first-hand about developments in policy, service development and research. In addition the groups discuss important social issues that are pertinent





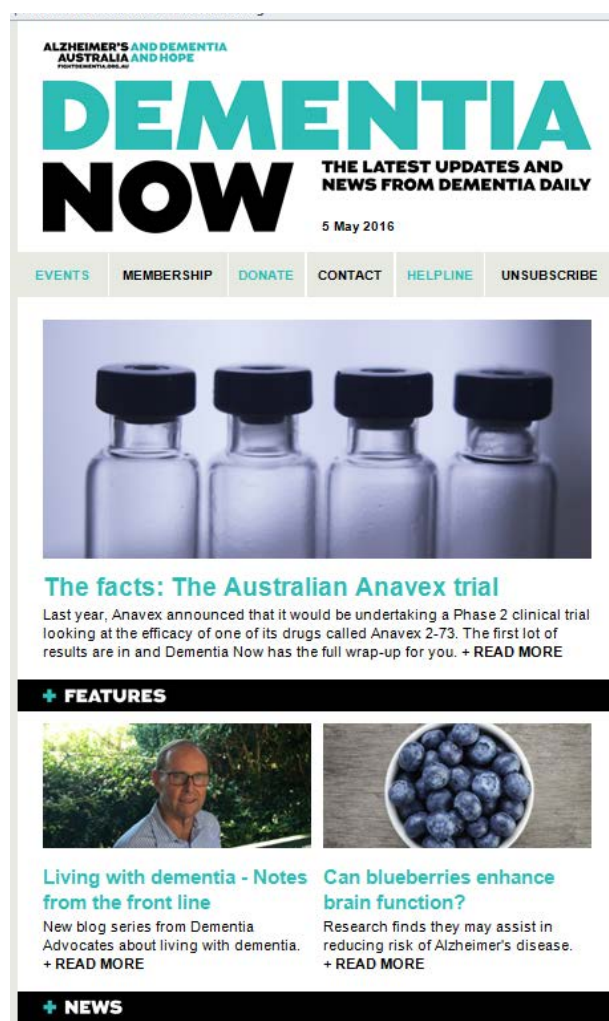
Image above: one of our social media campaign messages prompting calls to the National dementia Helpline.

to their experience of dementia, as carers and people with dementia.

Other activities Dementia Advocates have taken part in include:

- Sharing their story in the media with broadcast, print, radio and online news organisations, along with social media platforms such as Facebook and Dementia Daily
- Giving key note speeches at conferences
- Providing case studies for fundraising appeals
- Participating in focus groups for government departments and other external agencies
- Involvement in community awareness campaigns
- Participating in staff induction programs
- Representing consumers at meetings with bureaucrats and policy makers
- Assisting high school and university students with their projects on dementia

We would like to acknowledge the kindness, generosity and courage displayed by our consumers in the wonderful work they do for us and for the dementia cause. We know, and the community increasingly realises, that nothing speaks the truth more eloquently than those who have lived the dementia experience and so we are grateful for all they do to help our work and the dementia cause.



Our new monthly e-newsletter 'Dementia Now' keeps members up-to-date about latest news and research.

# BUILDING OUR VISIBILITY AND VOICE

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

The role of Marketing and Communication is primarily focussed on raising the voice and visibility of the organisation, our consumers and members. The past twelve months have been a period of change and growth for Alzheimer's Australia NSW, and some of the key highlights were:

- The launch of the unified National Dementia Helpline
- Promoting the Younger Onset Dementia Key Worker program and other key programs
- Strengthening our awareness activities – including Dementia Awareness Month and Dementia-Friendly Community initiatives
- Supporting all service and support functions of Alzheimer's Australia NSW
- Creating new, and strengthening existing network partnerships and commercial relationships
- Developing and launching new resources including publications, videos, website content
- Managing our brand identity, and
- Growing our membership base.

## Dementia Awareness Month

Dementia Awareness Month is held from 1 – 30 September each year. This is our peak promotional and awareness period and we work with a wide range of community partners as well as the scientific and research community to promote healthy brain ageing messages across a large number of community forums, seminars and other outreach activities. We also launched a number of new publications and research findings to address key issues that will help reduce stigma, myths and misperceptions which often follow a diagnosis of dementia.

This year we ran a two-week media campaign across metropolitan Sydney as well as regional and rural NSW. The mainstream media campaign included TV, radio, Facebook, and cinema (in October). Also, a dedicated campaign targetted culturally and linguistically diverse communities as well as special needs groups such as LGBTI and Aboriginal communities. New resources in various languages were also released to help us reach communities that are not otherwise well served by information about dementia.

Our Media Department supports and promotes our activities and helps to extend awareness by alerting readers to upcoming events in their area, or raises key issues, across various media channels such as newspapers, TV, radio and social media. The media campaign was extremely effective, resulting in 195 news items reaching a total audience of 4.9 million people with

an Advertising Space Rate equivalent of \$1.7 million (this is the equivalent value of the free publicity generated).

The combined media and PR campaigns have a direct and immediate impact to the volume of telephone calls to the National Dementia Helpline. In September 2015, calls to the Helpline in NSW increased 1202, up from 999 in 2014. This clearly indicates the effectiveness of the campaign in getting through to those in need. Also, visits to our website continue to grow rapidly as consumers use different ways to connect to the organisation, or find out more information.

## Dementia-Friendly Communities

Dementia-Friendly Communities continued to be the theme for Dementia Awareness Month. It is a call to action to encourage Australians to become dementia-aware and to have a better understanding of what it is like for a person to live with dementia. We want to help communities to become dementia-friendly, where people with dementia feel understood, engaged, included and valued.

Alzheimer's Australia's signature Dementia Symposium featured international guest speaker Ms. Gill Ayling (UK). Ms Ayling works in the UK Department of Health and is Head of the Global Action Against Dementia. Ms Ayling spoke about *Global Action Against Dementia - Building a Sustainable Future*.

The lecture:

- Discussed why social action is the way to reduce stigma and change community attitudes about dementia
- Presented dementia-friendly case studies from the UK to highlight the key elements that make dementia-friendly communities possible
- Examined the critical role of partnerships in creating dementia-friendly communities including through the leadership of people with dementia and Local Dementia Action Committees
- Identified the outcomes that are being achieved by dementia-friendly communities and how they can be measured.

Other special guest speakers included: Carol Bennett, CEO Alzheimer's Australia, Alzheimer's Australia NSW Dementia Advocates Mike and Linda Bryan, and Kate Washington MP, Member for Port Stephens and Co-Chair of the NSW Parliamentary Friends of Dementia. In Port Macquarie, Professor Richard Flemming (University of Wollongong) was our keynote speaker on dementia-friendly environments.





## HOW DO YOU FEEL ABOUT HAVING A PARENT OR GRANDPARENT WITH DEMENTIA?

A still image from our new 'Kids4Dementia' Vox Pop video series that features children aged from 6-12 years of age who talk about the personal impact of a parent or a grand parent living with dementia.

### GP Awareness Campaign

Alzheimer's Australia NSW's Detect Early GP awareness campaign continues to help GPs and practice nurses understand the importance of a timely diagnosis, and provide them with a full suite of Alzheimer's Australia resources to help manage a diagnosis of dementia in their patients. Under this program, our *Worried about your memory?* brochures are available in more than 1,000 GP clinic waiting rooms across NSW, as well as providing dementia helpsheets to approximately 95% of GPs' computer desktops across Australia.

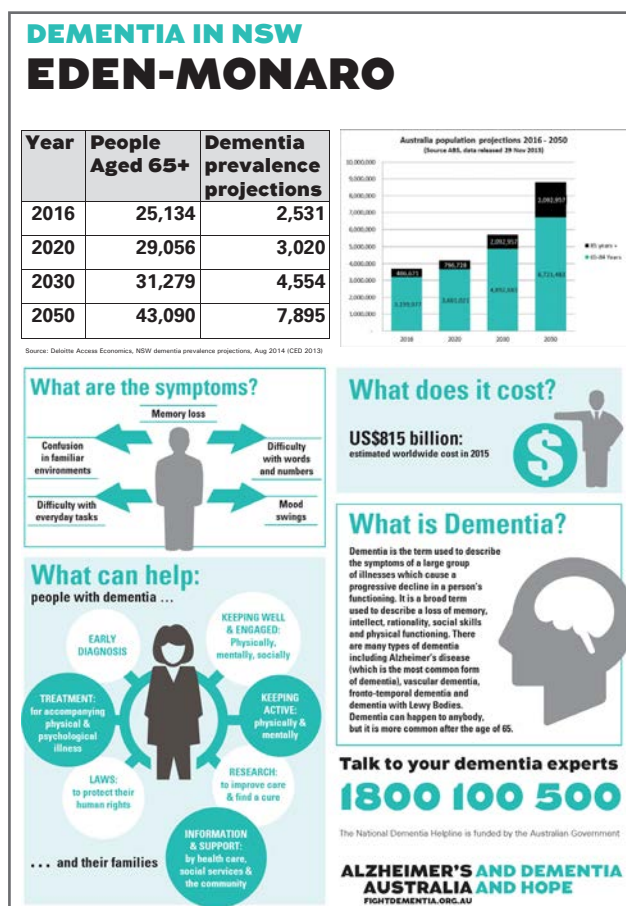
### Courageous conversations: launch of new Vox Pop videos

In September we launched three 'Vox Pop' videos featuring children who talk about the personal impact of a parent or grandparent with a diagnosis of dementia. These compelling videos were used extensively during Dementia Awareness Month and beyond and featured on our social media channels such as YouTube and Facebook. They were also screened on TV and at the cinema. The positive reaction has been tremendous.

### Other activities

- Launch of a new Corporate Membership program targeting residential and community care providers aims to ensure contemporary dementia research, insights and education are accessible to front-line dementia workers
- Promoting healthy brain ageing and dementia awareness during NSW seniors week activities
- Supporting the preparation and launch of Alzheimer's Australia NSW resources such as Discussion Papers, Pre-Budget Submission, new programs and campaigns
- Federal election: our political-engagement campaign included the preparation of an 'Infographic' poster

with prevalence statistics and information tailored to individual electorates. This was sent to all NSW federal sitting members and candidates (see below).



### Acknowledgement

Dementia Awareness Month is supported by financial assistance from the Australian Government and the NSW Government.

# FUNDRAISING

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

The 2015-16 financial year proved to be an outstanding year for fundraising at Alzheimer's Australia NSW. We have had thousands of people support us through our various Memory Walk & Jog events, cash donations, regular giving, bequests, major donors, not to mention our corporate donors, club grants, community events and the many other avenues of fundraising that we invest in.

## Memory Walk & Jog

2016 saw six Memory Walk & Jog events held across NSW – in Wollongong, Penrith, Port Macquarie, Sydney, Albury-Wodonga and Lake Macquarie – with support from Major Partner Opal Aged Care, State Partner NRMA, City Partners David Lloyd Funerals, Guardian Funerals, SC Johnson, Dolby, Community Gateway, Eli Lilly, Penrith Panthers, MBC and State Plus. Community Partners were Bendigo Bank, Wodonga Council, Lake Macquarie City Council, Corrimall Rotary, Tacking Point Lions Club, Lions Club Dundas, Rotary of Adamstown, Penrith Council, Albury Council, Hunter Water, Marina Views, Bella Vista, Port Macquarie Hastings Council, JAFFA Café and Leichhardt Council.

The events saw a 24.5% increase in revenue and through the free media coverage reached an estimated 7,142,032 people.

## Appeals

Four mail appeals this year raised much-needed funds for support services. The Spring Appeal raised funds for the delivery of services throughout NSW for people affected by or living with dementia. The Christmas Appeal focused on the effects of dementia on a family unit and the importance of support.

The Easter Appeal focussed on the important task of keeping the Memory Vans on the road. While the Tax Appeal concentrated on the Living with Dementia and Early Support programs which are so critical to our client wellbeing.

## Regular Giving Program

We have a Regular Giving Program where our wonderful Dementia Fighters give a regular gift, contributing to a pool of guaranteed, ongoing income which allows Alzheimer's Australia NSW to plan for the increased demand for our services and make sure we're here for those who need us.

## Corporate Partners Program

Alzheimer's Australia NSW is also committed to helping our corporate partners engage in workplace giving whereby employees can make small, regular donations to a charity through their pre-tax pay. Many of our corporates also enhance the collective impact of their workplace giving program through donation matching.

## Community Fundraising

This year saw an increase across the spectrum of community fundraising events including: an afternoon tea called *Love Cannot be Forgotten* which raised over \$10,000; a motorcycle *Ride and Show – The Dementia Ride* – which raised \$30,000 for the Hunter Dementia and Memory Resource Centre; and a community-run golf event which raised over \$10,000; also in community sporting events where we saw an increase in the number of people raising funds for us by taking part in events like City2Surf, Blackmores Running Festival, Sydney Harbour 10km and Cole Classic just to name a few.

## Trusts, Foundations and Grants

The past 12 months have been successful despite the challenges presented by the changing nature of philanthropic giving and the small number of trusts and foundations that support ageing and dementia-related charities.

The Hunter Dementia and Memory Resource Centre benefited from a NSW Government Community Building Partnership grant for building refurbishments and the installation of a solar power system. We received money from the NSW Government *Liveable Communities* program to consolidate the Dementia-Friendly Communities project at Port Macquarie, expand it to Myall Lakes and Tweed Heads and to start the planning process for an eventual roll-out of the Dementia-Friendly Communities program across NSW.

Dementia-friendly sensory gardens are one the aspects of a dementia-friendly community. We have been raising funds for a garden at Port Macquarie to complete the new Dementia Memory and Community Centre and one at North Ryde at the Vincent Fairfax Family Dementia Centre.

Once again, we were well supported by NSW clubs through the ClubGRANTS program receiving \$77,580 for various services including the Helpline, Library and





Photos: clockwise from top: Cheque presentation from Navarra Venues who donated \$131,247.50 they raised at the City2Surf; the 'Dementia Run' supporting our Hunter Office, and Jenny who trekked the Kokoda Track to support Alzheimer's Australia NSW.

Dementia Awareness and Memory Van visits and a Men's Shed Manual to complete a project started in the previous year.

## Bequests

Each bequest to Alzheimer's Australia NSW enables us to extend services that are needed to meet the growth and demand that we are facing as a charity. Alzheimer's Australia NSW received 15 bequests (gifts in people's Wills) in the 2015/16 financial year, and this has meant that we can meet more of the challenges facing us.

We understand that for some of our supporters, dementia may be an issue that is very close to them. Their generosity, personal experiences and heartfelt

stories is a reminder of why the money we raise is so important. From the fundraising team at Alzheimer's Australia NSW, we would like to wholeheartedly thank our supporters who fund the valuable work we do.

# HR, VOLUNTEERING AND ADMINISTRATION

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

## North Ryde office accommodation and dementia-friendly upgrade

In October, our shared North Ryde building tenants, Parkinson's NSW, vacated the Gibson-Denney building for alternative premises in the hospital grounds. In turn, this allowed our administration team to create a new home for the fundraising and policy teams in the vacated space. This was, in fact, a major logistical exercise providing relief to all in the building, many of whom who had been sharing desks and working at makeshift cubicles in meeting rooms for over a year. This close-quarter living had been brought about by the expansion of staff and space required for NSW to commence delivering the National Dementia Helpline in July.

Following Parkinson's departure, the space was re-painted, cubicles installed and existing desks manipulated to fit wherever possible. What followed was orderly chaos as, gradually, over the course of 3 months, almost everyone in the building relocated into a new desk. We are all now working together, closely located with members of our own team, with plenty of meeting rooms and spaces for hot desking visiting regional staff.

No sooner had the paint dried in the Gibson-Denney building, than the next building renovation project began in the Vincent Fairfax Family Resources Centre.

During December, a "dementia-friendliness" audit of the building was completed and made a host of recommendations about updates to the building that would be necessary if we were to lead the way in demonstrating how to be Dementia Friendly.

Between February and the end of June, the transformation took place. Decluttering, re-painting and new furniture in calming colours, improved signage, clearer clocks, engaging art works, simple lighting, new taps and dementia-friendly toilet seats were the order of the day. All the work took place whilst the building continued to operate as usual, fitting in with groups and programs, plus Helpline, as well as it could be done. The end result is a testament to persistence and cooperation across a number of teams in the organisation. We are sure the building now showcases our commitment to being dementia friendly and acts as a demonstration piece for interested organisations and individuals.

## Keeping the wheels in motion

The Administration team, comprising our Gibson-Denney receptionists, Administration Manager and Administration Projects Officer, do a fantastic job supporting teams and clients across the whole

organisation. Whether it be arranging catering for meetings and events, greeting and directing visitors, solving telephone query mysteries, sending and receiving mail or finding homes for unexpected deliveries. They arrange for plumbers, builders, electricians, cleaners, coffee vans, stationery, fire drills, furniture repairs and for the air-conditioning to work. They take delivery of new cars, repair and take away old ones. On top of all that, the team, whose office goes by the unofficial title of "Complaints Central", have a problem-solving and 'can-do' attitude second to none. Their efforts to keep staff resourced, housed, comfortable, happy, and supplied with coffee, are to be commended.

## Recruitment

Staff numbers have remained stable this financial year with 140 paid employees compared to 147 at the end of financial year last year. A handful of opportunities have been taken to improve efficiency in a number of teams across the organisation this year. A warm welcome to these 21 new staff who joined us during the year:

Louise Stapleton, Lauren Maras, Clare Backhouse, Matt Frilingos, Anna-Louise Ridhalgh, Eleanor Dennis, Kathleen Thompson, Lynette Murphy, Shane O'Neill, Lana Penrose, Dee Hannah, Stacey McDonald, Chrissie Shearer, Alison Hall, Rebecca Danswan, Kylie Ramsay Emma Jackson-South, Ed Stewart, Chris Eastwood, Kylie Carroll, and Vanessa Wong.

## Employment conditions re-negotiated

In October a bargaining committee was formed to review our existing enterprise agreement. The five staff representatives, covering almost every team in the organisation, and the GM Human Resources spent many diligent hours over four months thoroughly re-writing the terms of employment at Alzheimer's Australia NSW for the better.

The new-look agreement is backed by job analysis and classification of all roles against the Social, Community, Health and Disability Services Modern Award. We have a sector-leading annual salary increase locked in for 3 years, we have preserved generous redundancy entitlements for long-standing employees, and we have expanded the availability of an extra five days leave per annum. This Special Leave, once available only as additional carers leave, can now be said to support the diversity of our staff in allowing attendance at religious, indigenous, and ethnic days of significance, as well as for the birth of grandchildren. Eleven staff have taken up our other new offering and purchased an additional 10



days of annual leave per annum.

The staff vote was overwhelmingly “yes” in March, with only 3 staff saying no to the proposed terms. The agreement was submitted for Fair Work approval in April, and after some further analysis and provision of undertakings, was approved in May and became effective on 1 June 2016. It will expire on 30 April 2019 by which time the employment market in the Aged Care sector and at Alzheimer’s Australia NSW may look quite different as we will, by then, be working in a consumer-directed care, market-led industry.

### Strategic Planning and Structural Review

Following the extensive work of articulating a new Strategic Plan for the organisation, a structure to support delivery of services into the planning period was implemented this financial year. The new structure has staff around the state reporting on a program basis rather than a geographic basis, to a reduced number of services managers. It is the role of Human Resources to ensure that structural changes such as this, and those in other teams throughout the year, are handled appropriately for all parties. Whilst no change is perfect in every way, and we know that some aspects of change can be hard, we do our best to assist the organisation to maximise the benefits wherever possible.

In addition, the HR team were kept busy with contract renewals this financial year with both the Younger Onset Dementia Key Worker team (12 staff), and the Helpline team (27 staff) having contracts that ending on June 30th. These have been reissued in line with program funding.

### Volunteer Management

Memory Walk & Jog season commenced in the Illawarra with the sweltering muggy heat of February. This did not deter our intrepid volunteers, over 400 of whom came to support us running this event and the five more which were conducted in NSW this year, ending in late May.

Supporting the Memory Walk & Jog series is the primary focus for our Volunteer Coordinator, and utilises the majority of the volunteer base we are fortunate to enjoy. The series would be far more costly to run without the volunteers who assist with a wide variety of tasks on the day. With each person donating approximately six hours of their time on the day, this equates to 3,000 hours, for which an employed staff member working on a weekend with a 6am start might expect to be paid \$25 per hour. Volunteering hours therefore contribute a value of close to \$75,000 to the bottom line of our memory walk events.

In addition to the Memory Walk & Jog series, volunteers have been integral to other work across the organisation this year too. From our team in the Hunter Office with their incredible variety of offerings, including a weekly singing group and fundraising efforts with bikkies, to the Bunnings Barbeque and Cake stalls, the Collection Day, the Blackmores Sydney Running Festival 5am start, to film shoots in Centennial Park, to the office and library support, Memory Van driving all over the State and many, many more.

This year, we make special mention of our new Honorary Life Member Jill Edmondson. We thank the Board of Directors for recognising that Jill not only WOULD go anywhere and do anything for us, but she does. Any time we ask. With good grace and the most gorgeous smile.

Thank you to all our wonderful volunteers. We would not be able to do what we do without you.



Photo L to R: Diana Waring, Alzheimer’s Australia NSW Administration Manager with Jill Edmondson who received a volunteering award, and was also recognised as a Life Member to Alzheimer’s Australia NSW.



# CORPORATE SERVICES

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

Enabling Alzheimer's Australia NSW to meet and plan for expanding community needs and expectations has been a key focus of the Corporate Services function. The team provides a range of services covering financial, quality, technology, compliance and risk management.

The current focus is on being responsive to change to ensure the organisation is well positioned to meet the challenges and opportunities arising within the communities we service.

## Financial capacity

Maintaining a strong balance sheet has contributed to the financial sustainability of Alzheimer's Australia NSW and provides valuable assistance with our ongoing funding requirements. In 2015-16 Alzheimer's Australia NSW continued to strengthen this position with reserves increasing by \$523,000 to \$13.4 million.

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

With the implementation of the Microsoft Dynamics AX finance system we have enhanced planning, monitoring and reporting capability. We have continued to work closely with Alzheimer's Australia Vic in the development of this system. In 2016-17 we will also be working with Alzheimer's Australia ACT to implement this finance system.

## Building capacity

We have joined with our Alzheimer's Australia sister organisations to implement a new technology infrastructure. This will provide a nationally-based system that will enhance our collective capacity to deliver services. We are complimenting this process with the upgrade of our telecommunications systems along with expanding the application of our video conference resources.

## Managing quality and risk

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

During 2015-16 we focussed on implementing a compliance management system throughout the organisation.





# Milsons Point



Photo: Volunteers from Australian Pharmaceutical Industries Ltd who generously donated their time to support our Collection Day at Milsons Point.



# OUR DONORS

**Thank you to all who made a donation during 2015 - 2016 and particularly the following who gave \$500 or more.**



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Mr John Fitzgerald	Mr F Klostermann	Mr Anthony Percival	Mr John Thame
Ms Rachel Fitzhardinge	Mrs Iris Knight	Mr Chris Perivolaris	Mr John Thompson
Dr David Fletcher	Mrs Margaret Knowlden	Ms Julia Perry	Mrs Judith Thomson
Mrs Mollie Fox	Mrs Margery Kraefft	Mr Grahame Petersen	Mr Nick Tindall
Mr Nigel Fraser	Mr Paul Lallensack	Mrs E Phillips	Ms May Ting
Dr Robert Frater	Ms Purples Lam	Mrs Kay Plummer	Mr Eng Toh
Mr Francis Fry	Mrs Marianne Lampe	Mrs Lorraine Pollock	Ms Norah Tolson
Mr Bryan Fuller	Ms Tanya Leach	Mr David Porter	Ms Elizabeth Tugwell
Miss Alice Fung	Ms Lydia Lee	Mr Daniel Potts	Mr Anthony Valos
Father Frank Furfaro	Ms Helen Lee	Ms Amanda Powell	Mr & Mrs Anthony & Helen Valos
Mr Justin Gardener	Ms Elizabeth Lhuede	Mr F Pratt	Mr & Mrs Tony & Gai Wales
Ms Maggie Gategood	Ms Betty Lin	Mrs Michele Pursche	Mrs Heather Wallace
Mr Richard Giannone	Mr Thomas Lin	Mrs Elizabeth Rabbitts	Mr Barry Walsh
Mr Richard Giddey	Mr & Mrs Ron & Joyce Lin	Ms Margaret Rafferty	Mrs Rose Watson
Mrs Elizabeth Gilbert	Dr Miles Little	Mrs B Raftery	Dr A W J Watt
Mrs Noela Gill	Mr Richard Liverpool	Mrs Susan Rainey	Mr Wayne Webster
Mr Merv Gillies	Ms Moira Lloyd	Mr Peter Ramsay	Ms Pam Wellham
Mr Neville Grace	Mrs Anne Lockyer	Mr Eric Rhodes	Dr Lyle Whan
Mr Andrew Gray	Mr Michael Loizou	Ms Jane Rich	Mr Robert White AO
Mrs Yvonne Gray	Mr & Mrs Steven & Leslie Longo	Mr David Roberts	Mrs Shirley Wicks
Mrs Hester Greenfield	Mr Michael Lowe	Mr & Mrs Bill & Imelda Roche	Mr Rex Williams
Mrs S Gregory	Mr J Lusted OAM	Ms Phoebe Rollin	Mr Ross Williams
Mr Alan Griffin	Ms Maria Lydaki	Mrs Judith Rose	Mr Steven Willis
Mrs Janet Grimsdale	Mrs Judy Macdonald	Ms Joan Rosenthal	Mr Douglas Wilson
Mr Roger Gyles	Ms Maureen Macfarlan	Mr Terrence Ryan	Dr R J Wing
Ms Janice Hackett	Mr Vincent Mahon	Ms Edith Ryba	Ms Daniela Woods
Mr Roger Hallaran	Mrs Anna Malouf	Ms Joanne Sabena	Mr William Wright
Mr Philip Hallen	Mr Rocco P Mangano	Mr John Salmon	Mrs Patricia Wright
Ms Janette Hamilton	Ms Antonietta Marcocci	Dr Douglas Samuel	Mr Alan Wyburn
Mr Raymond Handley	Mr Les Marks	Ms Ewa Sarolis	Mr Peter Young
Dr Margaret Harding	Mr Colin Matthews	Mr W Saunders	Mr Gianfranco Zaccagnini
Mrs Roberta Hardy	Mr P Mc Carthy	Mr Barry Saxberg	
Mr Robert Harrington	Mrs J McConnochie	Mrs L Schroder	
Mr Peter Harris	Ms Kathleen McCredie	Mr Peter Scott	
Mr & Mrs Stephen & Rosanna Harris	Dr H McEwen	Mr L Seaman	
	Ms Heather McIntyre	Mr L Selleck	

# OUR VOLUNTEERS

**Thank you to all who gave their time to support Alzheimer's Australia NSW during 2015 - 2016.**

## GROUPS

Alzheimer's Australia NSW  
Advisory Council  
Alzheimer's Australia NSW  
Ambassadors  
Alzheimer's Australia NSW  
Board of Directors  
Sydney & Regional  
Consumer Advisory  
Groups

## ORGANISATIONS

1<sup>st</sup> Drummoyne Girl Guides  
Aon Benfield  
Westpac  
Johnson & Johnson

## INDIVIDUALS

Jeffrey Aguas  
Waqar Ahmad  
Aneeq Ahmad  
Zain Ahmed  
Faheem Ahmed  
Hazeem Ahmed  
Labeeb Ahmed  
Amina Al Halawani  
Lois Allanson  
Compton Allen  
Fi Anderton  
Sedighah Ansari  
Helen Anthony  
Kate Arnold  
Ritu Aryal  
Sarah Ashton  
Shannon Asplin  
Joanne Au Yeung  
Srinu Babu  
Musawer Bajwa  
Sally Baker  
Isabel Baker  
Freny Balaji  
Jennie Bardrick  
Suzi Barling  
Paul Battle  
Ella Baughan

## INDIVIDUALS CONTD.

Dorothy Bell  
Graham Bell  
Tina Bell  
Christine Bennison  
Neil Benson  
Rob Birse  
Ruth Blattman  
Christine Boam  
Aylin Bolat  
Val Bourke  
Des Bourke  
Bec Boyden  
Jenine Bradburn  
Richard Bradshaw  
Joe Bradshaw  
Genevieve Brady  
Sarah Braunton  
Wayne Bray  
Lynn Bray  
Margaret Brewer  
Matt Bright  
Mariola Brock  
David Brooker  
Jo Brown  
Tatjana Bullen  
Cheynee Ray Burke  
Sue Bush  
Amy (Xingyue) Cai  
Irene Calaizis  
Bruce Campbell  
Alex Campbell  
Bernard Carran  
Lucy Carroll  
Anthony Carter  
Chris Carter  
Belinda Cartright  
Ashleigh Cassidy  
Diane Cassidy  
Liz Cater  
Wendy Chandran  
Safi Cheema  
Patrick Chen  
Vickie Choy  
Dominique Christian  
Mussawar Chughtai  
Jorden Clay  
Jarad Clay  
Beth Claydon

Michelle Clode  
Jason Coghlan  
Monica Cole  
Vic Collis  
Katie Conciatore  
Leo Connors  
Marie Cooper  
Christine Costello  
Christopher Cottee  
Emily Cotton  
Ruth Cowling  
Linda Crampton  
Dominic Crinnion  
Lee Crinnion  
Shane Crinnion  
Trish Crundwell  
Jan Curry  
Jann Daly  
Greg Daly  
Ali Daly  
Clare Daly  
Dianne Davies  
Li Lee Davis  
Marsha De Bono  
Penny De Paoli  
Alisse De Paoli  
Ramali De Zoysa  
Jillian Dempsey  
Alicia Dewberry  
Phuong (Phoebe) Doan  
Luong Kieu  
Brenda Donnelly  
Adrienne Donnelly  
Leilani Donovan  
Tess Donovan  
Rachel Donovan  
Mary Doyle  
Jan Draper  
Clare Drew  
Karen Drutman  
Anne Duffy  
Jill Edmondson  
Hayden Edwards  
Helen Edwards  
Pauline Egan  
Nessrine El Sankari  
Jill Elias  
Wendy Ell

Henry Ellis  
Kirsten Englert-Adnum  
Kathryn Esler  
James Etter  
Robyn Faine  
Zach Fair  
Florence Fearnside  
Val Fell  
Shontelle Fell  
Jingbo Feng  
Sasha Ferguson  
Nigel Fernandes  
Adelle Fernando  
Anne Fernando  
Keith Finnie  
Lee Fitzgerald  
Miriam Fitzgerald  
Katherine Flood  
Blanca Olga Flores Romero  
Tina Fong  
Alison Fowles  
Jade Fowles  
Michael Freeland  
Evelyn Freeland  
Janine Fuller  
Danny Gallagher  
Isobel Gallagher  
April Galvan  
Tracey Gardiner  
Macaulie Gardiner  
Bailey Gardiner  
Chloe Gestier  
Judy Gibbons  
Victoria Giles  
Sandra Gillies  
Mervyn Gillies  
Susan Gillies  
John Glerum  
Judi Glerum  
Jocelyn Gonsalves  
Farina Gorgs  
Sue Gorst  
Linda Grant  
David Green  
Cheryl Gurney  
Dianne Hall  
Anthony Hamilton  
Maria Hamilton





# THE YEAR IN REVIEW

## JULY - AUGUST 2015

- Launch of the National Dementia Helpline run from NSW on 1 July
- Launch of new Corporate Membership program for residential and community care providers
- Launch of *Better Life* program
- Dementia & Transport Consumer Resource (with Carers NSW)
- City2Surf fundraising
- Parliamentary Friends of Dementia and launch of Discussion Paper: *Dementia in Retirement Villages*
- Living Well Expo in Coffs Harbour



## OCTOBER 2015

- Dementia Strategy Summit conference - a partnership between AKOLADE and Alzheimer's Australia NSW

## DECEMBER 2015

- Alzheimer's Australia NSW Christmas Appeal
- Tips for caring during the festive season

## 2015

- Dementia Awareness Month featured a statewide TV campaign, radio, cinema, press, PR and social media campaigns
- Signature lecture with Gill Ayling (UK) Global Action Against Dementia, NSW Parliament House. Start of the national tour
- Launch of new resource: *Homelessness & Dementia*
- Annual Illawarra Dementia Forum
- Launch of 'Kids4Dementia' Vox Pop videos featuring children aged 6 - 12 years old discussing their feelings about a parent of grandparent with a diagnosis of dementia
- Scores of community events were held across NSW to raise awareness of dementia
- 21 Sept.: World Alzheimer's Day
- Prof Richard Fleming lecture in Port Macquarie on dementia-friendly environments

## SEPTEMBER 2015

- Launch of Discussion Paper #14: *Dementia and Nutrition in the Home*
- Alzheimer's Australia NSW Annual General Meeting and release of Annual Report

## NOVEMBER 2015



Gill Ayling (UK) Global Action Against Dementia, presents the Keynote lecture during Dementia Awareness Month in Sydney.

## ○ JANUARY - FEBRUARY 2016

- Discussion Paper #15 *Football, Head Injuries and the Risk of Dementia (2016 update)*
- Minister Ajaka opens new Alzheimer's Australia NSW Port Macquarie office
- Alzheimer's Australia NSW pre-budget submission to NSW Government
- Launch of 2016 NSW dementia prevalence rates and media campaign
- Illawarra Memory Walk & Jog



## ○ APRIL 2016

- Inaugural edition of *Dementia Now*, Alzheimer's Australia NSW monthly e-newsletter

2016

- Alzheimer's Australia Consumer Summit, Canberra and launch of *Legal Rights* Discussion Paper
- Launch of Alzheimer's Australia NSW Easter Appeal
- Brain Awareness Awareness Week - Alzheimer's Australia promotes *Your Brain Matters* risk reduction messages
- Memory Walk & Jog - Western Sydney
- Healthy Brain Ageing Seminar with Brain & Mind Centre at Port Macquarie

- Launch of Discussion Paper #16 *Younger Onset Dementia - Still slipping through the cracks*
- Launch of *Dementia Community Cafe Toolkit*
- Launch of Alzheimer's Australia NSW Tax Appeal
- Memory Walk & Jogs in - Sydney, Albury/Wodonga and Hunter
- Launch of *Younger Onset Dementia Key Worker Capacity Toolkit*

## ○ MARCH 2016

## ○ MAY - JUNE 2016



National Consumer Summit in Canberra, 15-16 March 2016.

# DIRECTORS' REPORT

**The Directors present this report on the entity for the financial year ended 30 June 2016.**

## Directors

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

Mr Paul John Robertson (joined Feb 2016)  
Dr Richard Matthews AM  
Mr Alistair Garrard Bell  
Ms Lucille Barbara Bloch  
Mr Ian Watts Horton  
Ms Catharine Josephine Retter  
Ms Dagmar Schmidmaier AM  
Mr David Lane  
Ms Eileen Frances Hoggett (joined Nov 2015)  
Mr Malcolm David Schyvens (joined Nov 2015)  
Dr Jennifer Alexander (joined Nov 2015)  
Mr Jeremy (Jerry) Kitson Ellis AO (retired Feb 2016)  
The Hon. Professor Peter Erne Baume AC (retired Feb 2016)  
Ms Eesvarathevi (Eesa) Witt (retired Nov 2015)  
Mr Nicholas Kevin Francis O'Neill (retired Nov 2015)  
Mr Barry James Groundwater (retired Nov 2015)

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

## Company Secretary

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

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

## Principal Activities

The principal activity of the entity during the financial year was to provide services to Australians living with dementia through the provision of support, education, awareness and advocacy programs.

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

## Operating Result

The net surplus of the entity for the financial year amounted to \$733,544 (2015: \$1,722,932).

## Review of Operations

The surplus for the financial year of \$733,544 is a decrease of \$989,388 from the last financial year. The main contributing factors to this result were:

1. Bequest income of \$800,005 was lower by \$614,753;
2. Increased delivery of programs, including the implementation of the National Dementia Helpline, resulting in an overall increase in expenditure of \$558,029; and
3. Reductions in State/Federal capital grants of \$468,576, mainly from non recurrent sources.

The increased program delivery was funded through

1. Increases in donations, appeals and corporate sponsorship of \$301,797;
2. Increase in investment income of \$168,904; and
3. Increase in consultation and course fee income of \$164,961.

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

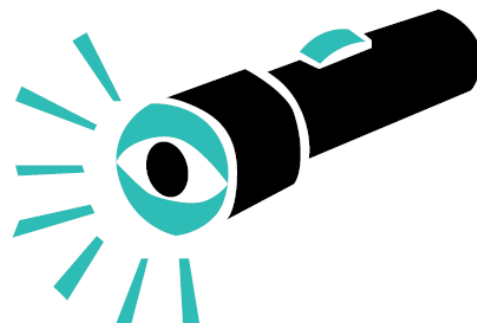
State and Federal Government grants received increased by 2.7% to \$9,094,134. The percentage of government grants to total revenue, excluding bequests and loss on sale of investments, of 67.8% compares to 66.9% for 2014/2015.

## Objectives

The company has a three year strategic planning cycle. The strategic plan for the years 2017 to 2019 has been established, with the following priorities.

1. Advocate to ensure service needs are met for people living with dementia and their carers.
2. Provide support and guidance to people living with dementia and their carers.
3. Create a dementia-friendly state.
4. Ensuring our organisation is sustainable.





## Strategy for achieving the objective and performance measures

The following responses have been established to meeting our priorities.

1. Improve earlier diagnosis;
2. Connect people living with dementia and carers to ongoing support earlier through an expanded Helpline;
3. Create and promote Dementia Friendly Communities;
4. Improve quality of life through research that determines effective ways to delay onset of symptoms and defines the best standard of care;
5. Through advocacy, education and research, influence decision making and practices to ensure quality care is accessible to all;
6. Take a national approach to increase our influence and sustainability.

Each priority area also has a specific set of tactics and key performance indicators assigned in order to measure performance. A report on progress against our priorities is presented to the Board each quarter. The underlying strategies supporting our priorities are:

1. We will influence the environmental and political landscape to deliver improved outcomes for people living with dementia and their carers;
2. We will provide a range of evidence-based services, education and supports that meet the needs of people living with dementia, their families and carers;
3. We will build a dementia-friendly community supporting people living with dementia;
4. We will reach more people and have greater impact by investing in our people, systems, partnerships, diversified funding and improved efficiencies.

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

## Subsequent Events

A generous bequest of \$4 million was received on 30 September 2016.

The Alzheimer's Australia NSW is supporting the move for the federation of Alzheimer's Australia organisations to form a single national entity. The Alzheimer's Australia NSW Board identified significant benefits in supporting this process which ultimately would lead to an improved capacity to deliver services for people with dementia, their families and their carers.

### Note:

Highlights from the financial results have been included in this report. The Financial Statement and the Audited Financial Report for the year ended 30 June 2016 are available on request from Alzheimer's Australia NSW reception. The Audited Financial Report may also be viewed on our website at: <https://nsw.fightdementia.org.au/nsw/research-and-publications/reports-and-publications/annual-reports>

# INFORMATION ON DIRECTORS

## Mr Paul John Robertson AM

Chairman (non-executive)

Qualifications: B.Comm FCPA

Experience: Mr Robertson has extensive experience in banking at Macquarie Bank where he held various roles including Executive Director, Global Treasurer and Integrity Officer, and Director and CEO, Macquarie Risk Advisory Services.



Mr Robertson is currently Chair of St Vincent's Health Australia, Chair of Social Ventures Australia, Founding Director of the Financial Markets Foundation for Children, Director Telco Together Foundation, Chair of Tonic Health Media and Director of Catholic Health Australia.

## Dr Richard Matthews AM

Deputy Chairman

Qualifications: MB, BS

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



## Mr Alistair Garrard Bell

Director

Qualifications: B.Ec (Sydney), MAICD

Experience: An experienced senior commercial and financial executive with broad-based experience in fiscal and operational management of international businesses operating in a variety of markets. Mr Bell is currently Group Chief Financial Officer of Graincorp Ltd, Australia's largest listed international grain and food ingredients business, a non-



executive Director of Allied Mills Limited (manufacturer and distributor of bakery premixes, flour and semi-finished food products), Chair of Audit Committee for Allied Mills and director of GrainsConnect Canada, a Canadian 50/50 joint venture building an agri-business supply chain.

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

## Ms Lucille Barbara Bloch

Director

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



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

## Mr Ian Watts Horton

Director

Qualifications: BComm (UNSW), FAICD, FCIS

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



Special Responsibilities: Chair of the Investment

# INFORMATION ON DIRECTORS

Advisory Committee and member of the Audit and Risk Committee and the Succession Planning Committee.

## Mr David Lane

Director

Qualifications: Hon BEc (Uni of Pennsylvania, USA)

Experience: Extensive experience in the management of business and investment banking. CEO of Count Financial, a wholly owned subsidiary of Commonwealth Bank of Australia (CBA).

Listed as one of the Power 50 in Finance at Financial Standard's social media awards, a Judge on the No More Practice Transformation Series – 30 Day Business Challenge, aired on Sky Business, 7Mate and in Singapore and also a Judge of the annual Money Management Women in Financial Services Awards since 2013.



## Ms Catharine Josephine Retter

Director

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

Experience: Ms Retter has been a member of the NSW Government Carers Advisory Council and the Consumer Dementia Research Network, past chairperson of Austcare Refugee Week. Held the position of CEO of Driza-Bone Pty Ltd as well as being the founder and CEO of the publishing house, Citrus Press. She was also the co-founder and joint CEO of digital publishing company, Apptitude Pty Ltd. She is the author of nine published non-fiction books. Has been a director on various public, private and not-for-profit boards and was the past chair of the Australian Book Group Pty Ltd.

Ms Retter was the primary carer for her husband who had Alzheimer's and vascular dementia.

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



## Ms Dagmar Schmidmaier AM FALIA

Director

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

Experience: Held senior executive positions for the past 30 years in the university, government and private sector.

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

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

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



## Ms Eileen Frances Hoggett

Director

Qualifications: B.Commerce

Experience: Ms Hoggett is a Chartered Accountant and a Partner with KPMG Sydney and has extensive experience in the property and funds management industry.

Ms Hoggett is on the Board of KPMG Australia, has held various roles on Advisory Boards and has been a Director on the Board of a Not for Profit welfare agency.

Special Responsibilities: Ms Hoggett is also a member of Alzheimer's Australia NSW Audit and Risk Committee.





# INFORMATION ON DIRECTORS

## Mr Malcolm David Schyvens

Director

Qualifications: B.Com, LLB (Tas)

Experience: Malcolm is a legal practitioner who currently holds the role of Deputy President of the Guardianship Division of the NSW Civil and Administrative Tribunal.

Malcolm is Chair of the Australian Guardianship and Administration Council, Convenor of the Council of Australian Tribunals, NSW Chapter, and is also a member of the NSW Law Society's Elder Law and Succession Committee.



## Dr Jennifer Alexander

Director

Qualifications: MBBS

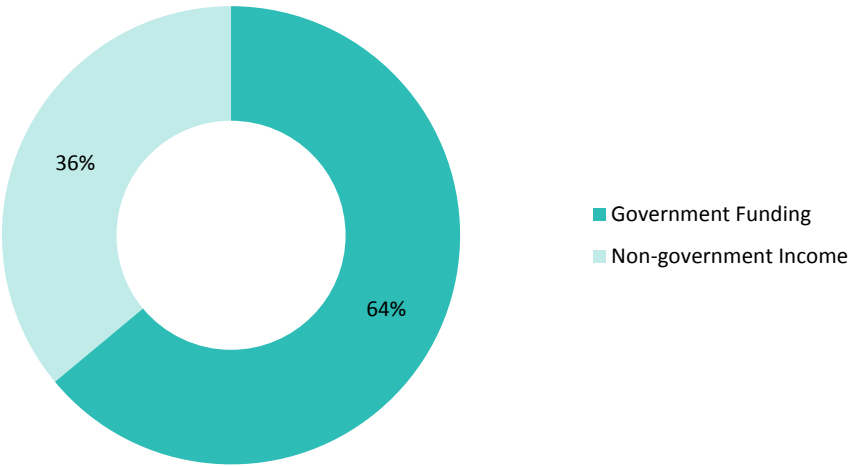
Experience: Dr Alexander has a background as a medical practitioner, is ProChancellor at UNSW, has held Non-Executive Director positions on a variety of Boards, including an ASX listed company, a Medical Research Institute, not for profit organisations, Government Business Enterprises, Government Statutory Authorities and Arts Boards. Jennifer also has experience of a family member with dementia.



# FINANCIAL INDICATORS

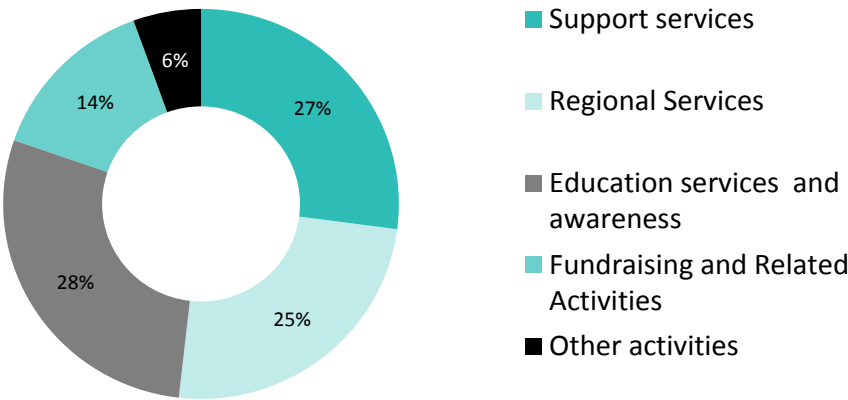
The full Financial Report for Year Ended 30 June 2016 is available online, visit: [https://nsw.fightdementia.org.au/sites/default/files/NSW/documents/Financial\\_Report%2015-16.pdf](https://nsw.fightdementia.org.au/sites/default/files/NSW/documents/Financial_Report%2015-16.pdf)

## SOURCE OF INCOME FOR 2015-16



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

## DISTRIBUTION OF EXPENDITURE FOR 2015-16



The top three areas of expenditure are Education Services and Awareness activities (28%), Support Services (27%), and Regional Services (25%) which reflect the continuing focus by Alzheimer’s Australia NSW on delivering quality support and educational services across the state.

# CONTACT US

## OUR OFFICES

### ADMINISTRATION

Alzheimer's Australia NSW  
Macquarie Hospital Campus  
Building 21, Gibson-Denney Centre  
120 Cox's Road (Cnr. Norton Rd)  
North Ryde, NSW 2113  
PO Box 6042 North Ryde, NSW 2113

**T:** 02 9805 0100

**F:** 02 9805 1665

**E:** NSW.Admin@alzheimers.org.au

**W:** www.fightdementia.org.au

### SOUTHERN NSW

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

### WESTERN NSW

Orange:	02 6369 7164
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### NORTHERN NSW

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

### SYDNEY REGION

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

**NATIONAL  
DEMENTIA  
HELPLINE**  
**1800 100 500**

**WWW.FIGHTDEMENTIA.ORG.AU**

The National Dementia Helpline is funded by the Australian Government.

Alzheimer's Australia NSW | ABN 27 109 607 472

**ALZHEIMER'S AND DEMENTIA  
AUSTRALIA AND HOPE**  
FIGHTDEMENTIA.ORG.AU