



**Dementia
Australia®**

Annual Report

2022-2023


No matter how you are impacted by dementia or who you are, **Dementia Australia** is here for you.





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Front cover: Dementia Advocate Gwenda Darling, who is also a member of the Australian Government Council of Elders.

Inside cover spread: Erin Thompson MP, SA Member for Davenport, Parliamentary Friends of Dementia Co-Convenor, Jenna Dennison, National Comprehensive Dementia Centres, The Hon Mark Butler Federal MP, Minister for Health and Aged Care, Tony Newman, Board member of Dementia Australia, Maree McCabe AM, CEO Dementia Australia, Robert Simms MLC SA and participants enjoying the 2023 Adelaide Memory Walk & Jog.

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About this Annual Report

This report highlights Dementia Australia's progress and achievements throughout 2022– 2023. It includes links to our financial statements, which are listed on the Australian Charities and Not-for-profits Commission website [acnc.gov.au](https://www.acnc.gov.au)

Dementia Australia was established on 18 October 2017 when the federation of Alzheimer's Australia became Dementia Australia. This document and previous annual reports for Dementia Australia and Alzheimer's Australia are available on our website at dementia.org.au/annual-reports

Why this report looks different

The design of this report is in line with our visual identity, which has inclusivity and accessibility at its core to ensure that our documents are easy to read and understand. As a result, this report may look different to other annual reports as it has features like larger text and tables and more empty space on pages.



Dementia Australia acknowledges the Traditional Owners of Country throughout Australia and recognises their continuing connection to lands, waters and communities. We pay our respect to their Elders past and present, and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

Artwork by Lynette Ellis, Amamonguna Community, Alice Springs. This work was created as part of a Dementia-Friendly Communities project and tells the story of a man who is experiencing dementia.

Dementia Australia is registered as Dementia & Alzheimer's Australia Limited
ABN 79 625 582 771. ACN 607 890 317.

About Dementia Australia

Founded by carers more than 40 years ago, today we are the national peak body for people impacted by dementia in Australia. We are the source of trusted information, education and support services.

We exist to support and empower more than 400,000 Australians estimated to be living with dementia and more than 1.5 million people who are involved in their care. Dementia is the second leading cause of death in Australia, with provisional data showing that it is soon likely to become the leading cause. Yet it remains one of the most challenging and misunderstood conditions.

By involving people living with dementia, their families and carers and striving to always include their experiences in our activities and decision-making, we make sure we are representative of the diverse range of dementia experiences across Australia. We amplify the voices of people impacted by dementia through advocating and sharing stories to help inform and inspire others.

We advocate for positive change for people living with dementia, their families and carers, and support vital research.

We are here to support people impacted by dementia, and to enable them to live as well as possible.

Our purpose

To transform the experience of people impacted by dementia by elevating their voices and inspiring excellence in support and care free from discrimination.

Our vision

An inclusive future where all people impacted by dementia receive the care and support they choose.

Our values

- Diversity and Equality
- Respect and Inclusiveness
- Integrity and Accountability



What is Dementia?



Dementia describes **a collection of symptoms** caused by disorders **affecting the brain**. It is not one specific disease.



Dementia can affect **thinking, memory** and **behaviour**. Brain function is affected enough to interfere with someone's normal social or working life.



No two people experience dementia in the same way.



It is **essential** to get a **medical diagnosis** when symptoms first appear.



People often lead **active and fulfilling lives** for many years after their diagnosis.

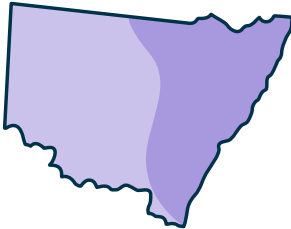
People living with dementia

Estimates 2023



Australian Capital Territory

5,650



New South Wales

135,000



Northern Territory

1,600



Queensland

80,000



South Australia

33,300



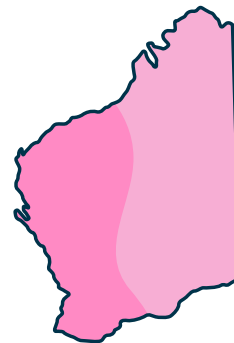
Tasmania

10,300



Victoria

104,000

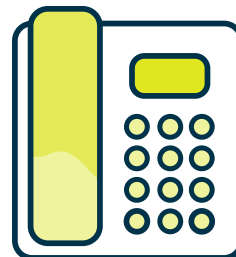


Western Australia

40,000

To learn more about why these figures are different to last year's, see the Advocacy and Research section on pages 70-75

Key Achievements



Celebrating five years of Dementia Australia

October 2022 marked the fifth anniversary of state and territory organisations uniting to create Dementia Australia, a national body dedicated to representing and supporting people living with dementia, their families and carers.

We paused to honour the decades of volunteer work upon which our organisation's success is built. We also contemplated our exciting future, with a webinar and panel discussion featuring past and present luminaries. More in the People and Culture report on page 62.

National Dementia Helpline now operating 24/7

Wherever people impacted by dementia are, and whenever they need assistance, our trained experts are now just a call away.

On 1 July 2022, we extended the operating hours of our flagship support and advice service, the National Dementia Helpline. It is now open 24 hours a day, every day of the year. The extension was made possible by combined funding by the Federal Government and Dementia Australia.

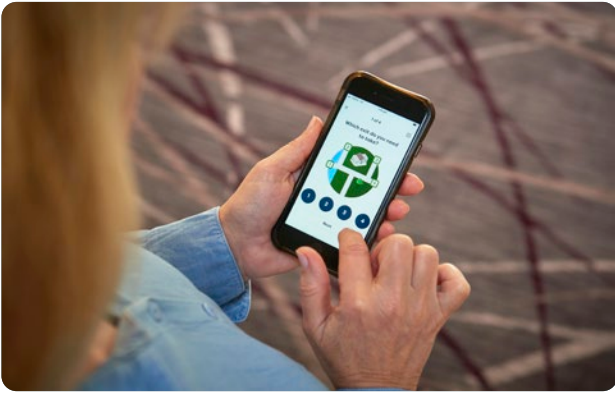


(L-R) Professor Bronwyn Myers, Director, Curtin enAble Institute, Professor Blossom Stephan, Chair of Dementia, Curtin University and Dementia Australia, Maree McCabe AM, CEO Dementia Australia at the announcement event, April 2023, Curtin University, Perth WA.

Inaugural Chair of Dementia appointed

We now have our first Chair of Dementia, a joint appointment with leading research institution Curtin University in Perth.

Inaugural appointee Professor Blossom Stephan is a highly respected global expert in dementia and dementia research. Her appointment will provide real benefits for dementia research, care, education and support. Professor Stephan plans to create and drive an ambitious research program focused on dementia detection and care, attract new dementia researchers and foster national and international collaboration.



BrainTrack app launched

We launched our BrainTrack mobile phone app to make it easier for people to monitor their brain health and get support. Downloaded more than 51,000 times since October 2022, the app has exceeded our download targets and has already won a major award, the community/not-for-profit category at the 2023 ACT iAwards.

The app tests cognition and provides brain health information through fun, clinically rigorous games. This allows users to track changes and, if needed, seek support and generate reports for discussion with their GP.



New and expanded support for people living with dementia, their families and carers

We are proud to have launched so many new services and programs for people living with dementia, their families and carers. New additions during 2022–2023 include programs for people living with younger onset dementia and mild cognitive impairment, expansion of the Connecting Peers program, and At Home with Dementia, our first occupational-therapy-led program. More in the Client Services section of this report on page 42.



A message from our Chair

Professor Graeme Samuel AC
Chair, Dementia Australia

Last year, I informed my Board colleagues that at the end of my term I would be stepping down from my role as Dementia Australia Chair, following the 23 November 2023 Annual General Meeting. This has provided me the opportunity to reflect on my journey with the Board since 2014, including the many achievements made since our state and territory bodies unified five years ago to form Dementia Australia.

We have made significant progress on our strategic direction across the span of 2018-23. Moving forward, the organisation will continue to build on these achievements to enable timely diagnosis and support, quality care, and amplification of the voices of people impacted by dementia.

The Board has endorsed our new Strategic Direction: Implementing a new Future 2023-25, which outlines our initiatives over the next two years to further support the goals of overcoming barriers and building sector capability.

This year more than ever we have seen the benefits of the decision to unify our state and territory entities in 2017 to create a strong national organisation. Underpinned by successful advocacy work, the outcomes of the record funding of \$229.4 million for dementia in the 2021-22 Federal Budget are now impacting positively and directly on improved, increased and more accessible services around the country.

This Federal Government funding commitment has enabled new and expanded National Dementia Support Program (NDSP) services, as well as the ability for Dementia Australia to work more effectively with healthcare practitioners, nurses, GPs and diagnosticians.

I give special acknowledgement to Maree McCabe AM, who notified the Board in March that she will complete her role as CEO of Dementia Australia on 1 July 2024. Her announcement follows 13 years of dedicated, innovative and visionary leadership.

I also commend members of our Executive team for their efforts in steering us through another challenging year, particularly as the impacts of COVID-19 continue. They and their teams continually impress and inspire me and our Board with their commitment and professionalism. This is evidenced, in part, by the number of industry awards of excellence achieved across the organisation.

I thank my Board colleagues, the Executive team, staff, volunteers, Dementia Advocates, Patrons, Ambassadors, Honorary Medical Advisors, our friends in government, and health and aged care, donors, corporate sponsors and all other supporters.

My inspiration to become involved was as a tribute to, and in memory of, my mother, Shirley, who lived with dementia. As a family, we valued the support we received from Dementia Australia. Therefore, I wanted to contribute to ensure all Australians know they are not alone.

I will remain involved and connected with Dementia Australia and associated entities, continuing as Chair of Dementia Australia Research Foundation, the Australian Dementia Network (ADNet) and the National Comprehensive Dementia Centres (NCDC).

I welcome Merran Kelsall AO who has been appointed as our new Chair. Merran brings enormous expertise and experience in corporate governance, finance, audit, risk and compliance.

I conclude by saying it has been a privilege to successfully lead Dementia Australia through a period of tremendous change, challenges and, most importantly, progress



My inspiration to become involved was as a tribute to, and in memory of, my mother, Shirley





A message from our CEO

Maree McCabe AM
CEO, Dementia Australia

before, with an incredible 36.7 per cent increase on the 2021-22 figures.

Continued success of our tech solution

This year we launched BrainTrack, an addition to our award-winning suite of technology tools. It is a mobile app that makes privately monitoring your own brain health easy. The app has been downloaded more than 60,000 times and won the community/non-for-profit category for the ACT as well as the National iAwards.

This year, we are privileged to have continued our work to create positive change to the lives of people of all ages, living with all forms of dementia, their families and carers.

More services and programs

Among the highlights have been success in acting and delivering on the funding increase under the Federal Government's National Dementia Support Program (NDSP), which led to the introduction of new and extended programs and services.

These include peer support services for those impacted by dementia as well as tailored offerings for younger onset dementia and mild cognitive impairment, post-diagnostic services and increased capacity for client outreach.

This funding, supplemented by our own budget, allowed the National Dementia Helpline to expand to a 24/7 service, supporting more people than ever

Advocating and raising awareness

Our Policy team continued to make Dementia Australia's voice heard in the development of the National Dementia Action Plan, while our Fundraising team mobilised the public with successful fundraising initiatives, including 20 hugely successful Memory Walk & Jog events nationwide, which raised a total of \$1.95 million.

Meaningful engagement

We were delighted to promote meaningful consultation with people living with dementia, their families, and carers, by launching Half the Story - a free guide for anyone looking to consult with those impacted by dementia.

We also launched Dementia Australia's Consumer Engagement Framework, A Stronger Voice Together. Co-designed by people living with dementia, carers, and staff, this includes a commitment from everyone at Dementia Australia to engage meaningfully with people impacted by dementia.

Research funding

Dementia Australia Research Foundation (DARF) announced \$2.4 million in funding for 18 projects, as part of the 2022 Grants Program (see page 80).

Board changes

My appreciation and acknowledgement to Professor Graeme Samuel AC, who has completed his term as Chair. His unwavering commitment and leadership helped us navigate organisational and operational changes after our unification five years ago.

I also acknowledge Merran Kelsall AO, who will take over from Graeme. I welcome Merran and am confident the Board will remain in safe hands.

Farewell

I notified the Board in March this year that after 13 years of leadership I will complete my role as CEO of Dementia Australia on 1 July 2024.

It has been an honour and privilege to lead Dementia Australia through more than a decade of positive change.

Throughout my time at Alzheimer's Australia Vic, and then Dementia Australia, I have been continually inspired by the many passionate people I have worked with and most importantly by Dementia Advocates who selflessly step up to influence change and help others to know they are not alone.

My sincerest thanks and appreciation to each of you for your admirable dedication to improving the health, lifestyle and care outcomes for Australians impacted by dementia.



It has been an honour and privilege to lead Dementia Australia through more than a decade of positive change.



Dementia Australia Advisory Committee report



Bobby Redman Dementia Advocate,
Chair, Dementia Australia Advisory Committee

The Dementia Australia Advisory Committee continued to evolve during the reporting period, with two retirements, two new members – and more changes to come.

In July 2022, we sadly said goodbye to Jenni Lawson, who stepped down for personal reasons. Then, in December 2022, Eileen Taylor bowed out after seven years of service to the committee. Thanks to Jenni and Eileen for their wonderful work.

In January 2023, we welcomed two new members – John Thorpe, based in South Australia, and Stephen Rule, from Western Australia. These additions have made our committee more gender balanced and given greater representation from different states.

In the coming months, we expect further membership changes when we farewell three long-time members and welcome their replacements.

I would like to thank each committee member. They dedicate so much of their time and energy to supporting Dementia Advocates through the Dementia Australia executive and board, to improve the lives of people living with dementia.

In August 2022, Vice-Chair Dennis Frost and I presented to the Dementia Australia board that focused on where the committee has come from, our achievements and our future goals.

The presentation was well received, and we later developed and submitted to the board a successful proposal for a Connecting with Advocates project. The purpose of this project is to set up meetings and networks that foster connections between Dementia Advocates in their regions. We envisage this will provide an opportunity to raise issues and share advocacy skills and knowledge. We have now received funding to start the project.

The committee video project continued throughout the 2022–2023 financial year. This project is about sharing the purpose and work of the committee, and included the development of a number of committee video profiles. These can be viewed online [here](#).

Three additional videos are being developed, including an induction video for Dementia Australia staff and new members to the committee.



Dementia Advocate and keen swimmer Bill Yeates shared how he didn't let a diagnosis of dementia stop him from pursuing an active lifestyle as part of Dementia Australia's 'A little support makes a big difference' awareness campaign

During the reporting period, the committee's other work included:

- Providing input into Dementia Australia's policy submission to the federal government's Employment White Paper in relation to workplace discrimination experienced by many of those diagnosed while still in the workforce.
- Assisting with a review of the design of a Dementia Australia impact framework, which will look at the effects of Dementia Australia's programs and services.
- Reviewing the A Stronger Voice Together document, co-designed by staff and consumers to provide a framework for all consumer engagement across Dementia Australia.
- Giving feedback to the Department of Health and Aged Care on its new web page about dementia.
- Providing feedback to the Dementia-Friendly Communities team on the Dementia-Friendly Organisation Redesign Project. This is a review of how organisations are supported through a dementia-friendly recognition process using an action plan.
- Giving feedback to inform the planning of Dementia Action Week 2023.

Dementia Australia Advisory Committee report

After a review of priorities, two key committee-led projects will be our focus for 2023–2024:

- **Strengthening connections project.** This will strengthen Dementia Advocates' connections in their regions to build capacity. We will start pilot regional advocacy meetings soon.
- **General practitioner project.** This will examine what a good GP experience looks like for people who are going through the diagnosis process. The aim is to increase GP knowledge about dementia to improve the experiences of people living with dementia, their families and carers.

The committee acknowledges the amazing range of work of Dementia Advocates around Australia. We recognise the great amount of time and effort given by so many to improve the lives of those living with dementia, their families and carers. Thank you for all you do. We look forward to catching up with many of you in the year ahead.

Dementia Advocate Sandra Timmins, who is living with younger onset dementia, shared how she has managed to stay actively involved in the business she owns as part of Dementia Australia's 'A little support makes a big difference' awareness campaign.



Finance Audit and Risk Management Committee report

Ian Knight Chair, Finance Audit and Risk Management Committee

Despite the flow on effect of the COVID-19 global pandemic, Dementia Australia continued to grow during the year and remains in a strong position, providing support and advocacy for those living with dementia, their families and carers. One of the challenges as an indirect result of the pandemic was the staff shortages across the sector, which impeded the recruitment of new staff to the organisation to further expand programs and the ability of other organisations to utilise the training services that Dementia Australia provides.

Total comprehensive income was \$4.2 million (2022-2023) compared to a loss of \$9.1 million in the previous year (2021-2022) the growth was predominantly driven through the receipt of additional operating grants and fundraising. Total equity is now at \$47.5 million (2022-2023) compared to \$43.3 million in the previous year.

Cash holdings were \$8.6 million and investments were \$37.9 million at the end of the year (2022-2023) compared to \$11.3 million and \$34.8 million respectively in the previous year (2021-2022).

During the year work was undertaken to upgrade the website making the website easier to explore, simplifying the user referral journey and improving the overall website experience. Work has also continued on the CRM (customer relationship management) system, which will positively transform the experience of those living with dementia, their families and carers who use Dementia Australia's services.

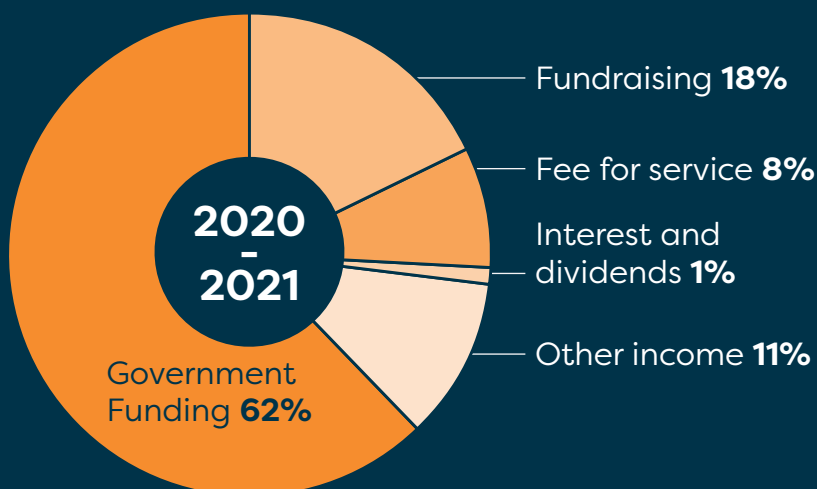
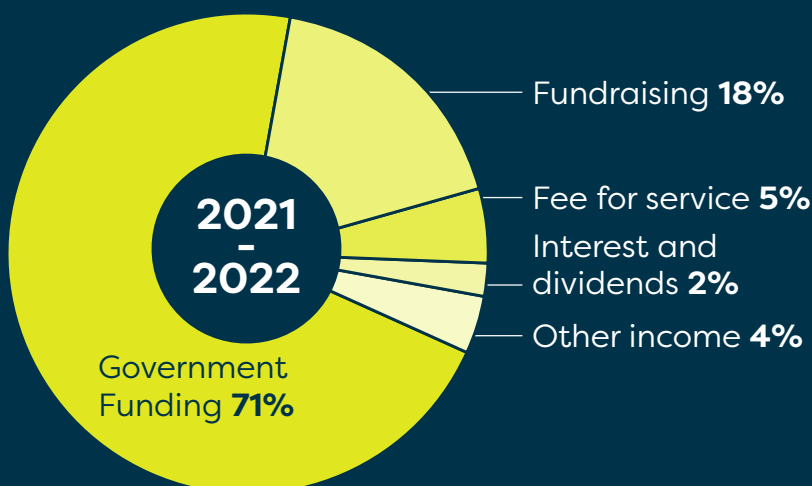
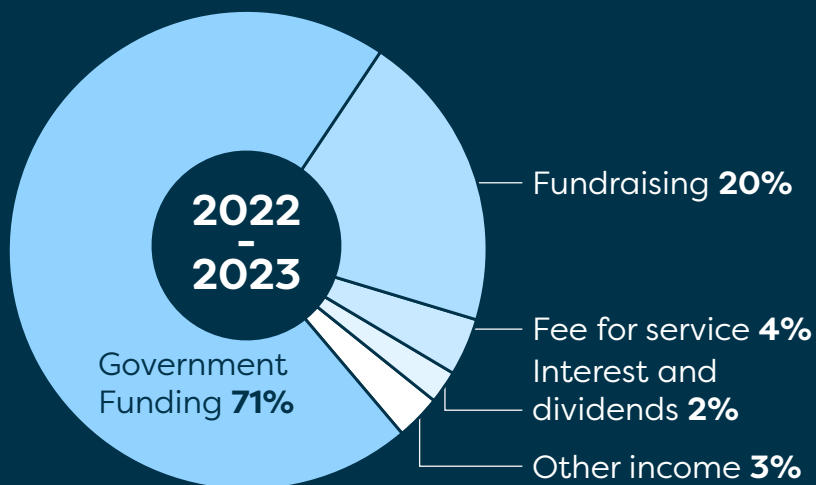
Looking forward we are ensuring that we continue to utilise our funds efficiently to transform the experience of people impacted by dementia by elevating their voices and inspiring excellence in support and care free from discrimination.

I would like to take this opportunity to thank all staff who have been involved in the sound financial management and risk mitigation throughout the year.

Finally, I would like to express my gratitude to the members of the Finance Audit and Risk Management committee for their dedication, expertise and support during the year.

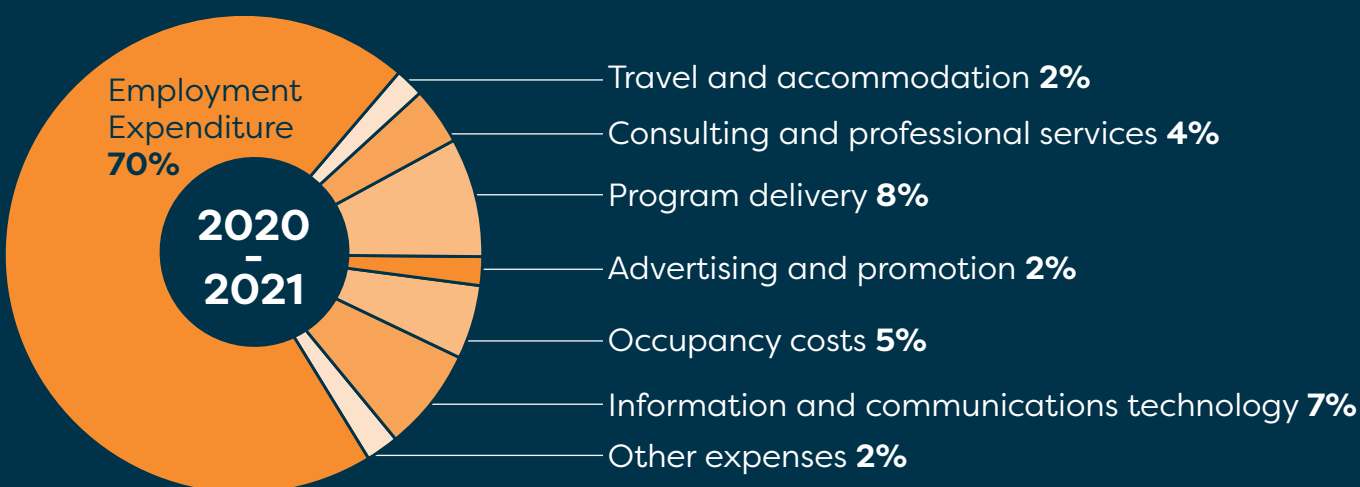
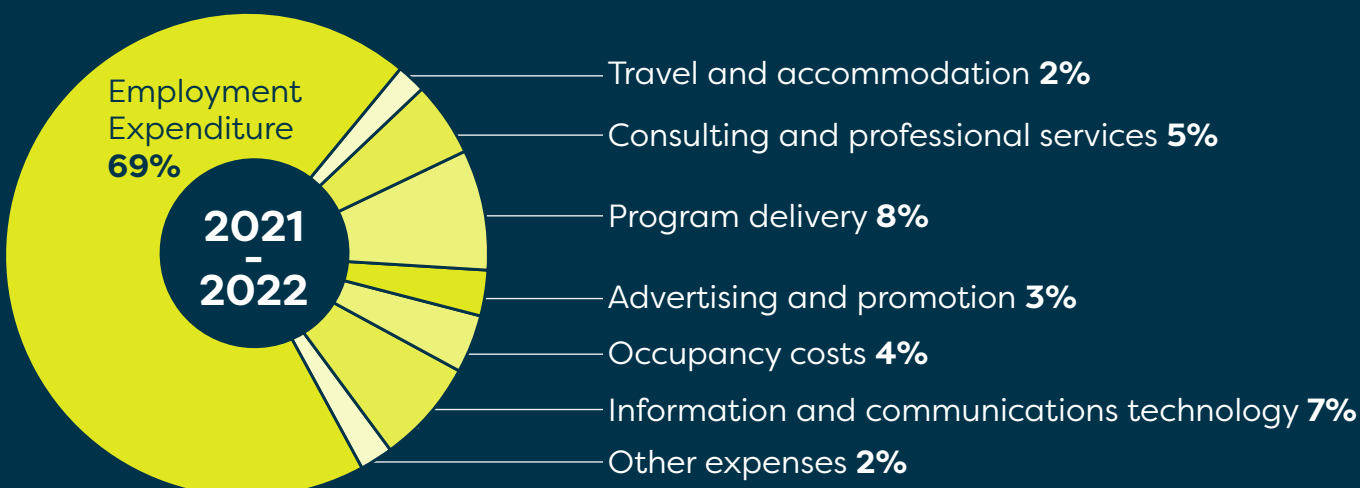
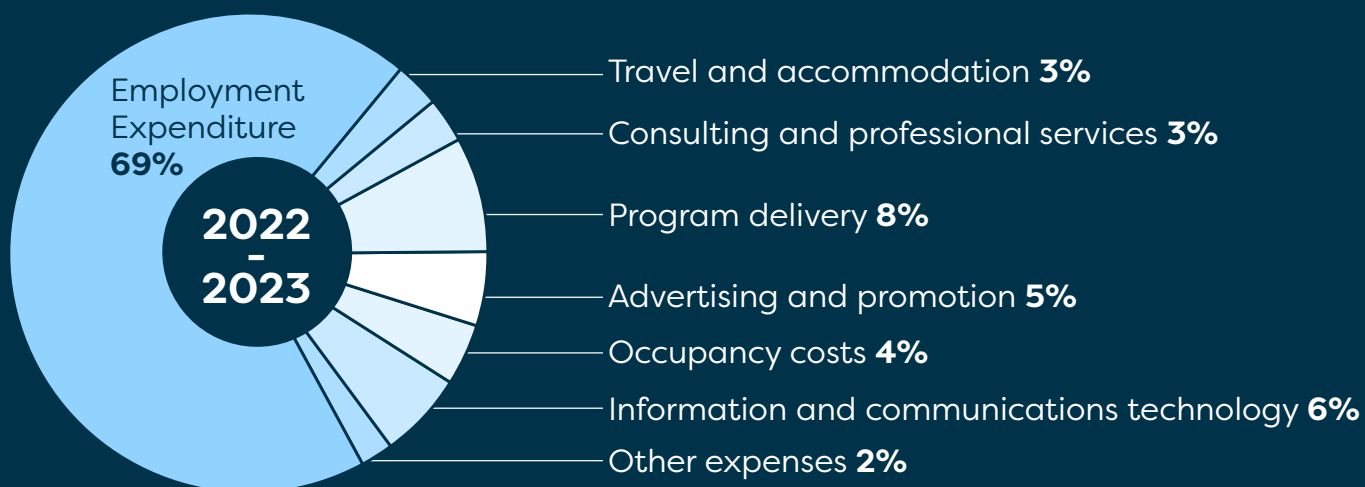
Key financials Revenue

source by percentage of total revenue



Key financials Expenses

type by percentage of total expenses



Dementia Australia's full financial statements are listed on the Australian Charities and Not-for-profits Commission website acnc.gov.au

Our strategic direction

Designing a New Future 2018–2023



The Board has decided to extend the Designing a New Future strategy.

The Designing a New Future 2018–2023 strategic direction has been our guiding light since we adopted it in October 2018.

In the years since, we have navigated the COVID-19 pandemic and an evolving funding and regulatory environment in aged care and disability services. Throughout, the plan's three focus areas – timely diagnosis and support, quality care and reducing discrimination – have continued to drive our work.

With the plan due to conclude at the end of the 2023 calendar year, in this annual report it is timely to let supporters know about the board's decision to extend it until the end of 2025.

The strategy's goals of timely diagnosis and support, quality care and tackling discrimination remain more relevant than ever – we know this from our discussions with people living with dementia, their families and carers. The extension will provide us with more time to achieve even greater progress and impact.

In next year's annual report, we will reflect further on the 2018–2023 strategy. We will also update supporters on our future plans and direction.

On the following pages we present highlights for the 2022–2023 financial year.

1

Timely diagnosis and support



Aim: Significantly reduce the time taken to diagnose dementia; increase the number of people accessing support.

Progress highlights 2022–2023

- Launching BrainTrack, an app to help people monitor their brain health and access information and support. As of 30 June 2023, BrainTrack has been downloaded more than 51,000 times, with 7,744 people signing up through the app to provide their results for research.
- Extending the operation of the National Dementia Helpline to 24 hours a day, every day of the year. In its first full year of extended service, the line handled 49,987 interactions (includes inbound and outbound calls, webchat, and emails), an increase of 37 per cent on 2021–2022.
- Launching new programs and support services for people impacted by dementia and mild cognitive impairment.
- Actively working with Australia’s 31 Primary Health Networks, general practitioners, diagnosticians, and other health professionals to increase awareness of our organisation and services.

In coming years, we will continue to build the reach of our services across Australia. We will particularly focus on diverse communities, building robust referral pathways into and out of our services.

2

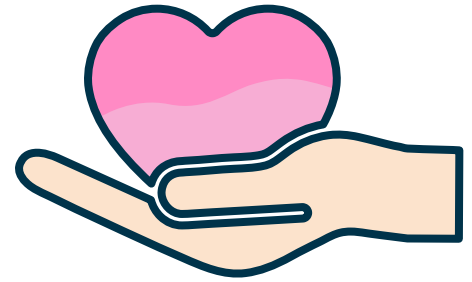
Quality care

Aim: Build the capability of the workforce and the sector to achieve quality dementia care.

Progress highlights 2022–2023

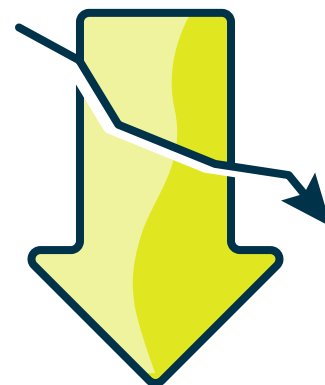
- Leading the development of the **Quality Dementia Care: Action Plan** in partnership with government and industry bodies to improve care standards. Our consultation with people living with dementia, their families and carers helped shape the plan, launched in October 2022.
- Reviewing the Federal Government’s landmark National Dementia Action Plan, ensuring inclusion of voices and perspectives of people impacted by dementia. The 10-year plan aims to put people living with dementia, their families and carers at the centre of all government action on dementia.
- Continuing to deliver our **Roadmap to Quality Dementia Care**. The roadmap underpinned the extraordinary \$229.4 million dementia funding allocation in the 2021–2022 Federal Budget for new and expanded services.
- Preparing to launch five new dementia education programs, developed by our Centre for Dementia Learning for delivery by Dementia Training Australia over the next two financial years.
- Continuing to deliver technology to support quality dementia care. This included launching a new module for our Ask Annie training app to help aged care workers understand the impact of their body language on a person living with dementia.

In coming years, we will continue to advocate for compulsory dementia education for the aged care workforce and aged care boards of governance. We will continue to roll out education that lifts the foundational level of understanding of dementia and build the capacity of experts in the field.



3

Reduce discrimination



Aim: Tackle discrimination head-on so that no-one with dementia feels isolated.

Progress highlights 2022–2023



Highlighting discrimination and calling for change with initiatives including our A Little Support Makes a Big Difference campaign and anti-discrimination themed activities during Dementia Action Week 2022.



Awarding \$95,000 in grant funding to support 12 communities around Australia in their work to become more dementia friendly.

In coming years, we will continue to build the reach and impact of our awareness campaigns and Dementia-Friendly Communities initiatives.

Governance



Federal Parliamentary Friends of Dementia Co-Chairs Senator Helen Polley, Senator for Tasmania ALP and The Hon Nola Marino MP, LIB Member for Forrest with Professor Graeme Samuel AC, Chair, Dementia Australia, and Maree McCabe AM, CEO Dementia Australia at the March 2023 PFOD event at Parliament House, Canberra.

The volunteer board is responsible for the governance of Dementia Australia, while the Chief Executive Officer leads the operational management of the organisation.

The board defines the outcomes and results it wants the organisation to achieve, and formally delegates the responsibility for delivering this to the Chief Executive Officer.

Under the Dementia Australia Constitution, the board comprises the Chair and directors. In performing its duties, the board meets regularly and at all times will act lawfully and consistently with Dementia Australia policies. The board is also expected to:

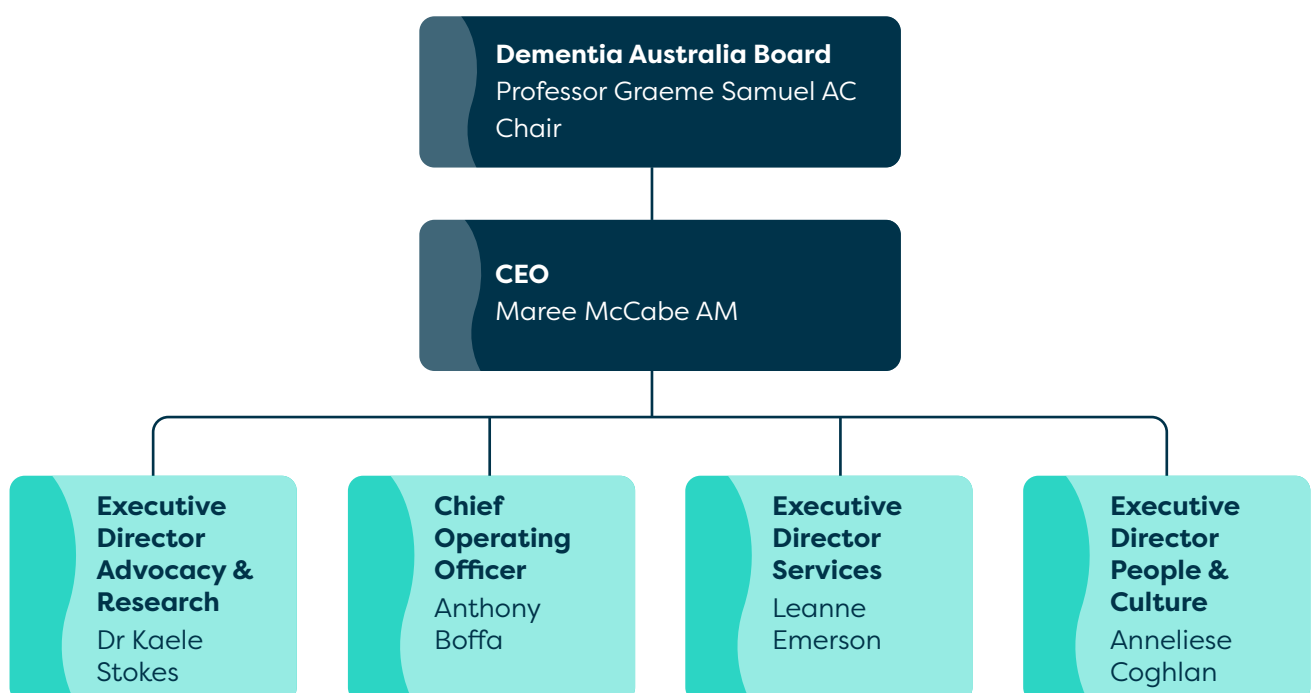
- Approve the organisation's overall strategic direction and policies and monitor management's implementation of the strategy.
- Establish and maintain appropriate governance structures and processes.
- Set the tone for integrity and ethical behaviour and foster a culture consistent with the organisation's core values within the boardroom and across the whole organisation.
- Approve annual business plans and budgets and monitor the organisation's financial and non-financial performance.
- Ensure the organisation's financial and other reporting mechanisms produce reliable, accurate and timely information to the board.
- Monitor the organisation's compliance with legal and regulatory obligations.
- Ensure significant business and other risks to the organisation are identified and appropriately managed and that adequate internal controls are in place.

Meetings of the board

	25 August 2022	20 October 2022	24 November 2022*	24 November 2022	2 March 2023	27 April 2023	29 June 2023	Total attended
Graeme Samuel	1	1	1	1	1	1	1	7
Tony Newman	1	1	1	1	1	1	1	7
Maree McCabe	1	1	0	0	1	1	1	5
Ian Knight	1	1	1	1	1	1	1	7
Gaye McMath	1	1	1	1	1	1	1	7
Meegan Fitzharris	1	1	1	1	1	1	1	7
Dominic Ryan	1	1	1	1	1	1	1	7
Kaylie Smith	1	1	1	1	1	1	1	7
Wendy Carroll	1	1	1	1	1	1	1	7
Merran Kelsall [^]	-	-	-	-	-	-	0	0

*AGM ^Appointed 2 May 2023

Dementia Australia leadership



Governance

Board committees have continued their valued work this year.

Finance Audit and Risk Management Committee

The purpose of the Finance Audit and Risk Management Committee is to provide ongoing support, advice and recommendations to the Dementia Australia board about all Dementia Australia entities and associated research foundations. The committee advises on finance, budgets and investments. It also provides advice on audit, compliance and risk management issues relating to risk assessment, mitigation strategies and monitoring of organisational activity.

Committee members are Ian Knight, Tony Newman, Gaye McMath, Dominic Ryan, Maree McCabe, Neil Samuel OAM and Geoff Knuckey (independent)*

A focus of the year has been the consolidation of investment portfolios and undertaking a strategic risk assessment with the board in this area. More information is available on the Finance Audit and Risk Management Committee report on p21.

Governance Committee

The Governance Committee provides support in areas such as effective succession planning and renewal for the board and board committees. The Governance Committee also reviews key governance and corporate policies to promote an ethical culture within Dementia Australia.

Committee members are Tony Newman and Meegan Fitzharris, Wendy Carroll and Kaylie Smith.

A focus of the year has been the recruitment of new members as the board continues its program of renewal.

*Dementia Australia has a history of seeking independent expertise to the board and committees for advice on specific areas. Geoff Knuckey has offered his guidance in audit and risk management for the past seven years. Mr Knuckey had a 32-year career with major accounting firm Ernst & Young. He holds positions as chair and non-executive director with multiple private sector companies and serves as chair or independent member of the audit and risk committees for 12 government departments.

Geoff is a Fellow of the Institute of Chartered Accountants in Australia and has been a Registered Company Auditor since 1995. He is a graduate member of the Australian Institute of Company Directors, a member of the Institute of Internal Auditors and a member of the Australian Institute of Management.

Norminda Forteza, Project Manager and Australian-Filipino Community Services Chaplain helped to open a dementia-friendly Reminiscing Garden in her community. She shared her story as part of Dementia Australia's 'A little support makes a big difference' awareness campaign.



Our board



Professor Graeme Samuel AC

LLB LLM

Chair

Joined board 2014, **elected chair** 2014

Skills Executive leadership, business transformation, health, mental health, aged care

Other roles Director of Dementia Australia Research Foundation, Chair of the Aged Care Quality & Safety Council, member of the Australia Dementia Network Steering Committee, member and nominations committee chair of Alzheimer's Disease International, member of Alzheimer's Disease International Asia Pacific Regional Committee.



Maree McCabe AM

Post Grad Dip MHN MBA GAICD

Director

Joined board 2016

Skills Executive leadership, business transformation, health, mental health, aged care

Other roles Director of Dementia Australia Research Foundation, Chair of the Aged Care Quality & Safety Council, member of the Australia Dementia Network Steering Committee, member and nominations committee chair of Alzheimer's Disease International, member of Alzheimer's Disease International Asia Pacific Regional Committee.



Tony Newman

BEcon

Director

Joined board 2014

Skills Finance, supply chain, sales and marketing, information technology

Board committee roles Member of Finance Audit and Risk Management Committee and Governance Committee

Other roles Board member of the Dementia Australia Research Foundation, board member of Dementia Australia Research Foundation – Victoria.



Ian Knight

B Bus FCA AFIML MAICD

Director

Joined board 2018

Skills Finance, risk, audit and investment

Board committee roles Chair of Finance and Risk Management Committee

Other roles Board member of Dementia Australia Research Foundation, board member of Dementia Australia Research Foundation – Victoria.

Our board



Gaye McMath

B Comm MBA FCPA FAICD

Director

Joined board 2020

Skills Finance, strategy, planning, commercial and treasury management

Board committee roles Member of Finance Audit and Risk Management Committee

Other roles Deputy Chair of Southern Ports Authority, member of Edith Cowan University Council.



Meegan Fitzharris

B Comm M IntIDev

Director

Joined board 2020

Skills Public health policy, government relations

Board committee roles Member of Governance Committee



Kaylie Smith

B Arts (Media/Comms)

Director

Joined board 2021

Skills Building and scaling digital businesses; product, strategy and business development; customer management

Board committee roles Chair of Governance Committee

Other roles Board member on Dymocks Childrens Charities, member of the REST Super Technology Advisory Panel.



Wendy Carroll

MBA, BEng, B Comm, GAICD

Director

Joined board 2021

Skills Transformation and growth, Australian healthcare system, healthcare regulation

Board committee roles Member of Governance Committee

Our board



Dominic Ryan

MBA, GAICD

Director

Joined board 2021

Skills Executive leadership, entrepreneurship, finance

Board committee roles Member of Finance and Risk Management Committee

Other roles Advisory board member of Jayride Group Limited.



Merran Kelsall AO

B. Com. (Hons.), FCPA, FCA, MBA, FAICD, FFin

Director

Joined board 2023

Skills Corporate governance and board leadership, member/stakeholder and public interest outcomes, finance, audit, risk and compliance

Other roles President and Chair of CPA Australia; Chair of Medical Indemnity Protection Society; Chair of Tarrawarra Museum of Art; director of Australian Red Cross Lifeblood; director of Care Super; Adjunct Professor in the School of Accounting, Auditing and Taxation at the UNSW Business School

The Hon Anika Wells MP, Minister for Aged Care, experiencing our VR EDIE (Educational Dementia Immersive Experience) at the Federal Parliamentary Friends of Dementia Tech Innovation Showcase in Parliament House Canberra, March 2023.



Our executive



Maree McCabe AM
Chief Executive Officer



Anthony Boffa
Chief Operating Officer



Leanne Emerson
Executive Director Services
To 30 June 2023.



Anneliese Coghlan
Executive Director,
People and Culture



Dr Kaele Stokes
Executive Director,
Advocacy and Research

Patrons, Ambassadors, Honorary Medical Advisors, Honourees

Patron-in-Chief

His Excellency General the Honourable
David Hurley AC DSC (Retd) Governor-
General of the Commonwealth of
Australia

Patrons

Ita Buttrose AC OBE
Allan Moffat OBE
Sir Michael Parkinson CBE (dec. August 2023)
Sir Jackie Stewart OBE

Ambassadors

Lyn Allison
David Astle
Natarsha Belling
Stephanie Bendixsen
Christine Bryden AM
Ben Crocker
Terence Donovan
Mark Gibson
Takaya Honda
Amy Jackson
Sam Mitchell
Andrea Nicolas
Jessica and Lisa Origliasso, The Veronicas
Felicity 'Flick' Palmateer
Sue Pieters-Hawke
Sam Poolman
Andrew 'Reidy' Reid
Mark Seymour
Nicola Stevens
Denis Walter OAM
The Hon. John Watkins AM
Pat Welsh
Doris Younane
To read more about our Ambassador
Program, visit: [dementia.org.au/
patrons-and-ambassadors](https://dementia.org.au/patrons-and-ambassadors)

Honorary Medical Advisors

Scientia Professor Henry Brodaty AO
Professor Amy Brodtmann
Associate Professor Michael Woodward AM

Dementia Australia Honourees

Lyn Allison
David Andrews
Margaret Baulch
Margaret Cameron
Patricia Collett OAM
Anne Fairhall
Val Fell OAM
Greg Fraser
David Galbally QC
Pamela Galli AO
Geoffrey Gill
Stephen Hawke
Carolyn Holten
Dr Susan Koch
Garry Lovell
Mandy Lovell
Mary Lyttle
Edie Mayhew
Lynette Moore
Brian Moss AM
Michael Pedler
Barbara Potter AM
Gordon B Robinson
Nicholas K Rogers
Jack Sach
Neil Samuel OAM
Sir David Smith
Carmel Thorne
Anne Tudor OAM
Tom Valenta OAM
Tony Walsh
Keith Wehl
Trevor Wheeler

Quality, projects and continuous improvement

Strengthening Dementia Australia's quality, risk management and continuous improvement capability has progressed further this financial year, with ongoing and new initiatives to embed best practice across the organisation.

Our operational management group – the senior managers supporting our executive team – have facilitated a broad range of operational activities and supported continuous improvement and risk management functions organisation-wide.

We have increased staff and managers' use of our risk management software tools in areas including incident, hazard and feedback management and reporting, facilities management and contract management.

Across the organisation we have progressed significant projects to help deliver the operational enablers that underpin our strategic plan. This has included:

- Transition of MS Teams software, and all legacy information and decommissioning of old servers.
- Introduction of multifactor authentication across all systems.
- Further developing our interactive human resource information system. This was launched in the previous year to support further functions for leave management, refined performance review and access to our staff online learning system.
- Expanding the National Dementia Helpline to offer a 24/7 service.
- Replacing and further developing customer relationship management tools, which support improvement in engagement with our consumers and supporters.



Dementia Australia staff at the Perth office with Maree McCabe AM, CEO.

- Commencing projects to refresh our website and content to support helping people navigate the website to find the sections and information they need.
- Undertaking media training for our spokespeople.
- Improving sustainability with actions such as removal of single use plastics, and relocation of sites to ensure ease of access via public transport.
- Rolling out our enterprise-wide emergency response plan, including training of our wardens and first aiders and implementing a maintenance program for first aid across all sites and vehicles.

We developed supporting resources, guides and training materials for our staff to help them to transition to improved systems and ways of working. We refreshed our intranet to provide better access to staff information and communication.

Finally, we continued to deliver operational support and coordination for the board and board committees to assist them to meet their governance obligations.

Client Services

Dementia Australia provides a wide range of services, including information, support, counselling and education for people of all ages living with all forms of dementia, as well as their families and carers. We also provide targeted information and support for health and aged care workers.

Our services include the National Dementia Helpline, carer support groups, post-diagnostic support, counselling, family support, information kits, and support for people living with younger onset dementia and mild cognitive impairment.

National Dementia Helpline

From 1 July 2022, the National Dementia Helpline began operating 24 hours a day, seven days a week. This new 24/7 availability was promoted through our campaign 100 Reasons to Call, highlighting that there are hundreds of ways carers and people with a diagnosis need support.

In further progress, a warm referral process is currently being established between the helpline and My Aged Care to help ensure people impacted by dementia are referred to the right support services. We are also working to increase the diversity of our helpline advisors.

More support for younger onset dementia

We now have three dedicated programs for people with younger onset dementia. This includes a new version of Living with Dementia, which provides an overview of dementia and covers topics such as how to proceed after diagnosis.

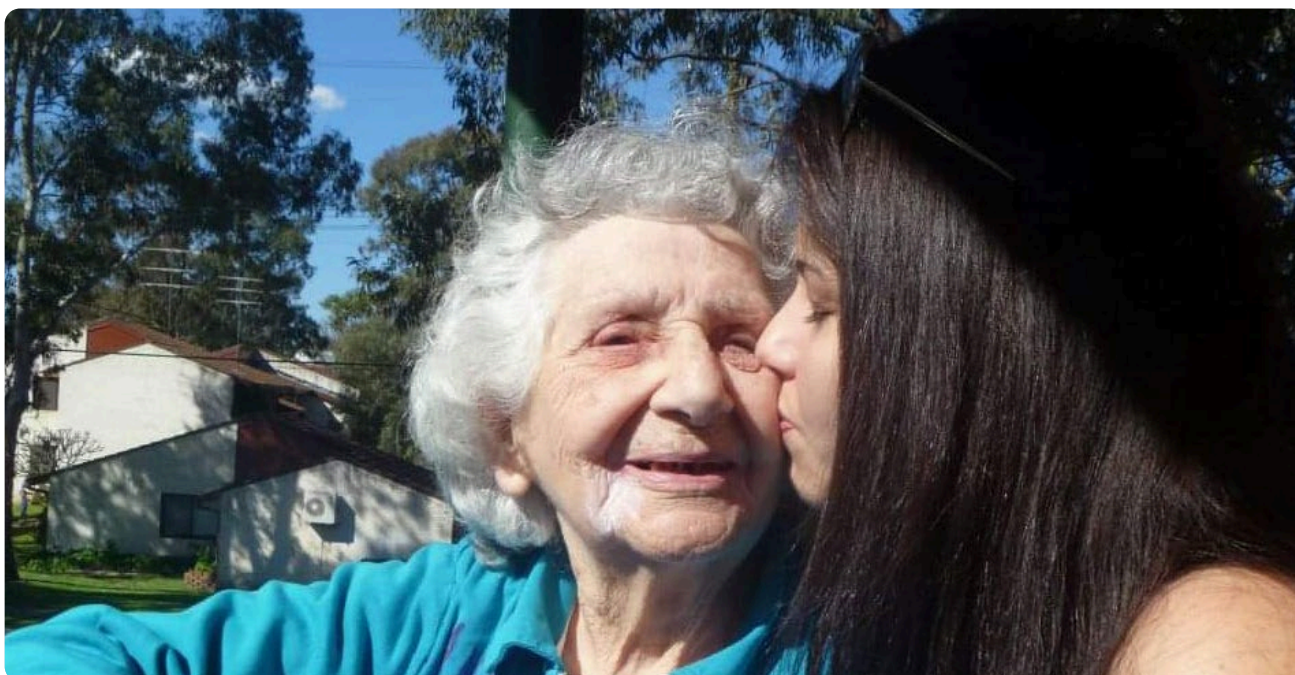
We also offer family counselling and have developed the younger onset dementia hub. The hub informs, educates and provides support unique to the challenges of those under 65 living with dementia. It also serves as a valuable resource for family, carers and medical professionals.

These services are in addition to our full suite of services that are available to people living with dementia of any age.

Connecting peers

We have established a new one-to-one peer support program, Connecting Peers. The program connects people with someone who understands their challenges because they have been through a similar experience.

Connecting Peers is available across Australia and is delivered by trained volunteers, who are either living with mild cognitive impairment or dementia or caring for someone with this diagnosis.



Daniela Montero with her Mama Ana (dec. 2015). Daniela says caring for her great-grandmother inspired her to work in the aged care sector.

At Home with Dementia

In June 2022 we launched our first occupational therapy-led program, At Home with Dementia.

Dementia occupational therapists assist people living with dementia and their care partners to understand and apply the principles of a dementia-friendly home. This encourages independence, safety, meaningful engagement and a sense of purpose in their lives.

Memory Lane Cafes

The number of Memory Lane Cafes has increased to 33 across Australia, and now includes some cafes which specifically cater to people with younger onset dementia. These cafes offer a welcoming, safe environment for those living with dementia and their families and carers to enjoy time together and have fun.

Mild cognitive impairment

During the reporting period we launched a new post-diagnosis group support program for people living with mild cognitive impairment, which is generally defined as early-stage memory loss without the loss of other cognitive functions.

The program provides practical tips to manage changes. We also have an expert webinar on this topic, available via our website.



No one should have to face dementia alone. ”

Resources now available in more languages

A number of resources were translated into 10 languages during the reporting period, reflecting those culturally and linguistically diverse communities with the highest prevalence of people living with dementia.

The resources translated include Our Services, Rights and Responsibilities, The Dementia Guide, Memory Changes, Helpline postcards, and What is Dementia? We greatly appreciate the work of the Department of Health and Aged Care's free translation service.

Library

The Dementia Australia Library has continued to provide access to a comprehensive collection of print and digital resources that are available nationally, regardless of where people live. This service supports people living with dementia, family, carers and friends as well as people working in dementia care and allied health.

In a survey of library users, approximately 93 per cent reported that their understanding of dementia improved when using the library, and more than 92 per cent said they knew how to access additional supports if needed.

Communications and repositioning

We have worked hard during the reporting period to keep internal and external stakeholders informed about our many new and expanded programs and services.

During the reporting period, we continued to engage with clients – and potential clients – about what we can do to support them. We also liaised with professionals who refer their patients to us, to provide information about how we can support them.

In May 2023, we hosted a webinar for health professionals who diagnose dementia to explain our role in ensuring those diagnosed with dementia receive the support they need. The main message for Australians impacted by dementia was that no one should have to face dementia alone, and to contact the National Dementia Helpline as early as possible for support.

For healthcare professionals, the key message was that we are a core element of the pathway to services that empower people living with dementia, their families and carers to take control with information, advice, support and understanding. Health professionals and clients can call the National Dementia Helpline 24 hours a day, seven days a week, 365 days a year.

Client Services

Statistics 2022-2023

Number of National Dementia Helpline interactions*

2020-21	33,255
2021-22	36,575
2022-23	49,987

Library items loaned

2020-21	6,500
2021-22	5,962
2022-23	5,536

Hours of counselling support sessions provided

2020-21	4,780
2021-22	6,687
2022-23	10,446

* includes inbound and outbound calls, webchat and emails

Top five categories of National Dementia Helpline calls 2022-23



1. **Service information**



4. **Behaviours**



2. **General information**



5. **Family relationships**



3. **Carer stress/grief**

Centre for Dementia Learning

Dementia Australia's Centre for Dementia Learning is one of the foremost national providers of dementia education. We delivered face-to-face and online education for qualified health professionals and support workers across the aged care, health and disability sectors. We have continued to respond to the needs of the sector and the external challenges that they face by delivering flexible, relevant and innovative professional education.

Centre for Dementia Learning restructure

Following an internal review of operations in late 2021, we changed the structure of our team to improve its efficiency and effectiveness. We also continued to improve our systems and processes.

Building on our strengths, these changes have enabled us to take a more nationally consistent approach. This has delivered greater efficiencies, provided a more streamlined customer experience and continued to build a flexible and responsive workforce.

New programs

Over the next two years, we will launch five new education programs, as part of our work with Dementia Training Australia.

Dementia Training Australia is a collaboration funded by the Federal Government to provide nationwide education and training on the care of people living with dementia. Dementia Training Australia's network of dementia specialists collaboratively provide education, training, advocacy and support for all Australians impacted by dementia. This includes those who live with dementia, their families and carers, and those whose work relates to their care.

Funding for the new education programs is part of additional funding committed to workforce dementia education following the aged care royal commission. It will allow us to invest more than \$13 million in expanding our services across the 2023–2025 financial years. This represents the largest expansion since our inception in 2017.

The new programs are a National Certificate IV in Dementia Practice (10993NAT), Demonstrating Dementia Leadership, Leading Quality Dementia Care, a national network of Communities of Practice and a virtual reality program focused on changed behaviours.

In addition, the existing Dementia Essentials course will be funded for the next two years. This course offers skills and strategies to help with communication, planning, development of activities and an understanding of changed behaviour in people living with dementia. The program is being updated to reflect changes in the unit of competency that were introduced late last year. We contributed to these changes through our participation in the Aged Services Industry Reference Council.

Enabling EDIE goes to Western Sydney

In mid-2022 our team completed the delivery of 44 Enabling EDIE Acute sessions for Western Sydney's Local Health District. EDIE is the Educational Dementia Immersive Experience, a workshop using virtual reality which shows what the experience of living with dementia might be like through the eyes of Edie, a person living with dementia.

These sessions were delivered to five teams at Westmead, Blacktown, Auburn and Mt Druitt hospitals and Hills Community Health Centre. Enabling EDIE Acute had 394 participants and has already driven measurable change in nurses' practice. Nurses have reported a positive difference from the changed practices, which include waiting five to seven seconds for people with dementia to respond.



Megan Maack Director and CEO Childhood Dementia Initiative experiencing Talk with Ted, March 2023.



Dementia training for Larrakia people

We worked with the Larrakia Nation organisation, which represents the traditional owners of the greater Darwin area and provides aged care facilities and home care services for mainly Aboriginal clients.

During the reporting period, like many other aged care workers nationwide, the care facilities the Larrakia people work in experienced staff shortages due to COVID-19. We responded to this challenge by delivering Dementia Essentials for the Larrakia Nations staff in a more flexible way, with six half-day workshops over two weeks. This allowed staff to complete the course and still fulfil their work requirements, which was crucial during this time of staff shortages.

Over the years, many of the Larrakia Nation organisation staff have completed our programs, including Dementia Essentials.

Centre for Dementia Learning case study

Staff at a residential aged care facility in metropolitan Melbourne undertook A Day in The Life and Enabling EDIE. They reflected:

- “Lots of our staff undertaking this training were doing so for the first time – they now have improved understanding and care.”
- “The training helps with their competence. It increases their empathy and their approach individualised care. They understand the resident in a more personalised way, and this is reflected in our overall service delivery.”
- “There has been in a reduction in the use of psychotropic [drugs administered], with only two used in last month. This is a good reduction for a 17-bed memory support unit.

Centre for Dementia Learning

Statistics 2022-2023

Course participants

Achieving Purposeful Engagement

2020-21	296
2021-22	652
2022-23	509
Total participants	1,457

Applying a Problem Solving Approach to Behaviours

2020-21	2,296
2021-22	2,923
2022-23	3,134
Total participants	8,353

Understanding Dementia

2020-21	2,551
2021-22	2,030
2022-23	1,531
Total participants	6,112

Enabling EDIE

2020-21	2,645
2021-22	2,237
2022-23	2,466
Total participants	7,348

Dementia Essentials

2020-21	2,879
2021-22	2,341
2022-23	3,784
Total participants	9,004

Enabling EDIE others

2020-21	279
2021-22	362
2022-23	690
Total participants	1,331

33,605 total course participants

1 July 2020 to 30 June 2023. Figure does not represent unique individuals

dementia
australia

Brain
Track
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Staff Only

Dementia
Practice
Mentor
Annie



Centre for Dementia Learning

Statistics 2022-2023

Course delivery modalities

Online learning

2020-21	80
2021-22	1,719
2022-23	1,501
Total participants	3,300

Seminar/webinar

2020-21	1,176
2021-22	1,211
2022-23	1,969
Total participants	4,356

Other workshops

2020-21	5,501
2021-22	2,420
2022-23	3,835
Total participants	11,756

“

We delivered face-to-face and online education for qualified health professionals and support workers across the aged care, health and disability sectors.

”

Opposite: (L-R) Isabelle Meyer, Director Dementia Training Australia, Jason Burton, Associate Executive Director, Dementia Training Australia and Dr David Sykes, Director Centre for Dementia Learning, Dementia Australia, Parkville, July 2022.

Technology

Dementia Australia continues to innovate in the development of world-leading and award-winning technology that delivers improved learning outcomes for participants.

BrainTrack

In October 2022, we launched a free mobile app, BrainTrack. BrainTrack helps people monitor and understand changes in their cognition over time which can then be used to start a conversation with a health care professional. The app aims to reduce stigma and discrimination around dementia and encourages anyone over the age of 50 to seek an early diagnosis.

BrainTrack was developed with Deakin University's Applied Artificial Intelligence Institute (A2I2), and funded by the Australian Government. The app was launched in a Meet the Ministers webinar with the Honourable Minister for Health and Aged Care, Mark Butler MP, and the Honourable Minister for Aged Care, Anika Wells MP. More than 1,600 people registered for the webinar. As of 30 June 2023, there have been more than 51,000 downloads.

Ask Annie

The Ask Annie app has been expanded with a new module, launched in August 2022, which aims to enhance care workers' knowledge of how our body language can impact a person living with dementia. Ask Annie is a mobile education app that provides care workers with interactive, self-paced learning modules.

Deakin University published a user evaluation report that found Ask Annie has very useful content presented in an engaging and entertaining way. Most participants regarded it as one of the best-in-class educational apps. Ask Annie was developed by Dementia Australia with Deakin University's Applied Artificial Intelligence Institute (A2I2).



Demonstrating Dementia Australia's free smartphone app BrainTrack, which helps people monitor and understand changes in their cognition over time.



(L-R): Dementia Australia's Business Development team members Amanda Eddy-Lacey, Learning Designer, Kelly Burns, Lead Learning Designer, Claire Bessell-Browne, Team Leader Innovation Projects, Dr Tanya Petrovich, Business Innovation Manager and Manda Ha, Learning Designer, celebrate award wins for the Future of Ageing Awards, Ask Annie, for Technology-Business and Talk with Ted for Dementia Care.

Award wins and recognition

We are very proud that two of our innovative technology solutions received major awards in the 2022 Future of Ageing Awards. Talk with Ted – an artificial-intelligence avatar designed to educate care workers to better communicate and support people living with dementia – won the Dementia Care category. The judges described Talk with Ted as a “hugely impressive program” and awarded it the highest score across all categories.

The Ask Annie app won the Technology – Business category, with judges describing it as a “great concept and practical innovation”.

In further recognition, in November 2022, our Business Innovation Manager, Dr Tanya Petrovich, received a certificate of appreciation from Deakin University in recognition of our continued collaboration on Talk with Ted and Ask Annie.





Technology Parliamentary Friends of Dementia event

In March 2023, we hosted a Federal Parliamentary Friends of Dementia event at Parliament House, Canberra. The event showcased our technological innovations and shared how we are upskilling the nation with dementia-related education through digital technology. Our Business Innovation Manager, Dr Tanya Petrovich, hosted a panel discussion with Dementia Australia Dementia Advocates, Bobby Redman, Chair Dementia Australia Advisory Committee, Elena Donati and Samantha Hewitt from McKenzie Aged Care.

Above: Pictured at the BrainTrack app launch are CEO Maree McCabe AM, Nationals MP Dr Anne Webster, Dementia Australia Development Manager Marie Norman and Dementia Australia Executive Director, Advocacy and Research Kaele Stokes.

Opposite: (L-R) Visiting delegation from Special Needs Trust Company and Office of the Public Guardian, Singapore, for a technology demonstration at Dementia Australia's Parkville office with Dr David Sykes, Director Centre for Dementia Learning, Dementia Australia.



Dementia Australia technology story

In March 2023 Dementia Australia proudly published an online history of our decade-long work in driving technological innovation to provide dementia education, training and support for people living with dementia, their families and carers. Cutting Edge Technology Applications – Improving the Experience of Dementia for Everyone captures the history and impact of our groundbreaking use of virtual reality, apps and artificial intelligence in transforming dementia care, increasing understanding and raising awareness about dementia. The digital story is free online to anyone who would like to learn about the history and value of the technology.

Business Development

Dementia Australia is committed to ongoing growth and to finding new, engaging and innovative ways to carry out our mission of advocating for positive change for people living with dementia, their families and carers, to enable them to live as well as possible.

Melbourne International Flower and Garden Show

During the reporting period we hosted a stall at the 2023 Melbourne International Flower and Garden Show, which generated huge interest. The stall provided an excellent opportunity to promote our services and resources – in particular the BrainTrack app.

Throughout the show, volunteers and staff had 2,323 conversations with event attendees and handed out 1,200 BrainTrack postcards and 500 National Dementia Helpline postcards.

The stall's success was thanks in large part to the support and hard work of 20 volunteers, including seven who travelled from regional Victoria. We did not expect the level of interest the stand attracted, which kept the volunteers busy with lots of restocking of resources throughout the week. Thank you to everyone who supported the stand.

EDIE Canada sale

Our innovative virtual reality program EDIE (Educational Dementia Immersive Experience) was sold during the reporting period to a second organisation in Canada, the Alzheimer's Society of Peterborough, Kawartha Lakes, Northumberland and Haliburton.

EDIE is an immersive workshop that uses virtual reality technology to enable participants to see the world through the eyes of a person living with dementia.

EDIE enhances participants' knowledge of dementia while exploring strategies to support a person living with dementia to live more confidently. EDIE explores what it may feel like to experience dementia, care for someone living with dementia, and to work in partnership to identify support needs and develop a support plan. It is fantastic to see people on the other side of the world benefitting from EDIE.



Volunteers Fiona Hornung and Professor Christopher Etherton-Beer visit patients with dementia at East Metropolitan Health Service.

CALD-specific Dementia Navigator program extended

In April 2023, our Dementia Navigator program with WentWest (Western Sydney Primary Health Network) in New South Wales – which supports people from culturally and linguistically diverse backgrounds – was extended for a further year. This service provides information on how to connect with government-funded and other supports while seeking a diagnosis and at various stages during the progression of dementia.

Benefits of this program include information sessions to help navigate services, including those funded by the government, such as My Aged Care and the National Disability Insurance Scheme. The program provides ongoing one-on-one support in person, via phone and online, advice on what services to choose and how to engage with providers and access to translated resources and interpretation services.

It is free and available to people at all stages of a dementia journey living in the Western Sydney region. This service has been made possible by funding from Western Sydney Primary Health Network.

Fundraising

Dementia Australia's fundraising initiatives continue to evolve and innovate, giving individuals and organisations a chance to be involved in supporting our work for and with people impacted by dementia. We receive support through gifts in wills, regular monthly gifts, community fundraising activities, corporate partnerships and through our Memory Walk & Jog events nation-wide.

We are grateful to have so many dedicated supporters. During the 2022-23 financial year fundraising revenue totalled \$13,420,689.

Other highlights for 2022-2023 include:

Memory Walk & Jog

Our flagship fundraising event, Memory Walk & Jog brings people together in cities and regional towns across Australia to have fun and raise funds and awareness.

In keeping with our mission to promote inclusion and reduce discrimination, Memory Walk & Jog allows people of all ages and abilities to walk, jog or run a variety of distances.

This year we engaged with communities to host more than 20 events. We were excited to have over a thousand people partake in our five new locations, including a new flagship event in Perth. Thank you to the all the local communities for embracing Memory

Walk & Jog and making the events such great successes.

In total, 12,230 participants attended Memory Walk & Jog events, exceeding our target of 10,000 people. As a result, we also bettered our fundraising by 30 per cent, raising an impressive \$1.95 million.

Memory Walk & Jog events support innovative Australian dementia research and our work providing support, education and resources for people living with dementia, their families and carers.



Tristan Jackson and Anthony Storey were two of the over 525 participants supported Dementia Australia and raised over \$94,000 in the illustrious Sydney Marathon.



David Batterham took on the harrowing challenge of cycling 2,400kms from Goondiwindi to Mt Isa in support of his mother and brother, raising over \$21,000.

Royce's Big Walk

NRL and Penrith Panthers Rugby League legend Royce Simmons once again took to the streets for his unique Royce's Big Walk fundraiser this year. After his diagnosis of dementia at the age of 60, Royce started the event to assist others affected by the disease.

In April 2023 Royce walked 300 kilometres from Dubbo to Bathurst in regional New South Wales. Along the way, rugby league icons each day joined in, including NSW State of Origin coach Brad Fittler, former rugby league

footballers Paul Gallen, Peter Mortimer, Paul Sironen and many more.

Throughout 2023, these funds supported the work of researchers Dr Jereme Spiers and Dr Janet van Eersel, as part of the Dementia Australia Research Foundation's Mid-Career Fellowship Research.

We are hugely grateful to Royce for his tireless work and all the communities and supporters who make his walk such a unique and successful event.



Community leaders and notable business owners danced the night away at Dance for Dementia after months of rehearsing their show-stopping performances to raise almost \$100,000.

Community fundraising activities

Race Against Dementia Gala

This year's Race Against Dementia Gala – attended by motor racing legend and Dementia Australia Patron Sir Jackie Stewart OBE, along with racing greats Mick Doohan and Mark Webber – was once again a roaring success. The over \$500,000 raised will support the Race Against Dementia-Dementia Australia Research Foundation Postdoctoral Fellowship. Thank you to Sir Jackie and his racing colleagues and to all who attended and supported the event.

Bondi2Berry and Bondi2Barossa

The power of pedalling raised \$192,500 to support research grants as part of two Bondi2Berry challenges this financial year. The first group of 30 cyclists pedalled 155 kilometres south from Sydney's iconic Bondi to the coastal village of Berry. The second, Bondi2Barossa, event saw 25 riders embark on a six-day journey from Bondi to the Barossa Valley in South Australia. Thank you and congratulations to all who completed and supported these cycle challenges.

Dance for Dementia

Dance instructor Alexia Valdovinos and her CareToDance studio hosted a dance themed gala, where local businesspeople and community leaders performed dance routines they had learned for the event. An incredible \$86,000 was raised to support all those living with dementia, their families and carers.

Fundraising

Statistics 2022-2023

Revenue

2020-21	\$11.4m
2021-22	\$9.72m
2022-23	\$13.42m

New regular donors

2020-21	440
2021-22	584
2022-23	367

Grant money acquired

2020-21	\$490,000
2021-22	\$1.59m
2022-23	\$990,000

Total donors

2020-21	26,700
2021-22	31,000
2022-23	32,701

Funds received in bequests

2020-21	\$4.2m
2021-22	\$1.74m
2022-23	\$4.6m

Memory Walk & Jog events held

2020-21	16
2021-22	19
2022-23	20

**New donors acquired
via telemarketing
campaigns 2022-23**

682

new donors
via telemarketing

Memory Walk & Jog participants

2020-21	9,000
2021-22	10,500
2022-23	12,230



People and Culture

The role of the People and Culture team is to work across the organisation to support the recruitment, retention and development of staff. The People and Culture team provides specialist human resources and industrial relations advice to executives, managers and team leaders, and advises staff on employment-related issues.

In early 2022, we added a dedicated Organisational Development team that is focused on building the capability of our workforce.

This team also plays a key role in supporting our all-important volunteers, working on recruitment, engagement, compliance, reporting and coordination of volunteer involvement across the organisation.

Action HRM

During the reporting period People and Culture introduced Action HRM, a new online system that has transformed the completion of all human resource transactions such as leave applications, access to pay slips, completion of performance reviews, generation of all new employment contracts and variation letters, tracking and generating alerts for police checks and licence expiries, onboarding of new employees and offboarding of exiting employees. The system is a single warehouse for

employee documentation and data, organisational structure through its position description library, and it has replaced disparate electronic and paper files, and paper- and email-based workflows.

We've been building additional functionality to the training module of Action HRM throughout the year to define all capability requirements for each role in the organisation, offer access to a library of online training modules that are mapped to our framework, and better monitor what training and education staff have completed.

Staff and managers have been offered drop-in training sessions to help them use the new system, as well as written and video-based how-to guides. Completion of next year's annual performance review process will embed a skills assessment against the capabilities for all roles. This will provide rich and accurate data on skill gaps and training and development priorities for the entire workforce.

The system has also been used successfully to roll out and document completion of compliance-related training to our client services team members at short notice to address requirements of the Commonwealth Home Support Program audits that have been conducted this year.



National Dementia Helpline leadership team and NSW Advisors.

Staff engagement survey

This year's annual staff engagement survey showed increased participation rates, and statistically significant incremental improvement in the majority of our reporting areas.

Some of our very pleasing results included 95 per cent of all respondents saying they have a clear understanding of Dementia Australia's values. Implemented with global HR consultancy Mercer Sirota, the annual survey also concluded that our culture was noted for being friendly and supportive, with people working well together as a team. Peer and team experience was rated favourably by 92 per cent of employees. The effectiveness of immediate managers was rated very favourably, regardless of gender, locality, business unit or tenure.

We were very happy with an 82 per cent completion rate of the annual survey. The areas that performed the least well included managing change and enabling performance. However, those results were comparable with external benchmarks, and we look forward to working on strategies to address them.

360 reviews and leadership development

Following successful completion of 360 reviews for our top two levels of management in early 2022, during the reporting period we completed 360 reviews of our national and state managers. This was a rigorous process that involved seeking feedback from a range of different stakeholders to give us a wide picture of managers' performance. Overwhelmingly our managers and leaders welcomed the genuine feedback and were keen to work on growth and improvement.

We have invested substantially in a comprehensive leadership development program for our top three tiers of management this financial year arising from the 360 data. The focus of their development has been both individual and group-based learning, with a variety of ways to learn and grow in identified areas. These include access to coaching, workshops on building trust, communication and collaboration and the joint development of organisational key performance indicators, as well as online content in our new learning library.

Within our client services team, all team leaders and state managers have participated in an accredited Certificate IV in Frontline Management, coordinated by our Organisational Development team.

Interactive Wellbeing program

A key focus of the People and Culture team during the reporting period has been enhancing our staff wellbeing offerings. In early 2023, we began presenting live and recorded webinars in partnership with our employee assistance program providers, AccessEAP, covering a range of wellbeing topics. Staff were also encouraged to suggest topics. These included positive psychology and applying emotional intelligence at work.

Increasing our workforce

During 2022, the People and Culture team focused on increasing our organisation's headcount by 10 per cent, a challenge in an historically tight labour market. The expansion resulted from a significant increase in National Dementia Support Program funding and the board's decision to invest in overnight services for the National Dementia Helpline.

We have been lucky as an employer in this environment to continue to attract quality applicants to our open roles. Through the hard work of our talent acquisition team, we have kept the average "time to hire" statistics at around seven weeks. The 45 new staff are working in our expanded Memory Lane Cafés and staffing the National Dementia Helpline overnight and on weekends.

Keeping our people safe

Our Work Health Safety Consultative Committee, representing staff interests, has had another active year, promoting safe work practices and raising awareness around creating safe environments for our staff, clients and visitors.

We have fully reviewed full all emergency and safety response plans. This is essential to ensure staff understand reporting obligations, how to access first aid and our emergency and evacuation protocols.

Celebrating five years of Dementia Australia

In October 2022 Dementia Australia celebrated the fifth anniversary of becoming a national organisation. The national peak body that we are today evolved from a long history of state and territory organisations, some of which started 40 years ago as volunteer-led groups.

The celebrations included a webinar panel discussion broadcast for all staff and volunteers. The panel represented significant people who have played a key role in our history. Speakers shared many wonderful memories and highlighted some of the accomplishments, as well as discussing their reflections and hopes for the organisation's future. The panel included Dementia Australia Chair Graeme Samuel AC, CEO Maree McCabe AM, Patron Ita Buttrose AC OBE, Honorary Medical Advisor Scientia Professor Henry Brodaty, and Dementia Australia Dementia Advocate and advisory committee Chair Bobby Redman.



Volunteers at the Memory Walk & Jog event at Adelaide

Volunteers

Much of our work is only made possible through the goodwill, enthusiasm and dedication of volunteers. Our national database has more than 1,800 volunteers, 485 active volunteers of whom are active volunteers. They play a critical role in delivering our programs and events. These active volunteers gave nearly 8,000 hours to Dementia Australia. They support many areas of the organisation, including fundraising and events, administration and client services program delivery and often interacting directly with clients and their families and carers.

Our board, patrons, ambassadors and honorary medical advisors are all volunteers. The board's activity is reported on in the Governance section of this report, on page 28. Patron, ambassador and honorary medical advisor activity is reported on in the Awareness Raising section, on page 84.

Memory Walk & Jog 2023

Volunteers were once again vital to the success of our 2023 Memory Walk & Jog series, providing support to the events held across Australia. More than 460 enthusiastic volunteers gave their time to support these events, from large flagship events in our capital cities to regional pop-up events across Australia.

While COVID-19 presented obvious challenges for the volunteering team last year, there was still difficulty attracting the number of volunteers needed this year due to labour market shortages and a lack of international students. It is especially challenging to attract volunteers to support new events, particularly in some of the regional locations where we have a lower profile.

Despite these challenges, our Volunteering team was relentless in its efforts right up until the very last moment to make sure we had as many volunteers in place as possible at every event. Our successful 2023 Memory Walk & Jog season could not be held without this invaluable volunteer support.

Social support programs

This reporting period has shown an expansion of our national dementia support program, Memory Lane Cafes. With 33 cafes across the country, our volunteers continue to play a very important role supporting staff and offering a welcoming, safe environment for those living with dementia, their families and carers.

Ongoing volunteers continue to assist with the delivery of other different social support programs, from Men's Shed at Cedar House in Queensland through to art groups in Canberra. We continue to have a range of bespoke support programs in Victoria, including Track n Chat and Golfing Buddies.

Melbourne International Flower & Garden Show

Our stand at the 2023 Melbourne International Flower & Garden Show was a phenomenal success. This was thanks in large part to the great work of 20 volunteers, including seven from regional Victoria, who joined our staff on the day.

The team managed to have an impressive 2,323 conversations with event attendees, handing out 1,200 BrainTrack postcards and 500 National Dementia Helpline postcards. We also received great feedback from volunteers who said they found the number of visitors to the stall rewarding and it was satisfying to see the interest in the BrainTrack app.

Celebrating and acknowledging our volunteers

We greatly value the dedicated effort of our volunteers, and throughout the year we acknowledge, celebrate and show our appreciation to them. We celebrated our volunteers during National Volunteer Week, 15-21 May 2023, with a virtual national volunteer meeting and by sending our thanks to each volunteer.

This year it was especially exciting to acknowledge and celebrate long-standing volunteers – who have individually served 20 years, 15 years, 10 and five years. We send a heartfelt thank you to every one of our volunteers for their contributions across the year.

“

The team managed to have an impressive 2,323 conversations with event attendees, handing out 1,200 BrainTrack postcards and 500 National Dementia Helpline postcards”

People and Culture

Statistics 2022-2023

Retention rates

2020-21 74.84%

2021-22 68%

2022-23 **81%**

Average tenure

2020-21 3.75 years

2021-22 3.23 years

2022-23 **4.07 years**

Employees by employment type

Year	Full time	Part time	Casual	Total
2020-21	246	215	47	508
2021-22	216	225	44	485
2022-23	248	250	34	532

Volunteers

Statistics 2022-2023

Volunteers registered nationally

2020-21 1,470

2021-22 1,891

2022-23 **1,824**

Active volunteers

2020-21 434

2021-22 583

2022-23 **485**

Volunteers hours contributed

2020-21 3,362

2021-22 5,795

2022-23 **7,920**

Advocacy and Research

Dementia Australia exists to help transform the experience of people living with dementia, their carers and families. Through our advocacy and research work we elevate the voices of people with lived experience to highlight the need for high-quality care and support that is free from discrimination.

Consumer Engagement

A Stronger Voice Together

In an important milestone for consumer engagement across Dementia Australia, in March 2023 the Stronger Voices Together Co-design Working Group ratified A Stronger Voice Together, our consumer engagement framework.

The framework, which affirms consumer engagement as everyone's business, sets out five foundational ALICE principles – Authentic, Living experience, Inclusive, Collaborative and Empowering. These principles will form the basis of how we work with people with a lived and living experience of dementia.



The new framework means we can now create action plans aligned to the ALICE principles, and better track and measure how well we engage with consumers and continue to improve our approach.

The Consumer Engagement team works to ensure that people living with dementia and carers are decision-makers in issues that impact them. The team works collaboratively with people with a lived and living experience of dementia, Dementia Australia staff, and external stakeholders to elevate and amplify the voices of people living with dementia, their families and carers.

The Consumer Engagement team delivers two key programs – the Dementia Advocates program and Connecting Peers program.

The Dementia Advocates Program provides an opportunity for people living with dementia, carers and former carers to share their stories, identify current issues and positively effect change. Dementia Advocates are involved across all aspects of our operations, including client services, media, marketing, research, policy submissions and major initiatives such as Dementia-Friendly Communities, quality dementia care and learning and education products. They are also involved in systemic advocacy aimed at raising awareness of dementia and tackling stigma and discrimination.

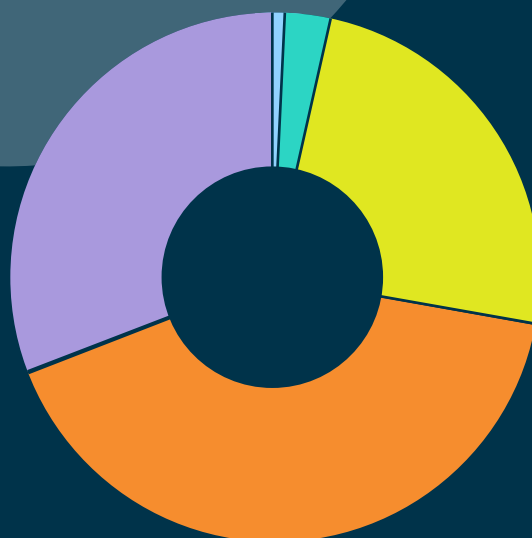
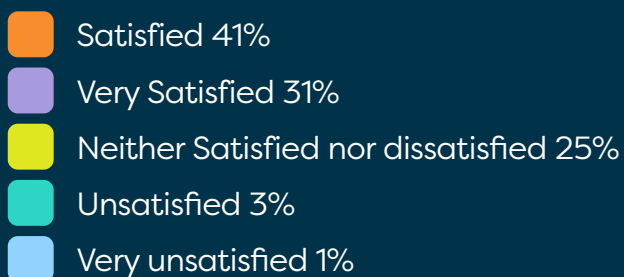
In May 2023 we distributed the annual Dementia Advocates satisfaction survey. The purpose of the survey is to gain feedback from Dementia Advocates about their experience of the Dementia Advocates Program and to understand what we do well and how we can improve the Dementia Advocates Program.

The 193 total responses made for a 39 per cent response rate, up 10 per cent on last year's survey. Responses were received from every state and territory. Overall satisfaction with the Dementia Advocates Program can be seen in the chart below.

“ From the very beginning of my advocacy role, I have been respected, encouraged, accepted, and supported and too many more to list ”
Person living with dementia

“ The organisation provides the most wonderful help to so many people. If I had a sandwich board to wear it would support Dementia Australia ”
Carer

Dementia Advocates satisfaction survey March 2023



Dementia Australia's Connecting Peers program offers free one-to-one peer support for people living with dementia and their carers, providing the opportunity for people to learn and grow from shared experiences. This new service, launched in 2022, is designed around an empowerment model. It has a reablement focus and relies on Peer Leaders volunteering their time to offer support for program participants by telephone or video conference.

From January-June 2023 a formative evaluation was conducted to inform future delivery of the Connecting Peers program during its establishment period and beyond. The results of the evaluation demonstrated that Connecting Peers is performing to a good or excellent standard in all focus areas. Its key strengths are:

- it is designed and delivered by people with lived experience
- it has a reablement focus consistent with its delivery by Consumer Engagement
- it is modelled on best practice, and
- it demonstrates efficient delivery.

The Dementia Advocates Program provides people living with dementia and carers with opportunities to be an influential voice, share their expertise, learn new skills, engage in new experiences, meet other like-minded people, and achieve a sense of purpose and accomplishment.

Dementia Australia Advisory Committee

The Dementia Australia Advisory Committee brings people living with dementia together to provide strategic advice inside and outside our organisation. The committee's work helps to shape dementia services, programs, policy development and advocacy goals.

The committee continued a busy program. This included a presentation to our board by Chair Bobby Redman and Vice-Chair Dennis Frost on the committee's future goals and approving our new consumer engagement framework, A Stronger Voice Together.

Ms Redman's report on page 18 has a full rundown on the committee's activities across the year.

Dementia Action Week

Dementia Advocates once again featured heavily in Dementia Action Week, during which we launched a new campaign aimed at tackling discrimination experienced by people living with dementia, their families and carers.

We are enormously grateful to the Dementia Advocates who generously shared their stories for us to promote in media and online as part of the A Little Support Makes a Big Difference campaign.

To Whom I May Concern

Thank you to the New South Wales Dementia Advocates who made their stage debuts in February 2023 in the Australian Chamber Orchestra (ACO) production To Whom I May Concern.

First performed in New York, the show features people reading letters about their experiences and feelings about living with dementia, interwoven with live orchestral music. We were proud to sponsor this artistic awareness raising exercise in collaboration with ACO, Group Homes Australia and UNSW Sydney.

Consultation highlights

Again this financial year, Dementia Advocates made an enormous contribution by sharing their knowledge and experience in formal consultation processes. Advocates:

- participated in five online workshops to help shape the Federal Government's draft National Dementia Action Plan 2023–2033. The plan is an extremely important part of the government's aged care reform process and will shape the support and care available for people living with dementia, their families and carers. We are grateful to the Advocates who helped ensure that the voices of those impacted by dementia were heard.
- shared their experience of dementia diagnosis issues and service gaps as part of the Primary Health Network Consultation – Dementia Pathways Project during July and August 2022. Insights from this major consultation are being used to develop recommendations to primary health networks to improve dementia



Dementia Advocates, Val Scache, Dennis Frost, Nell Hawe and Australian Chamber Orchestra musicians in production of To Whom I May Concern - a collaboration between Dementia Australia, Group Homes Australia, the University of New South Wales and the Australian Chamber Orchestra, Sydney, July 2022. The initiative gives a voice to people with dementia through interactive performances that foster conversation and understanding.

support pathways and to inform our broader policy and advocacy work.

- contributed significantly to the development of an aged care accommodation framework. Thanks to this valuable input from Advocates, as part of our collaboration with the Australia Health Services Research Institute and Dementia Training Australia, we have now completed a full draft of the guidelines for the framework.

Policy and advocacy

The Policy team advances our goals with formal systemic advocacy to government and industry bodies to further the needs of and interests of people living with dementia, their families and carers.

Each year, the Policy team produces numerous state and national submissions and policy position statements as part of consultation and feedback processes. These influence and inform how aged care, disability and health care policy and service delivery responds to the needs of people impacted by dementia.

Major policy activities

During this reporting period the Policy team:

- participated in consultation for new National Dementia Action Plan.
- worked with the Department of Social Services and the National Disability Insurance Agency on supports for people living with younger onset dementia.

- contributed to new draft Aged Care Quality Standards and draft aged care accommodation standards.
- developed and published policy position statements on topics including supported decision making, physiotherapy and dementia, residential aged care for people living with younger onset dementia and voluntary assisted dying.
- researched and delivered policy submissions to federal, state and territory government inquiries on topics ranging from the National Disability Insurance Scheme to concussions and repeated head trauma in contact sports.
- developed our 2023–2024 Federal Budget submission, in which we strongly made the case for vital dementia education and support funding.

Webinars

Providing opportunities to exchange information with those involved in the design and delivery of dementia care is a critical part of the Policy team's work. During this reporting period we staged well attended webinars. These included one held in August 2022 on dementia education and residential aged care (more than 2,000 registrants) and one held during National Advance Care Planning Week with Advance Care Planning Australia on advance care planning and dementia (more than 500 registrants).



The Dementia-Friendly Community Forum in Canberra, July.

It is excellent to see industry and the public responding so strongly to these opportunities to share their knowledge and learn more about issues of critical importance to people living with dementia, their families and carers.

Change of prevalence data

In all aspects of our work – whether advocating for change or designing and delivering new services – our approach is data-driven and evidence-based.

As part of this, during this reporting period we transitioned to using data from the Australian Institute of Health and Welfare. Our Policy team managed the changeover, which affects statistics on prevalence of dementia in the community and other key data.

The Institute includes the National Centre for Monitoring Dementia. As such, it has the most up-to-date data sets, and it also uses some different assumptions to those underpinning the statistics we have previously used.

For this reason, some key statistics that we use in our work now look a little different. For example, instead of citing “up to half a million Australians” having dementia, we will now refer to “more than 400,000”, in line with the new data.

Dementia remains a critical national health concern and our mission to advocate for positive change for people impacted by dementia and to support vital research remains as essential as ever.

Publication of Half the Story

In December 2022 years of work came to fruition with the launch of Half the Story, a guide co-authored by people impacted by dementia.

The guide is now the new go-to resource for community groups, service providers, businesses and other organisations delivering or developing products or services that impact the lives of people living with dementia, their families and carers.



The Hon Jeremy Rockliff MP, Premier of Tasmania, experiencing Dementia Australia's VR EDIE (Education Dementia Immersive Experience).

Based on our strong belief that a dementia diagnosis should not stop people from participating in their communities, the guide aims to help organisations to engage in meaningful consultation with those impacted by dementia.

Dementia Advocates Eileen and Dubhgh Taylor contributed to the guide. Ms Taylor said the guide was important to proactively promote the need for organisations to listen to people living with dementia.

Half the Story is available now for free download at dementiafriendly.org.au.

Government relations

Building relationships with key parliamentarians and policymakers and strategically making the case for action on issues affecting people impacted by dementia is a key priority for our organisation, led by our Government Relations team – a combined effort of our Policy and Corporate Communications teams.

Our approach is multi-partisan – we work with governments, opposition parties and crossbench representatives from across the political spectrum. This was in evidence during the reporting period, as we adjusted to changes of government at federal and state level and continued constructive relationships with all parties.

In 2022–2023 some of our work at the federal level included:

- launching our BrainTrack app at a Meet the Ministers webinar, with the Honourable Minister for Health, Mark Butler MP, and the Honourable Minister for Aged Care, Anika Wells MP.
- hosting Federal Parliamentary Friends of Dementia events, which were well attended by ministers, advisers and key industry figures. The March 2023 event showcased our technology innovations and heard from Dementia Advocates Bobby Redman and Elena Donati; and the event also allowed us to share our Pre-Budget Submission during valuable face-to-face discussions with parliamentarians and their advisors. Sincere thanks to Federal Parliamentary Friends of Dementia

Co-Chairs, Senator Helen Polley and the Hon. Nola Marino MP.

- actively engaging with political stakeholders. This included sending email bulletins from the CEO; meetings with Ministers, Shadow Ministers, Members of Parliament and Senators to advocate for areas of reform identified by Dementia Advocates; and creating opportunities for federal, state and territory parliamentarians to join their local Memory Walk & Jog events.

At a state and territory level we:

- staged the New South Wales Parliamentary Friends of Dementia Dementia-Friendly Communities Roundtable in September 2022. Ministers, MPs and officials attended. People living with dementia, their families and carers and Dementia Alliance members shared their experiences and provided practical examples of how elected representatives can make a difference for their constituents. Sincere thanks to Parliamentary Friends of Dementia Co-Convenors, Anna Watson MP and the Hon Lesley Williams MP.
- participated in a Tasmania Parliamentary Friends of Dementia event in Hobart, with the local Dementia Alliance, Dementia-Friendly Tasmania. Ministers and other MPs attended the event, where we showcased our EDIE (Educational Dementia Immersive Experience) virtual reality training tool. Our staff also attended Parliament House to provide the Premier of Tasmania,

Jeremy Rockliff MP, with a personal demonstration of EDIE.

- developed strategic communications plans for the Victorian state election.
- promoted awareness and inclusion with a colourful and crafty Dementia Action Week event with the office of the Honourable Chief Minister of the Northern Territory, Natasha Fyles MLA. Northern Territory Dementia Australia clients and staff ‘yarn bombed’ Ms Fyles’ office, covering it with knitted and crocheted creations.

Communications

Our Communications team works to raise awareness and inspire action by amplifying our message through events, media, social media and publications.

Dementia Action Week 2022

September’s Dementia Action Week 2022 awareness raising campaign, A little support makes a big difference campaign, featured Dementia Advocates’ real-life stories. See page 70 for more details.

BrainTrack launch

We acknowledge the support of The Honourable Minister for Health and Aged Care, Mark Butler MP, and the Honourable Minister for Aged Care, Anika Wells MP, who launched BrainTrack app at a Meet the Ministers Webinar in October 2022. A targeted external stakeholder engagement and media and social media campaign ensured widespread coverage. More details about BrainTrack are on pages 88 and 89.

100 Reasons to Call

We continued to develop our approach to harnessing the power and reach of social media across the year. In August 2022 we launched an ongoing new social campaign called 100 Reasons to Call. The campaign highlighted the many large and small reasons people impacted by dementia may seek phone support, and aimed to make the community aware that the Dementia Helpline is now a 24/7 service.

The Dementia Guide Audiobook launch

In August 2022 we supported the launch an audiobook version of our popular The Dementia Guide, the go-to resource for people of all ages living with all forms of dementia.

The new audio version features a who's who of our high-profile supporters. The Communications team arranged for Patrons, Ambassadors and celebrity supporters to read chapters and to help promote the guide at the official launch. They included Ambassadors Denis Walter OAM, Mark Seymour, Natarsha Belling, Pat Welsh, Stephanie Bendixsen and Takaya Honda, as well as celebrity supporters Geraldine Hickey and Rhonda Burchmore OAM.

The audiobook also includes a message from our National Patron Ita Buttrose AC OBE and a chapter recorded by Dementia Advocate Ann Pietsch. The guide is available on our website.

Internal communications

The Communications team leads the internal communications strategy, which focuses on supporting and engaging staff through initiatives like

the weekly staff newsletter, regular intranet news updates and all-staff meetings.

During the reporting period the team developed and uploaded 203 news stories and 91 CEO and executive director updates to the intranet, which staff viewed 42,338 times.

Dementia-Friendly Communities Program

We support the development of dementia-friendly communities across Australia to reduce the stigma, isolation and discrimination experienced by people living with dementia, carers and families. We promote the establishment of local Dementia Alliances, provide grant funding to local demonstration projects, and help community organisations and businesses to become more accessible and meet the needs of people living with dementia.

Community Engagement Grants

In June 2023 we announced \$95,000 in funding under the latest round of the Community Engagement Program to help 12 communities become more dementia-friendly.

The grants support community-based organisations to actively engage and include people living with dementia as they design and deliver local solutions to make their region dementia-friendly.

Three previous grant rounds delivered more than \$700,000 to more than 60 groups. In the latest round, recipients ranged from the Mirndiyan Gununa Aboriginal Corporation on remote Mornington Island in the Gulf of

Carpentaria to the Football Futures Foundation in West Perth.

Major events

In July 2022 we staged the Dementia-Friendly Community Forum in Canberra with ACT ministers and shadow ministers attending.

The forum featured a panel discussion with Dementia Advocates Cam Stewart, Jane Thompson and Rebecca Scouler, who spoke about demonstrating the ability of people who have been impacted by dementia to raise awareness and create change in the community.

In September we held the New South Wales Parliamentary Friends of Dementia-Dementia Friendly Communities Roundtable. Members of parliament, the Ageing and Disability Commissioner, Dementia Advocates and Dementia-Friendly Communities

representatives attended. MPs received first-hand advice about how to make a difference for their constituents. These insights can now be incorporated into an action plan for a more dementia-friendly New South Wales.

University of Queensland research action plan first

During Dementia Action Week 2022 the University of Queensland Centre for Clinical Research was officially recognised as the first research centre to submit an action plan to our Dementia-Friendly Communities program.

The centre gained formal recognition for its commitment to work towards becoming dementia-friendly. We presented a certificate acknowledging this achievement to the head of the Dementia and Neuro Mental Health Unit, Associate Professor Nadeeka Dissanayaka.



Peter Quinn, representing his Dementia Alliance at the NSW Parliamentary Friends of Dementia Roundtable - Creating a Dementia-Friendly NSW, September.

Advocacy and Research

Statistics 2022-2023

Dementia Australia Dementia Advocate program data*

New Dementia Advocates who joined the program

2020-21	83
2021-22	77
2022-23	120

Dementia Advocates age range

2020-21	23-82 years
2021-22	24-87 years
2022-23	18-88 years

Dementia Advocates from a Culturally and Linguistically Diverse (CALD) background

2020-21	13%
2021-22	25%
2022-23	20%

Indigenous Dementia Advocates

2020-21	3%
2021-22	2%
2022-23	1%

Lesbian, Gay, Bisexual, Transgender, Intersex (LGBTI) Dementia Advocates

2020-21	3%
2021-22	7%
2022-23	3%

Dementia-Friendly Communities#

Dementia Friends

2020-21	32,632
2021-22	34,959
2022-23	37,800

Dementia Alliances

2020-21	53
2021-22	57
2022-23	71

* Data is reflective of Dementia Advocates who newly joined the program within each listed year.

Data is as of 30 June of each year listed

Dementia Advocate locations – state and territory

	2020-21	2021-22	2022-23
New South Wales	33%	26%	38%
Northern Territory	3%	1%	1%
Queensland	14%	7%	20%
South Australia	18%	32%	16%
Tasmania	3%	5%	2%
Victoria	18%	15%	17%
Western Australia	4%	10%	3%
Australian Capital Territory	7%	1%	3%

Dementia Advocate locations – regional, rural and remote

	2020-21	2021-22	2022-23
Regional	30%	23%	43%
Rural	9.5%	6%	12%
Remote	0%	2%	1%



Federal Parliamentary Friends of Dementia November, Parliament House Canberra. From left: Dementia Advocates Cam Stewart, Bronti Parker, Co-Chair Senator Helen Polley ALP Senator for Tasmania, Kaylie Smith Board member Dementia Australia, Co-Chair The Hon Nola Marino MLP LIB Member for Forrest, Vicki Cain Resident Manager - Arcare Aged Care Pimpana Queensland, Dr David Sykes Director Centre for Learning Dementia Australia.

Dementia Australia Research Foundation

The Dementia Australia Research Foundation is Dementia Australia's research arm. We focus particularly on supporting Australia's talented new and early career dementia researchers. We support innovative Australian research to find an end to dementia, connect with people impacted by dementia to ensure our research reflects their concerns and inform the public about dementia research.

Dementia Australia is committed to supporting best-practice research through a range of initiatives and collaborations. We provide strategic advice on research projects, fund innovative research through our Dementia Australia Research Foundation, and partner with groups advocating for dementia research, such as the Melbourne Ageing Research Collaboration, the Australian Dementia Network and StepUp for Dementia Research.

Appointment of inaugural Chair of Dementia

In April 2023, we were excited to welcome the appointment of Professor Blossom Stephan as the inaugural Chair of Dementia, for Dementia Australia and Curtin University. Professor Stephan is a highly respected global expert in dementia and dementia research. Her appointment to the Chair of

Dementia role gives a dedicated focus to dementia and dementia research in Australia.

As the Chair of Dementia for Curtin University and Dementia Australia, Professor Stephan will drive an ambitious research program in the prevention, detection and care of dementia across Australia. The appointment will help draw new researchers into dementia research and increase opportunities for national and international collaboration.

The creation of a Chair of Dementia presents an extraordinary opportunity for dementia research and for education and support for people living with dementia, their families and carers.

2022 Dementia Grants Program

The 2022 Dementia Grants Program was announced in early 2023, with funding for 18 projects, worth \$2.4 million. The innovative research funded includes:

- A study examining why people living in rural and regional areas are three to five times more likely to develop dementia than their city dwelling counterparts and what can be done to reverse this trend. Dr Ashleigh Smith from the University of South Australia will lead the study. Dr Smith received the Mid-Career Research Fellowship.




Dr Fiona Bright, Postdoctoral Research Fellow and recipient of Dementia Australia Research Foundation grant, Dementia Research Centre, Macquarie University.

- A study examining whether intermittent fasting can reduce the risk of developing Alzheimer's disease, to be led by Dr Alby Elias from The University of Melbourne, thanks to a \$75,000 Project Grant.
- New work by Dr Fiona Bright from Macquarie University, who was awarded the Dementia Advocates' Award, an honour selected by Dementia Australia Dementia Advocates. Dr Bright will use the award to undertake her project Completing the Tauopathy Puzzle – Modelling Novel Mutations to Uncover Unknown Roles for

Tau in Neurodevelopment and Neurodegeneration.

We acknowledge the generosity of our donors who contribute every year to support dementia research and the grants program. Since the Dementia Grants Program started in 2000, almost \$30 million in funding has supported more than 350 projects.



More than 100 Dementia Advocates have had their say, with improving quality of life for people living with dementia identified as the top research priority by all. 

Vale Dr Maree Farrow

In September 2022 it was with great sadness that we announced the death of former Alzheimer's Australia Vic Research Fellow Dr Maree Farrow. Dr Farrow contributed significant knowledge and expertise to the organisation during her time with us from 2007 to 2015. Her research commitment to dementia risk reduction contributed to increasing awareness about the impact of lifestyle choices on long-term brain health. She played an integral role in the national Mind Your Mind and Your Brain Matters programs. The latter was the world's first publicly funded dementia risk reduction program.

Maree wrote and contributed to many Alzheimer's Australia national and state research projects and discussion papers and represented Alzheimer's Australia nationally and internationally. In recognition of Maree's impact, the foundation board has named one of its grants the Maree Farrow Memorial Grant. Top-ranking prevention or risk-reduction research will be preferred, in recognition of her special area of focus.

Consulting with Dementia Advocates

This financial year, we have consulted with Dementia Advocates about what research priorities they would like to see. More than 100 Dementia Advocates have had their say, with improving quality of life for people living with dementia identified as the top research priority by all.

For carers, other research priorities included improving care in and outside of residential aged care facilities.

For people living with dementia, treatments or interventions to slow progression and ways to detect early signs of dementia were high priorities.

The survey results will inform future grant rounds, and prospective researchers will be aware of Dementia Advocates' research priorities.

Establishment of working group

We have established a working group with researchers and Dementia Advocates living with dementia or who are a family member or carer of a person living with dementia. The group was established with the aim of mutually benefitting researchers and advocates.

Researchers can learn from advocates what it is like for a person living with dementia or a carer to participate in research and the best ways to approach their work from an advocate's perspective. Advocates can learn more about research and how their involvement can shape and influence research. The group worked on training materials for researchers and Dementia Advocates across the reporting period.

Scientific Panel movements

We would like to thank and acknowledge Professor Simon Bell, Professor Lynn Chenoweth and Professor Paul Adlard, who have stepped down from their roles on our Scientific Panel. Thank you for your service and dedication to dementia research.

We sincerely thank everyone who has generously given their time and funds to our work over the reporting period.



Dementia Advocate Jack Ellis, who is living with Alzheimer's disease, and his partner, Chris. As part of Dementia Australia's 'A little support makes a big difference' awareness campaign, Jack shared how since his diagnosis he has enjoyed his hobby of growing native plants.

Awareness raising

No one should have to face dementia alone. By continuing to raise awareness about dementia and Dementia Australia as a core part of the pathway to all services, we take the lead in empowering people living with dementia, their families and carers to access services and take control with information, advice, support and understanding.

Our strategic approach positions Dementia Australia as the source of trusted information, education and support services. As the national peak body for dementia, we continue to be sought out by media for expert comment. Through proactive and reactive media and communications activity and strategic use of spokespeople, and the voices and experiences of Dementia Advocates, we continue to advocate for positive change for people living with dementia, their families and carers, and support vital research.

Our campaigns aim to touch hearts and minds, activating and expanding our multiple audiences to help us reach our goal of creating an inclusive future where all people impacted by dementia receive quality dementia care and support.

During the reporting period, our targeted marketing, media and communications strategies and campaigns tackled discrimination, promoted brain health self-care and the importance of early diagnosis, and offered practitioners and the general public a deeper understanding of dementia issues based on lived experience.

Through all this activity we encourage all Australians to contact us through the National Dementia Helpline 1800 100 500 if they have any questions or concerns so we can connect all people impacted by dementia with life-changing services.



100 Reasons to Call

Letting people know the National Dementia Helpline is available any time of day or night with a trained expert only a phone call away was the objective of our ongoing social media campaign 100 Reasons to Call.

From July 2022, this service expanded to operate 24/7 every day. This made it timely to remind people that, for people impacted by dementia and health and care professionals, there is no reason too small or too big to call the Helpline. In the reporting period there were 23 social posts, with a Facebook reach of more than 300,000 and an Instagram reach of nearly 45,000.

Health care professionals campaign

In 2022, new promotional content (videos, photos and advertising) was developed to promote our services and programs and increase understanding about dementia among GPs and other healthcare professionals. All healthcare professionals are encouraged to refer their patients to us for pre and post-diagnostic services.

Featuring health professionals, carers and people living with dementia, the campaign videos broached important topics such as how health care professionals speak with people living with dementia, their families and carers.

We originally created the videos [link] only for health professionals and in response to stakeholder feedback later expanded the campaign for the general public.

The videos have also provided a wealth of informative and valuable content that will continue to be used in advertising campaigns, websites and communications to healthcare professionals in the coming year.

The Dementia Guide Audiobook

The Dementia Guide is the go-to online resource, with hard copies available, for any person impacted by any form of dementia, of all ages, in any location across Australia.



To support Dementia Australia's commitment to accessibility of resources and with the generous support of celebrity supporters, Ambassadors, and National Patron Ita Buttrose AC OBE, the marketing and communications teams led the initiative to create an audiobook version of Dementia Australia's Dementia Guide.

Ita was joined by the voices of Dementia Australia Ambassadors Natarsha Belling, Stephanie Bendixsen, Takaya Honda, Mark Seymour, Denis Walter OAM, Pat Welsh and celebrity supporters Rhonda Burchmore OAM and Geraldine Hickey.

Each person who shared their voice has an experience of dementia in their family and were committed to help others to know they are not alone and that there is support available. The Dementia Guide and the link to the audiobook is regularly included in digital campaigns and communications to the general public and diagnosing healthcare professionals.

A Little Support Makes a Big Difference

Dementia Action Week September 2022 saw the return of our A Little Support Makes a Big Difference campaign, aiming to improve awareness and understanding of dementia, improve the experience of diagnosis and reduce discrimination. We released the discussion paper, Dismantling Dementia Discrimination and shared information and Dementia Advocates' stories through television, social media, radio, newspapers and a dedicated website.

As Dementia Action Week coincided with the official mourning period for Queen Elizabeth II, the strategy was respectfully adapted and the planned featured activity – the launch of the BrainTrack app (see below) was revised and all paid digital activity was paused.

Once activated again, our videos featuring personal stories and targeting people living with dementia and practitioners ran on social media and catch-up television. The very high rates of viewers watching the videos right to the end and clicking on website links for more information showed how well we hit the mark.

BrainTrack app

In October 2022 we were thrilled to host two federal ministers – the Honourable Minister for Health, Mark Butler MP, and the Honourable Minister for Aged Care, Anika Wells MP – who launched our BrainTrack app during an online Meet the Ministers Webinar that attracted 1,685 registrations.

BrainTrack is a free smartphone app that supports early diagnosis with users privately monitoring their own brain health through easy to access games adapted from validated cognitive testing. Users have access to brain health information and are encouraged to discuss their results confidentially with their GP if they have concerns. Extensive national media coverage was achieved for the launch and was supported by ongoing social media content and advertising, Google search ads and paid communications targeting health care professionals.

In its first week, BrainTrack was the number one downloaded app in its category in Australia, with one in three people who viewed our social media ads downloading it, and many installing it on their phones after learning about it at our 20 Memory Walk & Jog events from February to June. We achieved our target of 40,000 downloads almost two months earlier than the campaign goal of June 2023. To date, the app has had more than 51,000 downloads. In June 2023 BrainTrack developed by Dementia Australia and Deakin University's Applied Artificial Intelligence Institute (A²I²) Institute, won the community/not-for-profit category at the awards ACT iAward.

Cutting Edge Technology

BrainTrack was the latest addition to a suite of technology applications that were presented in a digital document Cutting Edge Technology Applications: Improving the experience of dementia for everyone released in March to capture the 12 year history and impact of Dementia Australia's leadership in harnessing the power of gaming technologies, virtual reality, artificial intelligence and other high-tech tools to transform dementia understanding and care. The story was accepted for presentation at the International Federation of Ageing Conference, Bangkok Thailand in June with delegates from all over the world accessing our VR tool, EDIE (Educational Dementia Immersive Experience) at a conference expo stand. See page 56 for more information on EDIE.

Culturally and linguistically diverse Help Sheets campaign launch

In May 2023 we launched a campaign to promote our new culturally and linguistically diverse (CALD) Help Sheets, which have been translated into Italian, Greek, Cantonese, Mandarin, Arabic, Croatian, Spanish, Vietnamese, Macedonian and Polish. Advertising campaigns in these 10 languages aimed to build awareness of the resources and our services.

Callers to the National Dementia Helpline who identified as CALD increased by 43 per cent during the campaign period (from 287 to 409), and page views of translated pages on our website increased by 1,068% (from 1,951 during the same period last year to 22,782 this year). Paid ads drove 81% of traffic on average to language pages.



Roger Young and his family - grandchildren Iris and Josie, and daughter Imogen - shared their story as part of Dementia Australia's fundraising appeal in June 2023.



Allan Moffat OBE Patron Dementia Australia shared this image and his story to support Memory Walk & Jog on social media and Channel Nine news.



We were privileged to continue to have the commitment and support of Ita Buttrose AC OBE, National Patron Dementia Australia, other Patrons and Ambassadors who generously share their experiences of dementia, valuable time and profiles to raise awareness about dementia and Dementia Australia.

Patron, Ambassador and Honorary Medical Advisor activity

We were once again incredibly grateful to our Patrons, Ambassadors and Honorary Medical Advisors for championing our causes. They supported Dementia Action Week, Memory Walk & Jog events, The Dementia Guide Audiobook (as mentioned above), the launch of the BrainTrack app, the National Dementia Action Plan consultation. They contribute in media interviews, delivering speeches, appearances at events, inclusion in advertising, as signatories to letters, fundraising and awareness raising campaigns support, sharing key messages in videos and social media support.

A warm welcome to our newest Dementia Australia Ambassador, Australian Survivor contestant and professional big wave surfer Felicity 'Flick' Palmateer. Ms Palmateer's mother passed away from younger onset frontotemporal dementia aged 52. She hopes sharing her story will help others feel less alone.

The generous sharing of personal experiences of and close connections with dementia by respected high-profile Australians invaluable contributes to making a difference to the lives of people of all ages, living with all forms of dementia, their families and carers.

Awareness Raising

Statistics 2022-2023

Media pieces generated

2020-21	3,300
2021-22	5,486
2022-23	7,126

eNews subscribers[^]

2020-21	33,000
2021-22	33,000
2022-23	20,772[†]

Combined social media followers

2020-21	184,089
2021-22	167,706
2022-23	184,089

Discrimination campaign: Impressions[#]

2020-21	4,143,403
2021-22	11,285,035
2022-23	49,415,082

Organic combined social media engagements^{*}

2020-21	242,967
2021-22	212,738
2022-23	302,603

Discrimination campaign: Engagement actions[‡]

2020-21	23,804
2021-22	26,811
2022-23	10,298

Total paid social media reach

2020-21	2.5 million
2021-22	3.5 million
2022-23	4.3 million

* Organic social media is the status updates (i.e. posts) that appear on Dementia Australia social media pages and are not advertisements. Engagements are a tally of all comments, likes and shares across these posts. Dementia Australia's social media channels include Facebook, Instagram, Twitter and LinkedIn. [^]As of 30 June of each year. [†]Inactive subscribers were removed from the distribution list during the 2022-2023 period. [#]Impressions equate to the number of times paid content appeared on TV, digital spaces or social media. [‡]Engagement actions equate to each time there was a click or download from a paid content item on TV, digital spaces or social media.



Dementia
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Awareness Raising

Statistics 2022-2023

Website user visits for dementia.org.au

Year	Total visits	Unique visits	Actions taken
2020-21	1,168,508	1,150,882	1,221,908
2021-22	1,185,350	1,167,491	1,454,664
2022-23	1,429,765	1,410,965	1,701,552

Website user visits for discrimination.dementia.org.au

Year	Total visits	Unique visits	Actions taken
2020-21	212,739	210,048	24,183
2021-22	131,463	128,493	37,630
2022-23	105,024	104,622	26,097

“

The generous sharing of personal experiences of and close connections with dementia by respected high-profile Australians invaluable contributes to making a difference to the lives of people living with dementia ”

Awards and recognition

Dementia Australia acknowledges and congratulates the following teams, projects, initiatives and people who have been recognised for their achievements in 2022–23.

Future of Ageing Awards Winner

Dementia Care category for Talk with Ted, Dementia Australia – October 2022

Future of Ageing Awards Winner

Technology-Business category for Ask Annie app, Dementia Australia – October 2022

Future of Ageing Awards Highly Commended

Community Engagement category - Dementia Australia for the Lithgow Dementia Support community group's Creative Dementia Workshops – October 2022

Tasmanian Community Achievement Award Semi-Finalist

Healthy Tasmania Health and Wellbeing Award category for Here We Are Community Group (nominated by Dementia Australia) – October 2022

Australia Day Honours

Ernest Thomas (Ern) Alchin OAM, founding member and Chair of the Hunter Network of the Alzheimer's Associations NSW, former board member Alzheimer's Australia NSW – Medal of the Order of Australia in the General Division (OAM) for service to the community through a range of organisations

Dr Sadhana Mahajani AM, former Board Member and Medical Advisor to Alzheimer's Australia Northern Territory – Member in the General Division of the Order of Australia for significant service to aged care and to community health

South Australian Nursing and Midwifery Excellence Awards Finalist

Jayne Littleddike, Team Leader Client Services, Dementia Australia – Finalist in Excellence in Leadership – Emerging Leader category – May 2023

The Australian Capital Territory iAwards Winner

Not-for-profit/Community Solutions category – BrainTrack app, Dementia Australia – June 2023

'BrainTrack' and 'Talk with Ted' technology solutions win major awards

Cutting-edge technology applications BrainTrack and Talk with Ted developed by Dementia Australia and Deakin University's Applied Artificial Intelligence Institute (A2I2) have both been recognised with major awards.

BrainTrack, a free app that helps you privately monitor and understand changes in cognition over time, last night won the 2023 National iAward, Community/Not-for-profit category at the awards presentation. BrainTrack helps individuals explore common cognitive concerns and provides brain health information through fun, travel-themed games that have been adapted from validated cognitive testing. Users can share their results with their GP to support the early identification of cognitive changes over time that may warrant further testing.

Maree McCabe AM, CEO Dementia Australia said that more than 55,000 people had downloaded BrainTrack since its launch in October 2022.

"That's 55,000 people now learning about being brain healthy, modifiable risk factors of dementia and cognitive decline, and if they have concerns, reaching out early so support and intervention can be accessed," Ms McCabe said.

Talk with Ted, an immersive simulation designed to educate participants on how to better communicate with people living with dementia, last week



Dementia Australia has been acknowledged by our peers for our many valuable contributions throughout the year.

won the 2023 Simulation Australasia Project Innovation Award. Ted is an Artificially Intelligent (AI) Avatar with symptoms of dementia. Talk with Ted provides a realistic simulation for care workers and those supporting people living with dementia to practice their communication skills and learn how to better support people living with dementia.

"The awards were recognition of how technology is transforming support, care practice, knowledge and awareness about dementia in the community and across the health, aged care and disability sectors," Ms McCabe said.

"With more than 400,000 Australians living with dementia – which is projected to increase to more than 800,000 people by 2058 – it is vital that we focus on early diagnosis and quality dementia care," Ms McCabe said.

"I congratulate the incredible teams behind both of these groundbreaking tools."

Our Thanks

Dementia Advocate Bob Hayes working at Sunraysia Men's Shed where members have taken steps to make sure it is a dementia-friendly environment. Bob shared the story of the Men's Shed as part of Dementia Action Week 2022.

We would like to acknowledge all those who have generously supported Dementia Australia in 2022-23. These include substantial bequests, in memoriam donations, major sponsors, philanthropic trusts, foundations and private ancillary funds, individuals, companies, organisations, community fundraisers and volunteers. We thank the following organisations and individuals for their support and generosity. Every gift is appreciated.

Aged Persons Welfare Foundation
Ainsworth 4 Foundation
Allan Hare Family Trust
Arcare Family Foundation
Commonwealth Bank
Dyer Family Trust
Eastern Star Foundation
Equity Trustees Charitable Foundation – Pat (OAM) & Helen La Manna Cancer / Stroke Research Legacy.
FightMND
Fitzpatrick Sykes Family Foundation
Frantel Pty Ltd
Handbury Foundation
IOOF Foundation
JEM Research Foundation
Joe White Bequest
John T Reid Charitable Trusts
Lionel & Yvonne Spencer Trust
Lucas' Papaw Foundation
Mandy Deam Foundation
Mostyn Family Foundation
Nigel & Patricia Peck Foundation
Perpetual Foundation
Perpetual Foundation - Jack Tilburn Endowment
Perpetual Foundation – The Gloria and Douglas Mathews Endowment
Richard & Lesley Lockwood
Richmond Family
River Birch Foundation
Ronald Alan Curry Trust
Scriven Exploration Pty Ltd
Skipper-Jacobs Charitable Trust
Sunrise Foundation
The Co-Group
The McNally Foundation
The Rydge Foundation
The Scobie and Claire Mackinnon Trust
The William Angliss Charitable Fund
VPGH Ltd
Wood Family Foundation
Woodend Foundation



National Dementia Helpline

1800 100 500



For language assistance, call the Australian Government's Translating and Interpreting Service on **131 450** (within Australia) or **+613 9268 8332** (outside Australia).

Find us online

dementia.org.au



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We welcome your feedback on this report and any of the activity reported.

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