



# Moments that matter



Annual Report

2025

### On the cover

Hold the Moment podcast co-hosts  
Dementia Australia Ambassador  
Hamish Macdonald and Dementia  
Australia Dementia Advocate  
Jim Rogers.

### Below

Participants at Memory Walk & Jog  
getting active to beat dementia.



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## Acknowledgment of Country

We stand on the shoulders of 1,600 generations of Aboriginal and Torres Strait Islander peoples. We acknowledge and pay respects to all Aboriginal and Torres Strait Islander peoples across Australia, who are the Traditional Custodians of the land and waters and of the oldest continuous living culture on Earth. We pay respects to Elders past and present. We recognise that Aboriginal and Torres Strait Islander peoples must have a genuine say in the design and delivery of services that affect them for better life outcomes to be achieved. We commit to an ongoing partnership with Aboriginal and Torres Strait Islander peoples and communities in working to reduce the impact of dementia.

# Our Story

## 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. 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 all forms of dementia and advocate for positive change. We provide support services, educate healthcare professionals as well as the aged care and disability workforces, and we support vital research.



### Our purpose

**We reduce the impact of dementia for Australians of all ages**



### Our values

**Our values are informed by the voices of people impacted by dementia**

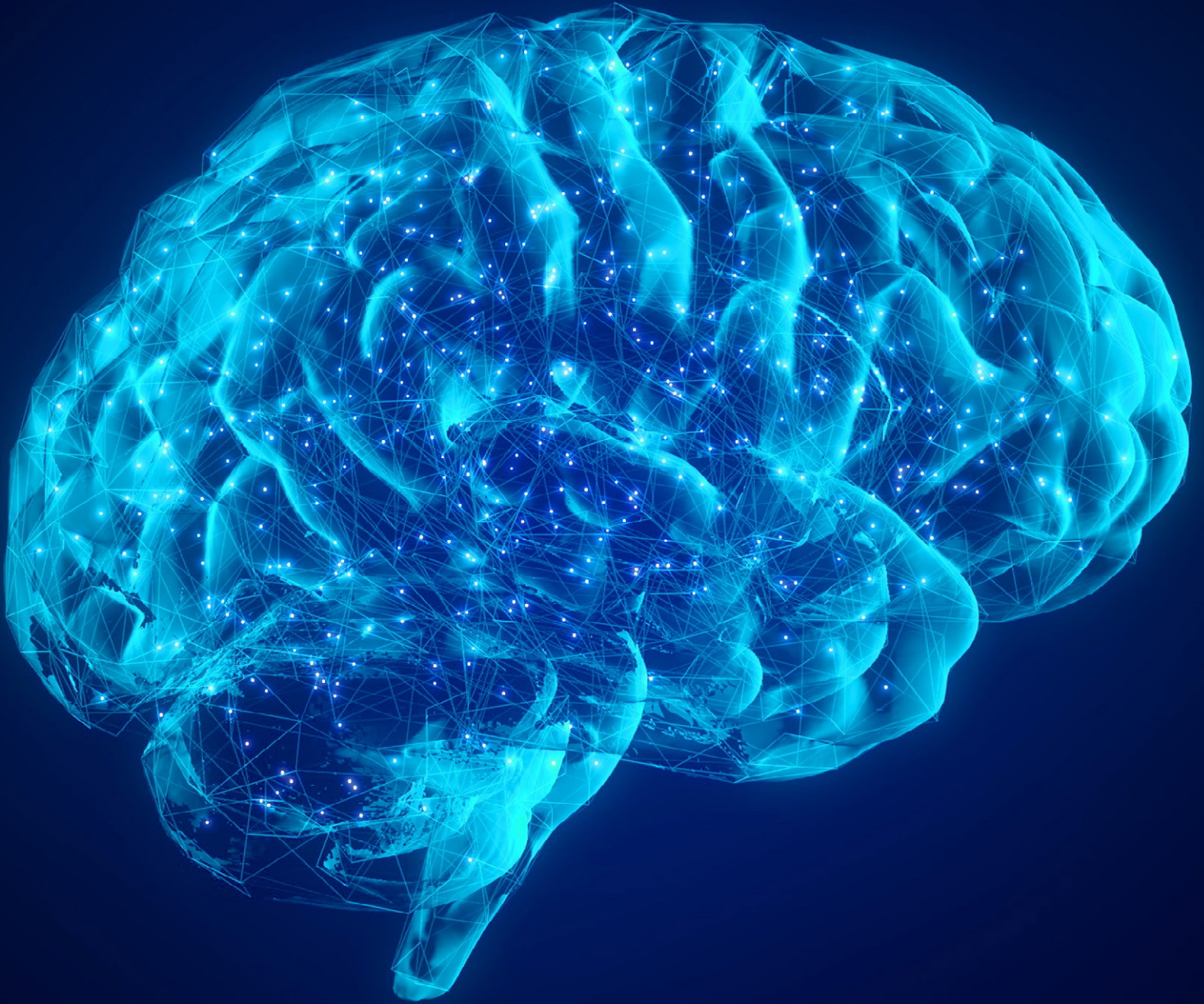
**Our approach is guided by our ALICE principles:**

- + act with **Authenticity**
- + centre **Living Experience**
- + build an **Inclusive** culture
- + **Collaborate** through listening and acting
- + **Empower** individuals and communities

**Right:** Anthony Turville with Kerri-Ann Tipping, Consumer Engagement Coordinator Victoria, Dementia Australia.



# What is dementia?



Dementia describes a collection of symptoms caused by disorders affecting the brain. It is not a normal part of ageing, and it isn't one specific disease. Dementia can affect thinking, memory and behaviour; however no two people experience dementia in the same way.

People living with dementia can lead active and fulfilling lives for many years after a diagnosis, but it is important they are supported by a network of people who understand the impact dementia has on them.

## PREVALENCE DATA

There are an estimated

# 433,300

Australians living with dementia. Without a significant intervention, the number of people with dementia is expected to increase to an estimated 812,500 by 2054



There are an estimated

# 29,000

people living with younger onset dementia (dementia that develops before the age of 65)



Prevalence rates of dementia in Aboriginal and Torres Strait Islander people are

# 3-5 times

the rate for Australians overall



In Australia,

# 1 in 2,900

babies born will have a genetic condition that causes childhood dementia



Dementia is now the **leading cause of death**

for Australians



An estimated

# 1.7 million

people in Australia are involved in the care of someone living with dementia



# 2 in 3

people with dementia are thought to be living in the community and more than half of residents in aged care live with dementia.



# Key Moments

**1** Launched two seasons of our **Hold the Moment** Podcast which was downloaded 166,924 times



(L-R) Victoria Daskalakis; Podcaster, Dementia Australia Dementia Advocate and Victoria's mother Catherine Daskalakis; Dementia Australia General Manager Consumer Engagement Sally Lambourne; Podcast co-host and Dementia Australia Dementia Advocate Jim Rogers; Jim's daughters Daisy Rogers and Millie Robinson.



**2** Welcomed **\$12.5 million in federal funding** towards chronic traumatic encephalopathy



The Hon. Anika Wells MP, then Minister for Aged Care and Minister for Sport, announced \$12.5 million in federal funding to support people impacted by chronic traumatic encephalopathy at Suncorp Stadium in Brisbane, supported by Dementia Australia Ambassador Wally Lewis AM.

**3** **\$16.9 million**  
achieved  
through  
fundraising

Thanks to the support of Australian donors, we achieved \$16.9 million for support and research. This includes more than \$2.9 million in fundraising through our Memory Walk & Jog events.



Deborah van Poppel hosted a Cuppa Time event to raise funds for Dementia Australia

**4** **\$3.7 million**  
in **funding**  
**awarded to**  
**24 projects**  
to support Australian  
research

More than \$35 million has been awarded to more than 400 projects since 2000.



Dr Sayanthooran Saravanabavan is a Dementia Australia Research Foundation grant recipient researching how a specific type of molecule contributes to the development of frontotemporal dementia.

**5** In 2024-2025,  
**Dementia**  
**Australia**  
**supported**  
**50,434 Australians**  
**impacted by dementia**  
across our services



# A Moment to Reflect

## A message from our Chair

### KEY MOMENT

**Moments of purpose** – the strength and unity of creating our plan to reduce the impact of dementia for all Australians

**It's been exciting during this reporting period for my Board colleagues and I to be part of the development of our new strategic plan.**

There has been increased public and political awareness, great levels of community and government support and new research developments offering more promise than ever for people impacted by dementia. There has never been a better time for us to expand our work and the reach of our message. At times like these, I truly can feel the momentum building.

Strategic Plan 2025–2028 outlines our strategy for reducing the impact of dementia for Australians of all ages. It focuses on four simple but crucial areas: reducing stigma and discrimination, promoting brain health, empowering and supporting people impacted by all forms of dementia, and upskilling the dementia care workforce.

Developing our plan over much of the past year was an enormous task involving people right across the organisation.

I am particularly thrilled that this included a high level of collaboration with people living with dementia, their families and carers. As always, their wise counsel based on lived and living experience is what gives us confidence in the direction we will be taking over the next three years.

Another rewarding project this reporting period has been the establishment of the new Supportive Care & Clinical Governance Committee. This is our third Board sub-committee, and its role is to ensure that the Board and organisation receive robust expert advice on all matters relating to supportive care and clinical governance for client-facing services.

It's a tribute to our organisation that so many well-credentialled independent experts have been prepared to join this committee. In keeping with our commitment to centre the voices and experiences of people impacted by dementia, I am delighted that the Supportive Care & Clinical Governance Committee includes Dementia Australia Dementia Advocate and Chair of the Dementia Australia Advisory Committee, Ann Pietsch.

After more than a decade of service, Tony Newman retired from the Board in November 2024. Although I only served with Tony for a short while, I am aware of the debt the Board owes him for his

extraordinary contribution over so many years.

Also worthy of note during this reporting period is a major IT infrastructure project which has now come online. Our new customer relationship management system is now up and running. It streamlines our client services and Helpline functions by unifying them under a single system. My thanks to all involved in bringing to completion and operationalising this important new system.

After almost two years with the organisation, I am still continually struck by the breadth and importance of the work Dementia Australia does, and the incredible contributions of all of those who make it possible.

We cannot hope to achieve the goals we set ourselves alone, so I would like to sincerely thank my Board colleagues, Executive, staff, volunteers, Advocates, Patrons, Ambassadors, Honorary Advisors, donors, supporters and our friends in industry and government for their support and commitment.

### **Merran Kelsall AO**

CHAIR, DEMENTIA AUSTRALIA



# A Moment of Commitment

A message from our  
Chief Executive Officer

## KEY MOMENT

**Dementia Australia is here for all  
Australians impacted by dementia in the  
moments that matter**

**Having now completed my first year  
as CEO, I continue to be in awe of the  
incredible work the Dementia Australia  
team does every day.**

This year we have brought to fruition several key pieces of work that strengthen our organisation and our efforts to support all Australians impacted by dementia, their families and carers.

Additionally, as the Chair has outlined in her report, we have completed the development of our new Strategic Plan 2025–2028, our blueprint for reducing the impact of dementia for Australians of all ages. The Strategic Plan was developed in consultation with people living with dementia, their families and carers as well as other stakeholders and is aligned with the National Dementia Action Plan.

I am proud to say that we commenced the development of our Reflect Reconciliation Action Plan, and have received formal approval for our approach from Reconciliation Australia. As a national peak body, we take our responsibility for reconciliation seriously. We are committed to measurable, meaningful action – and to walking alongside Aboriginal and Torres

Strait Islander peoples and communities as an ally, advocate and learner.

Our commitment to reconciliation will be evident in our actions, decisions, and impact across the communities we serve. Our Reconciliation Action Plan is embedded within our strategic plan to ensure that we better support and empower our clients, consumers, advocates, communities, staff and volunteers.

We have also made significant inroads on our Diversity, Equity and Inclusion strategy, which complements our strategic plan. This includes staff consultation to hone the strategy's focus areas and work alongside people with lived and living experience to ensure it meets the needs of our people and the communities we serve.

I want to thank everyone who has contributed to these three important projects, which will guide us toward even greater impact in the coming years.

Our work benefits immeasurably from ongoing funding support from the Federal Government. In addition to their continuing funding of the National Dementia Support Program, our advocacy helped us achieve funding to address chronic traumatic encephalopathy through support groups and an education campaign. The Victorian State Government has also continued to provide valuable funding for services in Victoria.

It is important to acknowledge that the generosity of donors and partners has enabled us to support new and expanded

programs and services that make a real difference to the lives of those living with dementia, their families and carers. During the year we supported 50,434 people through our services.

Our fundraising efforts remain a vital source of fundraising – and fun. During 2024 – 2025 we raised \$16.9 million. One of the highlights this year was seeing more than 17,800 participants joyously take part in 27 Memory Walk & Jog events, including our first ever at Uluru.

So many people make our success possible. Thank you to the Dementia Australia Board, Dementia Australia Dementia Advocates, Patrons, Ambassadors, Honorary Advisors, celebrity supporters, Executive, staff, volunteers, governments, aged, disability and health care colleagues, donors, sponsors and supporters for all you give and do. I also want to welcome and acknowledge the new Chair of the Dementia Australia Advisory Committee, Ann Pietsch, and thank her predecessor, Bobby Redman.

I welcome you to this annual report. Thank you for taking the time to read it. I hope you will be as inspired as I am by how we continue to be there – at community events, with our services, through our 24-hour support Helpline – in the moments that matter for all Australians impacted by dementia.

### **Professor Tanya Buchanan**

CEO, DEMENTIA AUSTRALIA



#### **CANDID MOMENT**

*“I hope you will be as inspired as I am by how we continue to be there in the moments that matter for all Australians impacted by dementia.”*



# A Moment of Connection

## A message from our Dementia Australia Advisory Committee Chair

### KEY MOMENT

**Making our mark by building connections with the Advocate community and the Dementia Australia Board.**

**As the new Chair of the Dementia Australia Advisory Committee, I am pleased to make my first contribution to the annual report.**

First, I acknowledge my predecessor Bobby Redman and her legacy. Bobby chaired the committee during an important phase of growth. She was instrumental in strengthening the relationship between the committee and the Dementia Australia Board. It is fitting that when Bobby stepped down in March she received a Dementia Australia Honour. Bobby did a truly outstanding job. I know I speak on behalf of the committee when I say how grateful we are for her work during her time as Chair.

The committee continues to have significant input into policy and strategic outcomes for Dementia Australia. Our work is underpinned by Dementia Australia's ALICE principles – Authentic, Living experience-based, Inclusive, Collaborative and Empowering. These five principles help to ensure we are guided by meaningful engagement in all that we do.

Some committee highlights from 2024 – 2025 include:

- + Attending a face-to-face meeting in Canberra with the Dementia Australia Board. This was the first time we had all been together for discussions. I hope this connection will continue and grow.
- + Renewed commitment by the Board to the Strengthening Connections program. This year's program saw 11 visits to regional areas across all states and territories by committee members.
- + Supporting and promoting the Hold the Moment podcast's first two seasons.
- + Holding 12 Zoom meetings and two face-to-face meetings.
- + Developing a new 'I Have Dementia' wallet card resource for people living with dementia to seek support and to promote awareness in the community.
- + Creating a Dementia Australia Advisory Committee video for Dementia Australia staff inductions and education.
- + Helping to assess applications for the Dementia Australia ALICE Award.
- + Holding National Dementia Advocates drop-in sessions.
- + Involvement in numerous Advocate programs, including individual state and territory advocate groups for Dementia Friendly Communities, Connecting Peers and Parliamentary Friends of Dementia at all levels of government.
- + Involvement in the planning and delivery of Dementia Action Week.

We have had some appointments and retirements this reporting period. I would like to farewell and thank the following people:

- + Kevyn Morris, who retired in October 2024 after seven years on the committee.
- + Russ Martin, who retired in December 2024 after six months on the committee.
- + Steven Rule, who retired in June 2025 after 2.5 years on the committee.
- + Bobby Redman, who retired as Chair and from the committee in March 2025 after 7.5 years on the committee.

And I would like to welcome the following members:

- + Lil Mirtl, who joined in September 2024.
- + Anthony Pollock, who joined in March 2025.
- + Patrick Dare, who joined in March 2025.

Additionally, in November 2024 we said farewell to the inaugural Board Liaison Tony Newman, after his four years in the role. We welcomed replacement Jenny Richter in January 2025. We are looking forward to working with Jenny.

The coming year will see some more new faces on the committee as several members retire from their positions.

It is bound to be another busy and challenging year ahead for the committee as we address the advances in dementia research and treatments and in modifiable risk factors. I am looking forward to it!

### **Ann Pietsch**

CHAIR, DEMENTIA AUSTRALIA ADVISORY COMMITTEE, DEMENTIA ADVOCATE



#### **CANDID MOMENT**

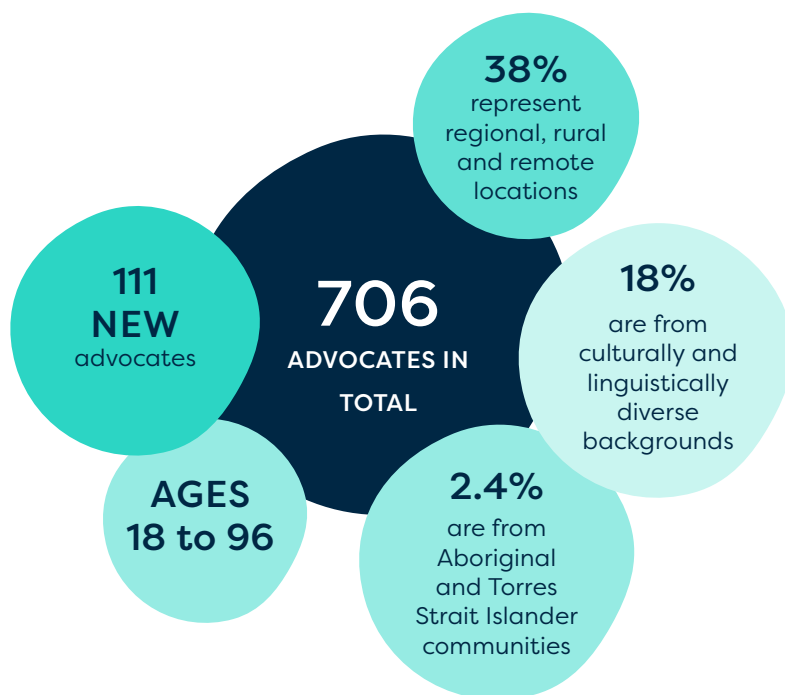
*"The committee continues to have significant input into policy and strategic outcomes for Dementia Australia."*

# Dementia Australia Dementia Advocates

Dementia Australia Dementia Advocates are a diverse group of people who are living with dementia, or are carers and former carers. Collectively, they aim to instigate positive, long-lasting changes to attitudes, policies, and practices across Australia.

Advocates work together with Dementia Australia to raise awareness, tackle stigma and discrimination, and influence decision-makers across government and the aged care and disability sectors.

**Below:** Dementia Australia Advisory Committee came together for a meeting in Canberra. Back L-R: Russ Martin, Steven Rule, Ann Pietsch, Dennis Frost, Gwenda Darling and Nell Hawe. Front L-R: Juanita Hughes, Bobby Redman, Natalie Ive and Lil Mirtl.



## HIGHLIGHTS

- + **Nine Advocates consulted by the South Australian Law Reform Institute** for a project focusing on supported decision-making to empower people with decision-making support needs.
- + **Four Advocates involved in focus groups for the National LGBTQIA+ Health and Wellbeing 10 Year Action Plan** exploring challenges faced by older LGBTQIA+ individuals, particularly in aged care settings. Feedback was communicated directly to the Department of Health and Aged Care.
- + **30 Advocates with younger onset dementia and their carers surveyed to provide feedback to the Department of Social Services** on the development of Foundational Supports. The Department of Social Services and State and Territory Governments will use the feedback to inform the potential design and delivery of Foundational Supports.
- + **72 Advocates consulted on Dementia Australia's new strategic plan.**
- + **Advocates consulted on the NSW Ageing and Disability Commission** on issues that should be considered in safety planning for women living with dementia experiencing domestic, family and sexual violence. Insights provided informed the resources developed by the Commission for domestic violence workers.
- + **Involved in a number of Dementia Australia submissions** including a response to the Queensland Parliamentary Inquiry into Elder Abuse, NDIS foundational supports consultation, and Inquiry into Community Consultation Practices in Victoria.

"Being an Advocate gives me a purpose as well as making a difference. It gives awareness that Alzheimer's and dementia doesn't mean that I need to be excluded from general life. I'm still me!"



**Peter**

Dementia Australia Dementia Advocate



### CANDID MOMENT

"Being part of this program is deeply fulfilling, as it allows me to turn my challenges into opportunities to empower others and create lasting change."

Dementia Australia  
Dementia Advocate

# Governance

## Our Board and Executive

Dementia Australia is a company limited by guarantee, incorporated under the Corporations Act 2001 and the Australian Charities and Not-for-profit Commission Act 2012.

The responsibility for the governance of Dementia Australia rests with the Board of Directors.

The Dementia Australia Board is a skills-based board with most Directors having strong personal connections to dementia.

The Board met four times in 2024-25 and an Annual General Meeting occurred on 28 November 2024.

## Dementia Australia Board members



### **Merran Kelsall AO**

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

**Joined Board** 2023

#### **Elected Chair**

November 2023



### **Ian Knight**

B BUS FCA MAICD

**Joined Board** 2018

#### **Board committee role**

Chair of Finance Audit  
& Risk Management  
Committee



### **Kaylie Smith**

B ARTS (MEDIA/COMMS)

**Joined Board** 2021

#### **Board committee role**

Chair of Governance  
Appointment and  
Remuneration Committee



### **Wendy Carroll**

MBA, BE (ELEC), BCOM, GAICD

**Joined Board** 2021

#### **Board committee roles**

Governance Appointment  
and Remuneration and  
Finance Audit & Risk  
Management Committees



### **Gaye McMath**

B COMM MBA FCPA FAICD

**Joined Board** 2020

#### **Board committee roles**

Finance Audit and Risk  
Management and  
Governance Appointment and  
Remuneration Committees



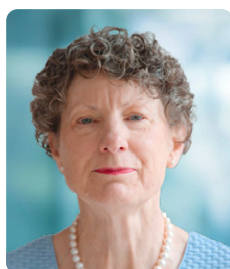
### **Meegan Fitzharris**

B COMM M INTLDEV

**Joined Board** 2020

#### **Board committee roles**

Governance Appointment  
& Remuneration and  
Finance Audit & Risk  
Management Committees



### **Jenny Richter AM**

GAICD, MBA, BA, GRAD DIP HLTH  
ADMIN, FELLOW ACHSM, FELLOW ACN

**Joined Board** 2024

#### **Board committee roles**

Chair of Supportive Care  
and Clinical Governance  
committee and Board  
Liaison to Dementia Australia  
Advisory Committee



### **Andrew Arcuri**

BCOMM, LLB

**Joined Board** 2024

#### **Board committee role**

Member of Supportive  
Care and Clinical  
Governance committee

## Board Sub-Committees

### FINANCE AUDIT AND RISK MANAGEMENT COMMITTEE

The Finance Audit and Risk Management Committee provides ongoing financial, risk and audit support, advice and recommendations to the Board about all Dementia Australia entities and the Dementia Australia Research Foundation.

Committee members during the period were: Ian Knight, Tony Newman (retired Nov 2024), Gaye McMath, Wendy Carroll, Meegan Fitzharris, Neil Samuel OAM (independent)\* and Geoff Knuckey (independent)\*.

Geoff Knuckey has offered his guidance in audit and risk management for the past nine years. Geoff had a 32-year career with major accounting firm Ernst & Young. Geoff is a Fellow of the Institute of Chartered Accountants Australia and has been a Registered Company Auditor since 1995. He is a Graduate of the Australian Institute of Company Directors.

Neil Samuel OAM has a corporate executive background. Neil previously served on the Dementia Australia Board and the Dementia Australia Research Foundation and continues as an independent member of the Finance, Audit and Risk Management Committee.

### GOVERNANCE, APPOINTMENTS AND REMUNERATION COMMITTEE

The Governance, Appointments and Remuneration Committee (previously called the Governance Committee) provides Board support for governance matters including succession planning, renewal and recruitment of Directors and CEO performance management. Board members Kaylie Smith, Wendy Carroll, Tony Newman (retired Nov 2024), Meegan Fitzharris and Gaye McMath, served on the committee during this period.

### SUPPORTIVE CARE & CLINICAL GOVERNANCE COMMITTEE

The Supportive Care & Clinical Governance Committee was established by the Board in November 2024 to ensure Dementia Australia has best practice supportive care and clinical governance of our client facing services. Members of this committee include Jenny Richter, Andrew Arcuri, Marta Woolford (independent)\*, Kelly Trudgen (independent)\*, Leanne Johnson (independent)\*, Lucy Alford (independent)\* and Ann Pietsch (independent)\*.

*\*Dementia Australia has a history of seeking independent expertise to the Board and committees for advice on specific areas.*

Dementia Australia thanks the retired Director, **Tony Newman** (retired 28 November 2024) for his service during 2024-2025.

# Our Direction

Our strategic plan, Designing a New Future 2018-2023 (extended to 2025) grouped our goals into three main pillars – timely diagnosis, quality dementia care and reducing discrimination. This plan reached its conclusion at the end of the reporting period.



## OUR PRIORITIES



## OUR GOALS

### Timely diagnosis and support

**Diagnosis** takes on average **three years**

Consumers tell us **accessing support services early improves their understanding** of dementia, their relationships and planning for the future



To significantly **reduce the time it takes to diagnose** dementia and increase the number of people accessing support

### Quality care

**No dementia-specific care standards** in aged care facilities

**50%** of people **in aged care** facilities **have dementia**



To **create baseline and best practice standards for quality dementia care** and advocate for these standards to be implemented into aged care facilities across Australia

### Reduce discrimination

**63%** of people say they **know very little** about dementia

**41% feel confronted** when talking to people with dementia



To **tackle discrimination** head on so that no-one with dementia feels isolated



## PROGRESS HIGHLIGHTS

### Timely diagnosis and support

- + Advocated for chronic traumatic encephalopathy and welcomed \$12.5 million in federal funding.
- + Increased accessibility and visibility of our National Dementia Helpline live chat for people who want to speak to someone online.
- + Invested \$3.7 million in funding towards important dementia research.
- + Introduced the dementia-friendly home in an easier to access video guide format.

### Quality care

- + Expanded the Ask Annie app for care workers with the addition of two new courses.
- + Collaborated with allied health peak organisations to increase awareness of the importance of allied health services as part of quality dementia care.
- + Rolled out the world-first D-Esc virtual reality workshop to +6,600 participants.
- + Provided training and education to 27,928 participants.

### Reduce discrimination

- + Encouraged all Australians to act for a dementia-friendly future during Dementia Action Week 2024 and engaged federal, state and territory governments, Councils, Local Government Areas and organisations.
- + Supported 12 projects across Australia with \$177,000 in Community Engagement Program grants.
- + Fostered connection between Dementia Friends and made it easier for them to access online resources.

With the conclusion of this strategy and following significant consultation, we have developed a new Strategic Plan (2025-2028). This Plan commences in the next reporting period and is our three-year strategy outlining how we will achieve real and sustainable benefits for people living with dementia, their families and carers.

# Strategic Plan

## 2025-2028

### OUR PURPOSE

We reduce the impact of dementia  
for Australians of all ages



## OUR VALUES

are informed by the voices of people impacted by dementia



**Authentic**



**Living Experience**



**Inclusive**



**Collaborative**



**Empowering**

## OUR PRIORITIES



Reduce stigma and discrimination



Promote brain health



Empower and support people impacted by all forms of dementia



Upskill the dementia care workforce

## ENABLED BY



Our people, culture and values



Our sustainability



Our data and digital capabilities



Our research, evidence and thought leadership



Our brand

**Reinforced through evidence and continuous improvement**

The Dementia Australia Strategic Plan 2025-2028 was developed in consultation with people living with dementia, their families and carers as well as other stakeholders.

# Supporting Australians impacted by dementia through our services

We're building support and connection

## KEY MOMENT

Here in the moments that matter

New resources, programs and partnerships are creating more opportunities than ever for people living with dementia to experience moments of meaning – to live, work, study and play in dementia-friendly communities and to connect with each other and our support and services.

## BRIEF MOMENTS



- 98%** of clients surveyed felt listened to when they contacted Dementia Australia
- 97%** of clients surveyed said Dementia Australia followed through on what we said we would do
- 97%** of clients surveyed would contact Dementia Australia again

## MEANINGFUL MOMENT



- + 50,434 Australians impacted by dementia supported through our services
- + 69,144 service activities with people impacted by dementia
- + 930 hours of peer support provided by 119 peer leaders to 345 participants

"In desperation, I rang the National Dementia Helpline and the response I received was like receiving oxygen after a deep dive!"



**Deidre Henderson**

Dementia Australia Dementia Advocate

## SUPPORT AND RESOURCES TO LIVE WELL



**Above:** The Dementia-Friendly Home Interactive video guide

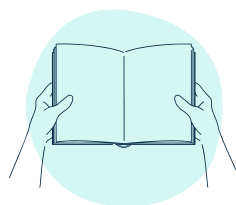
We've made it easier than ever for people to find information about creating a dementia-friendly home. The new interactive **Dementia-Friendly Home video guide** ➔ provides practical tips to help people make their home safe, engaging and accessible. By supporting people living with dementia to create a dementia-friendly home, we are enabling them to stay in a familiar environment for longer. We developed the guide with generous support from the Arcare Family Foundation.

Our new **Living Well with Dementia** pilot program is another way we are encouraging positive lifestyles for people living with dementia. The program is designed to increase clients' understanding of dementia and its impacts by providing practical, empowering strategies. Following the successful pilot, it is being rolled out nationally.

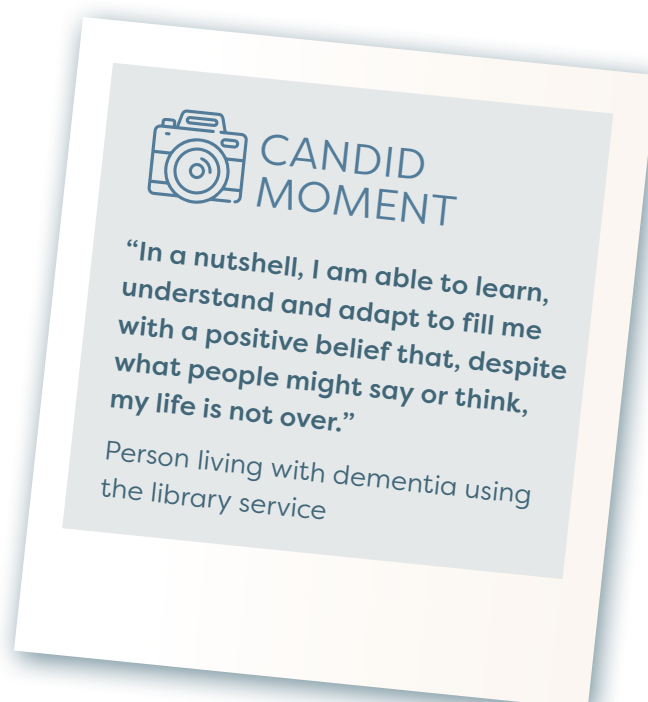
All people impacted by or interested in dementia, including professionals, can also access high quality print and online resources through our **Dementia Australia Library** ➔.

Additionally, we are supporting general practitioners to give their patients living with dementia timely, informed and personalised dementia care and referrals. As a result of our work during this reporting period, general practitioners made 4,401 referrals to our services, a 45 per cent increase from the previous year.

### BRIEF MOMENTS



- + 11,641 new library registrations in 2024-2025
- + 8,122 items loaned
- + 115,080 views of topic guides



## BUILDING A DEMENTIA-FRIENDLY AUSTRALIA

We are providing practical support, resources and information-sharing opportunities to help build more dementia-friendly communities.

In April 2025, with our support, the University of Queensland became Australia's first tertiary institution to be formally recognised as working towards becoming dementia-friendly. The University is making widespread changes that will help upskill emerging professionals in key fields. This includes building dementia-specific training modules into teaching programs in key courses such as medicine, allied health, information technology, design, architecture and engineering.

Other universities and service organisations have also embraced the **Dementia-Friendly Communities** program and have integrated the Become a Dementia Friend module into their recruitment and induction processes.

These initiatives are leading to real improvement in outcomes for people living with dementia and their families.

We are also facilitating opportunities for **Dementia Friends** in communities to connect, share and learn. We have created a range of Communities of Practice for individuals, groups and organisations. These allow them to participate in and extend their networks through shared goals. We have also increased the visibility and accessibility of specialised web pages, so that more people can find the information they need.

**Above right:** Professor Deborah Terry AC, Vice-Chancellor and President, The University of Queensland was presented with the Dementia-Friendly Organisation certificate by Kimberley Roberts, Executive Director Growth and Awareness, Dementia Australia.

**Right:** Professor Nadeeka Dissanayaka, Dementia-Friendly University Initiative Director, The University of Queensland with Glenys Petrie and John Quinn, Dementia Australia Dementia Advocates.

## BRIEF MOMENTS



- + 45,634 engagements with Dementia-Friendly Communities website content (107% increase)
- + 20,680 visits to the Dementia-Friendly Communities home page (207% increase)
- + 4,155 video plays (410% increase)
- + 4,381 active Dementia Friends
- + 46,185 total Dementia Friends nationally
- + \$177,000 in Community Engagement Program grants awarded to 12 projects, including choirs, events and campaigns, sensory gardens and creative arts





**Above:** Philippine Educational Theatre Artists of Western Australia Inc. were a recipient of a diversity small grant

## REACHING YOUNG AND DIVERSE AUSTRALIANS

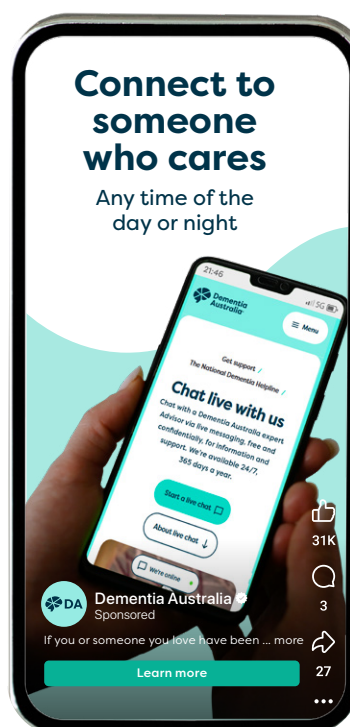
We have had success with initiatives to help young and diverse Australians to connect and communicate.

A multi-faceted marketing campaign with better on-screen prompts has helped increase the appeal of the live chat function for our **National Dementia Helpline** service.

The changes have seen **Helpline live chats** reach 569 per month during the reporting period. We have seen a 310 per cent increase in live chat interactions and a 552 per cent increase in live chat web page views.

We ran a **Diversity Small Grants** pilot to empower culturally and linguistically diverse and Aboriginal and Torres Strait Islander organisations and community groups to talk about dementia. The program offered funds of up to \$30,000 and up to two dementia information sessions.

We awarded more than \$320,000 to 11 recipients. These funds will enable projects aimed at reducing dementia stigma and discrimination by creating awareness about dementia, brain health and dementia-friendly principles.



# Advocating for people impacted by dementia

We're raising our voices for better dementia care

## KEY MOMENT

Seeing our advocacy rewarded with the release of the National Dementia Action Plan

**Supported by Dementia Australia Ambassadors and Advocates, we continue to elevate our voice to all levels of government in support of improved outcomes for all Australians impacted by dementia.**

Our advocacy aims to build an Australia where:

- + Australians know how to look after their brain health at all stages of their lives.
- + People of all ages living with dementia, their families and carers have the support of a nationally consistent specialist dementia care and navigation service when they receive a diagnosis.
- + The aged care, health and disability workforce is supported to develop and embed dementia knowledge and skills to provide high quality care for people living with dementia.

This reporting period we saw significant progress, with the launch of a new

National Dementia Action Plan. The plan provides a clear vision for a future where all Australians understand dementia and all people living with all forms of dementia, their families and carers have quality of life.

Extensive contributions by people living with dementia, their families and carers helped shape the plan.

We are now committed to working with all levels of government and across the sector on the implementation of the Action Plan. We want to ensure we have the right systems in place for all Australians impacted by dementia to access appropriate services and more treatments as they become available.

We were also delighted to see our advocacy, with the support of Dementia Australia Ambassador and NRL legend Wally Lewis AM, rewarded, with the announcement of \$12.5 million in federal funds for chronic traumatic encephalopathy awareness and support.

During the year, state and federal Parliamentary Friends of Dementia meetings were held around the nation.

**Right:** The Hon. Mark Butler MP, then Minister for Health and Aged Care speaking at the Parliamentary Friends of Dementia event at Parliament House in Canberra in November.





This included one in Canberra in November 2024, attended by the Hon. Mark Butler MP, then Minister for Health and Aged Care, and Senator the Hon. Anne Ruston, then Shadow Minister for Health and Aged Care. As part of the event, the then Chair of the Dementia Australia Advisory Committee, Bobby Redman, facilitated a discussion panel on the importance of raising awareness about brain health.

Throughout the reporting period we continued to represent the experiences of people living with dementia, their families and carers throughout our advocacy on the development of the new Aged Care Act and associated legislation, and through numerous Federal and State/Territory government consultations, parliamentary inquiry processes and other policy advocacy activities.

This included:

- + Appearing before a public hearing, along with then Dementia Australia Advisory Committee Chair Bobby Redman, as part of the Senate inquiry into the Aged Care Act.
- + Promoting awareness of the importance of allied health services as part of a multidisciplinary approach to dementia care. We collaborated with allied health peak organisations, released two joint position statements and held a webinar.
- + Making submissions on state-based preventative health strategies to ensure that brain health and dementia are addressed as part of public health prevention and early intervention.

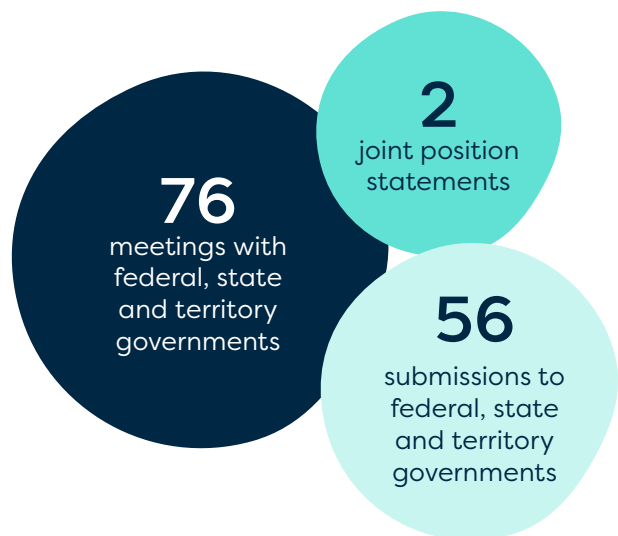


**Far left:** Senator the Hon. Anne Ruston, then Shadow Minister for Health and Aged Care, the Hon. Heidi Girolamo MLC, Deputy Leader of the Opposition in the Legislative Council and Nicolle Flint.

**Above left:** Alicia Payne MP, Federal Member for Canberra, Kimberley Roberts, Executive Director Awareness & Growth, Dementia Australia, Senator the Hon Katy Gallagher, Minister for Women, Government Services, Finance and the Public Service Manager, Professor Tanya Buchanan, CEO, Dementia Australia and David Smith MP Federal Member for Bean at Memory Walk & Jog in Canberra.

**Left:** Professor Tanya Buchanan, CEO, Dementia Australia and the Hon. Mark Butler MP, then Minister for Health and Aged Care at Memory Walk & Jog in Adelaide.

- + Ongoing advocacy to ensure powers of attorney, guardianship and elder abuse policy and legislation support people living with dementia, their families and carers.
- + Continuing to work with the Childhood Dementia Initiative on ensuring dementia is understood as a life course condition.
- + Advocating for the needs of people living with younger onset dementia, including through the National Disability Insurance Agency's Neurodegenerative, Palliative Care and Rare Diseases Advisory group.



# Research to reduce the impact of dementia

We're backing work to improve  
lives and find a cure

## KEY MOMENT

Supporting Australian research for  
moments of breakthrough

Thanks to the generosity of donors, **Dementia Australia Research Foundation** continues to be Australia's largest non-government funder of dementia research. With our backing, research teams are creating moments of breakthrough as they work to not only find a cure, but to help improve the lives of an estimated **433,300 Australians who live with dementia**, and **1.7 million people who are involved in their care**.

## DEMENTIA AUSTRALIA RESEARCH FOUNDATION

With our support, researchers continue to make advances in the field that offer real-world benefits for people living with dementia, their families and carers.

This reporting period, the Dementia Australia Research Foundation delivered \$3.7 million in funding for 24 projects. These range from exploring whether viruses can deliver critical genes to boost the brain's defences against Alzheimer's disease, to improving the quality of

eyecare for people living with dementia in residential aged care.

The current projects add to an impactful tally that is changing lives. Since 2000, we have supported more than 400 projects, with grants totaling more than \$35 million.

Keeping the research funding flowing to researchers is a major priority for the Foundation. We held Getting Real About Research events in Melbourne and Sydney. These events gave guests the opportunity to speak one-on-one with researchers about their work. They helped raise more than \$150,000.

For a full list of researchers and funders, please visit [dementia.org.au/research/our-researchers](https://dementia.org.au/research/our-researchers) ➔

## LIVING AND LIVED EXPERIENCE INFORMS GRANTS

We work hard to ensure the involvement of those with living experience of dementia in selecting research priorities. Dementia Australia is a program partner in the CUREator+ Dementia & Cognitive Decline program, delivered in partnership with Brandon BioCatalyst and ANDHealth and funded by the Australian Government Department of Health, Disability and Aged Care and the Medical Research Future Fund (MRFF).



**Above:** Dr Annika van Hummel, Dementia Australia Research Foundation fellowship recipient, is exploring the interaction between key proteins in the brain that are associated with Alzheimer's disease.

**Right:** Nicholas Lawlis, Dementia Australia Research Foundation grant recipient, is researching the role of physical activity in preserving physical and cognitive health for people living with younger onset dementia.



We lead the program's Consumer Steering Committee. Nine Dementia Australia Dementia Advocates and two staff members reviewed applications for grants of up to \$5 million, ensuring that living experience has a central place in the selection process.

Dementia Australia Dementia Advocates are also involved in Dementia Australia Research Foundation Scientific Panel and grant reviews. This ensures that the research we support reflects the needs of, and yields important outcomes for, people living with dementia, their families and carers. There are up to four membership positions on the Scientific Panel for Dementia Advocates. In 2024, an additional nine Dementia Advocates were involved in reviewing grants and determining the annual winner of the coveted Dementia Advocates Award, given to the project thought best to deliver important outcomes for people impacted by dementia.

## APPOINTMENTS AND RETIREMENTS

We thank Board and Scientific Panel members for their service, acknowledge members who have stepped down from their roles and welcome new members.

### Board

- + Tony Newman and Neil Samuel OAM have stepped down from the Dementia Australia Research Foundation Board
- + Meegan Fitzharris has joined the Board.

### Scientific Panel

- + Professor Elizabeth Coulson, The University of Queensland, and Emeritus Professor Elizabeth Beattie, Queensland University of Technology, have stepped down from their roles as co-Chairs of the Scientific Panel after both serving for 12 years.

# Supporting dementia workforce through professional learning

We're there for those on the frontline of dementia care

## KEY MOMENT

Training and supporting tens of thousands of professionals working in dementia care to create more moments that matter for people living with dementia.

**For professionals working in dementia care, every hour of every workday is a series of moments that make a profound difference to the life of a person living with dementia.**

From finding ways to connect and communicate to making mealtimes joyous, Australia's dementia care workforce plays a key role in helping people living with dementia to live with autonomy and dignity. We support the dementia care workforce with professional training and tools. By strengthening their work, we help bring greater quality of life for people with dementia.

From mobile phone apps to online courses and webinars, to one-on-one work with residential aged care homes, this year we have provided training and support to tens of thousands of care workers and organisations to build better care through strengthened professional practice.

## Tech tools for change

### ASKING ANNIE THE TOUGH QUESTIONS

We developed and launched new courses on motor neurone disease (MND) and palliative care for our Ask Annie mobile app. The app contains a library of micro-lessons narrated by the Annie character that help build understanding and strengthen care practice.

### MEANINGFUL MOMENT

47,370 total downloads

"The module taught me how to communicate better with residents and their families during difficult times."



**Shayne-Ann**

Leisure & Lifestyle, Fronditha Care St Albans

**Below:** Jelena, Summi and Jenny from Fronditha Care St Albans take a look at the Ask Annie Palliative Care module. Photo by Ari Hatzis





## DE-ESCALATING EMERGENCIES

D-Esc is our new virtual reality workshop to train workers in how to de-escalate behavioural emergencies and it's proving incredibly popular with care workers. During the reporting period more than 6,600 people completed the training, gaining confidence in responding to behavioural emergencies. D-Esc lets participants don VR goggles to learn how to identify and minimise factors that may influence someone exhibiting anxiety, fear, distress, confusion or pain.

## MEANINGFUL MOMENT

More than 6,600 participants in  
2024-2025



*"One of the best and effective training ever received in dementia sector. Interactive, very informative and detailed sessions."*

Care Director

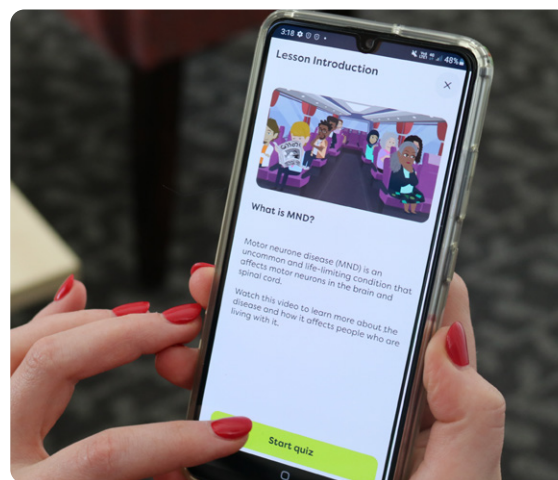
## MAKING MEANINGFUL CHANGES – ONE HOME AT A TIME

Support, independence and quality of life for residents is at the heart of our work with Moyola Lodge, a small residential aged care home in the Goulburn Valley region of northern Victoria.

Through the partnership project, we worked with the leadership team, care workers, nursing staff, food services and maintenance staff to develop a comprehensive model of care.

Highlights included:

- + Strengthening community engagement through relationships with local schools, the men's shed and library.
- + Introducing a new wayfinding system utilising colour, artwork and signs to help people navigate the home more easily.
- + New activity stations so residents can join in on everyday tasks.
- + Working with residents and families on new “about me” posters, to help people get to know each other better.



**Top:** Participants attend a D-Esc workshop

**Above:** Ask Annie motor neurone disease app

## WORKFORCE WEBINARS

More than 9,000 people participated in our professional development webinars – and 89 per cent were so impressed they told us they would recommend the training to a colleague.

We covered topics including dementia and allied health, understanding delirium and dementia, palliative care, MND and dementia and enhancing dining experiences for people living with dementia.

For frontline care workers, this free, convenient training is building skills that directly translate into more professional satisfaction and opportunities for better quality of life for those living with dementia.



# Raising awareness and reducing stigma in our communities

Patrons, Ambassadors  
and Honorary Advisors



## KEY MOMENT

Welcoming five new Ambassadors and working with them to create moments of impact in the community.

**Our Patrons, Ambassadors and Honorary Advisors play a crucial role by using their networks and profile to help raise awareness and elevate the discussion about dementia.**

We welcomed podcaster, television and radio presenter Rachel Corbett, country music singer Adam Harvey, journalist Hamish Macdonald, writer and influencer Tully Smyth and national radio host Woody Whitelaw as Ambassadors this reporting period. We also thanked actress Doris Younane, who stepped down from her role as Ambassador after 15 years of dedicated service.

Thank you to all Patrons, Ambassadors, Honorary Advisors and Honourees.

### PATRON-IN-CHIEF

Her Excellency the Honourable Ms Sam Mostyn AC, Governor-General of the Commonwealth of Australia

### PATRONS

Ita Buttrose AC OBE  
Allan Moffat OBE  
Professor Graeme Samuel AC  
Sir Jackie Stewart OBE

### HONORARY MEDICAL ADVISORS

Scientia Professor Henry Brodaty AO  
Professor Amy Brodtmann  
Dr Marita Long  
Professor Blossom CM Stephan  
Associate Professor Michael Woodward AM

### HONORARY NURSING ADVISOR

Associate Professor Margaret MacAndrew

### AMBASSADORS

|                           |                             |
|---------------------------|-----------------------------|
| Lyn Allison               | Sam Mitchell                |
| David Astle               | Jessica and Lisa Origliasso |
| Natarsha Belling          | Felicity 'Flick' Palmateer  |
| Stephanie 'Hex' Bendixsen | Sue Pieters-Hawke           |
| Christine Bryden AM       | Jessica Redmayne            |
| Rachel Corbett            | Mark Seymour                |
| Ben Crocker               | Tully Smyth                 |
| Terence Donovan           | Nicola Stevens              |
| Mark Gibson               | Denis Walter OAM            |
| Adam Harvey               | The Hon. John Watkins AM    |
| Geraldine Hickey          | Pat Welsh                   |
| Takaya Honda              | Woody Whitelaw              |
| Amy Jackson               |                             |
| Wally Lewis AM            |                             |
| Hamish Macdonald          |                             |

### DEMENTIA AUSTRALIA HONOUREES

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

**Left:** Rachel Corbett was welcomed as an ambassador and featured in season two of the Hold the Moment podcast.

To read more about our Dementia Australia Honorary Program, visit: [dementia.org.au/patrons-and-ambassador](https://dementia.org.au/patrons-and-ambassador)

# Raising funds and awareness

We're working with communities and media to harness support and raise awareness

## KEY MOMENT

Creating moments of connection around Australia with almost 18,000 participants joining in 27 Memory Walk & Jog events nation-wide.

Our community events and media and fundraising activities create moments that matter, helping us to elevate the profile of dementia and build support for positive change.



## FUNDRAISING AND FUNDRAISING EVENTS

- + \$16.9 million in donations raised through fundraising for dementia support
- + \$6.2 million raised for research
- + More than 83,000 supporters
- + Over 1,000 Cuppa Time for Dementia gatherings held



## MEMORY WALK & JOG

- + More than 17,800 participants
- + 27 events including inaugural Uluru Memory Walk & Jog
- + \$2.9 million raised
- + Over 500 volunteers



**Above:** Memory Walk & Jog participants fundraising for dementia.



## DEMENTIA ACTION WEEK 2024

- + More than 1,000 media items reaching 8 million Australians across television, radio, online and print
- + More than 500,000 people reached on social media
- + Over 100 community events supported
- + 70% increase in Dementia Friend registrations
- + 800 members of parliament and 520 councils engaged



## AWARENESS RAISING

- + 9,683 media items reaching an estimated 51 million people
- + 221,849 social media followers
- + 2,434,127 user visits to [dementia.org.au](https://dementia.org.au)
- + 5.5 million website page views
- + 116,431 views of translated website pages and 24,386 downloads and plays of CALD documents, videos and audiobooks



**Above:** Wendy Angliss, Dementia Australia Dementia Advocate, recording an episode of Hold the Moment podcast.



## HOLD THE MOMENT PODCAST

In a first, we launched our Hold the Moment podcast in 2024, co-hosted by Jim Rogers, who lives with younger onset dementia, and journalist Hamish Macdonald, a Dementia Australia Ambassador whose father lived with dementia with Lewy bodies and Parkinson's. The podcast is reaching new audiences, with uplifting and informative stories about people living with dementia, families and carers.

Series one tackled the experience of dementia from those living with the condition, and covered a diverse range of topics including dating, wills, travel and sleep. Series two shared the perspective of carers, with topics including navigating the health care system and working while caring. It clearly struck a chord with audiences – during the reporting period it was listened to 166,924 times in 144 countries, with an average of 500 daily downloads. The podcast also made the charts, reaching number one in the Health & Fitness category on Apple Podcast.



**"You will have company, and you will have courage."**

Heather Cooper, Dementia Advocate and podcaster on what people will take away from the podcast

**"It is a wonderful podcast, the very hands-on type of education our society desperately needs."**

Danijela, Dementia Advocate

## WEBSITE REVAMP MAKES FOR EASIER INFO AND SUPPORT

A dementia-friendly design overhaul of our Dementia Australia website in 2024 has made it easier for people living with dementia, their families and carers to find information and get support.

The revamped site won an Australian Good Design Award. Everyday users agreed with the experts, with positive feedback and a big increase in people accessing pages and using key features such as the Helpline live chat.

### MEANINGFUL MOMENT

- + 97% positive feedback from website users
- + 647% increase in traffic to revamped pages
- + 310% increase in Helpline live chat use

## WINNING MOMENTS

### Winner, Australasian Reporting Awards

Category: Silver Award  
Entry: Annual Report 2023-2024, Dementia Australia

### Winner, Good Design Awards

Category: Digital Web Design and Development  
Entry: Dementia Australia Website, Dementia Australia with Liquid Interactive

### Highly Commended, Future of Ageing Awards

Category: Consumer Experience  
Entry: Meaningful Engagement Mentors Program, Dementia Australia

### Gold Winner, International Stevie Awards for Technology Excellence

Category: Educational or Research Institution of the Year  
Entry: BrainTrack, Dementia Australia

## TOOLS TO TEACH



With two in three people admitting to knowing “very little” about dementia, a new Community Education Toolkit aims to support grassroots education efforts. Using the free, interactive video toolkit, local organisations can deliver informative sessions about brain health and dementia in their communities. The sessions are helping spread the word about how people can look after their own health and get support if they need it.

## HEALTHCARE PROFESSIONALS CAMPAIGN

A dedicated marketing campaign continued throughout the reporting period to support healthcare professionals in providing personalised dementia care and referrals. The healthcare professionals campaign got the word out through bespoke events, advertising in locations like doctor’s waiting rooms, on social media, in print media and on websites, and emails using our own and partner databases. It saw a spike in referrals, interactions and requests for resources.

Results included:

- + 45% increase in service provider referrals via the website
- + 18% increase in Helpline interactions from GPs and health care professionals
- + 145% increase in orders of printed resources for health care professionals
- + 33% increase in bulk orders of the Dementia Guide

# Our people

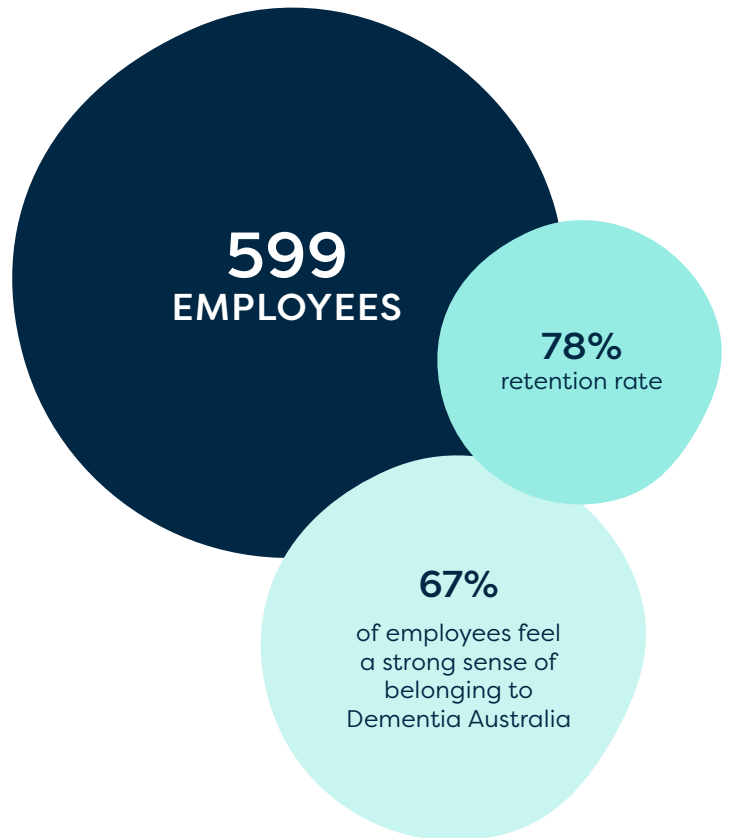
This year we commenced development of our Diversity, Equity and Inclusion (DEI) strategy which will guide how we strengthen our inclusion efforts across the organisation over the next three years. Our Diversity, Equity and Inclusion approach is grounded in two interconnected pillars: Inclusive Workplace and External Impact. Each reinforces the other because what we build inside our organisation directly shapes how we show up for the communities we serve.

- + More than 14 per cent of employees from culturally and linguistically diverse (CALD) backgrounds
- + 8.5 per cent of staff who identify as LGBT+
- + 1 per cent of staff who identify as Aboriginal or Torres Strait Islander peoples
- + 5 per cent living with a disability or chronic health condition
- + More than 70 per cent women across all levels, including senior leadership



Dementia Australia representatives at the AWEI Awards luncheon (Australia Workplace Equality Index).

## OUR EMPLOYEES



## OUR VOLUNTEERS

- + 1,434 volunteers registered nationally
- + 564 active volunteers
- + 10,202 volunteer hours contributed
- + 501 volunteers assisted with Memory Walk & Jog events nationally
- + Volunteer support in every state and territory achieved for the first time with volunteers welcomed this year to our programs in the Northern Territory and Tasmania

# Our supporters

## KEY MOMENT

Thanks to all who generously supported us

On behalf of all Australians impacted by dementia, we thank all of the individuals, corporate organisations and communities who support us in so many ways to fund the services and research that make a life-changing difference.

This includes major sponsors, philanthropic trusts, foundations and private ancillary funds, individuals, companies, organisations, community fundraisers and volunteers.

Ainsworth 4 Foundation  
Allan Hare Family Trust  
Arcare Family Foundation  
AssetInsure  
Black Family Charitable Trust  
Catherine Condell  
Cheryl Hunt  
Christopher King  
Class Bento  
Collier Charitable Fund  
Comcater Pty Ltd  
Dementia Research Community  
Ernest Heine Family Foundation  
Estate of Dr Stuart and Bonnie Bartle  
Fitzpatrick Sykes Family Foundation  
Frantel Pty Ltd  
G&M Dyer Family Trust  
Goodwin Aged Care Services  
Hayward Charity Ltd  
Helen Cremin  
Ian Kirkpatrick  
Ian Tuck  
Icon Water  
Insignia Community Foundation  
James McIntyre

James Schapel  
JBWere - Charitable Endowment Fund- Sharon Grounds Gift  
Jocelyn E Clarkson  
Joe White Bequest  
John Church  
Karen & John Kightley Foundation  
Pat (OAM) & Helen La Manna Cancer/Stroke Research Legacy  
Lockwood Charitable Foundation  
Lucas' Papaw Foundation  
Maple-Brown Family Foundation  
Mavrix Investments Pty Ltd  
Mostyn Family Foundation  
Murphy Family Foundation  
Nigel and Patricia Peck Foundation  
Norma Beaconsfield  
Perpetual Foundation - Jack Tilburn Endowment  
Perpetual Foundation - The Gloria and Douglas Mathews Endowment  
Peter Witt  
Race Against Dementia  
Richmond Family Trust

Rosemary Norman Foundation  
Sal Navarra, Navarra Care Foundation  
Skipper-Jacobs Charitable Trust  
Sunrise Foundation  
Susan Morgan  
The Handbury Foundation  
The Houghton Foundation  
The Mandy Deam Foundation Pty Ltd  
The McNally Foundation  
The Pamela Lister-Rickard Foundation  
The Royce Simmons Foundation  
The Rydge Foundation  
The Schwinghammer Foundation  
The Sparrow Foundation  
The Stockwell Webber Foundation  
TMG Family Foundation  
Tony & Gai Wales  
Victorian Private Geriatric Hospitals Ltd (VPGH)  
William Angliss Charitable Fund  
Wood Family Foundation  
Woodend Foundation

# Finance report



## Income generated

Dementia Australia’s growing funding base empowers us to deliver vital services, programs and advocacy as the nation’s peak body for people impacted by dementia. Our sound financial management ensures the highest possible proportion of our income goes towards our vision of an inclusive future where all people impacted by dementia receive the care and support they choose.

**\$82,489,310**  
generated  
during  
FY2024-2025



## Where the money came from

|                                            |     |
|--------------------------------------------|-----|
| Federal and State Government               | 69% |
| Fundraising                                |     |
| + Direct fundraising                       | 10% |
| + Philanthropic                            | 2%  |
| + Corporate sponsorship                    | 3%  |
| + Bequests                                 | 7%  |
| Other income including commercial services | 6%  |
| Investment                                 | 3%  |



**\$2.5  
million**

**increase in**

income compared to  
2023-2024 financial year  
(FY2023-2024)



**11.5%**

**increase**

in fundraising income  
compared to FY2023-2024  
for dementia support



## How we put the money to work

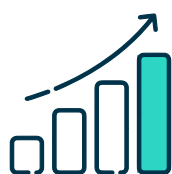
### Dementia support activities

|                                    |     |
|------------------------------------|-----|
| + Programs                         | 35% |
| + National Dementia Helpline       | 4%  |
| + Dementia education               | 13% |
| + Dementia awareness and campaigns | 11% |
| + Advocacy and policy              | 8%  |
| + Transformations Project          | 2%  |

|                                                                                         |     |
|-----------------------------------------------------------------------------------------|-----|
| <b>Backend support</b> including People and Culture, Information Technology and Quality | 16% |
|-----------------------------------------------------------------------------------------|-----|

|                          |    |
|--------------------------|----|
| <b>Income generation</b> | 7% |
|--------------------------|----|

|                       |    |
|-----------------------|----|
| <b>Administration</b> | 4% |
|-----------------------|----|



Our investment in dementia support  
**increased by**  
**\$1.8 million**  
compared to FY2023-2024



**73%**  
**of every dollar**  
generated spent directly  
on dementia support activities



Dementia Australia's and Dementia Australia Research Foundation's (DARF) full financial statements, which are reported separately, are listed on the Australian Charities and Not-for-profits Commission website [acnc.gov.au](https://www.acnc.gov.au) →



## CONTACT US

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### Email

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

### Find us online

[dementia.org.au](https://dementia.org.au)



## NATIONAL DEMENTIA HELPLINE

1800 100 500

Email | Live chat | Personal or  
professional referrals



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

The National Dementia Helpline is  
funded by the Australian Government

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ACN 607 890 317

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As the national peak body for dementia,  
Dementia Australia is committed to  
ensuring this annual report has been  
designed with dementia-friendly and  
accessibility principles as a priority.