

**ALZHEIMER'S
AUSTRALIA
ANNUAL
REPORT
2012-13**



CONTENTS

Mission Statement	5
Our National Philosophy	5
Patron	7
Board	7
Staff	7
Acknowledgements	8
Report from the President	10
Report from the CEO	11
Consumer Engagement	12
Policy	14
Beter Services for Our Clients	16
Research	22
Campaigns and Awareness-Building Activities	24
Speakers, Tours and Conferences	28
Publications	30
Financial Reports	



MISSION STATEMENT

Our mission as the national peak charity for people living with dementia is to provide leadership in advocacy, policy, services and research.

Alzheimer's Australia is committed to:

- Respect for all individuals and communities
- Cooperative working relationships
- Integrity
- Innovation, creativity and flexibility
- Valuing the contribution of all people involved with our work
- Strength and unity with respect for diversity.

OUR NATIONAL PHILOSOPHY

- People living with dementia, their families and carers have the right to access high quality support services which uphold all their rights.
- People living with dementia, their families and carers have the right to access flexible, responsive and timely support services.
- People living with dementia, their families and carers have the right to be treated with dignity, courtesy and respect, to have their feelings validated and their choices and individual beliefs respected, including sensitivity to culture, age, language, location, educational background, and level of impairment of the person using the service.
- People living with dementia, their families and carers have the right to services that support both the person with dementia and their families individually and together, provided that serving the best interest of the person with dementia is always the overriding aim.
- Whenever possible, services will be provided free and no person with dementia or their family or carer will be denied access due to their inability to pay.



PATRON



Her Excellency Ms Quentin Bryce AC
Governor-General of the Commonwealth of Australia

BOARD

Ita Buttrose, AO, OBE, President

Neil Samuel, Vice President

Craig Masarei, Treasurer

Michael Pedler, Secretary (until December 2012)

Jerry Ellis, Secretary (from November 2012)

Professor Peter Baume, AC (until November 2012)

Richard Cooper

Marianne Gevers

John Giles

Vicki Krause

Jeffrey Lamb (from January 2013)

Glenn Rees, AM

STAFF

The Alzheimer's Australia Secretariat comprises:

Glenn Rees, AM – Chief Executive Officer

Chris Hatherly – National Research Manager

Mary Gray – Manager, Alzheimer's Australia Dementia Research Foundation (from March 2013)

Angela McKeegan – Manager, Alzheimer's Australia Dementia Research Foundation (until March 2013)

Amy Dobos – Research Communication Manager

Jane Thompson – CDRN Strategic Development Officer

Joan Jackman – Partnership Centre Consumer Investigator

Barbara Fenemore – General Manager Corporate Services

Rob Woolley – National Program Manager
(from May 2013)

Jessica Campbell – National Program Manager

Jessica Walsh – Project Officer – National Programs
(from February 2013)

Therese Armstrong – Program Officer

Anne Eayrs – National Special Group Manager
(until August 2012)

Jenny Warren – Project Officer

Ellen Skladzien – National Policy Manager

Samantha Blake – Policy Officer

Kim Taylor – Policy Officer
(from February 2013)

Alex Nielsen – General Manager of Marketing and Communications

Kayla Morgan – Campaign Manager
(until May 2013)

Krystal Craig – Media Officer
(from April 2013)

Thea McGrath – Website Content Officer
(until November 2012)

Mary Colls – National Website Content Manager

Javad Nicou – National Systems Administrator
(until September 2012)

James Longmore – National Services Administrator

Peter White – National Systems Administrator

Terri Richardson – Executive Assistant

Nikki Brown – Executive Assistant

Teresa Flannery – Corporate Services Officer
(from June 2013)

Sylvia Amos – Accountant

Pam Le Roux – Accountant
(from February 2013)

Dannie Ouyang – Assistant Accountant
(until September 2012)

Guoxin Wang – Finance Officer

ACKNOWLEDGEMENTS

Alzheimer's Australia would like to thank:

- The Australian Government for its support for dementia awareness activities, dementia risk reduction and dementia services delivered through Alzheimer's Australia.
- The Hazel Hawke Research and Care Fund for its support of dementia research
- The J.O. & J.R. Wicking Trust for its ongoing support of the National Quality Dementia Care Initiative, and support for the Dementia Care in Hospitals Report
- Pfizer Australia for their ongoing support
- Bupa Care Services for its support of the National Quality Dementia Care Initiative
- Bupa Health Foundation for its support of the End of Life Care project and the BrainyApp initiative
- Eli Lilly
- Nutricia
- Alzheimer's Australia is grateful to the late Hazel Hawke and Sue Pieters-Hawke for their continuing support in advocating for people with dementia, their families and carers.

Alzheimer's Australia would also like to thank our payroll giving partners:

- BHP Billiton Employee Giving Contribution
- Dulux Australia
- Selleys Pty Ltd
- Therapeutic Goods Administration (TGA)
- Westpac Group
- Alcatel-Lucent
- Allen Arthur Robinson
- ASIC
- Australian Government Attorney General's Department
- Australian Unity
- Citech
- Department of Immigration and Border Protection
- Department of Defence
- Australian Department of Health and Ageing
- Leighton Holdings
- National Library of Australia
- Baycorp Payroll Giving
- Charities Aid Foundation
- United Ways
- Veolia Transport
- AMP Foundation
- Quicksuper
- Priceline

A special thanks also goes to the following for their generous donations:

- The Estate of Nicolo Sponza
- The Estate of Roger Ernest Fairfax
- Equity Trustees Ltd - John Wilson Anderson Estate
- MNG Lawyers
- Business Chicks
- ANZ - Deposits & Mortgages Engagement Committee
- The Estate of Lily Hume
- Priceline Pty Ltd
- Macquarie Group Foundation Limited
- Australian Institute of Company Directors
- Eventarc
- NDY Charitable Trust
- CBHS Health Fund Limited
- Aon Charitable Foundation Pty Ltd
- Magistrates' Court of Victoria
- Media Merchants
- Killarney Heights High School
- Keglemand Pty Ltd
- Cessnock Rugby League Supporters Club
- StoneBridge Systems Pty Limited
- Landgate
- Joyce McDonald
- Inverloch District Lions Club
- Ellen Easton
- nextmedia Pty Ltd
- Rotary Club of Albury Hume
- W M Ritchie (Aust) Pty Ltd
- Whitsunday Lions Club inc
- Ron Kain
- Peter J Hunt



REPORT FROM THE PRESIDENT



This year has set the scene for significant change in how dementia is recognised within Australia.

The ground work began in April 2012 with the commitment made by the previous Labor Government to tackling dementia within the *Living Longer. Living Better.* package of aged care reforms.

In August, Commonwealth, State and Territory Health Ministers agreed to make dementia a National Health Priority Area. This decision marks the first time in public health policy in Australia that dementia has been recognised as a chronic health condition alongside the other eight priority areas including cancer and heart disease.

The funding allocated to tackling dementia in ***Living Longer. Living Better.*** has made it possible to address health issues of concern to people with dementia and their family carers. Alzheimer's Australia has worked with the Minister's Dementia Advisory Group and other stakeholders to determine the strategies that will make best use of the funding available. At the top of our agenda is timely diagnosis of dementia and making hospitals safer places for people with dementia.

To provide an evidence base for the work on dementia care in hospitals, Alzheimer's Australia, with funding from the JO and JR Wicking ANZ Trust, commissioned a report from the Australian Institute of Health and Welfare on dementia care in hospitals. It showed that there is a significant under-recognition of people with dementia in hospitals with a consequential risk to their health and a longer length of stay.

The Alzheimer's Australia National Conference in Hobart in May this year was a great success in terms of media attention and the number of attendees due to the quality of the papers presented. My congratulations to all the team at Alzheimer's Australia Tasmania for putting on such an excellent conference.

Two papers in particular hold great promise in fostering a better understanding of dementia in our community – one on ***Dementia-Friendly Societies: The Way Forward***, the other on ***Cognitive Impairment Symbol: Creating Dementia-Friendly Organisations***. The objective is to promote social engagement for people with dementia in every day life and to ensure they have access to the services that everyone else in the community expects to receive.

My sincere thanks to our stakeholders and the Board of Alzheimer's Australia for the wonderful support they have given me, our CEO, Glenn Rees, and the staff in the National Office this year. I was delighted when Glenn's hard work and commitment to the dementia cause was recognised with an AM (Member of the Order of Australia) in the 2013 Queen's Birthday Honours.

I also wish to thank the wider Alzheimer's Australia community. Without their support through our various campaigns, I doubt this year would have been as successful as it has been.

It has been a long time coming but dementia is finally part of Australia's public health agenda.

A handwritten signature in black ink, reading 'Ita Buttrose'.

Ita Buttrose AO, OBE
President
Alzheimer's Australia

REPORT FROM THE CEO



An important objective of National Office in 2012-13 was to secure ongoing funding for the key programs of Alzheimer's Australia as well as to begin the implementation of new program activity.

Since 2006 the National Dementia Support Program has been the flagship program of Alzheimer's Australia, enabling us to provide a range of services including the National Dementia Helpline, information services, education and training programs, Living with Memory Loss programs and awareness activities. This year, the decision was taken to re-design the program to make it more consistent with the principles of consumer-directed care.

A contract has been signed with the Commonwealth Department of Health and Ageing for a transition to a new program, Building Capacity in Dementia Care. A significant body of work has begun and will continue into the next financial year to restructure existing service activities with a view to transitioning to the new program within three years. This will be subject to additional funding.

An exciting opportunity this year has been the implementation of the Younger Onset Dementia Key Worker Program as part of the **Living Longer. Living Better.** aged care reforms. The funding provides for 40 key workers across Australia to support people with younger onset dementia and their carers, map existing services and assist in service development to fill service gaps. This is an important step in recognising the needs of the nearly 25,000 people under the age of 65 who have younger onset dementia.

The Commonwealth Department of Health and Ageing has also provided funding through Alzheimer's Australia for the world's first publicly-funded dementia risk reduction program – **Your Brain Matters**. This important program was launched in September 2012 as part of our extensive Dementia Awareness Week activities and is designed to inform Australians of the ways in which they may be able to lower their risk of dementia.

Alzheimer's Australia has also been successful in negotiating its ongoing contract with the Commonwealth Department of Health and Ageing for the administrative expenses of the National Office for our advocacy and policy work.

I would like to thank the Department for the support we have received during the year.

A handwritten signature in black ink that reads "Glenn Rees". The signature is written in a cursive, flowing style.

Glenn Rees
CEO
Alzheimer's Australia

CONSUMER ENGAGEMENT



Carol and Oscar Cronk.



Ita Buttrose chairing a press conference at the Younger Onset Dementia Summit.

NATIONAL CONSUMER ADVISORY COMMITTEE

The National Consumer Advisory Committee (NCAC) provides advice to Alzheimer's Australia on the issues of importance or concern to consumers. The NCAC contributes to policy, advocacy documents, publications, submissions, funding applications and media activity. The Committee also monitors the work of Alzheimer's Australia in relation to consumer interests in all issues.

Current NCAC membership comprises of two people with dementia and 10 family carers, with representatives from most States and Territories. The members during 2012–13 were:

Lucille Bloch (New South Wales), Chair

Judy Woolstencroft (ACT), Vice Chair

Carol Cronk (New South Wales/Western Australia)
until January 2013

Carol Liavas (Victoria)

Desley O'Brien (Queensland)

Gene Griffiths (Western Australia)

Glenda Parkin (Western Australia)

Kate Swaffer (South Australia)

Kathleen Short (Northern Territory)

Marianne Gevers (Queensland)

Merv Gillies (New South Wales)

Ron Sinclair (South Australia)

Tony Ramshaw (Western Australia)

The Committee met in Canberra in November 2012 and in Hobart in May 2013 as part of the biennial Alzheimer's Australia National Conference. During the conference held in Hobart, committee members also attended a joint consumer group meeting to identify common priority areas with members of the National Cross Cultural Dementia Network, the National Aboriginal and Torres Strait Islander Dementia Advisory Group and the Consumer Dementia Research Network. Between meetings, members hold monthly teleconferences and are regularly consulted on a wide range of issues.

Many members are also active in their local State and Territory consumer groups and provide a link between State and National level advocacy.

Priority areas for the past year have included work on:

- Developing phase two of the Fight Dementia Campaign
- End of life care for people with dementia
- Legal and human rights of people with dementia
- Dementia-friendly organisations and communities
- The National Disability Insurance Scheme
- Dementia in acute care
- Alzheimer's Australia's Younger Onset Dementia Key Worker Program
- **Living Longer. Living Better.** aged care reforms, including the dementia and veterans supplements, home care package guidelines, residential accommodation payments, and legislative changes to the **Aged Care Act 1997**.

Individual members of the Committee have represented Alzheimer's Australia over the past year at the following:

- Kate Swaffer and Glenda Parkin attended the Younger Onset Dementia Summit in Melbourne on 19–20 March 2013. Glenda spoke about the failure to recognise dementia as a disability and Kate outlined the six priority areas identified by the group and addressed in the report titled **A New Horizon?**
- Lucille Bloch was appointed as a representative on the National Carer Strategy Implementation Reference Group.
- Kate Swaffer attended the 28th International Conference of Alzheimer's Disease International in Taipei in April and spoke on the unique challenges of younger onset dementia, as well as dementia and the impact of not driving.
- Judy Woolstencroft and Kate Swaffer attended the Dementia in Acute Care Forum, organised by the Minister's Dementia Advisory Group in November 2012.
- Ron Sinclair has represented the group on the Minister's Dementia Advisory Group.
- Gene Griffiths attended the Consumers Health Forum in Sydney on the use of medicines in acute care and informed consent.
- Members attended public consultations on:
 - better respite care for people with dementia
 - the draft National Framework for Action on Dementia 2013–2017
 - development of carer support centres.



People with younger onset dementia and their carers who attended Day 1 of the Younger Onset Dementia Summit: A New Horizon?



Edie Mayhew speaking about her experiences with younger onset dementia specific services and support in her community.

ALZHEIMER'S AUSTRALIA DEMENTIA ADVISORY GROUP

Alzheimer's Australia aims to consistently strengthen consumer involvement and advocacy at all levels of the organisation. A decision was made this year to establish a new advisory group consisting of people with dementia. In June 2013 an advertisement was issued seeking individuals with dementia of all ages, across all States and Territories, who were interested in having a say about the needs of people with dementia in Australia.

A meeting of people with dementia was held at the Alzheimer's Australia National Conference in Hobart in May where the concept and function of the group was agreed to.

A new advisory group will be formed which will:

- Determine the priorities of people with dementia
- Contribute to policy and advocacy work
- Promote dialogue between those with dementia and service providers to improve understanding of the social and care needs of people with dementia
- Assist in refining and evaluating Alzheimer's Australia's national programs.

The group's first meeting will be held in the second half of 2013.

YOUNGER ONSET DEMENTIA SUMMIT: A NEW HORIZON?

On 19 and 20 March 2013 in Melbourne, people living with younger onset dementia, their carers, service providers, health professionals and policy makers from across Australia came together at the Alzheimer's Australia National Summit, ***Younger Onset Dementia: A New Horizon?*** to identify priorities to improve care and support for individuals with younger onset dementia.

The Summit was attended by over 350 delegates, making it the largest meeting of the Australian younger onset dementia community to date. The first day of the Summit was attended by people living with younger onset dementia, who had either been diagnosed themselves or were caring for someone with dementia (pictured). They talked about key policies, funding and service provision gaps and also shared their stories.

Following a full day of sometimes challenging and confronting discussions, delegates identified priorities for action. These priority areas are explored in detail in the Summit Report¹ with recommendations and actions outlined. The recommendations are targeted at the development of better responses to the needs of people with younger onset dementia, their carers and their families.

Participants who attended the second day of the Summit came from a broad cross section of the community and included younger people with dementia, carers, family members, service providers, health professionals, and policy makers from the aged care, disability and mental health sectors, among others. They heard from expert speakers from Australia and overseas on topics ranging from diagnosis to service provision. Regional, national and international experiences were described, including comparisons of support services available to people with younger onset dementia in communities as diverse as the Hunter Region of NSW and Mariahoeve in the Netherlands.

Alzheimer's Australia's National President and the 2013 Australian of the Year, Ms Ita Buttrose, AO, OBE, opened the second day of the conference with a speech entitled ***A New Future For People With Younger Onset Dementia?***² In her opening comments, Ms Buttrose summarised the purpose of the summit by saying, **"Today brings together consumers and service providers to better understand how we can ensure we provide the services and support that people with younger onset dementia are seeking so they can enjoy a good quality of life."** Local and national press coverage of the Summit and the issues it raised was extensive, reaching an audience of more than 3.7 million people.

The Summit would not have been possible without the support of Nich and Rosemary Rogers, the (Melbourne) Lord Mayor's Charitable Foundation and the Australian Government, to whom we extend our thanks.

¹ Alzheimer's Australia (2013). The Summit Report, Younger Onset Dementia: A New Horizon? http://www.fightdementia.org.au/common/files/NAT/NATIONAL_CONSUMER_SUMMIT_-_FINAL_March_2013.pdf

² Ita Buttrose's speech, A New Future For People With Younger Onset Dementia? and many others that were presented at the Summit can be accessed on Alzheimer's Australia's website: <http://www.fightdementia.org.au/services/2013-younger-onset-dementia-summit-speeches-and-presentations.aspx>

LIVING LONGER. LIVING BETTER.

On 20 April 2012, the Government announced the **Living Longer. Living Better.** aged care reform package. Alzheimer's Australia's advocacy for better care and services for people with dementia proved successful, particularly through the Fight Dementia Campaign. The reform package included \$268.4 million to specifically tackle dementia through: expanding the Dementia Behaviour Management Advisory Services into acute and primary care; improving timely diagnosis; new dementia supplements for both residential care and home care packages; improving quality of care in hospitals for people with dementia; and through increased support for people with younger onset dementia.

Over the past year Alzheimer's Australia has worked closely with the Government on implementing the areas of the reform package that have a focus on dementia:

- In November 2012 Alzheimer's Australia, along with members of the Minister's Dementia Advisory Group and the Department of Health and Ageing, held a Dementia and Acute Care Forum that brought together clinicians, specialists, policy advisors and consumers to identify strategies to improve the care of, and outcomes for, people with cognitive impairment in the acute care setting.
- In May 2013 Alzheimer's Australia worked with Dr Anna Howe on a respite review policy paper to provide advice to the Department of Health and Ageing, through the National Aged Care Alliance (NACA), on the reform of respite under the new Commonwealth Home Support Program.
- In June 2013 the National Alzheimer's Australia Younger Onset Dementia Key Worker Program was rolled out with 40 key workers employed across Australia as part of the 'tackling dementia' component of **Living Longer. Living Better.**
- Having been an advocate of consumer-directed care (CDC) for more than 10 years, 2012–13 saw Alzheimer's Australia provide input into the guidelines for Home Care Packages, which will be offered on a CDC basis from mid-2013, to ensure the reforms deliver real choice and empowerment to consumers.
- Alzheimer's Australia also provided input on the introduction of the dementia supplement for both community and residential care.

Alzheimer's Australia provided advice through submissions, Parliamentary inquiries, public consultations, and as a member of the NACA on broader areas of the reform including:

- The design and development of home care packages
- The My Aged Care Gateway to provide better access to aged care, including the Carers Support Centres and the Linking Service
- The Home Support program, including respite
- Quality indicators for residential care
- Funding changes to residential care
- Changes to specified care and services.

Having long advocated for dementia to be recognised alongside other major chronic diseases, the announcement in August 2012

to make dementia the ninth National Health Priority Area was warmly welcomed by Alzheimer's Australia. Coupled with the **Living Longer. Living Better.** reforms, this will create new opportunities to address areas in the health system that have long been neglected in respect of people with dementia.

Alzheimer's Australia welcomes the opportunity to continue working with the Government to implement these important reforms and to contribute to the working groups of the National Aged Care Alliance on the reforms.

BUPA END OF LIFE PROJECT

Research shows that people who have completed some form of advance care planning are more likely to receive end-of-life care that is more aligned to their wishes than those who have not. With funding from BUPA Health Foundation, Alzheimer's Australia is undertaking a project to encourage end-of-life care planning for people with dementia and to clearly explain to consumers and health professionals the legal options available at end of life.

In 2012-13 Professor Colleen Cartwright completed a national seminar tour visiting Adelaide, Albany, Mandurah, Brisbane, Ballarat, Geelong, Hobart, Darwin and Canberra. The seminars were aimed at consumers as well as health care professionals, and explained advance care planning options and how people can go about implementing their end-of-life care wishes. Two publications on advance care planning were made available as part of the project.

The remainder of the project included a second speaking tour by Professor Julian Hughes from the U.K., and two further publications on end-of-life care and market research on attitudes towards end-of-life care. The project will be completed in 2013-14.

AIHW HOSPITALS PROJECT

With a grant from the JO & JR Wicking Trust, Alzheimer's Australia commissioned a report into dementia care in hospitals from the Australian Institute of Health and Welfare (AIHW). Prior to this report there had been limited evidence in Australia to support the anecdotal evidence that showed specific strategies could be used to increase the quality of care for people with dementia in hospitals and reduce unnecessary stays.

The report established a solid evidence base in relation to four key aspects of dementia care in hospitals:

- The extent of under-identification of dementia in hospitals – the report estimated that nearly 50 per cent of people with dementia in hospital did not have dementia recorded as a diagnosis.
- The total length of stay of people with dementia in hospitals was found to be longer than those without dementia.
- The total cost of hospital dementia care was higher than for people without dementia at \$7,720 per episode compared with \$5,010 per episode respectively.

- The total cost of hospital care for patients with dementia included in the study was estimated to be \$462.9 million, of which around \$162.5 million may be directly attributable to dementia.

The report also identified a number of strategies currently being used in Australia and internationally that could improve the outcomes for people with dementia in hospitals and reduce the cost of care.

The final report ***Dementia Care in Hospitals: costs and strategies*** was launched by the then Minister for Mental Health and Ageing, Mark Butler, at Parliament House on 14 March 2013.

Using these estimates of the additional cost imposed by dementia in hospitals being over and above the costs of principal reasons for admission, it has been possible for Alzheimer's Australia to advocate for improved dementia services within hospitals. Alzheimer's Australia has made a strong argument for policy changes that benefit the broader health and hospital system while also improving the quality of acute care for people with dementia.

DEMENTIA-FRIENDLY COMMUNITIES AND ORGANISATIONS

Alzheimer's Australia has been promoting the concept of dementia-friendly communities and organisations across Australia over the past 12 months. Dementia-friendly communities and organisations are pivotal in providing the person living with dementia and their carer with the support and assistance necessary to remain engaged in everyday life in a meaningful way. The concept is integral in raising awareness of dementia and breaking down the stigma and social isolation that all too frequently accompanies a diagnosis of dementia.

In May 2013, Alzheimer's Australia released two publications: ***Dementia-Friendly Societies: The Way Forward*** and ***Cognitive Impairment Symbol: Creating Dementia Friendly Organisations***. These publications outline the need for dementia-friendly communities and organisations in Australia as well as the need for a cognitive impairment symbol in both the acute care setting and broader community.

The concept is one that encourages communities and organisations to identify ways they can become more supportive to the person with dementia, including through social engagement, training of staff, and changes to the physical environment.

The Dementia-Friendly Societies publication provides an overview of national and international dementia-friendly initiatives, and discusses possible steps towards further developing dementia-friendly societies and organisations in Australia.

The Cognitive Impairment Symbol publication discusses the potential use of a symbol in the acute care setting and the broader community. The notion of a symbol was initially raised by consumers at the Alzheimer's Australia 2005 National Consumer Summit. Since then, support for a symbol has grown among consumers and health professionals. The publication provides information about current projects in Australia and overseas into the use of a symbol in conjunction with staff training and education programs. Alzheimer's Australia is currently working with Ballarat Health Services on a proposal to the Department of Health and Ageing for a program to evaluate the use of the symbol in hospitals across Australia.

The publications were launched by Ita Buttrose at Alzheimer's Australia's 15th National Conference in Hobart with Ita calling on every local government association and community across Australia to make their towns and cities dementia friendly.

A workshop on Dementia-Friendly Societies and Organisations was also held at the conference with approximately 50 attendees from a range of backgrounds including consumers, service providers and government representatives. The workshop provided attendees with further insight into the concept of dementia-friendly communities and outlined projects being undertaken in the U.K. and Europe. A presentation has since been given to the Municipal Association of Victoria with over 30 participants from councils across the state.

There are a number of resources under development across the country to support dementia-friendly communities. In May 2013, Alzheimer's Australia South Australia released the ***Is It Dementia?*** resource. The resource was developed for industry—in particular, transport (bus, rail, taxi), banking, retail, corrections, fire and emergency services—in consultation with national peak industry representatives and local industry to raise awareness of dementia in day-to-day life within workplaces. The website features industry-specific short films, fact sheets, facilitator's guides and links to further information. There is also a stream titled 'Community' which focuses on general dementia awareness.

Alzheimer's Australia will continue to progress work on dementia-friendly communities by establishing external working partnerships with communities and organisations wishing to become dementia-friendly, and seeking external sources of funding to support this work. We will be looking to work with the World Health Organisation and Alzheimer's Disease International to share experiences as we move towards a more dementia-friendly Australia.

BETTER SERVICES FOR OUR CLIENTS

Through member organisations in states and territories around Australia, Alzheimer's Australia provides a wide range of community-based support and care services to people living with dementia, their carers, families and health providers.

Some of Alzheimer's Australia's highlights in 2012–13 in providing better services for our clients include:

- Expanding national funded programs in 2012–13
- Commencing a risk reduction and brain health program
- Launching the Younger Onset Dementia Key Worker Program
- Negotiations for ongoing funding to 2016.

Alzheimer's Australia currently holds Funding Agreements with the Commonwealth Government for five separate national programs which are being administered through Alzheimer's Australia National Office. The total funding of these five programs comes to \$53.9 million for service delivery across a number of years. During the 2012–13 financial year, \$18.3 million was received with \$11.6 million provided directly to our State and Territory members for program delivery during 2012–13, and \$3.7 million carried over to future years. The remainder was used for nationally-delivered programs.

NATIONAL DEMENTIA SUPPORT PROGRAM

During 2012–13 services were delivered for the third and final year of the 2010–13 funding agreement for the National Dementia Support Program (NDSP).

The NDSP helps increase the capacity of people with dementia, their carers and families, to better understand and manage their dementia journey. Services include:

- the National Dementia Helpline and Referral Service (phone 1800 100 500)
- the national website (www.fightdementia.org.au)
- counselling and support services, including early intervention such as Living with Memory Loss programs
- up-to-date information and resources
- carer education and workforce training programs
- awareness, information and education sessions
- increasing awareness and understanding of dementia across the whole community.

National Dementia Helpline and Referral Service

The helpline provides counselling; information on prevention, risk reduction and early intervention (including timely diagnosis); and a referral service to support specific client needs and access to local services and support.

National Website

The number of people accessing information and services via our "Fight Dementia" website continues to grow. During 2012–13 the website received 803,075 visits, a large increase from the previous year of 497,484 visits. The most frequently visited website pages are those that contain consumer and general public information sources such as the About Dementia page,

Caring for Someone with Dementia page and the Dementia Help Sheets pages. This indicates that the website is an increasingly important avenue for people seeking information and support.

Referrals from social media websites such as Facebook and Twitter are increasing as these avenues become more popular as a form of communication across the broader community.

Counselling and Support

The counselling and support service includes a variety of activities such as counselling, early intervention and support services (e.g. the Living with Memory Loss Program), Dementia Memory Community Cafés, outreach activities, travelling Memory Vans and internet cafés to support people with dementia, and their families and carers.

Information, Awareness, Education and Training

A wide range of information and education services are delivered such as courses for family carers, community education and training for people working in health and aged care.

Alzheimer's Australia also raises awareness and increases understanding about dementia in the community through Dementia Awareness Week (held in September each year), risk reduction campaigns such as **Your Brain Matters** as well as public speaker programs, seminars and events.

Supporting People with Special Needs

Specifically tailored services are provided for a range of people with special needs including Aboriginal and Torres Strait Islander (ATSI) and Culturally and Linguistically Diverse (CALD) communities, rural and remote communities, people with younger onset dementia, Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) communities and the homeless. These services include service access liaison projects, the Younger Onset Dementia Key Worker Program, service delivery to rural and regional areas and resources developed specific to ATSI and CALD communities.

A National Client Management System – The Care Manager (TCM)

The TCM database has been used to manage the operations of the National Dementia Support Program since July 2010 with funding from the Australian Government. Since this time, the scope of TCM has been expanded to include a number of other funded programs and this is expected to continue. TCM continues to be utilised by all States and Territories, with the exception of South Australia, to more effectively support clients, manage services and make referrals.

Alzheimer's Australia State and Territory offices have been supported in maintaining the system, training staff and increasing capacity within the organisation to use the system effectively for management of service delivery. TCM enables



client data to be collected and analysed allowing Alzheimer's Australia to deepen our understanding of the needs of our clients and the community in general, and enable better planning of services.

In 2012–13 92,318 people accessed the above NDSP services with a total of 803,075 visits to the website.

Towards the end of 2012–13, the Commonwealth Government committed to funding the program for a further three years to June 2016 as the National Dementia Support – Building Capacity in Dementia Care (NDS-BCDC) program. This funding agreement includes many aspects of services delivered under the NDSP as well as funding to develop innovative methods to respond to neurodegenerative disease that will be delivered under the National Dementia Quality Care Initiative. An additional \$1.5 million as a one-off payment will support transition and progression towards a mode of service delivery that includes dementia advisors and utilises a model of consumer directed care.

SERVICE DELIVERY PATHWAYS PROJECT

This three-year program replaces the one-off, annual NDSP Enhancement Grants offered in previous years for Special Access Liaison Officers (SALO), Restorative Therapies program in Tasmania, the national website and client information system, and the Care Manager (TCM). This project is progressing well with a total of 13 projects underway across Australia.

The SALO projects are intended to focus on assisting special needs groups to access mainstream services with individual projects focusing on a range of areas such as regional communities in NSW, Aboriginal populations in Western Australia and CALD communities in South Australia. This will also assist with the sustainability of the individual projects.

Alzheimer's Australia Tasmania continued to deliver their Restorative Therapies project, a Cognitive Rehabilitation Treatment Program for people with Mild Cognitive Impairment (MCI) or diagnosed early dementia.

In late 2012–13 the Service Delivery Pathways Project was extended a further year to June 2016. In line with NDS-BCDC and national resources, the Help Sheet service and information technology infrastructure aspects have been moved from this funding agreement into the NDS-BCDC program.

YOUNGER ONSET DEMENTIA KEY WORKER PROGRAM

The highly anticipated Younger Onset Dementia Key Worker Program (YODKWP), announced as part of the **Living Longer. Living Better.** aged care reforms in April 2012, received funding in late December 2012 to June 2016. The funding is provided for a key worker program for people with dementia aged under 65 years across all States and Territories.

The YODKWP provides individualised services and support to people living with younger onset dementia, their families and carers through a network of 40 younger onset dementia key workers who were recruited in the first half of 2013. The program also aims to link individuals to appropriate services and supports in their community and to build capacity in existing services to better meet the needs of people with younger onset dementia.

The establishment of this new program has included the development of national key performance indicators, work plans, a staff training framework, assessment tools, guidelines and eligibility criteria. The key workers will be operational across Australia on 1 July 2013.

DEMENTIA COMMUNITY SUPPORT PROGRAM

Replacing the annual Community Sector Support Scheme (CSSS) Program, the Dementia Community Support program continues to support the ongoing collaboration, policy and advocacy activities of Alzheimer's Australia National Office and is funded to June 2015.

NATIONAL ABORIGINAL AND TORRES STRAIT ISLANDER ADVISORY GROUP

The National Aboriginal and Torres Strait Islander Dementia Advisory Group (NATSIDAG) and Alzheimer's Australia have been working together to address dementia in Aboriginal and Torres Strait Islander communities over the last three years. This has been both an enjoyable and challenging proposition for the NATSIDAG and Alzheimer's Australia as we strive to meet the complex and diverse needs of Aboriginal and Torres Strait Islander communities.

The NATSIDAG has steadily worked towards addressing the six key priority areas that were first identified at the 2006 workshop which resulted in the publication **Beginning the Conversation Report: Addressing Dementia in Aboriginal and Torres Strait Islander Communities**. These key areas include:

1. Community awareness and prevention
2. Care and support
3. Research
4. Diagnosis, referral and treatment
5. Workforce issues
6. Partnerships and collaborations.

The NATSIDAG has completed some of the key work over the 2012-13 period. It established a formal agreement with the Australian Indigenous HealthInfoNet, which is an internet resource that disseminates information about contemporary research, better practice, service providers and policy. It also provides yarning places (electronic networks) to help share information, knowledge and experience. The Australian Indigenous HealthInfoNet showcased its work through an internet kiosk at Alzheimer's Australia 2011 National Conference, and met again at the National Conference in May 2013.

The NATSIDAG successfully assisted in the development of a training collaboration workshop pilot and subsequent evaluation: The objective of the workshop was to promote systematic and collaborative delivery of training utilising the Dementia Learning Resource for Aboriginal and Torres Strait Islander Communities 2nd Edition. The workshops were delivered by trainers from Alzheimer's Australia State and Territory organisations and Aboriginal and Torres Strait Islander Health Registered Training National Network.

The NATSIDAG ensured the integral cultural considerations of the Alzheimer's Australia website through the development of an Aboriginal and Torres Strait Islander-specific webpage. The website contains specific content for Aboriginal and Torres Strait Islander people, relevant photos, a cultural warning, and links to useful websites and education and information resources.

The group has been providing ongoing input and advice since 2010 to the Koori Growing Old Well Study, which aims to increase knowledge regarding healthy ageing and dementia in



Aboriginal and Torres Strait Islander people living in cities, smaller towns and country areas. The study is also exploring other age-related diseases including lung, heart and kidney disease.

The group contributed to the report, ***Dementia: A Public Health Priority*** produced by the World Health Organisation and Alzheimer's Disease International. The publication raises awareness of dementia as a serious public health issue and advocates for action at a national and international level. As a part of their contribution, the NATSIDAG provided information regarding the barriers preventing Aboriginal and Torres Strait Islander people accessing health and social services as well as the importance of flexibility in both policy and care pathways.

The group also played a role in dementia awareness radio segments on the National Indigenous Radio Service which aired across the country to raise awareness of dementia, and promote the National Dementia Helpline with Aboriginal and Torres Strait Islander communities.

The NATSIDAG has provided numerous contributions to the SALO project at various times, including assisting Alzheimer's Australia to secure funding for the continuation of the project, input into the external evaluation of the SALO project with a particular emphasis on ongoing investment, community ownership and building capacity within communities, and providing additional resources where necessary.

In 2013, the NATSIDAG will be reviewing the 2006 ***Beginning the Conversation Report*** so it can look to the future and identify how it can further progress work in Aboriginal and Torres Strait Islander communities to ensure equity and access to culturally safe services for Aboriginal and Torres Strait Islander people with dementia, their carers and families, and the community.

For the 2013 period, the NATSIDAG has undertaken considerable work including:

- National Aboriginal and Torres Strait Islander Health Plan – NATSIDAG provided input at the National Aboriginal and Torres Strait Islander Health Equity Council consultation including a written submission now available on the Department of Health and Ageing website
- The recruitment and confirmation of a new Chairperson, Mr Fred Tanner, in April 2013 after the resignation of Kerry Arabena as Chairperson of the NATSIDAG in early 2013
- The Advance Care Planning Project – the NATSIDAG has provided input at various stages of the project on how best to approach the topic of planning ahead in Aboriginal and Torres Strait Islander communities.

NATIONAL CROSS CULTURAL DEMENTIA NETWORK

Since 2003 the National Cross Cultural Dementia Network (NCCDN) has supported Alzheimer's Australia, its member organisations, government and peak bodies on quality dementia care for people from Culturally and Linguistically Diverse (CALD) backgrounds.

Membership

The NCCDN membership, twenty in total, is multidisciplinary and is drawn from across Australia representing a diverse mix of cultures and ethnicities. The diversity of its membership is evident with members coming from a range of professions such as geriatrics, residential aged care, education, community work, acute care, peak ethnic agencies, research and knowledge and management.

Meetings

The NCCDN has met face-to-face twice during the 2012–13 financial period, and throughout the course of the year has also undertaken teleconferences to further its work. The face-to-face meetings took place in:

1. Sydney, November 2012 – the meeting primarily focused on a number of key issues:
 - the development of Alzheimer's Australia's National Access and Equity Policy adopted by the Board January 2013
 - providing feedback to the Federation of Ethnic Communities Council of Australia's (FECCA's) consultation process for the development of the **National Culturally and Linguistically Diverse (CALD) Aged Care Strategy (the Strategy)** to ensure that dementia featured in all the critical areas of the strategy. The strategy is designed to inform the way Government supports the aged care sector to deliver care that is appropriate and sensitive to the needs of older people from CALD backgrounds. The strategy will assist the Department of Health and Ageing in implementing the activities as outlined in the **Living Longer. Living Better.** reforms
 - Dementia Awareness Week 2013 CALD activities
 - providing input into the Advanced Care Planning Project, funded by the National Quality Dementia Care Initiative.
2. Hobart, May 2013 – held prior to Alzheimer's Australia National Conference, the meeting focused on the following:
 - developing its three-year Business Plan for 2013-2016 and highlighting the achievements of the NCCDN over the past three years
 - reviewing the NCCDN Terms of Reference
 - Consumer-directed care and how the specific needs of CALD consumers will be considered in this model of service delivery

- dementia research and the need to ensure the inclusion of CALD in all research activity. Currently, only a very small proportion of research grants/projects have a CALD focus or include CALD in some way.

In December 2012 all three Chairpersons of Alzheimer's Australia consumer groups (NCAC, NATSIDAG and NCCDN) met during the CEO meeting in Melbourne. The meeting identified issues that were comparable across all three groups and fostered a stronger working relationship across the three groups.

Projects

The following were the NCCDN activities for the period July 2012 to June 2013.

Networking and Partnerships

The NCCDN fostered working links and partnerships with a range of agencies, educational institutions and peak bodies, ensuring that dementia issues relating to CALD consumers were kept on the agenda. Some of these agencies included:

- Federation of Ethnic Communities Council
- CALD Healthy Ageing Network
- National Consumer Dementia Research Network
- NSW Dementia Collaborative Research Centre
- Australian Multicultural Foundation
- South West Sydney Area Health Service
- Queen Elizabeth Hospital SA - Cognition & Delirium Memory Group
- Spanish and Latin American Society for Social Assistance (SLASSA)
- Chinese Welfare Services of South Australia
- Flinders University of South Australia
- The Migrant Resource Centre of Tasmania.

The NCCDN also provided representation at the Minister's Dementia Advisory Group and attended the MDAG forums.

Advocacy

- Status reports to Department of Health and Ageing.
- Promotion of the Alzheimer's Australia model of specialist consumer group.
- Development of the Access and Equity Policy for Alzheimer's Australia.
- Advocacy for the use of national translation standards.
- Input into specific reviews/consultations.

Research

- Fostering international research relationships to address CALD carer's needs in Australia. Translating research into practice from America into the Australian context led to the project, **Coping with Care Giving, an intervention with Chinese**



and Spanish speaking carers. This project was conducted in New South Wales and South Australia in partnership with two ethno-specific agencies, Alzheimer's Australia SA, Flinders University, NSW DCRC and Stanford University School of Medicine.

- Input into the Advanced Care Directives project – A National Quality Dementia Care Initiative.
- Development of two Alzheimer's Australia briefing papers specifically on CALD issues relating to palliative care and respite.
- The development of a draft paper reviewing Helpline models currently being utilised by other agencies for CALD communities which could be utilised by Alzheimer's Australia to meet the needs of CALD consumers.

Information and resource development

- The promotion of "Talking Books" to aid communication strategies specifically for CALD people with dementia. The Talking Book provides carers and families with the ability to record information along side a photo or picture in the person's language. This tool can be used to assist in communicating with the person with dementia either in a social interaction or during times of stress.
- The NCCDN provided input into the development of the Spanish App for the CALD Your Brain Matters National program; this has yet to be released.
- The production of three issues of Cultural News newsletters during this period. Copies of Cultural News can be viewed on the national website. <http://www.alzheimers.org.au/research-publications/cultural-news.aspx>

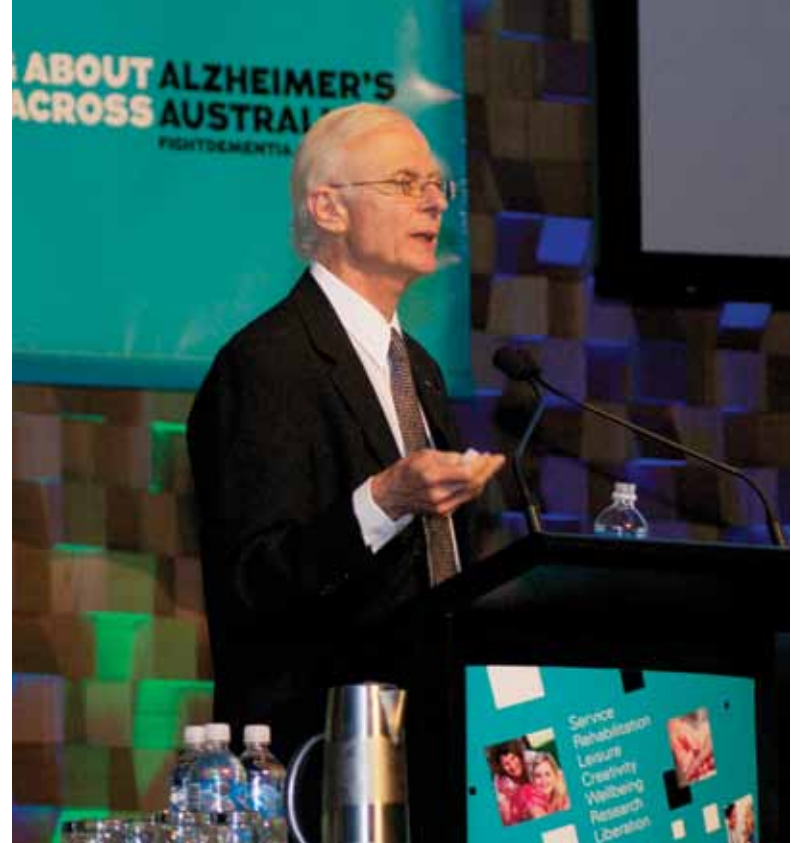
NATIONAL QUALITY DEMENTIA CARE INITIATIVE (NQDCI)

The Alzheimer's Australia National Quality Dementia Care Initiative is a \$3.3 million program that aims to fast-track the implementation of existing dementia care research into widespread improvements in practice. The initiative was established with the support of the J.O. and J.R. Wicking Trust, and managed by the ANZ Trustees and Bupa Care Services Australia. It is directed by members of the Consumer Dementia Research Network (CDRN).

Eight projects have been established through the initiative, all of which are due to finish in the 2013–14 financial year. In June 2013, an additional \$1 million in funding was secured from the Department of Health and Ageing to support additional knowledge translation projects through this program until 31 October 2016.

The eight projects include:

1. **Dementia Enabling Environments Project** (led by Alzheimer's Australia WA). This project has developed an online information clearinghouse for resources relevant to dementia-enabling interior design (including simple home modifications), architecture, and garden/landscape design. It has developed training materials and workshops for consumers, service providers and design professionals, and has made headway on getting dementia into university architecture training courses and into Australian design standards. This project concluded in June 2013, but will be sustained through Alzheimer's Australia WA and the Dementia Training Study Centres.
2. **Relate, Motivate, Appreciate: Restoring meaningful engagement with people with dementia in care** (led by Alzheimer's Australia Vic in collaboration with Monash University). This project provides training workshops and resources that will help family carers and some professional carers use Montessori techniques to better support people with dementia. It also brought US expert Dr Cameron Camp to Australia for a two-month workshop tour from July to September 2013, which engaged family carers and staff in every State and Territory of Australia, including regional locations.
3. **Person-centred dementia support in the community** (led by Alzheimer's Australia Vic in partnership with Alzheimer's Australia). This project will produce an evidence-based 'organisational assessment tool' and a range of other resources to assist community care providers to improve the quality of person-centred support delivered to people living with dementia. The project has also received funding from Alzheimer's Australia Vic and the Department of Health and Ageing through the Encouraging Best Practice in Aged Care program.
4. **Integrated care framework for advanced dementia** (led by HammondCare in collaboration with Alzheimer's Australia NSW). This project is developing and promoting an evidence-based care framework to help residential care facilities provide appropriate end-of-life care to people with dementia. It includes assessment and audit tools and education and training modules.
5. **Start2Talk: Advance care planning for people with dementia** (led by Liverpool Hospital in collaboration with Alzheimer's Australia NSW). This project is developing a consumer-friendly national guide to planning ahead for the different financial, legal and care situations that may arise in the case of dementia or other conditions. The online resources and associated media campaign will be launched in late 2013.
6. **Heart Foundation Walking Active Body, Active Brain** (led by the Heart Foundation in collaboration with ACH Group and Alzheimer's Australia SA). This project helps hundreds of people with dementia and their carers to become more physically and socially active—both proven methods of reducing dementia risk, and potentially reducing behavioural symptoms and improving function for people with dementia—in more than 1,200 volunteer-led Heart Foundation Walking groups around the country.
7. **Improving staff–family relationships for people with dementia living in residential aged care** (led by the Australian Centre for Evidence-Based Aged Care in collaboration with Alzheimer's Australia Vic). This project produces interactive online learning tools to help care staff in residential aged care respond better to difficult interpersonal issues such as conflict with family members, sexuality, and collaborative problem solving.
8. **Improving timely diagnosis and management of dementia in general practice** (led by the Dementia Collaborative Research Centre – Assessment and Better Care in collaboration with Alzheimer's Australia NSW). This project provides comprehensive training on dementia assessment and management to 1,000 GPs and practice nurses across Australia.



More information about all of these projects, and links to resources and websites is available at www.qualitydementiacare.org.au



NHMRC PARTNERSHIP CENTRE ON DEALING WITH FUNCTIONAL AND RELATED COGNITIVE DECLINE

In April 2013, the Minister for Mental Health and Ageing formally announced the National Health and Medical Research Council's (NHMRC) Partnership Centre on Dealing with Cognitive and Related Functional Decline. Over the next five years, this \$25 million centre will focus on implementing existing research, building capacity, undertaking collaborative new research and synthesising existing knowledge in areas related to dementia. The centre is led by Associate Professor Sue Kurrle from the University of Sydney, and Alzheimer's Australia is involved as one of five funding partners, along with HammondCare, Resthaven, Brightwater and the Department of Health and Ageing.

Alzheimer's Australia will contribute to this centre by providing the CDRN's time and resources to ensure a focus on consumer priorities and consumer involvement across each of the centre's activities. With funding from the Alzheimer's Australia Dementia Research Foundation, one CDRN member has been employed part-time to work with the centre where she has a seat on the centre's executive management committee. She will liaise with the project leaders of 14 projects currently being established, and the CDRN members who are to be involved in each. All of the planned activities of this centre are expected to be underway by early 2014.

DEMENTIA NEWS

With support from the Dementia Collaborative Research Centre – Carers and Consumers, Alzheimer's Australia produces a fortnightly research newsletter, ***Dementia News***, that provides a plain language description and explanation of recent dementia research from around the world, including stories that have featured in the media, and outcomes of research funded by Alzheimer's Australia Dementia Research Foundation. There are approximately 1,200 people on the mailing list, and a survey of readers in 2012 established that the newsletter has an audience reach of over 10,000.

ALZHEIMER'S AUSTRALIA RESEARCH PARTNERSHIPS

Alzheimer's Australia supports a number of different research initiatives and programs in Australia and overseas. This includes close partnership and collaboration with the Dementia Collaborative Research Centres, and involvement with over 100 dementia researchers and their universities and medical research institutes on a broad range of research projects and related activities. Alzheimer's Australia is also a member of the International Consortium of Alzheimer's Disease Research Funding Organisations, led by the US Alzheimer's Association, which aims to improve coordination of information about dementia research funding and research outcomes.

CONSUMER DEMENTIA RESEARCH NETWORK (CDRN)

The Consumer Dementia Research Network (the CDRN) is a group of 25 people from around Australia with an active interest in dementia research and improving the quality of dementia care. Five members of the network have dementia themselves, and the others currently care for or have previously cared for a close family member with dementia.

The CDRN was established in September 2010 and, as well as setting priorities for and deciding on funding for the knowledge translation projects established through the National Quality Dementia Care Initiative, they have been involved in many aspects of dementia research as advisors, advocates, and active participants in dozens of different projects throughout the year.

The CDRN is supported in part by a grant from the Dementia Collaborative Research Centres and maintains an active role in many of the research activities of the three centres.

The network is also involved with the Alzheimer's Australia Dementia Research Foundation, and with the National Health and Medical Research Council particularly the new NHMRC Partnership Centre on Dealing with Cognitive and Related Functional Decline in Older Adults.

DEMENTIA COLLABORATIVE RESEARCH CENTRES

Alzheimer's Australia has continued its involvement with the three Dementia Collaborative Research Centres, led by Professors Henry Brodaty, Elizabeth Beattie and Kaarin Anstey at University of NSW, Queensland University of Technology, and the Australian National University respectively. Members of the CDRN have:

- provided feedback on project proposals
- provided representation on reference groups and the Coordinating Committee
- provided consumer advice on methodology
- assisted with recruitment for research projects
- provided representation on a postdoctoral scholarship committee.

CAMPAIGNS AND AWARENESS-BUILDING ACTIVITIES

FIGHT DEMENTIA CAMPAIGN

On 20 April 2012, in response to the Fight Dementia Campaign, the Prime Minister and the Minister for Mental Health and Ageing announced an investment of \$268.4 million over five years to tackle dementia as part of the **Living Longer. Living Better.** aged care reform package. This package addresses dementia across the health and aged care system and responds to a number of the priorities from the Fight Dementia Campaign.

A missing element in the announcement was the need for dementia research. This became the basis of phase two of the Fight Dementia Campaign. On 11 July 2012, our National President, Ita Buttrose launched phase two of the campaign with an address to the National Press Club.

The campaign has been supported by:

- 7,000 Dementia Champions
- 20,000 Fight Dementia Facebook fans
- 3,600 Twitter followers
- our National President, Ita Buttrose who engaged her 31,000 Twitter followers.

This online army of over 61,600 people put pressure on the Government to put in place an action plan in the 2012–13 Federal Budget to fund dementia research.

In the lead up to Valentine's Day we asked supporters to let us know 'what is the memory they wouldn't want to forget?' On Valentine's Day Alzheimer's Australia staff and supporters took to the streets around the country encouraging the wider community to share their responses. These memories were then displayed on memory trees in key locations around the country and uploaded onto our website to add to our strong consumer base of stories. Thanks to all the organisations and people who showed their support on Valentine's Day.

Ita Buttrose also continued to make the call to action for research in many speeches she made across the country in the months leading up to the Federal Budget.

Fearing that our call to action for research was not being heard, and with the prospect of an election announcement earlier than anticipated, the President launched our Fight Dementia Election Manifesto again at the Press Club.

This document included a call for:

1. expansion of community care to increase choice
2. expansion of dementia-specific respite
3. improvement of the quality of residential care
4. development of a national network of dementia key workers to support people of all ages with dementia



5. dementia research

6. a National Action Framework on dementia.

The launch of this document reached an estimated 2.1 million people with an average advertising space rate of \$404,044.

Unfortunately in a tough budget year, our calls to action were heard but not acted upon and dementia research was not given a priority within the 2013–14 Federal Budget.

Thank you to all the supporters of the campaign and to Porter Novelli and Interbrand for their guidance and support.

DEMENTIA AWARENESS WEEK 2012

DAW 2012 was one of our most successful awareness raising weeks to date. The theme ***Brain Health: Making the connections*** saw the launch of ***Your Brain Matters*** and a focus on dementia risk reduction strategies.

Three publications launched during DAW:

- ***World Alzheimer's Report 2012 – Overcoming the stigma of dementia*** (ADI report)
- ***Brain, Body and heart for Cognitive health and Dementia prevention*** (AIHW report)
- ***Your Brain Matters: A guide to healthy hearts and minds.***

Some DAW event highlights were:

- A Parliamentary Friends of Dementia meeting was held at Parliament House with Federal parliamentarians, and key health and aged care organisations. The Minister for Mental Health and Ageing, Mark Butler, Ita Buttrose and Dr Serge Gauthier spoke at the meeting providing the latest information from the Alzheimer's Australia reports.
- Alzheimer's Australia ACT welcomed Dr Serge Gauthier to a special event held in his honour where he presented his lecture to 80 people. An exciting event—Journey to the Past Steam Train Trip—was held for 100 of its consumers and staff. The train ride and lunch received great feedback and local media coverage by the Canberra Times.
- Alzheimer's Australia NSW held memory walks around the state, with over 2,000 walkers attending in the regional areas. NSW also drove its two Memory Vans to various locations, held information sessions with numerous stakeholders and run a press campaign in ATSI and CALD media. NSW also had banners around the city in key locations to advertise Dementia Awareness Week.
- Alzheimer's Australia NT had a display in Raintree Park, Darwin on World Alzheimer's Day, and presentations by Dr Serge Gauthier to approximately 100 medical professionals, and 30 invited health professionals and politicians. NT also launched YBM and a paper at the Centre for Remote Health: ***Dementia Service coordination in Aboriginal Communities in Central Australia.*** NT also had banners over major roads and in Alice Springs, as well as a display at Alice Springs Hospital for the week.



CAMPAIGNS AND AWARENESS-BUILDING ACTIVITIES **CONTINUED**

- Alzheimer's Australia QLD held various events throughout the state including memory walks at the Sunshine Coast and in Brisbane, a well-attended trivia night in Brisbane, public forums on dementia, and two open days at the Woolloongabba Dementia and Memory Centre attended by QLD Health Minister, the Hon Lawrence Springborg. Dr Gauthier's lecture was attended by about 100 people and DAW information displays were exhibited in the main Brisbane city areas.
- Alzheimer's Australia SA held a Dementia Health Professionals Conference where Dr Serge Gauthier was the guest speaker. SA also held its annual Dementia Carers Conference complimented with billboard advertising around Adelaide and radio and television advertising.
- Alzheimer's Australia TAS not only held a public lecture with Dr Gauthier but also had an art exhibition, a dementia forum in Hobart and a community display in Devonport.
- Alzheimer's Australia VIC held numerous events during and after DAW (due to time constraints). These events included information sessions for CALD and LGBTI communities as well as a free public lecture by Dr Serge Gauthier. Sue Pieters-Hawke toured around regional areas to supplement the areas that Dr Gauthier could not visit. VIC also held a street activation campaign on World Alzheimer's Day and its annual fundraising dinner 'A Night To Remember' with Ita Buttrose.
- Alzheimer's Australia WA held a number of events throughout the month of September (due to time constraints) such as YBM workshops. The presentation by Dr Serge Gauthier was

attended by 200 people. WA also had DAW information displays.

These activities generated a significant amount of media interest and coverage:

- There were 460 media reports mentioning Alzheimer's Australia during the period 15 September to 3 October 2012 reaching a cumulative audience of 20,542,560 and achieving an advertising space rate of AUD \$2,905,633.
- The release of the ADI report on 21 September reached an audience of 1,996,202.
- The 27 September 2012 saw the highest volume of coverage occur, with 123 articles, and the largest cumulative audience of 7,158,990. This coincided with the release of the AIHW report, Dementia in Australia.
- The AIHW report separately reached a total audience of 8,058,264 between 27 and 28 September.
- Alzheimer's Australia maintained favourable media coverage as in previous years; no negative coverage was reported. This reflects the continuing positive relationship between Alzheimer's Australia and the media, as well as the importance of the issues under discussion.



DAW 2012 was deemed a success given the increased media attention compared to DAW 2011, which nearly doubled in audience reach. This can be attributed to the launch of **Your Brain Matters** as well as the launch of the ADI and AIHW reports.

Alzheimer's Australia received \$172,000 in funding from the Australian Department this year, was leveraged to over \$2.9 million in advertising equivalent.

YOUR BRAIN MATTERS

In 2012 we were grateful to the Australian Government and the Department of Health and Ageing for providing us with a contract to undertake the first publicly funded dementia risk reduction program in the world. With a contract spanning four years and funding of \$4 million across this time period we are well placed to increase the awareness of Australians about the possibilities of lowering the risk of dementia by keeping their brains healthy.

In July 2012, with the assistance of branding agency Interbrand, our previous dementia risk reduction program **Mind Your Mind** was rebranded into a new brain health program: **Your Brain Matters**.

With the assistance of PR agency Porter Novelli we commenced work on a strategy to further engage the Australian public on the importance of brain health in their everyday life rather than only

when they begin to notice symptoms such as memory lag.

Your Brain Matters was launched during Dementia Awareness Week 2012, supported by a lecture tour by Professor Serge Gauthier.

Following the launch, we received increased visits to the website and increased calls for information through the National Dementia Helpline.

Over the following months we developed a Community Service Announcement, started building enhancements into the website and developed a communications plan to accompany PR activity.

In March 2012, we commenced our major advertising campaign of the year for **Your Brain Matters**. We had cinema, TV, radio and newspaper advertising occurring over the first two weeks of the month. The advertisements gained industry attention as well as generating comments from consumers who saw the adverts.

We also launched our 'Heart Your Brain' 21 Day Challenge, which was a consumer engagement activity that sought to encourage all Australians to do something good for their brain health for 21 days. The key to this exercise was to highlight that small steps are all that is needed to get started.

Thank you to all of the supporters of this program, and to Porter Novelli for their assistance and guidance.



CAMPAIGNS AND AWARENESS-BUILDING ACTIVITIES CONTINUED

LOVE, LOSS AND LAUGHTER: SEEING DEMENTIA DIFFERENTLY

In 2013, Australia hosted the *Love, Loss and Laughter: Seeing Dementia Differently* photographic exhibition. This unique exhibition contained more than 85 different photographs from Australia and other countries across the world including USA, France, India, Japan, the Dominican Republic, Canada and Monaco by photographer and sociologist Dr Cathy Greenblatt.

The purpose of the exhibition was to offer a new perspective of dementia and care, challenging the views that are currently held within society about those living with and caring for those with dementia.

The exhibition was hosted in select capital cities across the country, including Canberra, Perth, Adelaide, Brisbane, Sydney, Hobart and Melbourne. More than 20,000 people visited the trial of the exhibition held in Hobart. The exhibition was officially launched on 6 June 2013 by the photographer, Cathy Greenblatt and National President and Australian of the Year 2013 Ita Buttrose in Melbourne. Six news items were generated by the accompanying media release which produced an advertising space rate of \$55,003 and reached an audience of 964,642. Almost 1000 people viewed the exhibition between 6 June 2013 and 27 June 2013.

A website—<http://exhibition.fightdementia.org.au/>—was created to support the exhibition tour of Australia. It included information about the exhibition itself, the artist and locations of where the exhibition would be hosted as it moved across the country.

A grassroots campaign also ran alongside the exhibition in each host city in our efforts to further involve the local communities. We asked people to submit photos of loved ones that capture the experience of living with dementia. The pictures were displayed digitally at the exhibition in each capital city. Hobart received 14 submissions, Melbourne received 32 and Canberra 6.

Thank you to Nutricia and Eli Lilly for their support in bringing the exhibition to Australia, it would not have been possible otherwise. Thank you also to Dr Cathy Greenblatt for agreeing to bring the exhibition to Australia and sharing this inspiring exhibition with us.





TOURS AND CONFERENCES

ADI INTERNATIONAL

The 15 members of the Asia Pacific ADI region took the opportunity to meet at the Annual Regional Conference in Taiwan in April. The main outcome of the meeting was a decision to establish an ADI Asia Pacific Dementia Resource Centre in Singapore to serve all the regional members. The objectives of the Centre will be to:

- Establish Alzheimer's organisations in countries which currently do not have one
- Share training education and other resource materials
- Promote awareness of dementia in the Asia Pacific region including through regional conferences
- Develop models of care that respond to the cultures in the region.

This significant development responds to the increasing number of people with dementia in the Asia Pacific region. By mid century the region will have about half the total number of the worlds population of people with dementia.

The Centre will be housed at Alzheimer's Singapore. It has a budget for three years and is the result of significant fundraising by ADI and contributions from Alzheimer's Australia.

ALZHEIMER'S AUSTRALIA NATIONAL CONFERENCE

Alzheimer's Australia National Conference in 2013 was held from 14 to 17 May in Hobart, Tasmania. As a part of the theme ***The tiles of life, colouring the future***, people from all states and territories across Australia were asked to paint tiles with a memory. These memories were the displayed at the conference to an audience of over 800 delegates including consumers, their families, carers, and industry professionals.

The conference was officially opened on Tuesday 14 May by Ita Buttrose, who on the opening night also presented Dr Henry Brodaty with the ***Lifetime Alzheimer's Australia Award*** for his long standing commitment to improving the quality of life for people living with dementia.

In her opening remarks on Day One of the conference Ita took the opportunity to express disappointment that there was no additional funding for dementia research in the 2013 federal budget. Ita suggested that the lack of investment in dementia research was "like playing Russian Roulette with people's minds".

This speech and accompanying media release resulted in the largest single day of media coverage for the conference. Over 64 articles were written based on Ita's speech and comments about the disappointing budget result.

The entire conference program was robust and included 18 key note speakers including 5 speakers from overseas institutions including New Zealand, America and the United Kingdom.

One of the highlights was a presentation by Carol Brayne from the University of Cambridge in the United Kingdom. Carol presented the first plenary presentation of the conference around population studies of older people and what this tells us about the ageing brain and ageing societies.

This was followed up by a session from Michelle Bourgeois on using visual cues to communicate with persons with dementia. Some of these techniques are key to creating dementia friendly societies and some great learning's were taken from this presentation.

Great media was generated from a breakfast seminar on Doggie Dementia held by Professor Michael Valenzuela and Professor Paul McGreevy on day two. This session illustrated what can be learnt from our canine companions on how dementia affects their brains and how that can be translated into human brains.

This session alone generated media coverage that reached over 1.5million people and 48 items over a 7 day period.

Another highlight from day two was a presentation from Professor Tony Broe who delivered some results from his study on brain health and dementia in Urban Aboriginal Australians. During this presentation we learnt that Aboriginal Australians are three times more likely to develop dementia than Australia's non-Indigenous population. These results highlighted the need for more funding for research into dementia.

During the conference's 4 day period and in the following 4 days, the media generated reached over 5.1 million people and had an advertising space rate of \$530,193.

DR SERGE GAUTHIER

Dr Serge Gauthier was the key international speaker for Dementia Awareness Week and 2012-13. Dr Gauthier is a Director of the Alzheimer's Disease Research Unit, and completed studies at the University de Montréal and specialty training in Neurology at McGill University.

Dr Gauthier commenced his tour on 17 September in Sydney and went on to visit all major capital cities around Australia. He attracted significant crowds to his presentations and wide media coverage.

His presentation ***Can we set up a dementia prevention strategy using current knowledge, and can we modify disease progression in persons who are affected?*** supported the DAW theme and gained good media traction throughout the duration of his visit.

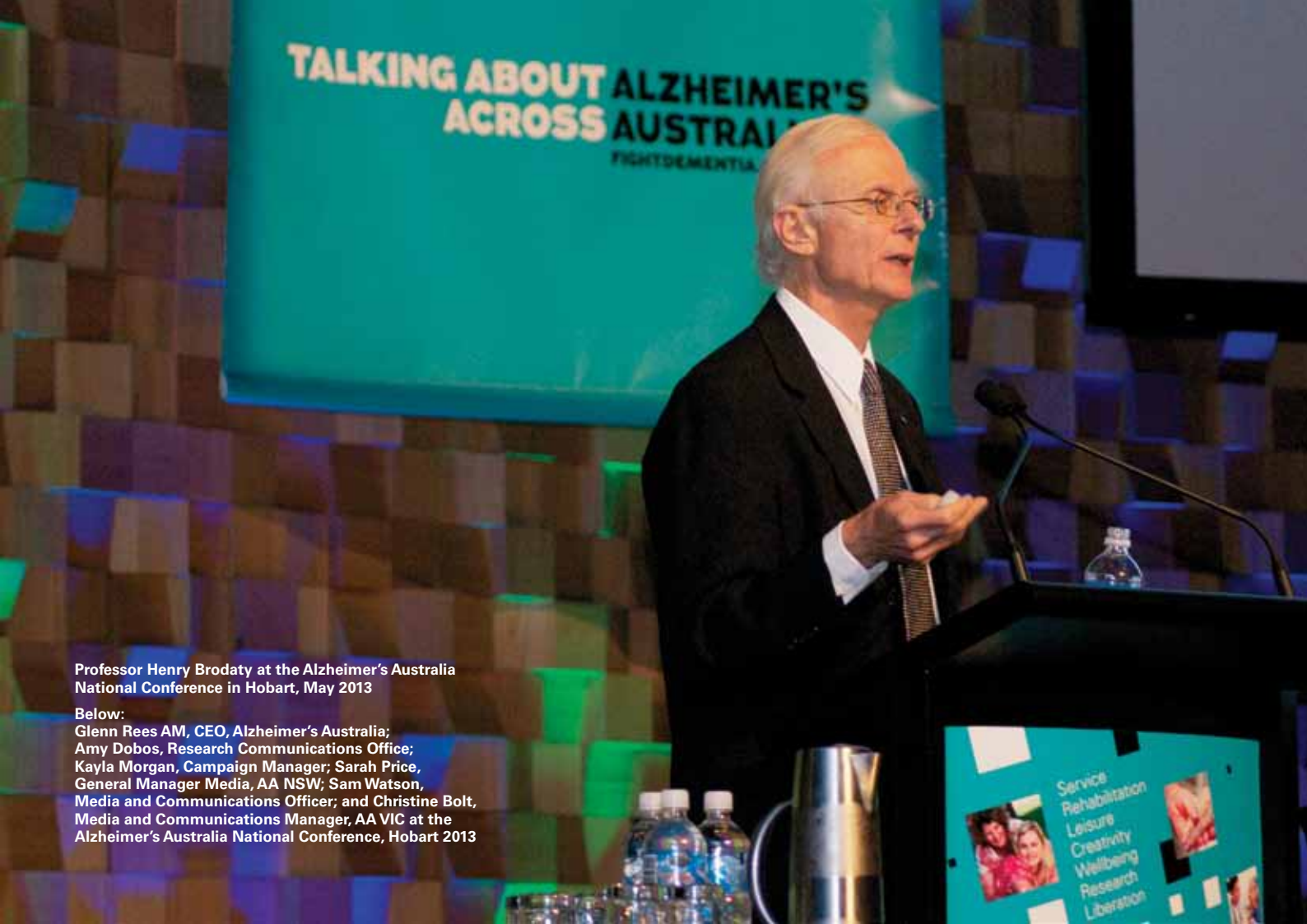
PROFESSOR JULIAN HUGHES

International dementia expert Professor Julian Hughes conducted a national seminar series on a new model of end-of-life care for people with dementia. As part of this tour Alzheimer's Australia released a paper authored by Professor Hughes, ***Models of Dementia Care: Person-Centred, Palliative and Supportive***. This paper provides an overview of a supportive approach to dementia care that starts from the point of diagnosis until end of life. This lecture tour and the associated paper were supported by Bupa Health Foundation. A video of his seminar can be found here: <http://www.fightdementia.org.au/services/advance-care-planning-1.aspx>

Professor Hughes' visit reached a total audience of 427,242 through the media, which equated to an advertising space rate of \$115,827. The key media highlights were radio interviews in most States and Territories as well as a television interview on ABC News 24 Weekend Breakfast, which alone reached an audience of 228,000.

PROFESSOR COLLEEN CARTWRIGHT

Professor Colleen Cartwright completed a national seminar tour on end-of-life care visiting Adelaide, Albany, Mandurah, Brisbane, Ballarat, Geelong, Hobart, Darwin and Canberra. The seminars were aimed at consumers as well as health care professionals, and explained advance care planning options and how people can go about implementing their end-of-life care wishes. Two publications on advance care planning were made available as part of the project. Approximately 650 people attend her seminars.



Professor Henry Brodaty at the Alzheimer's Australia National Conference in Hobart, May 2013

Below:
Glenn Rees AM, CEO, Alzheimer's Australia;
Amy Dobos, Research Communications Office;
Kayla Morgan, Campaign Manager; Sarah Price,
General Manager Media, AA NSW; Sam Watson,
Media and Communications Officer; and Christine Bolt,
Media and Communications Manager, AA VIC at the
Alzheimer's Australia National Conference, Hobart 2013



PUBLICATIONS

Quality Dementia Care Series

1. Practice in Residential Aged Care Facilities, for all Staff
2. Practice for Managers in Residential Aged Care Facilities
3. Nurturing the Heart: creativity, art therapy and dementia
4. Understanding Younger Onset Dementia
5. Younger Onset Dementia, a practical guide
6. Understanding Dementia Care and Sexuality in Residential Facilities
7. No time like the present: the importance of a timely dementia diagnosis

Papers

1. Dementia: A Major Health Problem for Australia. September 2001
2. Quality Dementia Care. February 2003
3. Dementia Care and the Built Environment. June 2004
4. Dementia Terminology Framework. December 2004
5. Legal Planning and Dementia. April 2005
6. Dementia: Can It Be Prevented? August 2005 (superseded by paper 13)
7. Palliative Care and Dementia. February 2006
8. Decision Making in Advance: Reducing Barriers and Improving Access to Advanced Directives for People with Dementia. May 2006
9. 100 Years of Alzheimer's: Towards a World without Dementia. August 2006
10. Early Diagnosis of Dementia. March 2007
11. Consumer-Directed Care – A Way to Empower Consumers? May 2007
12. Dementia: A Major Health Problem for Indigenous People. August 2007.
13. Dementia Risk Reduction: The Evidence. September 2007
14. Dementia Risk Reduction: What do Australians know? September 2008
15. Dementia, Lesbians and Gay Men November 2009
16. Australian Dementia Research: current status, future directions? June 2008

17. Respite Care for People Living with Dementia. May 2009
18. Dementia: Facing the Epidemic. Presentation by Professor Constantine Lyketsos. September 2009
19. Dementia: Evolution or Revolution? Presentation by Glenn Rees. June 2010
20. Ethical Issues and Decision-Making in Dementia Care. Presentation by Dr Julian Hughes. June 2010
21. Towards a National Dementia Preventative Health Strategy. August 2010
22. Consumer Involvement in Dementia Research. September 2010
23. Planning for the End of Life for People with Dementia Part 1. March 2011
24. Timely Diagnosis of Dementia: can we do better? September 2011
25. National Strategies to Address Dementia. October 2011
26. Evaluation of NHMRC data on the funding of Dementia Research in Australia March 2012
27. Alzheimer's Organisations as agents of change April 2012
28. Exploring Dementia and Stigma Beliefs June 2012
29. Targeting Brain, Body and Heart for Cognitive Health and Dementia Prevention September 2012
30. Modelling the Impact of Interventions to Delay the Onset of Dementia in Australia November 2012
31. Dementia Friendly Societies: The Way Forward May 2013
32. Cognitive Impairment Symbol: Creating dementia friendly organisations May 2013
33. Respite Review Policy Paper May 2013
34. Wrestling with Dementia and Death June 2013
35. Models of Dementia Care: Person-Centred, Palliative and Supportive June 2013

Reports commissioned from Access Economics

The Dementia Epidemic: Economic Impact and Positive Solutions for Australia. March 2003

Delaying the Onset of Alzheimer's Disease: Projections and Issues. August 2004

Dementia Estimates and Projections: Australian States and Territories. February 2005

Dementia in the Asia Pacific Region: The Epidemic is Here.
September 2006

Dementia Prevalence and Incidence Among Australian's Who
Do Not Speak English at Home. November 2006

Making choices: Future dementia care: projections, problems
and preferences. April 2009

Keeping dementia front of mind: incidence and prevalence
2009-2050. August 2009

Caring places: planning for aged care and dementia 2010-2050.
July 2010

Dementia Across Australia 2011-2050. September 2011

Other Papers

Dementia Research: A Vision for Australia. September 2004

National Consumer Summit on Dementia Communique.
October 2005

Mind Your Mind: A Users Guide to Dementia Risk Reduction
2006

Beginning the Conversation: Addressing Dementia in Aboriginal
and Torres Strait Islander Communities. November 2006

National Dementia Manifesto 2007-2010

In Our Own Words, Younger Onset Dementia. February 2009

National Consumer Summit Younger Onset Dementia
Communique. February 2009

Dementia: Facing the Epidemic. A vision for a world class
dementia care
system. September 2009

Younger Onset Dementia: A New Horizon, National Consumer
Summit March 2013

These documents and others available on www.fightdementia.org.au

FINANCIAL REPORTS

Alzheimer's Australia Inc

ABN 79 625 582 771

Financial Report

For the year ended 30 June 2013

Key financial results have been included
in this report.

A copy of the full audited accounts is
available on request.

ALZHEIMER'S AUSTRALIA INCORPORATED

BOARD REPORT

Your Board Members submit the financial report of Alzheimer's Australia Incorporated (the Association) for the financial year ended 30 June 2013.

Board Members

The names of Board Members throughout the year and at the date of this report are:

Ita Buttrose	President
Glenn Rees	Chief Executive Officer
Michael Pedler	Secretary / ACT Representative (resigned 8 th December 2012)
Craig Masarel	Treasurer / WA Representative
Neil Samuel	VIC Representative
Peter Baume	NSW Representative (resigned 24 th November 2012)
Marianne Gevers	QLD Representative
Richard Cooper	TAS Representative
John Giles	SA Representative
Vicki Krause	NT Representative
Jerry Ellis	Secretary/NSW Representative (elected 24 th November 2012)
Jeff Lamb	ACT Representative (elected 25 th January 2013)

Principal Activities

The principal activities of the Association during the financial year were:

- to represent the state and territory Associations at a national level in all facets of advocacy to the Commonwealth Government and kindred peak organisations;
- co-ordination of national projects, lobbying, promotion and advice to Government; and
- keeping alert of and providing information on research relating to Alzheimer's disease and other dementias.

Significant Changes

No significant change in the nature of these activities occurred during the year.

Operating Result

The profit (loss) for the financial year ended 30 June 2013 is \$859,627 (2012 loss: \$93,638).

Signed in accordance with a resolution of the Board Members.



Board Member



Board Member

Dated this 10 day of October 2013.

ALZHEIMER'S AUSTRALIA INCORPORATED

**STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2013**

	Note	2013 \$	2012 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	5	8,230,057	3,371,364
Financial Assets	6	2,269,388	-
Trade and other receivables	7	150,218	346,227
Other current assets	8	<u>88,243</u>	<u>129,228</u>
TOTAL CURRENT ASSETS		<u>10,737,906</u>	<u>3,846,819</u>
NON-CURRENT ASSETS			
Plant and equipment	9	<u>202,042</u>	<u>225,494</u>
TOTAL NON-CURRENT ASSETS		<u>202,042</u>	<u>225,494</u>
TOTAL ASSETS		<u>10,939,948</u>	<u>4,072,313</u>
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	10	652,357	601,174
Other liabilities	11	<u>8,774,046</u>	<u>2,827,648</u>
TOTAL CURRENT LIABILITIES		<u>9,426,403</u>	<u>3,428,822</u>
NON-CURRENT LIABILITIES			
Long-term provisions		<u>22,984</u>	<u>12,557</u>
TOTAL NON-CURRENT LIABILITIES		<u>22,984</u>	<u>12,557</u>
TOTAL LIABILITIES		<u>9,449,387</u>	<u>3,441,379</u>
NET ASSETS		<u>1,490,561</u>	<u>630,934</u>
EQUITY			
Asset revaluation reserve		8,672	8,672
Retained earnings		<u>1,481,889</u>	<u>622,262</u>
TOTAL EQUITY		<u>1,490,561</u>	<u>630,934</u>

The accompanying notes form part of this financial report.

ALZHEIMER'S AUSTRALIA INCORPORATED

**STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2013**

	Note	2013 \$	2012 \$
Revenue	2	18,352,236	12,900,770
Depreciation expense	3 (a)	(83,876)	(84,071)
Employee benefits expense		(2,204,330)	(1,642,187)
Program costs	3 (b)	(3,500,595)	(1,616,787)
Program distributions	3 (b)	(11,144,287)	(9,101,588)
Operating lease expense	3 (a)	(39,305)	(38,160)
Other expenses		<u>(520,216)</u>	<u>(511,615)</u>
Surplus/(Deficit) from operations		<u>859,627</u>	<u>(93,638)</u>
Other comprehensive income:			
Net gain on revaluation of non-current assets		<u>-</u>	<u>-</u>
Other comprehensive income for the year		<u>-</u>	<u>-</u>
Total comprehensive income for the year		<u>859,627</u>	<u>(93,638)</u>
Total comprehensive income attributable to members of the entity		<u>859,627</u>	<u>(93,638)</u>

The accompanying notes form part of this financial report.



Independent auditor's report to the members of Alzheimer's Australia Incorporated

Report on the financial report

We have audited the accompanying financial report of Alzheimer's Australia Incorporated (the Association), which comprises the statement of financial position as at 30 June 2013, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, a summary of significant accounting policies, other explanatory notes and the members declaration.

Members responsibility for the financial report

The members of the Association are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards – Reduced Disclosure Requirements and the *Associations Incorporation Act 2009 (NSW)* and for such internal control as the members determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the members, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

PricewaterhouseCoopers, ABN 52 780 433 757
Ground Floor, 28 Sydney Avenue, FORREST ACT 2603, GPO Box 447, CANBERRA CITY ACT 2601
T: + 61 2 6271 3000, F: + 61 2 6271 3999, www.pwc.com.au

Liability limited by a scheme approved under Professional Standards Legislation.



Auditor's opinion


In our opinion, the financial report of Alzheimer's Australia Incorporated is in accordance with the *Associations Incorporation Act 2009 (NSW)*, including:

- (a) giving a true and fair view of the Association's financial position as at 30 June 2013 and of its performance for the year ended on that date;
- (b) complying with Australian Accounting Standards – Reduced Disclosure Requirements; and
- (c) financial records have been properly kept.

Matters relating to the electronic presentation of the audited financial report

This auditor's report relates to the financial report of Alzheimer's Australia Incorporated (the Association) for the year ended 30 June 2013 included on Alzheimer's Australia Incorporated's web site. The Association's members are responsible for the integrity of Alzheimer's Australia Incorporated's web site. We have not been engaged to report on the integrity of this web site. The auditor's report refers only to the financial report named above. It does not provide an opinion on any other information which may have been hyperlinked to/from the financial report. If users of this report are concerned with the inherent risks arising from electronic data communications they are advised to refer to the hard copy of the audited financial report to confirm the information included in the audited financial report presented on this web site.

PricewaterhouseCoopers



Shane Belchambers
Partner
Registered Company Auditor
Chartered Accountant

Canberra
16 October 2013

PricewaterhouseCoopers, ABN 52 780 433 757

Ground Floor, 28 Sydney Avenue, FORREST ACT 2603, GPO Box 447, CANBERRA CITY ACT 2601
T: + 61 2 6271 3000, F: + 61 2 6271 3999, www.pwc.com.au

Liability limited by a scheme approved under Professional Standards Legislation.

