

ALZHEIMER'S AUSTRALIA NSW ANNUAL REPORT 2013-14



**TALKING ABOUT ALZHEIMER'S
ACROSS AUSTRALIA**
FIGHTDEMENTIA.ORG.AU

Acknowledgements

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

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

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

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

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Senior Management Team

CEO: The Hon. John Watkins

GM Corporate Services / CFO: Chris Champ

GM Fundraising: Simon Crowson

GM HR & Volunteers: Anneliese Coghlan

GM Marketing & Communications: Andrew Mills

GM Media: Sarah Price

GM Policy, Research & Information: Brendan Moore

GM Services: Robyn Faine



Alzheimer's Australia NSW is a quality accredited organisation.

Cover photo: Ms Ita Buttrose AO OBE, Alzheimer's Australia National President and Ambassador of AlzNSW, addressing the AMA (NSW) Gala Ball in October 2013 which raised \$66,000 for AlzNSW.

Note: Ms Buttrose ended her term as National President of Alzheimer's Australia in June 2014, and was succeeded by Mr Graeme Samuel AC as the new National President. We are delighted that Ita will continue as an Ambassador to the organisation.

CONTENTS

Acknowledgements	2
Patron, Board & Advisory Council	4
Ambassadors	4
Vision & Mission Statements	6
Report from the Chairman	8
Report from the CEO	9
Fight Dementia Campaign	11
Striving for Continual Improvement	12
Corporate Services	13
Fundraising	14
Building our Visibility and Voice	16
Human Resources & Volunteers	18
Policy, Research & Information	20
Media - Your Story Matters	22
Meeting the Needs - Services in Action	24
Volunteers' Report	26
Our Donors	28
Our Volunteers	30
The Year in Review	32
Directors' Report	34
Information on Directors	36
Financial Indicators	39
Contact Us	40



Patron:

Her Excellency Ms. Marie Bashir AC CVO Governor of NSW. Upon Her Excellency's retirement in October 2014, His Excellency General The Honourable David Hurley AC DSC (Ret'd) has accepted the Vice Regal Patronage for Alzheimer's Australia NSW.

Board of Directors:

The Hon. Professor Peter Erne Baume AC
Mr Alistair Garrard Bell
Ms Lucille Barbara Bloch
Mr Jerry Ellis AO (Chairman)
Mr Barry James Groundwater
Mr Ian Watts Horton
Dr Richard Matthews AM
Mr John Gerard Morrison (Vice Chairman)
Mr Nicholas Kevin Francis O'Neill
Ms Catharine Josephine Retter
Ms Eesvarathevi (Eesa) Witt

Honorary Medical Advisors:

Professor Henry Brodaty AO - Co-Director, Centre for Healthy Brain Ageing, University of NSW, Director, Dementia Collaborative Research Centre
Dr Helen Creasey - Senior Staff Specialist, Geriatric Medicine, Deputy Director of CERA
Assoc. Professor Michael Valenzuela - Group Leader, Brain & Mind Institute University of Sydney

Dr Bryce Vissel - Senior Research Fellow, Group Leader, Neurodegenerative Disorders, Garvan Institute of Medical Research

Advisory Council:

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

Ambassadors:

Natarsha Belling
Ita Buttrose AO OBE (also Alzheimer's Australia National President till June 2014)
Maxine McKew
Sir Michael Parkinson CBE
Doris Younane



Image from Cathy Greenblat's touring photographic exhibition 'Love, Loss and Laughter' which was on display during November 2013 at NSW Parliament House Fountain Court. This photo shows Jim Always (right) and Peter Torenbeek from the Cessnock Men's Shed project.

VISION

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

Image: Plaques and tangles in a brain



MISSION

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

CHAIRMAN'S REPORT

THE FINAL PLANK OF OUR FIGHT DEMENTIA CAMPAIGN WAS FULFILLED AS THE ABBOTT GOVERNMENT MADE GOOD ON ITS PRE-ELECTION COMMITMENT OF \$200 MILLION TO DEMENTIA RESEARCH



Alzheimer's Australia launched its 'Fight Dementia' campaign in October 2011 with the aim to lobby the Australian Government for increased funding for dementia services and research. In the May 2014 Federal Budget, the final plank of our campaign was fulfilled as the Abbott Government made good on its pre-election commitment of \$200 million to dementia research over the next five years.

Alzheimer's Australia welcomed the Government's announcement. At Alzheimer's Australia NSW we have maintained a high level of advocacy with state and federal policy makers and Government bureaucrats to ensure dementia remains front-of-mind so that announced reforms are implemented promptly and equitably, and that unmet needs are recognised and funded.

As Chairman of Alzheimer's Australia NSW (AlzNSW), I sit on the National Board of Alzheimer's Australia as the NSW representative. In June, Ita Buttrose AO OBE, resigned as National President of Alzheimer's Australia after three successful years in the position. As 2013 Australian of the Year, Ita was in a unique position to advocate for people living with dementia, and in doing so has made a huge contribution to the organisation. Ita has been a strong voice to the Australian Government and health bureaucrats, resulting in significant improvements to funding and recognition of dementia as a new national health priority.

In July 2014, we welcomed Graeme Samuel AC as our new National President. Graeme is an eminent Australian and was past Chairman of the Australian competition watchdog – the ACCC. Graeme has started at a fast pace establishing contacts at the highest level, while at the same time visiting the state organisations. I am confident Graeme will build upon Ita's legacy.

In December 2014 Glenn Rees retires as National CEO of Alzheimer's Australia after fourteen years of dedicated

service. We thank Glenn for his tremendous contribution to the organisation and welcome new CEO Ms. Carol Bennett.

On a more local front, we launched three excellent new Discussion Papers during the year. The discussion paper topics were #8: *'Financial Abuse of people living with dementia'*, #9: *'Living with dementia in regional NSW'* and #10: *'Dementia in prison'*. I congratulate all staff involved with the production of these papers, as well as their subsequent promotion through the media.

In October 2013 Gabrielle Kibble resigned as director after several years of service. I would like to thank Gabrielle for her contribution to the organisation. At our AGM on 27 November 2014, our Vice Chairman John Morrison will retire from the Board of Directors. John served on both the AlzNSW Audit and Investment Advisory Committee and on the Board of Alzheimer's Australia Dementia Research Foundation. We thank John for his years of dedicated service to AlzNSW, are delighted that he will continue to play a role on the national research board as well as have a continuing involvement through the AlzNSW Audit and Investment Advisory committee.

Finally, I would like to congratulate and thank the whole AlzNSW team, as well as my co-directors and the AlzNSW Advisory Council for their continued dedication and thoughtful contributions throughout the year.

A handwritten signature in black ink that reads "JK Ellis". The signature is fluid and cursive.

Jerry Ellis AO
Chairman

CEO'S REPORT

THE NEEDS OF PEOPLE LIVING WITH DEMENTIA AND THEIR CARERS ARE ALWAYS AT THE HEART OF WHAT WE DO AT ALZHEIMER'S AUSTRALIA NSW



It is a privilege to report to you again about the successful and challenging year that we have experienced at Alzheimer's Australia NSW. In that time we have continued to improve our service delivery across NSW and made strong gains in advocacy and awareness raising. Our organisation is justly recognised for its quality, commitment and compassion.

I would like to draw special attention to our staff. We are very fortunate at Alzheimer's Australia NSW to have a most talented, experienced, professional and caring staff. They bring to their various roles deep knowledge of dementia care and a living, vibrant commitment to doing the very best for people living with dementia and their carers. I receive many reports about the great capacity and generosity of our staff and I am proud of each one of them.

We are especially fortunate to have a most gifted and committed Board of Directors who bring vast experience to their role. Under the leadership of Mr Jerry Ellis AO they provide thoughtful and considered direction to the organisation. They are all volunteers and are absolutely committed to good governance and care for people living with dementia. Under their guidance the organisation continues to thrive and grow.

I think it is important to continually restate that the needs of people living with dementia and their carers are always at the heart of what we do at Alzheimer's Australia NSW. We always try to ensure that they are involved in all our functions, in our planning and at the very heart of our advocacy. We grew out of a group of carers coming together over 30 years ago and even though we have grown considerably since then, it is an essential part of our character that the needs and experience of carers and those they look after with dementia remain at the centre of our attention and day-to-day work.

We are in the midst of a great deal of change in the delivery of dementia services. The ongoing Federal

Government reforms in dementia care, the increased attention being given to research and the changes in the leadership of Alzheimer's Australia National at both the Board and management levels, all have their challenges. With those challenges, however, come great opportunities for improved and increased services and greater awareness of dementia in the wider community. The report before you demonstrates that we are well set-up to take advantage of those opportunities. With the shared generosity of spirit and confidence in our intent that is evident in our Board, staff, volunteers, members and supporters, we can look back on a successful year and look forward to a positive future.

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

The Hon John Watkins
Chief Executive Officer

\$200,000,000
OVER 5 YEARS
FOR
DEMENTIA
RESEARCH
IN THE
MAY 2014
FEDERAL
BUDGET



FIGHT DEMENTIA CAMPAIGN

The election of the new Coalition Government in October 2013 presented an opportunity to revisit the Fight Dementia Campaign and reassess the vision of Alzheimer's Australia for the next three years. The time was right as the objectives of the Fight Dementia Campaign that was launched in October 2011 had largely been achieved through the 2012 Aged Care Reforms and the commitment in the 2014 Budget to provide an additional \$200 million for dementia research.

The aged care reforms, if fully implemented, will achieve important consumer objectives such as the expansion of home care packages, a greater focus on the quality of care and consumer-directed care.

There was an important element of the reform package committed to tackling dementia through:

- dementia supplements
- an expansion of the dementia behaviour management advisory services
- timely diagnosis
- the funding of dementia key workers for people with younger onset dementia
- the improvement of dementia care in the acute care setting.

The implementation of the \$200 million for dementia research has commenced with decisions to implement four main components of the Boosting Dementia Research Initiative:

1. A new National Health and Medical Research Council National Institute for Dementia Research will be established to synthesise, focus and translate the Australian research effort in dementia. The institute will be allocated \$50 million over five years
2. \$95 million will be allocated for large scale research projects in priority areas for dementia
3. \$9 million will be used to support the Clem Jones Centre for Ageing Dementia Research
4. \$46 million will be allocated to dramatically expand research capacity in dementia research and build the future research workforce.

In addition, the gradual rollout of the National Disabilities Insurance Scheme has provided limited new opportunities for younger people with dementia under 65 years of age to access services. They have been

assisted in that outcome by the newly-funded dementia key workers.

The new Fight Dementia Campaign *Creating a dementia-friendly Australia* recognises the importance of building on the 2012 Aged Care Reforms and the implementation of the \$200 million for dementia research. A number of areas of concern were identified in the process of developing and refining the action that people with dementia and family carers are looking for in the next three years, namely:

- the continuing stigma and social isolation associated with a diagnosis of dementia
- the priority to do more for family carers through flexible dementia respite, including a trial of cashing out respite to increase consumer choice
- the need to provide continuing support for people with dementia and their family carers through the funding of dementia key workers
- a recognition that there continues to be troubling reports about the quality of residential care.
- the importance of ensuring that dementia is addressed in public policy in both the health and aged care systems.

The new Fight Dementia Campaign was launched in February 2014 and is available at <http://campaign.fightdementia.org.au/>.

The Fight Dementia Campaign has provided an important focus on the priorities put to the Department of Social Services in funding submissions, particularly on dementia key workers, dementia-friendly societies and the cashing out of respite.

There have been a number of elements to the work of Alzheimer's Australia on the quality of care, including:

- two new publications, one on the quality of residential care and the other on the use of medical and physical restraint on people with dementia
- the involvement of the CEO as Chair of the National Aged Care Alliance Working Group on the quality indicators
- continuing work with the Department of Social Services on quality indicators and residents' experience.

STRIVING FOR CONTINUAL IMPROVEMENT

By: Amanda Allen - Projects Manager & Quality Assurance, Alzheimer's Australia NSW

2013-14 was a busy year for quality activities with a number of external and internal reviews undertaken:

1. Organisational accreditation against the Quality Improvement Councils standards in November 2013. This involved two assessors spending 10 days on-site, interviewing over 140 staff, clients and service providers and reviewing hundreds of documents. Of the 18 standards we received an Exceeded rating in five which an uncommonly good outcome.
2. Review of Commonwealth funded programs (Dementia Advisory Service and Mobile Respite Team) delivered in Southern NSW against the Home Care Standards. All standards were met.
3. Audit of Education Services in relation to nationally recognised training which resulted in retaining our Registered Training Organisation status.
4. Self-assessment of Fundraising activities against the Fundraising Institute of Australia standards. All criteria were met.

The organisation maintains a Quality Workplan which identifies a number of continuous improvement activities arising from these reviews which will be undertaken over the coming months.

Policy review is an ongoing activity with the following key policies and documents reviewed in 2013-14:

- Corporate Governance Statement
- Code of Ethics for Board Members
- Delegated Authorities
- All Human Resources-related policies
- Risk Management Policy and Framework
- Services Management
- Stakeholder Engagement Strategy

CORPORATE SERVICES

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

Building financial sustainability:

Building on improvements to the reporting systems in 2013-14, we have refined our funding and cost allocation models. We are now preparing to incorporate the outcomes of that process into new financial systems software which is planned for completion in 2015.

The Investment Advisory Committee redeveloped its investment strategy to reflect the increased reliance on investments to provide for the ongoing operations of the company. The new strategy focused on both the short and long term requirements of Alzheimer's Australia NSW and included the engagement of a professional fund manager to assist in meeting these requirements.

Managing the risk:

Alzheimer's Australia NSW undertook a significant redevelopment of its risk management policy and framework including the development of new tools for identification, monitoring and reporting on risks. The new risk management tools are also being used to provide improved reporting at the Audit and Risk Committee. The process of embedding risk management into the operations of the company has been assisted through the conduct of workshops with staff, which will continue into 2014-15.

Alzheimer's Australia NSW also conducted a review into its compliance framework, accompanying management tools and reporting systems. In response to the review there were a number of actions arising resulting in the development during 2013-14 of new contracts management systems. It is envisaged that the new framework will be fully implemented in 2015 and will be done in conjunction with the implementation of the new financial software systems.

Cross-border collaboration:

Alzheimer's Australia NSW is continuing to work closely with other Alzheimer's Australia organisations across a range of activities. Recent developments include collaboration on developing common technology infrastructure platforms. NSW is also working collaboratively with Victoria on financial system solutions.

Improving technology within Alzheimer's Australia NSW:

As anticipated, new video conferencing services were rolled out and, while services to regional and remote areas are limited by local capabilities, it has been used extensively by staff running the Younger Onset Dementia program and for staff meetings.

Following regular system audits further work was undertaken to strengthen the infrastructure against service disruptions. During the year all service targets were achieved.

FUNDRAISING

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



Photo: Sir Michael Parkinson CBE, Ita Buttrose AO OBE at 'A Night with Parky' fundraising dinner on 27 February 2014.

2013 Memory Walk & Jog:

Memory Walk & Jog events were held in the Hunter and Illawarra in 2013 attracting 3,000 people. The key sponsors of Memory Walk & Jog were:

Major Sponsor: Bupa Aged Care

City Sponsors: David Lloyd Funerals, Glencore, Nutricia, Community Options Illawarra

Community Partners: Anglican Care, Rotary, Lake Macquarie City Council and the Illawarra Memory Walk Committee.

Hunter Memory Walk & Jog

Held at Speers Point Park in Lake Macquarie, 1,907 people attended and \$82,000 (net) was raised for the Hunter Dementia and Memory Resource Centre.

Illawarra Memory Walk & Jog

Held at Stuart Park in North Wollongong, 1,068 people attended and \$39,000 (net) was raised for dementia services in the Illawarra area.

This annual fundraising event continues to go from strength to strength, with record crowds turning out in support of people living with dementia, their families and carers.

“A Night with Parky” with Sir Michael Parkinson and Ita Buttrose

More than 460 people attended this glittering event which raised \$160,000 towards keeping the Alzheimer’s Australia NSW Memory Van on the road. The key sponsor was NRMA.

Generosity can be appealing

Four direct mail appeals were sent this year at the following times:

Spring: raised money for support and services

Christmas: raised money for counselling and support services

Easter: raised money for support and services

Tax: raised money for the Library and Information Service

Appeals greatly assist Alzheimer’s Australia NSW to continue to deliver services which help people living with dementia. We would like to thank those who gave generously to our appeals this year.

Community fundraising has never been easier

We have had more than 600 supporters host their own events this year. Family, friends and work colleagues have been part of Bring it to the Table, held DIY Memory Walk events in their local area and participated in fitness events such as the City2Surf, Sydney Harbour 10k and the Blackmores Sydney Running Festival.

People have also been creative with their fundraising with some highlights being high teas, a rose sale on Valentine’s Day, a mighty 155km walk from Newcastle to the Central Coast, a 21st birthday party, a photography exhibition, a garden open day, trivia nights and a bicycle ride across Sri Lanka.

Trusts and Foundations

This year has seen a great continuation of new and existing support from various Trusts and Foundations. With this support, AlzNSW has been able to increase its service delivery, reaching more of those currently experiencing and living with dementia in NSW. We would

like to sincerely thank all of those who have generously supported our fight against this increasingly prevalent condition.

Bequests

A bequest to AlzNSW enables us to extend our services to meet the growing demands of our ageing population. AlzNSW received seven gifts in Wills in the 2012-14 financial year. These generous bequests have provided vital funding for dementia services, participation in research initiatives, as well as education, knowledge, skills and risk reduction strategies to people with dementia, their families and carers.

BUILDING OUR VISIBILITY AND VOICE

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

Dementia Awareness Week in September 2013 delivered outstanding awareness about dementia, and where to get help. In its second year, our theme '*Brain Health: Making the Connections*' helped propel greater awareness of dementia prevention strategies to a broad public audience.

A two week media campaign ran across Sydney metro and regional and rural NSW during September and included TV, cinema, ethnic press, and radio. New resources in various languages were also released to help us reach communities that are not otherwise well served by information about dementia.

The team at Alzheimer's Australia NSW were highly visible during the week with a public information stall in Martin Place, Sydney CBD. Thousands of people received information about brain-healthy lifestyles, as well as specific information about dementia when requested.

International dementia expert Dr Kristine Yaffe (USA) launched a national speaking tour in Sydney. Dr Yaffe is the director of the UCSF Dementia Epidemiology Research Group, which conducts research relating to cognitive function and dementia in ageing populations throughout the United States. A primary focus of the group is determining predictors and outcomes of cognitive decline and dementia in older adults. Dr Yaffe is also the principal investigator of the data core for the Alzheimer's disease Research Center at UCSF.

The theme of her seminar was *Maximising Cognitive Health*, which touched on the connections between dementia and chronic diseases, managing other diseases and lifestyle strategies to reduce the risk of dementia. Special guest speakers included Ms. Ita Buttrose AO OBE, Australian of the Year, and Alzheimer's Australia National President, and Dr Bryce Vissel, Senior Research Fellow, Group Leader, Neuroscience Research Program, Garvan Institute of Medical Research and Honorary Medical Advisor to Alzheimer's Australia NSW.

Morning Tea grants were provided to more than 50 dementia carer support groups across the state, and a vast number of localised dementia awareness events and seminars were held with a range of community partner organisations.

High profile Memory Walks & Jog events were held in Sydney, Wollongong and, for the first time, in the Hunter (Newcastle). A number of smaller, community Memory Walks were also held around the state.

In November, AlzNSW hosted '*Love, Loss and Laughter*' a photographic exhibition at NSW Parliament House Fountain Court featuring US photographer Cathy Greenblat's amazing images, which has touched the hearts of thousands of people as it travelled throughout the USA and Europe from 2010 to 2012. A number of photos were taken in Sydney, the Hunter region, and Melbourne by Cathy to add an Australian flavour to the international exhibition. We thank Nutricia Australia for their national sponsorship of the 'Love Loss & Laughter' exhibition, without whose help, this exhibition would not have been possible. The event also marked the launch of a new discussion paper 'Dementia in Regional NSW' with the NSW Parliamentary Friends of Dementia.

In December and April, Alzheimer's Australia NSW had a booth at the Premier's Senior's Concerts at the Sydney Entertainment Centre. Around 36,000 seniors attend the free concerts so this is a good place for AlzNSW to connect with people who are interested in maintaining a brain healthy lifestyle.

Our 'Detect Early' GP awareness campaign helped GPs understand the importance of a timely diagnosis, and provide them with a full suite of Alzheimer's Australia resources to help manage a diagnosis of dementia in their patients. Around 20% of GPs in NSW have visited our dedicated website, which is a great result. Based on the success of the NSW campaign, the 'Detect Early' program was expanded nationally, with funding from the Department of Social Service.

Acknowledgement: Dementia Awareness Week is supported by financial assistance from the Australian Government and the NSW Government.



Photo (L to R): The Hon. John Watkins, CEO AlzNSW, Dr Kristine Yaffe (international guest speaker for DAW 2013), Dr Bryce Vissel, Honorary Medical Advisor to AlzNSW, Ms. Ita Buttrose AO OBE Alzheimer's Australia National President, and Glenn Rees, Alzheimer's Australia National CEO.

HUMAN RESOURCES & VOLUNTEERS

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

We have grown from 72 full-time equivalent staff on 30 June 2013 to 89 fulltime equivalent staff on 30 June 2014. Because we have a healthy regard for work-life balance, as well as a desire to stretch our salary budget across as many programs to deliver as much service to the community in NSW as possible, the majority of our staff are part-time. So in fact, there are now 126 people in total working for the organisation in a paid capacity to make up that 89 full-time equivalent number.

Recruitment

We have welcomed 20 people to the organisation over the course of the financial year. A significant proportion of the list belonged to the Younger Onset Dementia Key Worker Program which commenced on 1 July 2013 following a massive recruitment exercise detailed in last year's annual review.

A warm welcome to:

Julie Gissing – Helpline Counsellor; Mary Clifton – Younger Onset Dementia Key Worker Sydney; Marie Gorman – Younger Onset Dementia Program Team Leader; Nicole Cree – Younger Onset Dementia Key Worker Western Sydney; Alexandra Matouk – Younger Onset Dementia Key Worker Sydney; Justine Sneddon – Younger Onset Dementia Key Worker Central Coast; Kathleen Doosey – Younger Onset Dementia Key Worker Hunter; Vanessa Keane – Younger Onset Dementia Key Worker Western Sydney; Sandra Kay – Younger Onset Dementia Key Worker Illawarra; Candy Misquitta – Younger Onset Dementia Team Administrator; Libby Smith – Dementia Advisor; Jane Bushell - Dementia Advisor; Diane Gallard – Support Worker, Dementia Telephone Monitoring Service; Jenny Roberts – Project Officer & Educator; Marnie Starr – Reception and Administration VFFRC; Meaghan Westra – Fundraising Events Executive; Sonja O'Sullivan – Early Intervention Living With Memory Loss Facilitator; Alison Fowles – Younger Onset Dementia Key Worker Mid North Coast; Evan Rollins – Project Officer Transitions Into Care; Sally Lambourne – Senior Project Manager Transitions Into Care.

Along with their own managers, the HR team has supported the attraction, selection, offer documentation, on-boarding and not to mention regular payment of these staff to ensure they settle into their new roles and our organisation as smoothly as possible.

Quality Audit Preparation

The first big project for the HR team for the financial year following the on-boarding of the whole new Younger Onset Dementia Program team was preparation for the Quality Assurance audit. This process was conducted three years ago and there had been a structured list of requirements to be achieved by this audit. Intermittently over the course of a number of months, under the determined oversight of our Quality Manager Amanda Allen, every HR policy and procedure was reviewed and updated, evidence of processes being followed was gathered and collated, and then the audit was conducted.

Quality Audit Response – HR and Corporate Services restructure

One outcome of the Quality Audit was that the HR team still had some work to do in the areas of workforce planning, reward and recognition frameworks and workplace health and safety (WHS). The Senior Management Team agreed to add some additional capacity to the HR team in order to achieve these outcomes over the next 3 years, and the Corporate Services team agreed to acquire the payroll function in exchange for HR taking on building administration to better facilitate the delivery of the WHS aspects of the quality audit. As a result, a new structure for both teams was developed in conjunction with the staff, including some new roles and the loss of one position to enable the funding for an additional, more junior role. Both teams are now settled and have already begun to make inroads into some of the gaps identified by the audit.

Other restructures

It is a difficult and stressful decision for any business to make to remove positions which are no longer working to achieve the organisation's goals, usually

because those goals have changed, or the funding to do so has come to an end. It is the mission of the HR team to ensure that processes undertaken to arrive at such decisions are thorough, transparent, legally sound and, in this organisation, considerate of the individuals affected as much as possible. Unfortunately we have assisted a number of teams through this process over the course of the financial year, but we are confident that donor and funding partner dollars are being spent more efficiently as a result, with minimal impact on services to consumers.

360 Degree Feedback

One of the more positive projects conducted over the financial year by the HR team has been to conduct '360' reviews of the members of the senior management team (SMT). The impetus for this project was to delve more deeply into the results of the staff climate survey conducted a year earlier, and for individual managers to understand their own strengths and weaknesses as seen by their teams and by other stakeholders such as peers and customers. Results for each member of the senior management team were presented by a coach, and each General Manager has prioritised a couple of objectives for special attention and development. The results for all members of the SMT were also collated to give a team view of those strengths and weaknesses, and the CEO has undertaken to structure SMT forums and discussions in such a way as to provide the team an opportunity to work as a group more often. This exercise has been very successful and insightful for many members of the team who continue to reference and work on the findings many months down the track. We look forward to seeing improvements in the next staff climate survey as a result.

Helpline Rationalisation

Over the course of the year, Alzheimer's Australia National Office has been working with the states to define what a best practice National Helpline might look like. The NSW HR team has been involved in some of that work, which has concluded with a Request for Tender being released at the end of the financial year to all interested state Alzheimer's Australia organisations

for provision of this service nationally. Alzheimer's Australia NSW has submitted a proposal and we very much hope to report a successful outcome of that process in next year's report.

POLICY, RESEARCH & INFORMATION

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

This year has been highly productive for the Policy, Research & Information team with the launch of a number of discussion papers, research reports published and evaluations completed. These have all contributed to improved knowledge, awareness, and quality of care and support for people with dementia and their carers.

Preventing Financial Abuse of People with Dementia

The paper Preventing Financial Abuse of People with Dementia was launched at the Parliamentary Friends of Dementia event on 18 June 2014. Our research identified that the majority of cases of financial abuse of people with dementia are carried out by people known to the victim and, worryingly, there is no clear mechanism in place in NSW for people to report suspected financial abuse. The research also found that while it was difficult to quantify the prevalence of financial abuse of people with dementia, any estimates were likely to be underestimates as much of it remains unreported. Since the launch, the team has established an interagency comprising researchers, Non Government Organisations, Government Departments and Alzheimer's Australia NSW. This group has formulated a plan to address some of the issues and recommendations highlighted in the research paper.

Living with Dementia in Regional NSW

The paper Living with Dementia in Regional NSW was launched at the NSW Parliamentary Friends of Dementia event on 13 November 2013. The research found that the issues faced by people with dementia are compounded for those living in regional NSW because of distance and isolation. As a result, our recommendations called on policy makers to be more innovative and flexible to ensure services are available to meet the needs of people with dementia in regional areas. In completing the research, the team identified a number of models of good practice that were highlighted in the paper as a model to others of how service delivery can be improved.

Dementia in Prison

The paper Dementia in Prison was launched at the NSW Parliamentary Friends of Dementia event on 19 March 2014. The research highlighted dementia as a growing issue in Australia's prison system with the ageing population in the country's correctional facilities increasing at a higher rate than the general population. The paper urges corrective service authorities across Australia to respond to this urgent issue and points to work being done by the NSW Government as a model of good practice for others to follow. The health status of prisoners is marked by higher levels of chronic disease, drug and alcohol issues, mental illness, and cognitive impairment. The paper found that there is generally a 10-year differential between the overall health of prisoners and that of the general population, which is reflected in prisoners' premature experience of ageing disease and disability.

The interaction between hospital and community-based services for people with dementia their carers

This research, completed in partnership with University of Canberra in August 2013, sought to investigate and understand the perceptions of carers of people with dementia and community-based service providers, who had experienced the transition from hospital to home. The findings suggest the hospital experience and subsequent discharge has a significant impact on the transition process. Many carers found it very stressful and reported being required to assist with the daily care of the person with dementia yet excluded from decision-making about their care. Once discharged, they found the community services complex and difficult to navigate. The report recommends a better, person-centred transition process be developed with improved coordination and consultation between hospital staff, carers and community-based service providers.

Living Alone with Dementia: Research to Practice Guide

A research to practice guide was developed based on the findings in the Discussion Paper - Living Alone with Dementia. It was launched on 19 September in Wollongong with the IRT Research Foundation. The

Research to Practice Guide will assist service providers to support people living alone with dementia. It will also be useful for people who have family members or friends who live alone with dementia. The Guide outlines the top six issues and provides suggestions on how to support people living alone with each of these areas.

Moving into Care

Having secured a Department of Social Services, Aged Care Service Improvement and Healthy Ageing Grant, the Department is offering residential aged care providers the opportunity to benefit from the knowledge gained in the research paper *The Most Difficult Choice: Dementia and the Move into Residential Care*. The free consultancy service began this year and has signed up nearly 40 providers throughout the year. The consultancy service is available until June 2016.

Evaluations

The evaluation projects that have been completed this year include:

- CALD Link Workers in South West Sydney - internal
- Younger Onset Dementia Program Pilot – Ageing, Disability and Home Care
- Stronger Carers – BaptistCare NSW & ACT
- Living with Memory Loss – internal

Policy submissions

Submissions to various inquiries were lodged, including:

- IPART Review of Pricing for NSW Trustee and Guardian Services
- NSW Health Rural Health Plan
- Australian Government Department of Infrastructure and Regional Development Review of the Disability Standards for Accessible Public Transport 2002
- Australia Government Department of Social Services Home Support Programme Discussion Paper

Top-shelf library services:

Alzheimer's Australia NSW operates library services across the four Dementia Memory Community Centres at North Ryde, Hunter, Port Macquarie and Bega with 790 new items added to our catalogue. We also support small collections in Cooma, Bateman's Bay, Mid-North Coast Dementia Advisory Service, Orange,

St George/Sutherland Dementia Advisory Service and Wingecarribee Dementia Advisory Service.

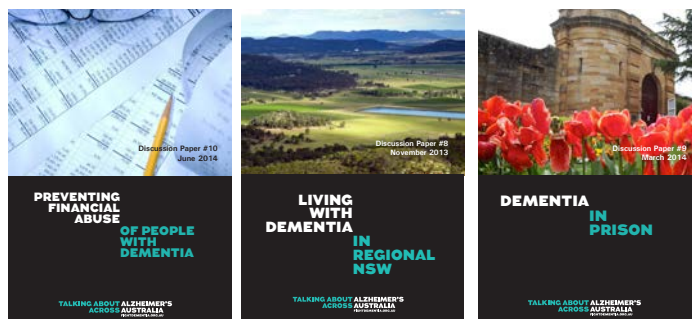
Community Development Support Expenditure (CDSE) grants contribute to new dementia DVD resources which are available for loan through the library. Blogs for Younger Onset Dementia (URL), latest Library News (URL) and Carer Support Groups have been continually updated throughout the year.

Throughout the year the library:

- Loaned 4,743 items to library members across NSW
- Added 790 new items to our catalogue
- Had 1,648 visits to the library branches in North Ryde, Bega, Newcastle and Port Macquarie
- Had 430 new members join
- Emailed articles to 2,149 articles to carers and health care professionals across NSW
- Have 1,948 members to our online newsletters (blogs)
- Emailed 40 topic newsletters (blogs)
- Generated 571 information requests
- Updated 19 reading lists

We received \$10,876 in CDSE grants and from The Raymond E Purves Foundation.

We continue to support other states with their library services, particularly new and volunteer staff at Alzheimer's Australia WA, SA and QLD.



Images above: front covers of recent Discussion Papers written by the Policy, Research & Information team.

MEDIA - YOUR STORY MATTERS

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

Traditional Media

Demand for information about dementia and consumer stories about what it is like living with dementia continues to grow. The level of coverage gained by Alzheimer's Australia NSW about dementia in the traditional media (newspapers, online news sites, television news bulletins and current affairs programs and radio news bulletins and programs) has grown by about 25 per cent from 2012-13 in terms of total news items and Advertising Space Rate equivalent. Over the 2013-14 financial year, we generated a total of:

- 755 news items
- which reached a total audience of 24,945,158 people
- and had an Advertising Space Rate equivalent of \$4,415,082.

Social Media

Our online presence, in particular in the social media space, continues to grow. AlzNSW now has a presence on Twitter, Facebook, Instagram and its newsblog Dementia Daily. We are active across all these sites and they are an important part of our communications strategy. They allow us to interact with a broader audience and share our message with a more diverse audience. Our communication has developed into a multi-channel and cross-platform operation, as opposed to the single media-release approach from a few years ago.

Other highlights:

Sir Michael Parkinson CBE

Alzheimer's Australia NSW Ambassador Sir Michael Parkinson CBE participated in a lively, funny and wide-ranging interview with Triple M Sydney's The Grill Team in the lead-up to his Night with Parky fundraising event in February. We are grateful for Sir Michael's on-going support.

My Grandmum, My Papu, My Grandpa and Me

A series of three animations featuring the grandchildren of people with dementia were released in December 2013. Ezekiel, Bibi and Julia generously took part in the project, sharing their experiences of their grandparent with dementia, in their own words. The insights contained in these short animations are powerful and emotional. We thank Ezekiel, Bibi and Julia and their families for taking part and hope these will encourage families to talk more about dementia.

Dementia Awareness Week 2013

Dementia Awareness Week continued to provide a great opportunity to spread the word far and wide. For Dementia Awareness Week 2013, we generated more than 220 news items that were seen by more than 3.17 million people and generated an Advertising Space Rate equivalent of more than \$250,000.

You're Not Alone, Discussing Dementia

Alzheimer's Australia NSW Ambassador Doris Younane joined some of our members, people with dementia and other carers of people with dementia, to share their experiences in the hope of helping others living with the condition in a film series produced by Alzheimer's Australia NSW and released in October 2013.

The series features people talking about their experiences of living with the condition, along with expert advice from Alzheimer's Australia NSW staff and Medical Advisor Professor Henry Brodaty about some of the most common issues faced by people living with the condition.

These series of 10 short films is available in DVD format and on Alzheimer's Australia NSW's Dementia Daily news blog and on Alzheimer's Australia's YouTube channel (see photo [right] of the film participants).

Dementia Advocates program

Alzheimer's Australia NSW, the peak body advocating for all people living with dementia, has a duty to ensure the voice of its consumers is not only heard, but included, and acted upon, across the organisation and in the community. In response to that need, we have created a new consumer engagement program, the Dementia Advocates program.

The *Dementia Advocates* Program strengthens the voice of our consumers and provides opportunities for our consumers, both carers and people living with dementia,

to participate in activities whereby they can use their story and experience to effect change.

The Consumer Advisory Groups now sits under this program and there is a variety of other avenues for participation for Dementia Advocates, such as sharing stories in the media, informing policy and research, having input to service development, using consumer stories for fundraising and raising community awareness about dementia.



Pictured: some of participants of our carer video series '*You're not alone: discussing dementia*' who attended the launch of the with our Ambassador Doris Younane, the filmmaker Why Documentaries, and team from Alzheimer's Australia NSW.

MEETING THE NEEDS - SERVICES IN ACTION

By: Robyn Faine - GM Services, Alzheimer's Australia NSW

Increase in interactions with people with dementia, families and carers

There has been a 75% increase in individual service interactions mainly due to the expansion of counselling and support activity in west and south west Sydney, the Hunter and the new key worker program for people under the age of 65 years.

There has been a 119% increase in service interactions to clients from Culturally and Linguistically Diverse (CALD) backgrounds. This is as a result of our concerted efforts to engage with CALD communities with culturally appropriate media and community awareness approaches, and with the establishment of dementia link workers for the Croatian, Cambodian and Assyrian communities

Extending our reach across NSW

Outreach into Orana Far West:

In March 2014 we commenced a 12 month dementia outreach project in Orana and Far West NSW aimed at building capacity of local service providers to deliver dementia awareness and education programs in western NSW. This project was made possible through a \$100,000 grant from Vincent Fairfax Family Foundation. This project has significantly increased our footprint in western NSW.

Expanding services in west and south-west Sydney:

Thanks to a generous funding from the Ernest Heine Family Foundation, we have been able to expand services across west and south-west Sydney and establish an office in Blacktown. Extra counselling services for carers are now being provided from six outreach counselling sites including Camden, Blacktown, Liverpool, Fairfield, Mt Druitt, Blacktown and Penrith along with extra carer education seminars and workshops, and support activities

New Telephone Outreach Service - Bega Valley:

This new Dementia Support and Monitoring Service was established in April 2014 with growth funding under the Commonwealth HACC program. The service provides one-on-one telephone calls to monitor the social engagement, health and well-being of people living with dementia and their families and carers. It provides a readily accessible and flexible service option in a rural catchment area.

New Key Worker Program for people with Younger Onset Dementia.

As part of a new Alzheimer's Australia national program funded by the Commonwealth, a team of 13 key workers was established in NSW to provide a key point of contact for information and support to people diagnosed with dementia under the age of 65 years. The service is provided right across NSW from office bases at Cooma, Port Macquarie, Newcastle, the Central Coast, Blacktown, North Ryde, Sylvania and Wollongong.

Building respectful relationships in Aboriginal Communities

We continue to engage with Aboriginal communities across NSW around culturally appropriate avenues and ways to talk about dementia and dementia risk reduction. Our Aboriginal Project Officer has been instrumental with this work, and we are now in the unique position of having Aboriginal communities requesting our attendance at Aboriginal community events and requesting an active presence within the Aboriginal Medical Services and Elders groups.

New Resource: Dementia and Our Mob

Our Aboriginal Project Officer has developed a new resource for providing Aboriginal people with basic dementia awareness knowledge, the ability to identify basic signs and symptoms of dementia and to identify culturally appropriate referral and support pathways within their own communities. We will be training Aboriginal health and other workers to deliver this education into Aboriginal communities across NSW.

Leadership in development of education resources and programs

Highlights include:

- A new eight week Wellness Program aimed at empowering participants to improve their lifestyle and those who they care for by building self-care skills which will improve their health, wellbeing and quality of life
- A new one-off information sessions targeted at people with dementia who are newly diagnosed, and their families. The sessions aim to engage people early with information and service supports
- A new “Maintaining Friendships” Wallet Cards that provide practical and personalised tips that support people with dementia to maintain their friendships. This project translates into practice findings from research that was conducted by the Dementia Collaborative Research Centre about the impact of dementia on friendships. The four cards developed are: Side by Side; Missing One Another; Out and About; and Across the Distance
- We partnered with Southern Cross Care and UNSW on a new video which is targeted at doctors with the aim of minimising the use of psychotropic medications particularly in residential aged care settings, whilst promoting the use of non-pharmacological strategies in people with BPSD
- A new Carer Coaching Program which aims to up-skill carer support group leaders and leaders of group homes in coaching carers in problem solving/ purposeful thinking rather than reactive/emotive approaches to managing changed behaviours in the person with dementia. Our intent is to roll this out as a train-the-trainer program in 2014
- New Education Courses have been developed on Sexuality and Dementia, Pain and Dementia, and Working with Families. Our Physical Disability and Dementia and Intellectual Disability and Dementia education workshops are proving very popular and well-received and DVD production has commenced to ensure an ongoing education resource is available.

Education Consultancy

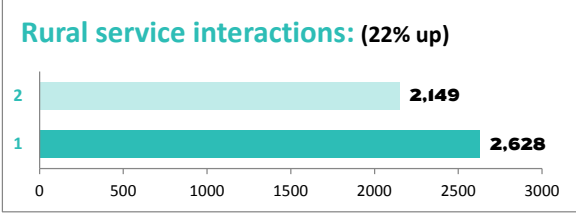
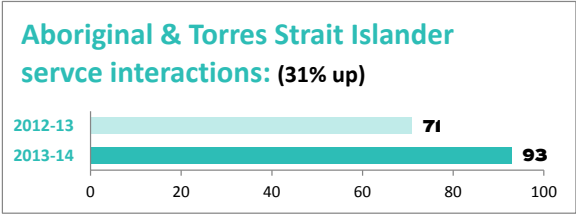
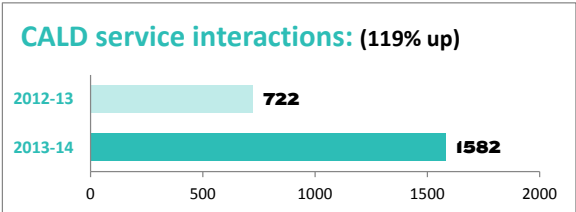
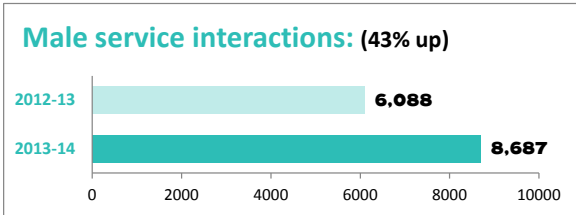
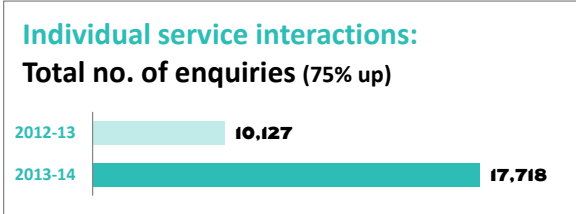
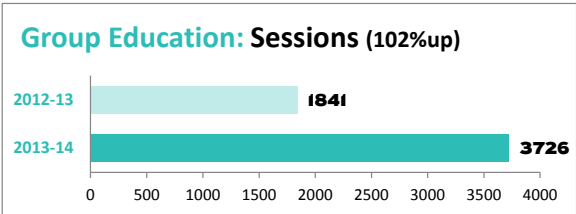
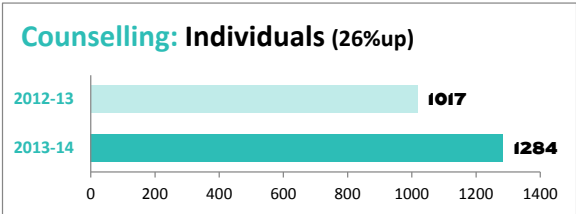
We commenced our education and consultancy work with the Domain Principal Group and Uniting Care Ageing NSW/ACT. Staff working across 56 Domain Principal Group facilities [NSW (25), Vic (12), QLD (13) and WA (6)] and 18 Uniting Care Ageing facilities [NSW] will be involved in foundation learning and peer enablement work which will enhance their capacity to deliver quality dementia care to people with dementia.

Working with art galleries to establish guiding people with dementia

A highlight of our program this year was working with Sydney Biennale to train staff and volunteers in conducting tours and guiding people with dementia as

part of the Cockatoo Island Art and Dementia program. Our work included undertaking a site visit to Cockatoo Island to advise on the physical logistics of the tours and advise on suitable pieces of art work that would engage people with dementia. Over 20 groups of people with dementia participated in the guided tours which were a great success.

Increased Activity: The charts below show the growth in customer service interactions for AlzNSW.



VOLUNTEERS' REPORT

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



Photo: Volunteers helping out at our Dementia Awareness Week event at Martin Place, September 2013.

Our amazing volunteers have again provided support to our offices and services, been the backbone for the success of all our major events and given their time to help Alzheimer's Australia NSW in many different ways.

344 volunteers generously gave their time over the course of this year, representing a 7% increase on last year, and that was without the largest volunteering event, Sydney Memory Walk & Jog being conducted in this financial year period. In 2013 over 160 of the 320 volunteers were involved in that event, so without those people in our contingent this year, the increased numbers involved in all other aspects of what the organisation does has been major.

Although the Sydney and Port Macquarie Memory Walk & Jogs were not conducted during this financial year, they were scheduled for September 2014 and we have spent a lot of time and effort during this financial year building up and communicating with hundreds of much-needed volunteers in the lead-up to those major events. We appreciate your tolerance of our movement of the Sydney event to September.

The range of roles performed by our volunteers throughout the organisation were varied, with regular

volunteers assisting on a weekly, fortnightly or monthly basis to assist in support service groups such as Café Connect, administration in Corporate Services, Education and Early Intervention Programs and office assistance in many of our regional offices. Our Corporate volunteers continue to provide great support in the preparation for our major events packing information bags. A large contingent of volunteers assisted at a myriad of events, some run by us, and others where volunteers represented us at events run by other organisations.

These included such events as: Hunter Memory Walk & Jog, Illawarra Memory Walk & Jog, Dementia Awareness Week activities, Blackmores Sydney Running Festival, Sydney Harbour 10K Run, Seniors Week Concerts, and the Alzheimer's Disease International's stand at the Rotary International Convention.

Over the course of these events, volunteers gave over 2,250 hours of their time valued at \$45,000. Their support enabled us to be well-represented and to provide extremely successful and safe events.

We are extremely grateful to have such fantastic volunteers and would like to acknowledge all that they do throughout the year.

**WITH YOUR
GENEROUS
SUPPORT
WE HAVE DELIVERED**

136,541



**HOURS OF DEMENTIA
SUPPORT IN NSW
LAST YEAR**



**BRAIN
HEALTH
AWARENESS**



**NATIONAL
DEMENTIA
HELP
LINE**

EDUCATION

**LIBRARY &
INFORMATION
SERVICES**



COUNSELLING

**MEMORY
LOSS
PROGRAMS**



**CARERS
SUPPORT
GROUPS**



WE HAVE DELIVERED!

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Johanna Winter-Stienen
Kathleen Storey
Bow Suthaphan
Kerry Swinbanks
Norma Symington
Benetta Tambakis
Chim Lu Tan
Evelyn Tan
Melody Taylor
Shinyhi Teh
Patsy Templeton
Maureen Thackray
Trish Thomas
Melany Thompson
Lyn Thorpe
Angela Tiedeman
Robert Tiedeman
Steve Timbrell
Bev Tinworth
Elaine Todd
Jack Torrance
Kirsten Torrance
Suzanne Towsey
Kate Troy
Chris Van Zanen
Luci Vicente
Anne Voursoukis
Helen Walkerden
Ellen Wall
Colin Warburton
Tom Ward
Chris Waring
Daniel Waring
Julie Waring
Lauren Waring
Mark Waring
Nick Waring
Helen Watson
Lindsay Watson
Louise Webster
Meaghan Westra

INDIVIDUALS

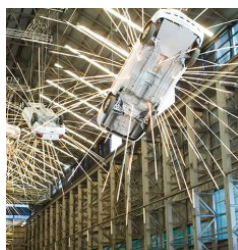
Monica Wheeler
Kate Whillock
Kate Williams
Kaylene Williams
Kim Wilson
Ian Wyber
Dianne Zisis
Rachael Zuzek



THE YEAR IN REVIEW

JULY - AUGUST 2013

- Planning Ahead Forum in Wollongong
- More than 100 health professionals hear dementia specialist Cameron Camp discuss 'IntrepereCare' at a professional education workshop at Parramatta, and over 150 family carers and public join 'Coping with dementia' workshop in Parramatta and Port Macquarie.



OCTOBER 2013

- Training of staff and volunteers at the Biennale of Sydney who conducted tours and guided people with dementia as part of the Cockatoo Island Art and Dementia program (March-June)
- QMS Quality Standards Accreditation Audit

DECEMBER 2013

AlzNSW awareness booth at the Premier's Xmas Concerts, Sydney Entertainment Centre. Approx. 36,000 concert attendees

2013

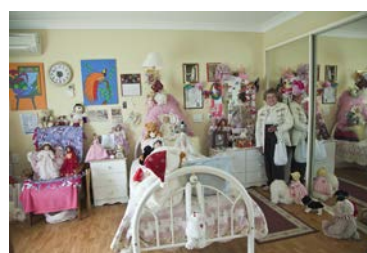
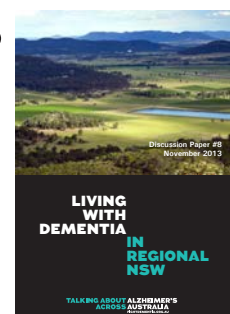
SEPTEMBER 2013

- Launch of AlzNSW 'Living alone with dementia - research to practice guide' in Wollongong
- Dementia Awareness Week featured a statewide TV campaign, radio, cinema, press, PR and social media campaigns
- Dr Kristine Yaffe (USA) Sydney seminar
- Over 60 events were held across NSW to raise awareness of dementia
- 21 Sept: World Alzheimer's Day
- Launch of Your Brain Matters™ brain health program and www.yourbrainmatters.org.au
- 2,000 supporters join the inaugural Hunter Memory Walk & Jog
- National launch of Paper #36 'Physical activity for brain health and fighting dementia'. A report for Alzheimer's Australia
- Launched Younger Onset Dementia Key Worker services across NSW



NOVEMBER 2013

- Launched internationally acclaimed photographic exhibition *Love, Loss and Laughter: Seeing Dementia Differently* at NSW Parliament House Fountain Court
- NSW Parliamentary Friends of Dementia launch of AlzNSW Discussion Paper #8: 'Dementia in Regional NSW'
- National launch of Paper #37 'Quality of Residential Aged Care: The consumer perspective'. A report for Alzheimer's Australia
- Organisational accreditation against the Quality Improvement Councils standards. Of the 18 standards we received an Exceeded rating in five which an uncommonly good outcome.



JANUARY - FEBRUARY 2014

- 'A Night with Parky' fundraising gala dinner with Sir Michael Parkinson CBE and AlzNSW Ambassador Ms Ita Buttrose AO OBE
- AlzNSW pre-budget submission to NSW Government
- NSW Health Minister Jillian Skinner MP visits AlzNSW

APRIL 2014

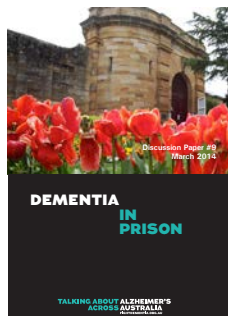
- National launch of 'Bring it to the Table' fundraising event
- National launch of 'Paper #39 *'Is the incidence of dementia declining?'* A report for Alzheimer's Australia
- Commencement of a new Dementia Support and Monitoring Service in the Bega Valley



JUNE 2014

- Launch of AlzNSW Discussion Paper #10: 'Preventing financial abuse of people with dementia'
- Launch of 'My Shoes' social media campaign at NSW Parliament House
- HammondCare Risky Business #2 *Detect Early* display stand at Hilton Sydney
- Mr Graeme Samuel AC elected as the new National President Alzheimer's Australia

2014



MARCH 2014

- Launch of AlzNSW Discussion Paper #9 'Dementia in Prison'
- AlzNSW introduces *Detect Early* campaign to 5,000 pharmacists at a display stand at The Pharmacy Guild's Australian Pharmacy Practitioner Expo, Gold Coast
- *Dementia Friendly Societies* symposium with Rachel Litherland (UK) in Randwick and Port Macquarie
- *Disabilities & Dementia Symposium* at NSW Parliament House
- 'Dementia care in Acute Hospital settings - issues and strategies' with Prof Brian Draper and Ita Buttrose in Coogee and launch of national paper #40
- National launch of Paper #38 'The use of restraints and psychotropic medications in people with dementia'. A report for Alzheimer's Australia
- Launch of AlzNSW Easter Appeal
- Commenced 12-month dementia outreach project in the Orana and Far West NSW

MAY 2014



- GP Conference & Expo, Sydney *Detect Early* display at Olympic Park, Homebush
- Pharmaceutical Society of Australia Sydney CPEXpo *Detect Early* display at Horden Pavillion, Sydney
- Launch of AlzNSW Tax time appeal

DIRECTORS' REPORT

THE DIRECTORS PRESENT THIS REPORT ON THE ENTITY FOR THE FINANCIAL YEAR ENDED 30 JUNE 2014.

Directors

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

The Hon. Professor Peter Erne Baume AC
Mr Alistair Garrard Bell
Ms Lucille Barbara Bloch
Mr Jeremy (Jerry) Kitson Ellis AO
Mr Barry James Groundwater
Mr Ian Watts Horton
Ms Gabrielle Kibble AO (resigned 16 October 2013)
Dr Richard Matthews
Mr John Gerard Morrison
Mr Nicholas Kevin Francis O'Neill
Ms Catharine Josephine Retter
Ms Eesvarathevi (Eesa) Witt

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

Company Secretary

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

The Hon. John Arthur Watkins – MA, L.L.B., Dip Ed.

Principal Activities

The principal activity of the entity during the financial year was:

To provide services to Australians living with dementia through the provision of support, education, awareness and advocacy programs.

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

Operating Results

The net surplus of the entity for the financial year amounted to \$1,146,142 (2013: Deficit \$11,026).

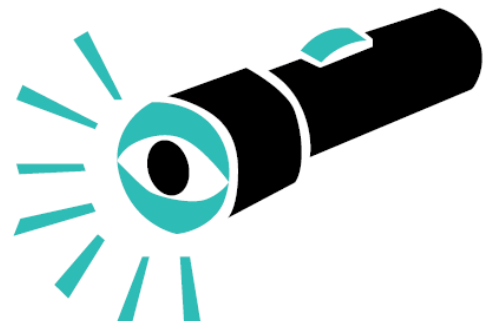
Review of Operations

The net surplus for the financial year was a significant turnaround of \$1,157,169 from the previous financial year. The main contributing factors to this result were:

- (a) bequest income of \$1,106,991 an increase of \$807,751;
- (b) State/Federal and non-government grants amounted to \$8,714,503, compared to \$7,225,510 received in the previous year;
- (c) capital grants from both government and non-government sources amounted to \$253,726, compared to \$11,100 in the previous year;
- (d) net gains on the sale of investments of \$105,317 compared to net losses of \$313,131 in the previous year;
- (e) impairment of investments write-back upon sale of \$167,665, compared to write-back of \$109,120 in the previous year, and
- (f) employment benefits expense increased by \$1,452,320 due to the delivery of additional service programs.

The Board resolved during the year to change the composition of the financial assets, which now includes units in a managed growth fund. This investment was intended as a long-term strategy.

State and Federal Government grants received increased by 19.9% to \$8,045,982. The percentage of government grants to total revenue, excluding bequests and loss on sale of investments, of 68.2% compares to 67.8% for 2012/2013 and 67.4% for 2011/2012. The increase in grant revenue reflected the awarding of new recurrent grants and non-recurrent grants which commenced during the financial year.



Objectives

The company has a three-year strategic planning cycle. The strategic plan for the years 2012 to 2015 has been reviewed, with activities planned to deliver the strategic goals adjusted to reflect the current needs of the community.

The Strategic Plan has five major goal areas:

- (i) For the general public: to aim to build a community that understands effective risk-reduction strategies, where the stigma around dementia is reduced.
- (ii) For people with memory concerns: to aim for a more timely diagnosis with a smooth referral to AlzNSW for early intervention support.
- (iii) For people living with dementia and their carers: to aim to significantly improve the quality of life, through service improvement initiatives and partnerships with other organisations.
- (iv) To build a strong organisation and sector to support all these activities: to aim to increase funding to AlzNSW and the dementia sector.
- (v) In order to cope with the rapidly increasing dementia challenge, AlzNSW aims to significantly grow the organisation's capacity and outreach.

Strategy for achieving the objective and performance measures

Each of these objectives has a specific set of actions identified to achieve the goal. A report on progress against each action is presented to the Board each quarter.

- (i) For the general public: the key focus is on promoting risk reduction strategies using the Your Brain Matters program which is presented to community groups and clubs throughout NSW from the two Memory Vans. Expanding engagement with culturally diverse and Aboriginal and/or Torres Strait Islander communities as well as developing a group of high profile ambassadors to promote dementia awareness are additional strategies in this goal area.

- (ii) For people with memory concerns: this goal area focused on timely diagnosis and early intervention. Activities include targeted information and development of a referral pathway tool for GPs and the creation and implementation of new and increased delivery of existing early intervention programs.

- (iii) For people living with dementia and their carers: expanding services to areas of greatest need, increasing the access options such as online delivery of education, collaboration with key health networks to promote services and increasing research activities are the current objectives in this goal area.

- (iv) To build a strong organisation and sector to support all these activities: The key issues are diversification of income, quality accreditation and strong financial management. The company retains quality accreditation through QIP. Also the structure and strategy of the fundraising department has been reviewed and a new direction established and has been implemented. An upgrade of the financial system in 2014-15 will enhance financial management and reporting activities.

- (v) In order to cope with the rapidly increasing dementia challenge AlzNSW aims to significantly grow the organisation's capacity and outreach. The growth indicators are revenue, employee numbers, media activity and Helpline enquiries, counselling sessions and education courses provided.

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

Note:

Highlights from the financial results have been included in this report. The Summary Financial Statement and the Audited Financial Report for the year ended 30 June 2014 are available on request from Alzheimer's Australia NSW reception. The Audited Financial Report may also be viewed on our website at: <https://nsw.fightdementia.org.au/nsw/research-and-publications/reports-and-publications/annual-reports>

INFORMATION ON DIRECTORS

The Hon. Professor Peter Erne Baume AC

Director

Qualifications: MB, BS, MD, Hon DUniv (ANU), Hon LittD (USQ), FRACP, HON FRACGP, FAFPHM

Experience: Emeritus Professor, professorial fellow in the school of public health and community medicine, past physician at Royal North Shore Hospital, past Senator for NSW, past Government Whip, past Minister for Aboriginal Affairs, past Minister for Health, past Minister for Education, past Professor of Community Medicine at the University of NSW, past Chancellor of the Australian National University, past Director Sydney Water Corporation, past Chair of the Kolling Institute of Medical Research, past Governor Foundation for Development Cooperation, past Chair Family Drug Support, past Chair of the Australian Sports Drug Foundation, past official visitor, past official visitors' advisory committee.



Mr Alistair Garrard Bell

Director

Qualifications: B.Ec (Sydney), MAICD

Experience: Senior commercial and financial executive with broad-based experience in fiscal and operational management of international businesses operating in a variety of markets. Currently Group Chief Financial Officer of Graincorp Ltd, Australia's largest listed international grain and food ingredients business, non-executive Director of Allied Mills Limited (manufacturers and distributors of bakery premixes, flour and semi-finished food products) and Chair of Audit Committee for Allied Mills.

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



Ms Lucille Barbara Bloch

Director

Experience: Previously an Executive Member on the Management Committee of a retirement home with a frail care unit. Past Treasurer of ESRA, which provides help to new immigrants. Lucille was the primary carer for her husband, Keith, who had Fronto-Temporal Dementia.



Special Responsibilities: Chair and AlzNSW representative on the National Consumers Advisory Committee of Alzheimer's Australia, member of the Sydney-based Consumer Reference Standing Committee, and facilitates a monthly Carers' Support Group. Member of Health Consumers NSW Management Committee, End of Life Implementation Advisory Committee and Neuroscience Research Australia Foundation's Advisory Council.

Mr Jeremy (Jerry) Kitson Ellis AO

Chairman (non-executive)

Qualifications: MA (Oxon), LL.D honoris causa Monash University, HonDEng, C.Q.U., FTSE, FAICD, FAIM, HonFIEAust.

Experience: Elected as a Rhodes Scholar in 1959. Chairman of Broken Hill Proprietary Company Limited 1997 to 1999. Chancellor of Monash University 1999 to 2007. Member of the Board of Trustees for the Eisenhower Exchange Fellowships. Made an Officer (AO) in the General division of the Order of Australia in June 2012. Awarded Order of the Rising Sun, Gold and Silver Star from the Japanese Government in 2007. Chairman of MHD Energy Limited and Director of Iron Road Limited. On the Advisory Board of the Sentient Group.



Mr Barry James Groundwater

Director

Qualifications:

5 year Engineering Trade Certificate

4 year Mechanical Engineering Certificate

4 year Management Certificate.



Experience: Worked for Southern Cross Care (NSW & ACT) Inc for 19 years until he retired in February 2007. During this time held roles including Regional Manager and Manager of Cardinal Gilroy Village, Merrylands.

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

Mr Ian Watts Horton

Director

Qualifications: BComm (UNSW), FAICD, FCIS



Experience: From 1975 to 1998 occupied various senior positions within the investment management industry. Member of the Board of IFSA in 1998, Chair of IFSA's and also Member of AICD's Corporate Governance Committees from 1994 to 1997. Member of the Sydney Medical School Foundation and Chair of the Microsearch Foundation from 2011.

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

Dr Richard Matthews AM

Director

Qualifications: MB, BS

Experience: Past Deputy Director-General of the Strategic Development Division at NSW Health and until June 2007, carried the dual role as Deputy Director-General and Chief Executive of Justice Health (previously known as Corrections



Health Service). Chair General Practice Education and Training (GPET). Dr Matthews has co-authored various publications on health issues and is a Director on various Boards within the health network including Neuroscience Research Institute (NEuRA), National Director Calvary Healthcare (LCM), GPNSW and on the Advisory Board Centre for Healthy Brain Ageing (CHeBA).

Mr John Gerard Morrison

Vice Chairman (non-executive)

Qualifications: B Comm, CPA, FAICD, FTIA, FAICS

Experience: Honorary Treasurer June 2003 to July 2006. Consultant and practitioner in finance, secretarial practice, corporate governance and risk management.

Special Responsibilities: Mr Morrison is a member of the Investment Advisory Committee, Chair of the Audit and Risk Committee and a Director of Alzheimer's Australia Research.



Mr Nicholas Kevin Francis O'Neill

Director

Qualifications: LLB (Melbourne), LLM (London)

Experience: In 1989 became the first Deputy President of The Guardianship Tribunal of NSW and was President from 1994 to 2004. Inaugural Convenor of the NSW Chapter of the Council of Australasian Tribunals in 2003 – 2004. Principal author of *Retreat from Injustice: Human Rights in Australian Law*, the second edition of which was published in 2004. Professorial Visiting Fellow in the Faculty of Law at UNSW since 2004. Joint author with Associate Professor Carmelle Peisah of the ebook *Capacity and the Law* (2011) available on www.austlii.edu.au. Chair of the Nursing and Midwifery Tribunal from 2005 to 2012. Currently a Principal Member of the Civil and Administrative Tribunal of NSW (NCAT).

Special Responsibilities: Mr O'Neill is a member of the Nominations and Remuneration Committee.



INFORMATION ON DIRECTORS

Ms Catharine Josephine Retter

Director

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

Experience: Member of the NSW Government Carers Advisory Council, past member of the Consumer Dementia Research Network, past chairperson of Austcare refugee week. Career background in marketing, management and writing, and for the past decade in book publishing and distribution. Director on various boards in the publishing sector including past chair of the Australian Book Group Pty Ltd, past CEO of Driza-Bone Pty Ltd. Ms Retter was the primary carer for her husband who had Alzheimer's disease and Vascular Dementia.



Ms Eesvarathevi (Eesa) Witt

Director

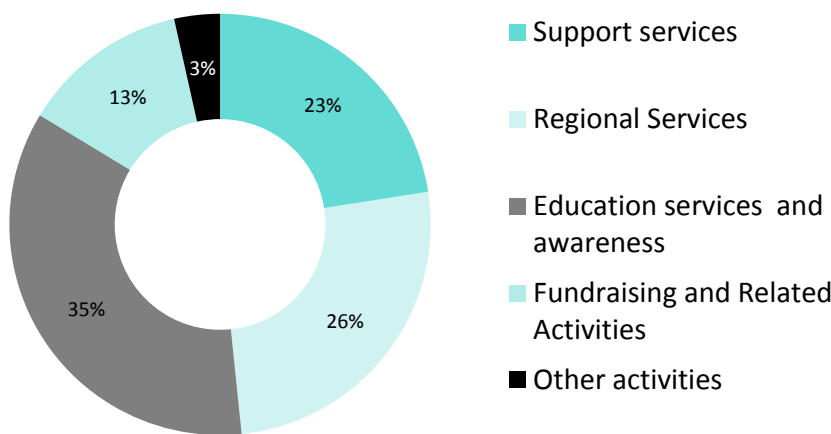
Qualifications: RN, Grad Dip Aged Care, MN

Experience: Eesa has extensive experience in Aged Care Nursing having worked in Community Health, and as an ACAT Registered Nurse in Sutherland Hospital. Other positions held: Clinical Nurse Consultant in Residential Care, Acute Aged Care and in Psychiatry of Old Age at Prince of Wales Hospital. Eesa is currently working as a Private Specialist Nursing Consultant in Dementia and Education and Behavioural and Psychological Symptoms in Dementia. Eesa is experienced in facilitating groups, mentoring nurses and health professionals in other disciplines in Dementia Care, managing challenging behaviours, and supporting carers of Persons with Dementia. She has been part of various Research Teams looking into Depression in Residential Care, development of Behaviour Management Manuals with UNSW and USyd.



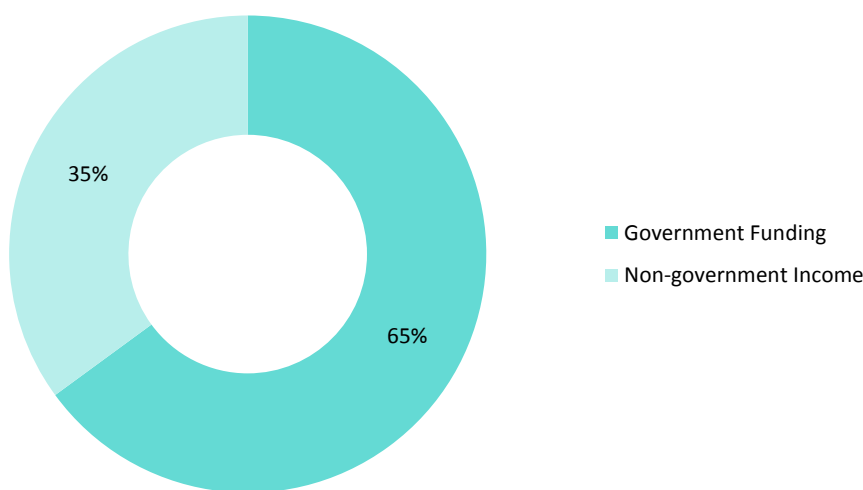
FINANCIAL INDICATORS

DISTRIBUTION OF EXPENDITURE FOR 2014



The top three areas of expenditure are Education Services and Awareness activities (35%), Support Services (23%) and Regional Services (26%) which reflect the continuing focus by Alzheimer’s Australia NSW to deliver quality support and educational services across the state.

SOURCE OF INCOME FOR 2014



The major source of income for Alzheimer’s Australia NSW continue to be Government grants which account for 65% of total income. Non-government income accounted for 35% of total income and this has doubled since last financial year.

CONTACT US

OUR OFFICES

ADMINISTRATION

Alzheimer's Australia NSW
Macquarie Hospital Campus
Building 21, Gibson-Denney Centre
120 Coss Road (Cnr. Norton Rd)
North Ryde, NSW 2113
PO Box 6042 North Ryde, NSW 2113
T: 02 9805 0100
F: 02 9805 1665
E: NSW.Admin@alzheimers.org.au
W: www.fightdementia.org.au

NORTHERN NSW

Armidale:	02 6771 1146
Hunter*:	02 4962 7000
Port Macquarie*:	02 6584 7444
Forster:	02 6554 5097
Coffs Harbour:	02 6651 7101
Tweed Heads:	07 5523 0731
Central Coast*:	02 9805 0100

SYDNEY REGION

North Ryde*:	02 9888 4268
St George/Sutherland*:	02 9531 1928
Blacktown*:	02 9805 0100

**NATIONAL
DEMENTIA
HELPLINE**
1800 100 500

This is an initiative of the Australian Government

SOUTHERN NSW

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

WESTERN NSW

Orange:	02 6369 7164
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* Younger Onset Dementia Key Worker locations

Alzheimer's Australia NSW
ABN 27 109 607 472

WWW.FIGHTDEMENTIA.ORG.AU

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ACROSS AUSTRALIA**
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