Vision

People with dementia, their carers and families having a better quality of life.

Mission

To be a State peak body providing leadership in dementia policy, advocacy and services for people living with dementia, their carers and families.

Background

Alzheimer's Australia SA was established in 1983 to provide services and support for people with Alzheimer's disease and other related dementias, their families and carers. It was then known as the Alzheimer's Disease and Related Disorders Society (ADARDS). It became the Alzheimer's Association (SA) Inc in 1992 and moved to its current facilities in Conyngham Street Glenside in 1996. In 2004 it changed its name and logo to Alzheimer's Australia SA Inc as part of the national branding.

Over the past 24 years Alzheimer's Australia SA has developed as a centre of excellence, and has expanded to provide a range of vital services including information and support to people throughout metropolitan, rural and remote regions of South Australia. It also provides education and training for staff working in the aged care sector.

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Acknowledgements

Photographs: Lynton Crabb, Lyndon Stacy

We wish to acknowledge the substantial funding received from the Australian Government and the South Australian Government for programs and services.
After six years as Patron, this is my last statement in the Annual Report. During my term I have developed great respect and admiration for Alzheimer’s Australia SA, its Board, staff and volunteers. Most of all, my knowledge and understanding of the experience of both sufferers and carers has developed to the point where I see many of them as the unsung heroes of our contemporary society.

To lose one’s memory is to be deprived of one’s identity. To have a partner or parent with memory loss is virtually to lose the essential nature of the person we loved. In these circumstances, the greatest support is, first of all, understanding. The second, equally important source of help is knowledge of the disease and its effects. This enhances understanding and helps ease the path of seemingly daily struggle, grief and endless demands. Underpinning both of these supports is practical help – guidance with behaviour problems, with modifications to the home, with ordinary tasks that make life easier, and with precious time off for any purpose at all.

Scanning this report, it is clear that Alzheimer’s Australia SA is helping as never before to make all these things possible. The range and breadth of services that are available today would have made the pioneers of twenty five years ago gasp with amazement. Advocacy, research, resourcefulness and sustained effort have resulted in extraordinary progress and achievement.

Thank you for giving me the opportunity to be involved with such a worthwhile task. It has been a privilege to work with you all.

With my best wishes for the future

Hon Jennifer Cashmore AM
Patron
Alzheimer’s Australia SA Board

Professor John McKellar ED
- Member of Board of Alzheimer’s Australia SA since 1996
- President since 2000
- National Vice-President of Alzheimer’s Australia for five years, 2001-2005
- Founding member and Hon. Secretary Rosemary Foundation
- Graduated from University of Adelaide, BSc(hons), PhD
- Awarded Senior Australian of the Year – South Australia 2001
- Awarded Distinguished Fellow Royal Australian Chemical Institute 2004

Graham Hagger BEc, MBA (appt 01/07)
- Member of Institute of Chartered Accountants since October 1980
- BIC (1976) and MBA (1983) University of Adelaide
- Over 30 Year experience in senior financial management roles in Investment and Professional Services

Joy Mallett
- Elect to the Board in 2003
- Formerly in insurance industry
- Board Member of the Cystic Fibrosis SA for 2 years until 2004
- Volunteer guide at the SA Museum since 1993
- Member of the Tea Tree Gully Uniting Church

Barbara Hayes
- Member of Alzheimer’s Australia SA since 1983
- Board Member since 1998, currently Vice President
- Registered General Nurse
- Worked in Aged Care since 1969
- Victoria and SA
- Director of Nursing and Manager of Residential Care Services, Rosthursten, Marion 1982-1998
- Former Assessor District Court SA (Appeals – Guardianship Act 1993)
- Attended World Conference of Alzheimer’s Disease International in Brisbane, Edinburgh and Christ Church
- Member Royal College of Nursing, Australia
- Elder & Member Church Council, Brighton Uniting Church

John Kiosogliaus MBE, KSA, AE, SM (appt 06/07)
- Admitted as a practitioner of the Supreme Court of South Australia and the High Court of Australia 1969
- Senior Partner in the firm H L Abbott & Co, Solicitors and Barristers 1975-1987
- Adelaide and Elizabeth Magistrates Courts 1973-1975
- Adelaide Children’s Court 1975-1984
- Chairman, Committee of Enquiry into Social Welfare problems of the Migrant Aged and Aged in Australia 1975-1975
- South Australian Multicultural & Ethnic Affairs Commission 2000-2005

Julie Chenery
- Board Member since 1994 (Past President and Past Vice President)
- Certificate Advanced Management Mount Eliza School of Business 2002
- Registered Aged Care Quality Assessor 1998
- Bachelor of Nursing (including Gerontology) Flinders University 1988
- Diploma of Applied Science Community Health Finders University 1984
- Hospital Certified Registered Nurse Adelaide Children’s Hospital 1970
- Nursing Agency of Australia – Registered Nurse/Consultant (2003-current)

Robert Holland (ret 03/07)
- Board Member since October 2001
- Bachelor of Law (1977), University of Adelaide
- Senior and Managing Partner, Lempriere Abbott McLeod, Solicitors
- Honorary Solicitor, The Royal Life Saving Society – Australia, South Australia Branch Inc
- Chairman, Rosthursten College
- Footballer
- Member of Adelaide and Woodville/ West Torrens Football Clubs, SA Cricket Association, Middlesex Country Cricket Club

Ron Sinclair
- Board Member since 2002
- BSc (Agriculture), MSc (Agriculture), PhD (Zoology)
- A Member of the Carers Advisory and Advocacy Committee
- Member of the NDIS Consumer and Carers Advisory Council
- Member of the National Consumers Group and the Federal Minister’s Dementia Task Force, Research & Innovation Working Group
- Senior Research Officer with the Animal & Plant Control group in the Department of Water, Land & Biodiversity for the last 28 years
- Member of Birds SA, Australasian Wildlife Management Society & Field Naturalists Society of SA

Joy Castree
- Member of the Board since 1990
- Primary Carer for her husband for 18 years
- Group Leader for 25 years
- Member of the Residents’ Committee at Tea Tree Gardens Retirement Village
- Currently Secretary to the Board
- Life Member of Alzheimer’s Australia SA Inc

Joy King
- Board Member since 1999
- Executive Manager, Marketing and Communications for Anglicare SA since 1997
- Former career in the world of marketing in airlines, television and sport industries with particular knowledge in design, print, television and radio
- Joy enjoys finding a way to bring a plan together – some take just a little longer to achieve

Sacha Ure (appt 05/07)
- Graduate of Institute of Company Directors 2006
- Graduate Certificate in Management towards the Executive MBA through Australian Graduate School of Management (AGSM) 1997
- Member Australian Human Resources Institute
- Chartered Member of Institute of Personnel Development (UK)
- Post Graduate Diploma in Personnel Management (London)
- Former Senior Consultant with Hender Consulting
- Former KPMG, Senior Consultant – Human Resources
- Kelly Services, Branch Manager April 93 – May 96

Dr Malcolm Bond PhD
- Board Member since 1999
- Associate Professor (Behavioural Sciences in Medicine)
- School of Medicine, Flinders University
- Chair of the Depression Awareness in Later Life Committee
- A Member of the Board’s Research Ethics Committee
- A Member of the Board of the Dementia Training Institute of Australia

Robyn Cavallaro
- Board Member since 2004
- Diploma of Teaching – Early Childhood
- Former Member of the Carers Advisory and Advocacy Committee
- Member of the Brighton Support Group
- Support teacher in Literacy Program
- Social Skills support program for students

Julie Elton
- Elect to the Board in 2005
- Formerly in administration
- Board Member of the Cystic Fibrosis SA for 2 years until 2004
- Volunteer guide at the SA Museum since 1993
- Member of the Tea Tree Gully Uniting Church

Barbara Hayes
- Member of Alzheimer’s Australia SA since 1983
- Board Member since 1998, currently Vice President
- Registered General Nurse
- Worked in Aged Care since 1969
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- Member Royal College of Nursing, Australia
- Elder & Member Church Council, Brighton Uniting Church

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- Member of Institute of Chartered Accountants since October 1980
- BIC (1976) and MBA (1983) University of Adelaide
- Over 30 Year experience in senior financial management roles in Investment and Professional Services

Received a distinguished fellowship award from the Royal Life Saving Society – Australia, South Australia since 1996

Professor John McKellar ED
- Member of Board of Alzheimer’s Australia SA since 1996
- President since 2000
- National Vice-President of Alzheimer’s Australia for five years, 2001-2005
- Founding member and Hon. Secretary Rosemary Foundation
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- Over 30 Year experience in senior financial management roles in Investment and Professional Services
As Alzheimer’s Australia SA Inc (AASA) moves towards the conclusion of its twenty-fifth year it can look back on the foundation and the development of a success story. The Association has grown from its early modest beginnings into a sophisticated corporate entity, providing a wide range of services to South Australia in support of people diagnosed with dementia, their carers, families and the community at large.

The past year has been no less a time than its twenty-four predecessors in continuing the processes of building and change.

Recognition of dementia as a National Health Priority has brought focus on dementia and the needs of those affected by it. New programs have been initiated in addition to well-established existing programs.

AASA was successful in winning the tender to establish a Dementia Training Study Centre (DTSC). This entity, based in Adelaide, is a consortium of the universities in South Australia and the Northern Territory with AASA as the lead agency. DTSCs in other States are linked to Alzheimer’s Associations but are coordinated from the university sector.

Another change that occurred was the cessation of the National Dementia Behaviour Advisory Service (NDBAS) and the Behaviour Advisory Service (BAS – PGU) programs on the 30th June 2007 and the commencement on the 1st July 2007 of the Dementia Behaviour Management Advisory Service (DBMAS).

The future of the Association seems assured. With a significant increase in the number of people presenting with dementia the demand for services will undoubtedly increase, requiring new approaches and services being developed. The Board continues to form more partnerships with service providers. One of the greatest threats to the continued viability of the Association is the need for operating funds. There are three sources of funds available to the Association.

The first is Government funding, but with the pressure on governments to meet increasing demands across a wide range of areas of need within the community, we cannot expect much growth from this source. The second source is the Rosemary Foundation for Memory Support which continues to grow its capital fund. It is expecting to expand its bequest program to attract further funds and the interest from this will assist the Association.

The third source of funds is based on the Association developing its own capacity to generate income.

Professor John McKellar
President

The President’s Report

John McKellar and Kathryn Cunningham with the Good Life Award which was presented to Alzheimer’s Australia SA by the Aged Care and Housing Group (ACH). This award was for nationally leading the way in conducting research and development of new customer-focused services approaches for people with dementia and their carers.
I am pleased to present my second report as Chief Executive of Alzheimer’s Australia SA Inc (AASA).

This last twelve months has been one of significant development and expansion, both strategically and operationally.

The implementation of Strategy 2009 began in 2006. We consulted at length with our staff, members, volunteers and community partners to understand the ways in which we need to adapt and respond to change.

Our visionary process was an important step in developing the strategy and identifying our key action areas both in metropolitan and regional SA.

Alzheimer’s Australia SA has continued to build partnerships for the future.

In February the first regional office was established in Port Lincoln in partnership with West Coast HomeCare.

AASA has also developed partnerships with Masonic Homes, trialling an early intervention service around diagnosis, and another with ACH Group, the Connexus Project, which is a new lifestyle program to support people with younger onset dementia and their carers.

A sub-committee of the Carers’ Advisory and Advocacy Committee was established for Younger Onset. This is the first step forward in recognising the special needs of carers and people with dementia from a younger perspective.

Alzheimer’s Australia SA continues to develop and improve corporate partnerships, which provide financial and in-kind support for our many projects and services.

Service development has increased over the last financial year with many new service initiatives commencing, and many more to commence in the next financial year.

We welcome the new Dementia Behaviour Management Advisory Service (DBMAS) program. The role of DBMAS is to improve the quality of life of people with dementia and their carers where the behaviour of the person of concern impacts on their care. The clients of the service will include staff and volunteers of Australian Government funded aged care services, clinicians, such as GPs, who provide care to people receiving Australian Government funded aged care services and family carers. The service will operate 24 hours, 7 days a week.

People with dementia, carers and staff from Alzheimer’s Australia SA attended the Alzheimer’s National Conference in Perth at the end of May. More than 900 delegates from Australia and the Asia Pacific region attended. Alzheimer’s Australia SA will be hosting the next National Conference in 2009. A steering group has commenced planning for this exciting event.

The organisation continued to work within our quality systems to ensure we meet the needs of consumers. We successfully met all requirements with the Home and Community Care (HACC) National Standards and the Quality Management System Standard ISO 9001:2000.

The Access and Equity Unit is developing and expanding. We will employ two Aboriginal workers in the coming months to support our objectives in this important key action area. An Aboriginal Liaison Officer was appointed in June following the announcement on 26th February 2007 that Alzheimer’s Australia SA was successful in receiving HACC funding for this position. This is recurrent funding and will assist Aboriginal and Torres Strait Islander communities to have a voice in Alzheimer’s Australia SA, ensuring their special needs are considered across the full range of services, programs and activities.

A special thank you is extended to our Patron – Hon Jennifer Cashmore.

The organisation has celebrated many successes over the past year and looks forward to an exciting future of development, expansion and growth.

Kathryn Cunningham
Chief Executive

I would like to take this opportunity to thank donors who have given so generously to support the organisation over the last twelve months; staff, volunteers, senior management and the Board of Directors for their significant contribution and commitment.
Employees and volunteers transform our goals and objectives into relationships and programs through deploying our values and reaching members within the community who need the services and support that the organisation provides. For these reasons we say – THANK YOU! Without this level of dedication there would be many people within the community isolated and unable to maintain a quality lifestyle.

In 2006-07 the administrative management responsibility for our workforce has changed. The reason and justification for the Board’s decision for this was to maintain relevance in the community, increasing challenges within the workforce market and, most importantly, to support staff to provide the services that people with dementia, their carers and family members need.

A Manager of Human Resources and Volunteer Services was appointed in late 2006 and in the coming financial year volunteer records and administration will be fully integrated with our paid workforce. This is reinforcing our view that our workforce, both paid and voluntary, are as equally important to the organisation. The Human Resources and Volunteer Services Department is resourced by two paid team members who are supported in their work by two staff in a voluntary administrative capacity.

Achievements

As a relatively new department within the organisation significant systems creation has been required. This has been occurring whilst the organisation strives to provide value added support to service delivery areas within the organisation. Achievements have been made in the following areas:

- Certification of a workforce Enterprise Agreement for 2007, which provides for sound employment for the Association and improved conditions for our paid workforce.
- Occupational, Health, Safety & Welfare Audit was undertaken to identify areas for improvement. This audit report will be formulated into actions for the organisation to achieve in the coming months.
- Recruitment Strategies – Alzheimer’s Australia SA along with many other not-for-profit community organisations are in serious competition for staff within the market place. With the salary rates within the sector increasing, organisations are examining ways of finding an ‘edge’ to attract and retain their workforce. Alzheimer’s Australia SA will in the coming months be rolling out these strategies in our new program of DBMAS and these will be reviewed and refined as we proceed.
- Introduction of a Professional Development Series. This series run ‘in-house’ and focuses on development of skills in team building, motivational skills and core compliance training requirements such as mandatory reporting, equal opportunity and Occupational Health Safety and Welfare to name a few.
- Continued review, research and development of organisational standards through the introduction of clear guidelines through policies and procedures. The organisation has recently reviewed and superseded a number of out-of-date policies and amalgamated areas as deemed relevant. Recently approved documents have been Code of Conduct, IT, Grievance, Pool Motor Vehicles, Disciplinary Action, Internal Values and Behaviours and Equity at Work policies. Another three or four are currently proceeding through a consultative process which involves staff and committee input.
- Refinement of volunteer recruitment practises are being reviewed to ensure that standards and behaviours are aligned to industry and Volunteering Best Practice Standards.
- Information Systems – introduction of a volunteering section within the organisational database to assist with tracking and recording volunteering information for the Alzheimer’s Australia SA workforce.

Recognition and Thank You

It has been a busy year, I’m sure that at AASA this is said as each year passes! However, I am certain that none of the above would be have been achieved without the dedication of the workforce. For this and on behalf of all stakeholders, we say THANK YOU!

Leonie Phillips
Manager Human Resources and Volunteer Services

It has been a busy year, I’m sure that at AASA this is said as each year passes! However, I am certain that none of the above would be have been achieved without the dedication of the workforce. For this and on behalf of all stakeholders, we say THANK YOU!
To enable future planning and the implementation of Strategy 2009, Community Services programs have continued to expand. The Community Services Teams are committed to providing information, education and support to meet the needs of people with dementia, their carers and families in ways that are both innovative and that build capacity, individually and within communities.

Plans to expand programs resulted in a number of applications being submitted for the annual Home and Community Care (HACC) funding round which, if successful, will see an increase to both the Dementia Link Worker program and Counselling services.

The Metro Mapping Report – “Shaping Future Services” was completed with a broad raft of recommendations to be utilised to inform the State Dementia Action Plan; as will the subsequent Country Mapping Report, completing in August 2007.

The Family Resource Centre at Glenside has continued to be a focus with Early Intervention programs, support groups and social support activities well attended. The Dementia and Memory Community Centre now includes two new programs, the Give it a Go and Memory Lane Café programs, which give people with dementia, their carers and families opportunities to remain physically active whilst enjoying the company of new and old friends in a social setting. The success of these new initiatives has been overwhelming and plans are being developed to expand these programs to both metropolitan and regional venues over the next twelve months.

The Counselling Team has maintained an exceptionally high level of service in face to face counselling and greater telephone-based support as requests for therapeutic intervention continued to increase. An internal office re-arrangement saw the Counselling Team located in a quieter area within the AASA office providing more privacy, creating a dedicated atmosphere more conducive to the sensitive nature of their work. The National Dementia Helpline staffed by the Counselling Team and assisted by Volunteer Information Officers continued to respond to a broad range of community callers with information about dementia and its impact on families and individuals, as well as referral to a range of both AASA and community programs and agencies.

Connexus, a new lifestyle program to support people with Younger Onset Dementia and their carers was funded under a Dementia Service Development grant as an Australian Government initiative and implemented in partnership with the ACH Group. A highlight at the Alzheimer’s Australia national Conference in Perth in May was a paper presented by the Younger Onset Photography Group, the genesis of the Connexus program. The presentation was a powerful demonstration of the value of supporting people with Younger Onset Dementia to engage in existing or new interests and activities that increase their community involvement, reduce their social isolation and improve their well being.
The Memory Van has been utilised well at a number of regional Field Days and proved to be excellent opportunities to raise awareness about dementia and the services offered by AASA. Community Information seminars have continued to engage the community in understanding Memory Loss and Memory Changes and have resulted in continuing referrals for both Early Intervention and Carer Education programs. The Resource Centre continued to increase its range of books, DVDs and assistive technology and activity aids in response to the ever-increasing demand for information and services.

There has been some enhancement to the Dementia Link Worker program in the northern metropolitan region with the worker now based in four key venues offering greater accessibility across the region which has resulted in an increase in referrals. Also, AASA is working closely with the Divisions of General Practice to provide a single point of entry for GPs to refer people with a diagnosis of early stage dementia to the Dementia Link Worker for a co-ordinated approach to information and support services.

This has been a very busy year for, the Community Services Team.

The commitment by staff to provide a high standard of services and support, with a goal to improve the quality of life for people with dementia, their carers and families has been commendable.

Sue Drenth
Manager Service Development

The Give it a Go program and Memory Lane Café, which give people with dementia, their carers and families opportunities to remain physically active whilst enjoying the company of new and old friends in a social setting has been so successful that plans are underway to expand these programs to metropolitan and regional venues.
The Consumer Advocacy Committee has continued to represent the views of carers and people with dementia. A new subcommittee of the Carers Advisory and Advocacy Committee was established to pursue issues specifically affecting people with Younger Onset dementia.

The Carers Advisory and Advocacy Committee has worked on a wide range of issues including:

- Respite; residential care and possible rating systems.
- Issues impacting on Culturally and Linguistically Diverse (CALD) carers and people with dementia including services available and the translation of key resource materials for individuals and carer education courses.
- Dementia statistics and key Government reports released over this period such as ‘Dementia in Australia’.
- Services provided by AASA.
- Transport issues, fitness to drive and local transport subsidies.
- Feedback for National Consumer Committee Delegates.
- South Australian and Northern Territory Dementia Training Study Project.
- SA Carer’s Recognition Act and Health Ombudsman.
- Advance Directives.

The People with Dementia Advisory Committee has concentrated on more practical issues such as website evaluations, Assessment of Independent Living Centre Service, media portrayal of people with dementia and titles of potential new courses for early stage intervention.

Several committee members continued to lobby their local Members of Parliament on issues such as improved assistance with continence aids, age-appropriate accommodation for people with Younger Onset dementia and other current issues affecting people with dementia and their carers.

Two South Australian consumers contributed to the book “Remember Me, Mrs V”, written by Tom Valenta. This book will provide support and insight to other carers as they assist family members and loved ones through the journey with dementia.

While Alzheimer’s Australia SA is still awaiting a draft of The State Dementia Action Plan, it is expected that in 2007/2008 a State Dementia Action Plan will be finalised to complement the National Dementia Framework.

Access and Equity Unit

Alzheimer’s Australia SA is committed to ensuring that all clients, individuals or community groups receive a fair and equitable service.

To this end the work of the Access and Equity Unit addresses the needs of the Aboriginal and Torres Strait Islander (ATSI) and Culturally and Linguistically Diverse Communities (CALD). The organisation continues to explore ways in which Alzheimer’s Australia SA’s programs and services can be provided for the CALD and ATSI communities.

A range of programs have been developed with each group to reflect the individual needs of communities, such as general community awareness, ethnically specific Carer Education Programs, Living with Memory Loss Programs and specific programs for children.

The Strengthening Dementia Care for Indigenous Communities (SDCIC) Project engages Communities to increase awareness of the risks of Acquired Brain Damage through excessive consumption of alcohol and the associated risks of dementia. The project is funded through the Alcohol Education and Rehabilitation Foundation.
The Access and Equity Unit also facilitates the National Cross Cultural Dementia Network for the national body. This is an exciting Group that consists of representatives from all States and Territories from across a range of professions. This year the Network was successful in lobbying for funds to complete the second validation of the RUDAS (Rowland Universal Dementia Assessment Scale). RUDAS was developed in 2001 by a team from the Liverpool Aged Care Service in New South Wales, in an attempt to address the need for a diagnostic dementia tool suitable for a broader population including CALD populations.

Joint Initiatives

Policy and Advocacy and the Access and Equity Unit have worked together to ensure, where appropriate, indigenous and CALD viewpoints are incorporated into key policy areas. Consumer advocacy work has been strengthened by the inclusion of CALD representation on key Alzheimer’s Australia SA Committees such as the Carers Advisory and Advocacy Committee and the Carers Advisory and Advocacy Younger Onset subcommittee.

Members of the National Cross Cultural Dementia Network (NCCDN) and representatives from the National Indigenous Dementia Advisory Group met for the first time with the National Consumer Committee to discuss similar issues.

They reviewed the availability of extent of translated material.

By consciously undertaking knowledge transfer between the three areas on a regular basis Alzheimer’s Australia SA aims to strengthen advocacy outcomes regarding access and equity issues.

DEaTIA
Dementia Education and Training Institute of Australia

A continued commitment to education, training and workforce development underpinned the renaming and restructure of the Dementia Training Institute of Australia to Dementia Education and Training Institute of Australia (DEaTIA), a division of Alzheimer’s Australia SA in 2006. DEaTIA has noted a steady growth in the number of requests for training and a need for more diverse, in-depth and practical content that can be applied within the workplace.

A highlight of the year was the training program for staff of Wami Kata Old Folk’s Home on Davenport Community in Port Augusta. The Nationally-Recognised competency based training took place over eight weeks. At the commencement of the program some members of staff were quite dubious, however, as the weeks passed they began to look forward to the sessions. They enjoyed the warm and friendly manner of the trainer and took away various aspects of their learning to use in their daily work. Wami Kata reported a number of changes had occurred as a consequence of what was learnt. For example, an Activities and Lifestyle person was employed; a dedicated staff member was engaged to gather social histories; and two carers made the decision to continue further education, one as a Registered Nurse and the other to upgrade to her qualifications to Diploma Enrolled Nurse. Importantly staff members were inspired to continue their work with people living with dementia.

To ensure DEaTIA keeps at the forefront of evolving needs of staff who work with people with dementia in the community and residential care settings a number of new workshops have been developed throughout the year. These have included a full day workshop on changed behaviours; a two day short course for staff working with people who have fronto-temporal dementias; and three hour workshops promoting sensory experience and staying in communication with persons living with dementia.

Maggie Cecchin
Manager

Feedback from workshops show that participants are challenged

“It made me think and rethink my strategies”

but in a way that is enjoyable

“Very, very good – informative, fun and great networking/resource opportunity”

and useful

“Very accessible information and strategies to try in the future”

“Excellent and helpful – practical course”
The 2007 Treasurer’s Report on behalf of the Board is presented with the Statement of Financial Performance in accordance with past procedure. The Statement discloses the activities of Alzheimer’s Australia SA Inc for the year, which resulted in a modest surplus, indicating that the organisation continued to operate within its means. Management faced several challenges during the year which were resolved competently, and the team is to be congratulated for its stewardship of the Association’s resources. The cost of providing services again grew ahead of inflation and this will continue to be ever-increasing into the future. The establishment of the Rosemary Foundation for Memory Support Inc as a manager of financial reserves showed great foresight, and the income from the Foundation will be increasingly important to Alzheimer’s Australia SA in its endeavours to meet the growing demands for services. It is pleasing to note that the financial resources of Alzheimer’s Australia SA and the Rosemary Foundation have again grown appreciably.

A new auditing firm MRL Group Pty Ltd Chartered Accountants, was appointed during the year. The previous auditors Bray Chan are to be thanked for their professional services.

This is the first Report since my appointment as Treasurer and I thank the Chief Executive and Manager Corporate Services for their support.

Graham Hagger BEc MBA
Treasurer
Statement of Financial Performance for the Year Ended 30 June 2007

Revenue
Operating Activities
Operating Grants 2,963,599 2,741,342
Donations 178,992 121,963
Sales of Merchandise 20,343 26,352
Other Operating Activities 163,886 333,173

Non-operating Activities
Interest & Investment Returns 105,871 74,076
Profit from the Sale of Fixed Assets – 4,311

2,963,599 2,741,342

Expenditure
Cost of Sales 7,898 13,058
Employee Expenses 2,181,644 2,265,324
Depreciation & Amortisation Expenses 136,257 96,464
Remuneration of Auditor 15,962 3,482
Other Expenses from Ordinary Activities 1,086,283 901,355

3,428,044 3,279,683

Operating Surplus (Deficit) for the Year

4,647 21,534

Revenue $3,432,691

- Grants – HACC 21%
- Grants – Federal 60%
- Grants – Local Government & Other 5%
- Donations & Membership 5%
- Sales & Merchandise 1%
- Other Operating Activities 5%
- Interest 3%

Expenditure $3,428,044

- Counselling, Early Intervention and Support 17%
- Behaviour Advisory Services 25%
- Community, Indigenous and Carer Education 27%
- Professional Training 15%
- Advocacy, Resource and Information Services 12%
- Fundraising and Awareness 2%
- Operating Costs/Administration 2%
Alzheimer's Australia SA (AASA) continued to expand its public profile, promote programs, activities and issues related to dementia, through marketing the Alzheimer's Australia SA brand. The Marketing Department also developed a new ‘Style Guide’ as part of the branding process.

The organisation has been most grateful to the electronic and print media, in both the metropolitan area and country regions, for their ongoing support and for recognising the need to promote ‘Dementia as a National Health Priority’. Regular advertising and feature stories have heightened awareness of Alzheimer's Australia SA, its many services and in particular the importance for ‘Early Intervention’.

The response to the Christmas and June Appeals was tremendous and increased the fundraising income considerably. Many people also chose to support the organisation by asking family and friends to give a donation in lieu of a gift when celebrating a birthday, wedding and other special occasions. In the latter part of the year the department organised a very successful ‘Short Holiday and Dinner Lottery’. A special ‘thank you’ is extended to those who sponsored the prizes, and to all those who sold and purchased tickets.

Alzheimer's Australia SA also wishes to express its appreciation to the many foundations, trusts and corporate donors for their support. In particular AASA would like to acknowledge the BankSA Staff Charitable Fund and the Pickard Foundation for assisting People with Early Onset Dementia and their Carers to go to the National Conference in Perth at the end of May.

One of the highlights of the year was the reception at the Town Hall on the 21 September to recognise World Alzheimer's Day, where the Right Honourable the Lord Mayor of Adelaide, Mr Michael Harbison, launched the Alzheimer’s Australia SA Triple 9 Club, for donors who give a donation of $999 or more.

Bequests continued to be an extremely important and valuable source of income. These are invested through the Rosemary Foundation with the income, generated from the capital, used to fund research and special Alzheimer’s Australia SA programs.

During the year the department has responded to numerous requests for speakers from AASA to attend service club functions, church and community groups and schools. The Wilfrid Gordon McDonald Partridge Scholarship, which encourages students in South Australian schools to be involved in a project to raise awareness of dementia and to overcome the inter-generational gap between young and older people, culminated in another successful presentation ceremony hosted by His Excellency, Mr Bruno Krumins AM, the Governor’s Deputy, at Government House in November.

The past twelve months has seen the Marketing Department involved in organising the Country Launch of the Memory Van in Port Lincoln, the Official Opening of the first Regional Office, also in Port Lincoln, the Official Opening of the Dementia and Memory Community Centre at Conyngham Street, Glenside, and seminars and other events for overseas visitors and speakers.

Claudine Butterworth
Manager Marketing, Communications and Fundraising

His Excellency, Mr Bruno Krumins AM, with recipients of the Wilfrid Gordon McDonald Partridge Scholarship

Rita is thanked by Jessica for selling the most tickets in the lottery
Branding

Goal: Expand our public profile with marketing, communications and media enabling us to promote programs and activities of Alzheimer’s Australia SA.

Chief Executive:
Kathryn Cunningham

Executive Personal Assistant:
Annette Wilson

Manager of Corporate Services:
Sharyn Mooney

Manager Human Resources and Volunteer Services:
Leonie Phillips

Manager Service Development:
Sue Drenth

Team Leader:
Marie Alford

Manager of DEaTIA:
Maggie Cecchin

Manager Marketing, Communications and Fundraising:
Claudine Butterworth

Pamela Aldridge
Popi Amanatidis
Joy Anastas
Michelle Antonino
Tina Beaton
Christine Belford
Keith Bettany
Kathy Fletcher
Lorraine Box
Jenny Briggs
Jennifer Buckley
Rob Crouch
Lynette Cullen
Leonne de la Perrelle
Alison Dougan
Margaret Egan
Mark Elliott
Mignon Ferguson
Simon Grealy
Lisa Gunter
Wendy Hall
Doug Harrison
Anne Heard
Bernie Hendry
Sarah Hennessy-Mead
Elizabeth Hoare
Doris Hooper
Sue Jarrad

Kristin Johansson
Helena Kyriazopoulos
Bronwyn Lisman
Elizabeth McMillan
Vicki Melin
Ian Mitchell
Karla Mokros
Joanne Molsher
Teresa Moran
Heather Papagiannis
Claudia Peoples
Vicki Pickles
Lise Pitman
Fiona Pol
Robyn Pope
Mary Raschella
Jessica Romaniuk
Paul Rupinskas
Anna Sarre
Reagan Shandler
Dianne Speck
Irene Tan
Christos Tsolomytis
Charyl Tuco
Tim Wallace
Glenda Williams
Rosie Williams
Nicole Willing

Above and below: Staff and guests at Lord Mayor’s Reception, World Alzheimer’s Day 2006

Above: Students receiving their Wilfrid Gordon McDonald Partridge Award at Government House

Above and below: Minister for Ageing with volunteers, Board Members and guests at the opening of the Dementia Memory and Community Centre

Mayor of Port Lincoln, Peter Davis, with Kathryn Cunningham and guests at the Country Launch of the Memory Van
2006 • 2007 Annual Report

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