

Annual Report 2019–20

Keep the World Open



Dementia Australia

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

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To read more about our ambassador program visit <https://www.dementia.org.au/ambassadors>

About this annual report

This report highlights Dementia Australia's progress and achievements throughout 2019–2020, including links to its financial statements. The Dementia Australia financial statements are listed on the Australian Charities and Not-for-profits Commission website.

Dementia Australia was established on 18 October 2017 when the Federation of Alzheimer's Australia became Dementia Australia Limited.

This report and previous years' reports for Dementia Australia and Alzheimer's Australia are available online at <https://www.dementia.org.au/annual-reports>.

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

Email: admin@dementia.org.au or call +61 2 6278 8900.

Dementia Australia would like to acknowledge Aboriginal and Torres Strait Islander peoples as the traditional custodians and carers of the country of Australia.

We acknowledge and respect Aboriginal and Torres Strait Islander peoples relationship with country and their cultural and spiritual beliefs.

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About Dementia Australia

Dementia Australia exists to support and empower the estimated half a million Australians living with dementia and almost 1.6 million people involved in their care. Dementia is the second leading cause of death in Australia yet remains one of the most challenging and misunderstood conditions.

Founded by carers more than 35 years ago, today we are the national peak body for people living with dementia in Australia.

We involve people living with dementia and their experiences in our activities and decision-making, to make sure we are representative of the diverse

range of dementia experiences across Australia. We amplify the voices of people impacted by dementia through advocating and sharing stories to help inform and inspire others.

Dementia Australia is the source of trusted information, education and support services. We advocate for positive change for people living with dementia, their families and carers, and support vital research.

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

Above: Staff members in the Darwin office enjoyed a high tea with the Dementia Australia board in August 2019. (L-R) Virginia Pessanha, Client Services Administrator, Michael Kumi, Support Worker and Louise Collett, YOD Support Coordinator and Dementia Support Specialist. Photo: Clive Hyde

Cover photo: Beverley Davies, Dementia Advocate spending time with her husband and fellow Dementia Advocate Keith Davies. The photo was captured as part of our 2019 Dementia Action Week campaign which included Dementia Advocates and was centred around the theme 'Dementia Doesn't Discriminate. Do you?'



Dementia facts and figures

What is dementia?

Dementia is the term used to describe the symptoms of a large group of illnesses which cause a progressive decline in a person's functioning. It is a broad term used to describe a loss of memory, intellect, rationality, social skills and physical functioning. There are many types of dementia including Alzheimer's disease, vascular dementia, frontotemporal dementia and Lewy body disease. Dementia can happen to anybody, but it is more common after the age of 65.

Key facts and statistics

Australian statistics

In 2020, there are an estimated 459,000 Australians living with dementia.³ Without a medical breakthrough, the number of people with dementia is expected to increase to 590,000 by 2028 and 1,076,000 by 2058.³

Dementia is the second leading cause of death of Australians.¹

Three in 10 people over the age of 85 and almost one in 10 people over 65 have dementia.²

In 2020, there were an estimated 27,800 people with younger onset dementia, expected to rise to 29,350 people by 2028 and 41,250 people by 2058.³

In 2020, it is estimated that almost 1.6 million people in Australia are involved in the care of someone living with dementia.⁴

International statistics

Dementia affects almost 50 million people worldwide, which is predicted to increase to 131.5 million people by 2050.⁶

Every three seconds someone in the world develops dementia.⁶

The total estimated worldwide costs of dementia were US\$818 billion in 2015.⁷

1 Australian Bureau of Statistics (2018) Causes of Death, Australia, 2017 (cat. No. 3303.0)

2 The National Centre for Social and Economic Modelling NATSEM (2016) Economic Cost of Dementia in Australia 2016-2056

3 Dementia Australia (2018) Dementia Prevalence Data 2018-2058, commissioned research undertaken by NATSEM, University of Canberra

4 Based on Dementia Australia's analysis of the following publications - M.Kostas et al. (2017) National Aged Care Workforce Census and Survey - The Aged Care Workforce, 2016, Department of Health; Dementia Australia (2018) Dementia Prevalence Data 2018-2058, commissioned research undertaken by NATSEM, University of Canberra; Alzheimer's Disease International and Karolinska Institute (2018), Global estimates of informal care, Alzheimer's Disease International; Access Economics (2010) Caring Places: planning for aged care and dementia 2010-2050

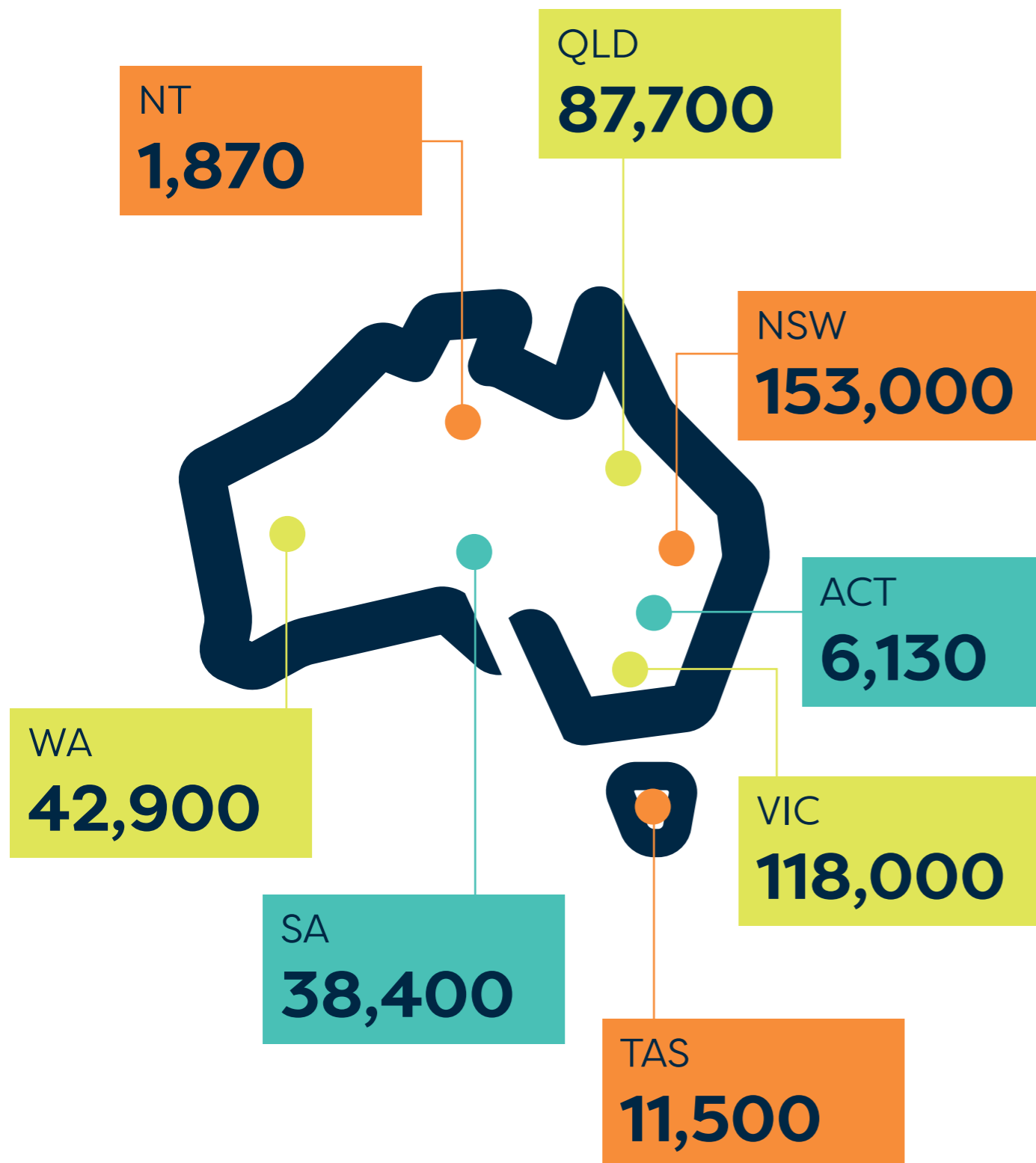
5 Australian Institute of Health and Welfare (2012) Dementia in Australia

6 Alzheimer's Disease International <https://www.alz.co.uk/about-dementia>

7 Alzheimer's Disease International (2015) World Alzheimer Report 2015: The Global Impact of Dementia - an Analysis of Prevalence, Incidence, Cost and Trends

Left: (L-R) Anthony Boffa, Executive Director, Corporate Services, Dementia Australia with Geoff Corrigan, half owner of 2019 Melbourne Cup winner Vow and Declare. Geoff and his wife Sue donated \$50,000 to Dementia Australia in honour of Geoff's father and two close friends after winning the cup. Photo: Cormac Hanrahan

People living with dementia estimates 2020



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Above: A panel event, 'Discrimination and dementia. The health issue of our time.' held at the Sydney Opera House opened Dementia Action Week in September 2019. (L-R) David Speers, journalist, Sky News; Maree McCabe, CEO, Dementia Australia; Ita Buttrose AC OBE, Chair, ABC; Phil Hazell, Chair, Dementia Australia Advisory Committee; Maggie Beer AM, cook, food author and restaurateur; Shayna Blaze, interior designer. Photo: Adam Hollingworth

Responding to COVID-19

As the COVID-19 pandemic began to impact Australia during the second quarter of 2020, Dementia Australia launched a multi-faceted response effort.

Our first priority was to ensure that our vital services to people living with dementia, their families and carers could continue. We modified many of our services and activities to deliver them by telephone or online in a COVID-19 safe way.

Some fundraising and public events were unfortunately postponed. This included Memory Walk & Jog events in Ballarat, Hobart, Adelaide and Western Sydney; our National Symposium; the Masterclass series by Professor Dawn Brooker; and the Night of Gold. However, it was heartening to see so many supporters get behind virtual Memory Walk & Jog events.

Our National Dementia Helpline operated as normal throughout the pandemic. We were proud also to join with Council on the Ageing Australia, National Seniors Australia and the Older Persons Advocacy Network to deliver the Commonwealth Government-funded Older Persons COVID-19 Support Line. Callers to the line were able to speak with our trained advisers to talk through their own issues and come up with solutions to support them through a period of extreme uncertainty.

Our partnership approach included working with 13 aged care peak bodies and consumer advocacy

organisations to develop the Industry Code for Visiting Residential Aged Care Homes during COVID-19. The code created a nationally consistent approach to allow residents to receive visitors while minimising the risk of spreading COVID-19.

Finalised after public consultation with consumers and aged care providers, the code was based on a human rights approach to care and acknowledged the work of providers and staff in keeping people safe during the pandemic.

We further supported the aged care sector by providing free online training for frontline aged care staff via our Centre for Dementia Learning. The courses aimed to increase participants' understanding of dementia and provided frameworks to help with problem solving.

We produced a series of COVID-19 help sheets offering tips for those living with dementia, families, friends and carers, residential care providers and home care providers.

Finally, we launched the Keep the World Open campaign to raise awareness and tackle discrimination. The campaign urged Australians to take a pledge to help keep the world open for people living with dementia, not just during the COVID-19 pandemic, but every day.



Left: (Top, L-R) Maree McCabe, CEO, Dementia Australia and Christine Bolt, National General Manager Communications, Corporate Communications met Bondi Rescue TV star Andrew 'Reidy' Reid and his daughter after Andrew was announced as a Dementia Australia Ambassador in January, 2020. Maree and Andrew had originally planned to meet in person but like many others they caught up online instead due to the COVID-19 virus outbreak.

Key achievements

Dementia Australia was awarded \$30 million by the Federal Government over a three-year period under the National Dementia Support Program.

The Quality Dementia Care Initiative continued with the presentation of a communique to the sector at the Dementia Australia Quality Dementia Care Roundtable, resulting in an action plan finalised at the beginning of 2020.

From the onset of the COVID-19 pandemic, quickly pivoted to adapt our services and provide vital support and information for people living with dementia, their families, carers and the aged care workforce.

Worked with 13 aged care peak bodies and consumer advocacy organisations to develop the Industry Code for Visiting Residential Aged Care Homes during COVID-19 to ensure a nationally consistent approach to allow residents to receive visitors while minimising the risk of spreading COVID-19. Also published COVID-19 help sheets for people living with dementia, their families, friends and carers, residential care providers and home care providers. These were downloaded approximately 7,500 times by 30 June 2020.

Strategic Priority Three and the focus on addressing the discrimination faced by people living with dementia continued through successful Dementia Action Week and the Keep the World Open campaigns.

Released a new immersive virtual reality learning experience 'A day in the life™ - mealtime experience' to educate residential aged care professionals on how they can provide a better dining experience for people living with dementia.

A message from our Chair

Three years after the immense process of unifying our organisation to create Dementia Australia, we continue to bed down our new structure and reap its benefits. I am very proud to report on a year in which we consolidated our strengths, even as we managed the previously unimaginable impacts of the COVID-19 pandemic during the reporting period.

Having overseen the creation of our new national organisation, this year the board turned its focus to renewal to meet future demands. We farewelled long-serving director Neil Samuel in November 2019 and welcomed new director Gaye McMath in May 2020. And although it falls outside the financial year reporting period, following our recent November annual general meeting three further Board directors, who have added immense value to the organisation during their tenure, Paul Robertson AM, William Bass and Amanda Quealy, retired to facilitate the board renewal program. We welcomed new board director Meegan Fitzharris. These changes will be formally included in next year's annual report.

We expanded the scope of our board Governance Committee and have been delighted with progress on its important work, which includes a governance review, new transparent processes for board recruitment and a board survey review to identify potential improvements in board practice and processes.

Although COVID-19 curtailed some of the board's outreach activities in 2020, it was a privilege for my colleagues and me to attend the opening of the Darwin office in August 2019. I am also pleased to report that we increased our engagement with the Dementia Australia Advisory Committee, gaining

further valuable insights from this committed group of experts that will further strengthen board decision-making.

Finally, through our active participation in the Australian Dementia Network, we developed a path to build on the results of the Boosting Dementia Research Initiative by focusing on more collaborative dementia research networks that are closely aligned with diagnosis and service delivery for people impacted by dementia. Foundational work on some exciting initiatives is underway.

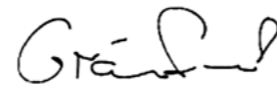
My sincere thanks to the donors, supporters and corporate sponsors and friends in governments across Australia who have helped make our successes possible this financial year. It is only through this support that we can continue to advance our mission of advocating and providing services for people living with dementia, their families and carers.

My sincere thanks and appreciation.



Professor Graeme Samuel AC

Chair Dementia Australia



A message from our CEO

It is with genuine pride and delight that I report on how we have not only maintained but strengthened our organisation, operationally and financially, against a backdrop of the global COVID-19 disruption in the final half of the reporting period.

That we weathered an unprecedented storm so strongly is testament to the goodwill, energy, dedication and commitment of our supporters, volunteers, staff, executive and board. By pulling together with a can-do attitude, we minimised disruption to our vital services for people living with dementia and their families and carers. We also managed to continue balancing our advocacy activities with our direct support for people living with dementia, their families and carers and our work in building the capacity of health and aged care professionals to support those impacted by dementia.

In the reporting period we made significant progress in implementing our **Strategic Direction: Designing a new future 2018–2023**. We put in place an organisation structure that positions our organisation to better meet the needs of people living with dementia and their families and carers, with changes in areas including corporate services and governance, operations and client services. I am confident that this will continue to bring strong benefits to our constituents as we implement our Strategic Direction.

We also strengthened our organisation operationally and financially, securing renewal of our funding under the Federal Government's National Disability Support Program. This will underpin a major expansion and diversification of our services, bringing enormous benefits for people living with dementia, families and carers.

At the same time, it has been immensely pleasing to see our organisation strongly engage on behalf of consumers across the sector, both in our responses

to the disability and aged care royal commissions and directly at ministerial and department level.

A highlight of our advocacy program was delivering the **Our Solution: Quality Care for People Living with Dementia Communiqué** to Senator the Honourable Richard Colbeck, Minister for Senior Australians and Aged Care Services.

While changes to virtual service delivery dominated most of 2020 throughout the financial year we continued to deliver our vital counselling and support programs across the country for tens of thousands of Australians impacted by dementia.

And we continued to deliver our award-winning education programs and courses to aged and health care professionals nationally.

Once again, I acknowledge our staff, volunteers and advocates all over Australia for stepping up to the COVID-19 challenge, taking on change and keeping people living with dementia, families and carers central to every decision.

I am so inspired by them all and by the continued support from donors, governments, our ambassadors, corporate supporters, aged and healthcare sector colleagues and the community. Thank you all.



Maree McCabe

CEO Dementia Australia



A message from the Chair of our Finance Audit and Risk Management Committee

In what has been a challenging year, the organisation has continued to further rationalise the business to reflect our national focus and alignment with our long-term strategic direction. Combined with this strategic focus the organisation also had to deal with the impact of the COVID-19 global pandemic.

The growth of the organisation is reflected within the financial results for the 2019–20 year. Total comprehensive income was \$1.5 million (2020) compared to a total comprehensive loss of \$27,000 in the previous year (2019). Total equity for the organisation is now at \$45.3 million (2020) compared to \$43.8 million in the previous year (2019).

At the end of the year the organisation had cash holdings of \$23.4 million and investments of \$17.8 million (2020) compared to \$22.7 million and \$17.7 million respectively in the previous year (2019). These funds are being actively managed to support the strategic objectives of the organisation to continue supporting people living with dementia and their carers.

While dealing with the financial impact of the global pandemic the organisation has also adopted significant changes to accounting standards relating to the preparation of financial statements.

These include, AASB 15 Revenue from Contracts with Customers, AASB16 Leases and AASB 1058 Income of Not-for-Profit Entities. Considerable work was undertaken to implement these changes in preparation for the end of the year. In addition, work has continued in consolidating back office functions to support our core operations.

I would like to take this opportunity to thank all staff who have been involved in maintaining the finances of the organisation through what has been a challenging year.



Ian Knight

Chair, Finance Audit and Risk Management Committee

You can view our full 2019–20 financials here:
<http://bit.ly/DAFinancialStatements>



Dementia Advocates Bryan and Conny Gard participated in the Dementia Action Week 2019 campaign 'Dementia Doesn't Discriminate. Do you?'

Dementia Australia Advisory Committee Report

The Dementia Australia Advisory Committee (DAAC) is made up of people living with dementia. As a formal group, the committee provides strategic advice to Dementia Australia and other stakeholders on shaping dementia services, programs, policy development and advocacy goals. The committee aims to be a catalyst of change, working towards an inclusive future, where people living with dementia are valued and respected.

It is my pleasure as the chair of the committee to report on our activities and achievements.

In 2019–2020, we held 10 regular meetings, four special meetings online, and one face-to-face meeting. Throughout the year we worked together and with Dementia Australia staff and external agencies with a common purpose in helping people live well with dementia.

In October 2019 we said a warm welcome to three new committee members – Ann Pietsch (South Australia), Juanita Hughes (Queensland) and Kerin Glennen (Victoria). We would like to express our gratitude to Kerin who has since stepped down from the committee.

In late 2019 we provided feedback on the updated version of the **The Dementia Guide**. This guide is a great starting point for anyone living with or caring for someone with dementia.

One of the major highlights was our face-to-face meeting in Sydney. It was here where we:

- Had two great team-building sessions to get to know each other better.
- Met with Executive Director Kaele Stokes, CEO Maree McCabe and board director Paul Robertson AO to discuss Dementia Australia's strategic initiatives.
- With the policy team, identified key priorities for advocacy, including:
 - The importance of aged care packages having the capacity to support people with dementia living alone in their homes
 - People with dementia being able to access rehabilitation type supports
 - Ensuring general practitioners are educated and knowledgeable about dementia
 - Improved access to services for people in rural, remote and regional areas.
- Discussed what meaningful engagement for people living with dementia looks like. This conversation informed the proposal to develop a Dementia Australia Consumer Engagement Framework and Strategy.

For the committee, meaningful engagement is respectful, has open communication and exceptional listening, captures a diverse range of voices, is inclusive of people living with dementia from the beginning and provides various channels for engagement.

When COVID-19 hit we were concerned about its impact. The committee met with Maree McCabe to discuss how we could ensure people living with dementia, families and carers were supported during COVID-19.

The committee advocated for a better understanding of the impact of COVID-19 and 2019–2020 bushfire season on people living with dementia, families and carers. This prompted the development of a survey examining these topics.

The committee also developed resources to support people to effectively use Zoom, including a detailed guide and four tip sheets. This was timely given the huge increase in Zoom use due to COVID-19. Dementia Australia staff have been using these resources daily in their work and with clients. The resources can be found on the Dementia Australia website.

As a committee we provided our lived experience voice to the Keep the World Open Discrimination campaign, which ran in May 2020. We influenced the content for the social media advertisements, which raised awareness from the perspective of people living with dementia. As part of this we had a voice montage of recorded member voices describing how discrimination impacts them.

Committee members also actively contributed to dementia awareness by taking part in many media opportunities (including television segments as well as print news and online media articles) and being involved with dementia research.

We look forward to continuing to work together to make a positive difference.



Phil Hazell

Chair, Dementia Australia Advisory Committee

For more information about the Dementia Australia Advisory Committee, visit <https://www.dementia.org.au/about-us/advisory-groups/dementia-advisory-committee>



Strategic Plan

Designing a new future 2018–2023

Dementia Australia's **Strategic Direction, Designing a new future 2018–2023**, was the result of a year of extensive consultation with our community as we sought to understand how best to deliver the greatest benefit for people living with dementia, their families and carers.

We asked our community two questions:

- What are the biggest issues for people living with dementia, their families and carers?
- How can Dementia Australia have the biggest impact?

Feedback from a wide range of stakeholders informed our three priority areas which have been the focus of our work throughout 2019–20.

The three priorities are:

1 Timely diagnosis and support

It can take up to three years for someone to receive a diagnosis of dementia and up to seven years for a person with younger onset dementia. This is unlike any other chronic disease.

Aim

Significantly reduce the time it takes to diagnose dementia and increase the number of people accessing support.

Above: Attendees at the Dementia Australia Quality Dementia Care Roundtable in Melbourne, November 2019. Photo: Darren James

Progress highlights 2019–20

- Developed new information kits for people who have been diagnosed with dementia and those who have not yet received a formal diagnosis.
- Rolled out our new Younger Onset Dementia Hub website, developed with the assistance of Dementia Advocates from around the country.
- In cooperation with general practitioners, diagnosing clinics and specialists and people living with dementia, their families and carers, we are working to develop a direct referral process to Dementia Australia and partner organisations to support people living with dementia post-diagnosis. In July 2019 we commenced trials of a proposed Dementia Care Navigator Model in Perth and Dubbo NSW.
- Held workshops with consumers, staff, the sector and service providers and consulted with partners including Council on the Ageing to assist in developing the Dementia Care Navigator Model.
- Conducted a review of national and international research, practices and models to inform our the Dementia Care Navigator Model.

2 Quality care

The majority of providers strive to provide high quality dementia care but need support in bringing about practice that is evidence-based, client centred and sustainable.



Above: Dementia Australia representatives delivered a communique on quality dementia care to Senator the Honourable Richard Colbeck, Minister for Senior Australians and Aged Care Services, at Parliament House in Canberra, July 2019. The communique was published as part of Dementia Australia's Quality Dementia Care Initiative. (L-R) Maree McCabe, CEO, Dementia Australia; Senator the Honourable Richard Colbeck, Minister for Aged Care and Senior Australians; Maggie Jones, Dementia Advocate; Dennis Frost, Dementia Advocate.

Aim

To advocate for mandatory foundational dementia standards, which will include provisions for dementia specific training, and implemented into all aged care services across Australia.

Progress highlights 2019–20

- Delivered the **Our Solution: Quality Care for People Living with Dementia** communique to the Federal Aged Care Minister in July 2019. Written from the perspective of people with lived experience, the Communique marked the first turning point in Dementia Australia's Quality Dementia Care Initiative.
- Hosted the Dementia Australia Quality Dementia Care Roundtable in Melbourne, November 2019. The second milestone in the Quality Dementia Care Initiative, the Roundtable saw Dementia Advocates and representatives from government and aged care discuss how to embed quality dementia care consistently across the aged care industry.
- In 2020 we launched a coronavirus (COVID-19) Community of Practice (CoP) to provide support and advice for staff in aged care. Almost 600 aged care workers from across the country attended the 30 CoP sessions we held in April.
- Worked on the development of an online dementia inclusive banking education program for the banking and financial sector.
- Launched our new immersive virtual reality learning experience, 'A day in the life – mealtime experience'. This immersive workshop challenges participants to see mealtime in residential aged care through the eyes of a person living with dementia.

- Toured our virtual technology educational tool Enabling EDIE™ on a road trip to Cape York in Far North Queensland, delivering training for health and community workers and community members in remote Indigenous communities.

3 Reduce discrimination

Social isolation, stigma and discrimination are common for people living with dementia, with research telling us that 63 per cent of people say they know very little about dementia*. This demonstrates the need for an attitudinal shift.

Aim

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

Progress highlights 2019–20

- Dementia Australia's headline annual event, Dementia Action Week, was based around the theme 'Dementia Doesn't Discriminate. Do You?' The week, held in September, challenged Australians to think about how their words and actions impact on the everyday life of a person living with dementia.
- Dementia Action Week 2019 included a survey where we asked people about their views on dementia discrimination, the types of discrimination they experienced and how often they experienced it. Approximately 5,700 people participated in the survey. Results will be used to better understand and tackle discrimination faced by people living with dementia, their families and carers.
- During Dementia Action Week 2019 we hosted 'Discrimination and Dementia: the Health Issue of our Time', a livestreamed event at the Sydney Opera House. The event included a panel discussion with Dementia Australia Ambassador Ita Buttrose AC OBE; good food advocate Maggie Beer AM; interior designer and judge on Nine Network's The Block, Shaynna Blaze; and Dementia Advocate Phil Hazell, who lives with dementia.
- The Dementia Friendly Communities initiative facilitated a total of \$210,000 in grants given across 20 organisations to make their services and community more dementia-friendly and to help deliver local, tailored change appropriate to their communities.

*Ipsos research for Dementia Australia on Perceptions and Understandings of Dementia, 2015

Our organisation

Governance

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

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

Under the Dementia Australia Constitution, the board comprises the Chair and directors. In performing its duties, the board will at all times act lawfully and consistently with Dementia Australia policies.

The board is also expected to:

- Meet regularly to monitor the performance of management and Dementia Australia as a whole.
- Ensure that it receives regular and accurate reporting on financial and service provision matters.
- Regularly review its own performance as a basis for development and quality assurance.

- Ensure fair and full participation of all board members in meetings.
- Ensure that the assets of Dementia Australia are protected by a suitable risk management strategy.
- Honour its obligations to Dementia Australia consistent with the constitution.

Meetings of the board

During 2019–20 the board continued its commitment to meeting with stakeholders and staff across the country. These visits coincided with scheduled regular board meetings. They provided an opportunity to speak about unification and the vision of the strategic direction and to informally meet with a large range of stakeholders and partners. Since the start of this program board visits have included:

- March 2018, Adelaide – met with Dementia Advocates, members of the Rosemary Foundation and staff.

Board meeting attendance

Board member	9/8/1919	10/10/19	29/11/19 AGM 2019	29/11/19	20/2/20	17/4/20	18/6/20	Total attended
Graeme Samuel	1	1	1	1	1	1	1	7
Neil Samuel*	1	1	1	-	-	-	-	3
William Bass	1	1	1	1	1	1	1	7
Greg Fraser	1	1	1	1	1	1	1	7
Jenna Dennison	1	1	1	1	1	1	1	7
Tony Newman	1	1	0	0	0	1	1	4
Amanda Quealy	1	0	1	1	1	1	0	5
Paul Robertson	1	1	1	1	1	1	1	7
Maree McCabe	1	1	1	1	1	1	1	7
Ian Knight	1	1	1	1	1	1	1	7
Gaye McMath	n/a	n/a	n/a	n/a	n/a	n/a	1	1

*Neil Samuel retired from the Board November 2019

Our organisation

- June 2018, Sydney – met NSW ambassadors, Dementia Advocates and staff. This event included the announcement of the Honourable John Watkins AM as a Dementia Australia Ambassador and the introduction of the dementia-friendly garden at the Dementia Australia North Ryde office.
- November 2018, Brisbane – met with Brisbane and Gold Coast staff and researchers and toured the Queensland Brain Institute.
- April 2019, Melbourne – met with donors, philanthropic stakeholders, sponsors and staff, and received a showcase of technology education and awareness tools, including the virtual reality Enabling EDIE (Educational Dementia Immersive Experience)™.
- June 2019, Hobart – met with Dementia Advocates and attended the National Institute for Dementia Research Australian Dementia Forum.
- August 2019, Darwin – met with clients, staff, sponsors and local politicians for the opening of the new Darwin office and respite centre.

Due to COVID-19 visits planned for 2020 to Perth and Canberra will be rescheduled for the coming year.

Board committees

Board committees have continued their valued work this year.

Finance Audit and Risk Management Committee

The purpose of the Finance Audit and Risk Management Committee is to provide ongoing

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

Committee members: Ian Knight, Tony Newman, Neil Samuel, Maree McCabe, Greg Fraser and Geoff Knuckey (independent)*.

Governance Committee

In April 2019 the board established the Governance Committee to provide support in areas such as effective succession planning and renewal for the board and board committees. The Governance Committee also reviews key governance and corporate policies to promote an ethical culture within Dementia Australia.

Committee members: Jenna Dennison, Amanda Quealy, Greg Fraser and Tony Newman.

*Dementia Australia has a history of seeking independent expertise to the board and committees for advice on specific areas. Geoff Knuckey has offered his guidance in the area of audit and risk management for the past four years. Mr Knuckey had a 32-year career with major accounting firm Ernst & Young. He holds positions as chair and non-executive director with six private-sector companies and serves as chair or independent member of the audit and risk committees for 12 government departments. Geoff is a Fellow of the Institute of Chartered Accountants in Australia and has been a Registered Company Auditor since 1995. He is a graduate member of the Australian Institute of Company Directors, a member of the Institute of Internal Auditors and a member of the Australian Institute of Management.



Parliamentary Friends
Parliamentary Friends
What matters

Left: A joint Federal Parliamentary Friends event was held with Palliative Care Australia at Parliament House in Canberra, November 2019. (L-R) Juanita Hughes, Dementia Advocate; Professor Graeme Samuel AC, Board Chair, Dementia Australia; Dr Kaele Stokes, Executive Director Advocacy & Research, Dementia Australia; Senator Helen Polley, Federal Parliamentary Friends of Dementia Co-convenor; Elena Sutcliffe, Consumer Engagement Coordinator, Dementia Australia. Photo: Tanja Rankin

Board



Professor Graeme Samuel AC
Chair
Appointed July 2014*

Graeme is a Professorial Fellow in Monash University's Business School and School of Public Health and Preventative Medicine. He also chairs the Dementia Australia Research Foundation, Lorica Health Pty Ltd, Airlines for Australia and New Zealand and the National Health and Medical Research Council National Institute for Dementia Research. He was a member of the Australian Health Practitioner Regulation Agency panel that conducted a prudential inquiry into the culture, governance and accountability of the Commonwealth Bank and chair of the panel that conducted a capability review of the agency. He recently conducted a review for the Commonwealth Government of the Food and Grocery Code of Conduct and is undertaking a government independent review of the Environment Protection and Biodiversity Conservation Act.

Professor Samuel chaired the Commonwealth Government's panel of review of Australia's independent medical research institutes and was adviser to the Commonwealth Department of Health's review of private health insurance. He was also a member of the review panel of Australia's wool selling systems.

Professor Samuel's roles in public life include former Chairman of the Australian Competition and Consumer Commission, Associate Member of the Australian Communications and Media Authority and President of the National Competition Council.

He was appointed an Officer of the Order of Australia in 1998. In 2010 he was elevated to a Companion of the Order of Australia for 'eminent service to public administration through contributions in the area of economic reform and competition law, and to the community through leadership roles with sporting and cultural organisations'.



Tony Newman
Director
Appointed May 2014

Tony is a highly experienced senior executive with expertise in finance, supply chain, sales and marketing and information technology. Tony is a strategic thinker and leader and an effective operations manager. His well-developed skills in negotiation, collaboration, relationship management and delivery of customer satisfaction and his coaching and mentoring approach with staff have contributed to Tony's success in a complex international environment.

The work of Dementia Australia holds a special place for Tony. His father was diagnosed with Alzheimer's five years before his death in 1996.

Tony also serves on the board of the Dementia Australia Research Foundation and Dementia Australia Research Foundation Victoria and is a member of Dementia Australia's Finance Audit and Risk Management and Governance committees.

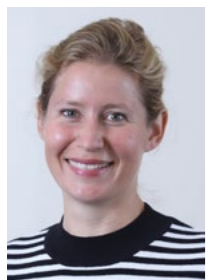
Our organisation



William Bass
Director
Appointed
February 2014

William brings considerable corporate executive experience, mainly in the fields of governance, strategy and commercial and financial management. He is a director, senior financial officer, company secretary and adviser to a number of prominent companies.

William's involvement in Dementia Australia arose out of family experiences with various types of dementia. His responsibilities have included treasurer, secretary, public officer and Chair of the Audit and Risk Management Committee.

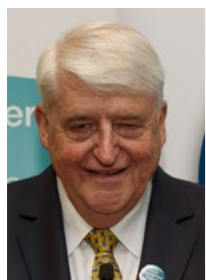


Jenna Dennison
Director
Appointed
July 2017

Jenna has served as a board member for Dementia Australia since July 2015, firstly in the Northern Territory and from July 2017 as a director of Dementia Australia. She is also Chair of the Dementia Australia Governance Committee. Her commitment to the organisation began when her father was diagnosed with younger onset dementia in early 2015 and she brings this experience and insight to the board.

After a brief period of working in Sydney, Jenna moved to Darwin in 2012 to work with the Solicitor for the Northern Territory. Jenna has worked with the Northern Territory Department of the Attorney-General and Justice, Northern Territory Correctional Services and Northern Territory Police Fire and Emergency Services on legislative and policy reform projects. She has also worked as a public prosecutor and is currently the Secretary of the Northern Territory Parole Board. In 2017 Jenna received a Northern Territory Government Australian Institute for Company Directors not-for-profit scholarship.

Jenna grew up in rural New South Wales. She is an enthusiastic road cyclist, traveller and adventurer and serves as Secretary of the Darwin Cycling Club.



Greg Fraser
Director
Appointed
November 2013

Greg has 25 years' public sector management experience, with more than 16 years at chief executive and senior executive levels. Greg was Chief Executive of the Australian Capital Territory Department of Health and Community Care, where he had extensive involvement in intergovernmental initiatives and forums and represented the states and territories at several international treaty meetings. Since 1996, Greg has consulted to public, private and not-for-profit bodies on corporate governance, risk management, program evaluation, strategic and business planning and change management. He works independently and with PricewaterhouseCoopers, RSM Bird Cameron and Directors Australia. He specialises in public sector and not-for-profit governance and risk management.

Greg has been involved with Dementia Australia boards for more than 10 years and has been a member of the Dementia Australia board since 2013. He is also a member of the board of Marymead and serves on the National Blood Authority's Audit and Risk Committee.

Greg is a Fellow of the Australian Institute of Company Directors, a Fellow of the Governance Institute of Australia and a member of the Risk Management Institution of Australia and the Centre for Strategy and Governance.



Ian Knight
Director
Appointed
November 2018

Ian is Executive Chairman of Axsia Group, a boutique advisory group. He sits on a number of not-for-profit, private and public company boards. Ian has had an extensive career in investment banking for more than 40 years and was a partner at KPMG from 1995 to his retirement in June 2012. Ian has served on the board of the Dementia Australia Research Foundation since 2018 and on the Dementia Australia Research Foundation Victoria board since 2012.

Ian was a member of Dementia Australia Finance, Audit and Investment and Audit and Risk Management committees. Following his appointment to the Dementia Australia board in 2018 he became the Chair of Dementia Australia's combined Finance and Risk Management Committee.



Amanda Quealy
Director
Appointed
November 2015

Amanda has had an executive career in the health care industry for the past 27 years in the government, corporate health, private and not-for-profit sectors. She has held a number of CEO roles, including her current position with the National Institute of Integrative Medicine. Amanda holds an honorary position as Adjunct Senior Lecturer at University of Tasmania, School of Medicine.

Amanda has served on the Dementia Australia board since November 2015 and was Chair of the Dementia Australia Governance Committee.

Amanda is a Fellow and National Board director of the Australian College of Health Service Managers. As a former Telstra Business Woman of the Year, she has also been recognised in the Top 100 Women of Influence.



Paul Robertson AO
Director
Appointed
February 2016

Paul has been involved in the organisation since early 2016 as previous Chair of Alzheimer's Australia New South Wales. He also chairs Goodstart Early Learning and Social Ventures Australia.

Paul has extensive experience in commercial and investment banking including 27 years at Macquarie Bank where he was an executive director and Global Treasurer. He is a former Chair of St Vincent's Health Australia. Paul is the founding director of the Financial Markets Foundation for Children, a director of Telco Together Foundation, Chair of Tonic Health Media and a director of the Sydney Theatre Company Foundation.

Our organisation



Gaye McMath

Director
Appointed
May 2020

Gaye has more than 20 years of board experience in a broad range of organisations including mining, resources, gold, infrastructure, energy, financial services, treasury, property, education, culture and the arts, health care and aged care. This includes 12 years as a board member of Silver Chain Nursing Association and Chair of the inaugural Health Support Service Western Australia Advisory Board.

Gaye is currently the Deputy Chair of Commissioners at the City of Perth and serves on the boards of Gold Corporation, Southern Ports Authority, Power and Water Corporation NT, Business Events Perth, Study Perth, the Perth Theatre Trust and the Chamber of Arts and Culture WA.

Gaye's executive career included 15 years in the higher education sector, in positions including Chief Operating Officer (formerly Executive Director Finance and Resources and CFO) and Executive Director of the Perth Education City project at The University of Western Australia. Prior to joining the higher education sector, Gaye had a 23-year career with BHP where she held a range of senior executive roles in finance, strategy, planning, commercial and treasury management in mining, steel and corporate operations.

Gaye joined the Dementia Australia board in May 2020.



Neil Samuel

Director
Appointed
December
2014, retired
November 2019

Over the past 45 years Neil has been actively involved in business with an emphasis on finance, administration, sourcing and procurement. Neil has travelled extensively throughout Asia and Europe enabling him to become a regular guest lecturer at Deakin University. He is currently CEO of Golden Wrap Pty Ltd.

Neil has served in leadership positions on numerous boards in the not-for-profit sector for many years, specialising in governance and finance. Neil served on the board of Alzheimer's Australia Victoria from 2003, including as honorary secretary, deputy chair and chair. In 2007 he was appointed to the board of Alzheimer's Australia, now Dementia Australia, and he retired from this board role in November 2019. Neil continues to serve on the boards of the Dementia Australia Research Foundation and Dementia Australia Research Foundation Victoria and is now also an independent member of the Finance and Risk Management Committee.



Maree McCabe

Director/
Company
Secretary
Appointed
September
2016, ended
as Company
Secretary
October 2019

Maree is the Chief Executive Officer of Dementia Australia. In August 2016, Maree was appointed as the interim Alzheimer's Australia National CEO; in February 2017 Maree was officially appointed to the role. Maree led the unification process from the federation of Alzheimer's Australia to the creation in October 2017 of Dementia Australia as a unified national organisation. Within the federation Maree served as CEO Alzheimer's Australia Victoria from October 2010 to August 2016. A recognised leader in the health and aged care sector, Maree brings to the role more than 20 years' experience across the health, mental health and aged care sectors.

Maree's career accomplishments include the roles of Executive Operations for TLC Aged Care, Director of Clinical Resources at The Melbourne Clinic, General Manager of Hospitals for St John of God Healthcare and Surveyor for the Australian Council on Healthcare Standards. Maree has a post-graduate Diploma in Mental Health Nursing, a Master of Business Administration and is a graduate of the Oxford University Leadership Program and the Australian Institute of Company Directors.

Maree is a director of the Dementia Australia Research Foundation and serves on the board of the National Ageing Research Institute. She is a member of the Aged Care Sector Committee, which provides advice to the Federal Government on aged care policy development and implementation, and the Aged Care Quality Advisory Council. Maree is on the Executive Committee of the Cognitive Decline Partnership Committee. Internationally Maree represents Dementia Australia as a member of Alzheimer's Disease International (ADI), chairs the ADI Nominations Committee and is a member of the ADI Asia Pacific Regional Committee.

A passionate advocate for improving the lives and quality of care of those living with dementia and those who love and support them, Maree is committed to elevating the voice of the 459,000 Australians who live with dementia and their families and carers. Maree drives Dementia Australia's focus to raise awareness about dementia, to demystify the disease and deliver on the priorities of timely diagnosis, quality care and reduced discrimination.

Our executive



Maree McCabe
Chief Executive Officer



Leanne Emerson
Executive Director, Business Development to December 2019
Executive Director, Operations from December 2019



Anthony Boffa
Executive Director, Corporate Services and Governance
Company Secretary from October 2019



Susan McCarthy
Executive Director, Client Services to December 2019



Anneliese Coghlan
Executive Director, People and Culture



Dr Kaele Stokes
Executive Director, Advocacy and Research

Centre for Dementia Learning

Dementia Australia's Centre for Dementia Learning seeks to transform dementia support and care enabling people living with dementia to live engaged and empowered lives.

Dementia Australia works to ensure all those living with dementia receive quality support and care which maximises their quality of life through building the capacity of aged care providers.

Through the delivery of a comprehensive suite of evidence-based learning and consultancy services it provides:

- Ongoing opportunities for people to develop dementia knowledge and skills
- Unique learning experiences which touch, move and inspire participants to change their attitude and consequently their behaviour
- Career pathways for those wishing to become leaders in dementia practice
- Consultancy work with providers that aims to transform the culture of care.

The Centre for Dementia Learning has a focus on helping Dementia Australia achieve its Strategic Direction Priority Two – Quality Care.

Our 2019–20 highlights include:

Gandel Philanthropy major grant

We were thrilled to receive a multi-year major grant awarded by Gandel Philanthropy, one of Australia's largest private family foundations. The three-year grant will be used to develop a new digital learning platform to inspire care workers to learn more about dementia.

Dementia-friendly hospitals

The Centre for Dementia Learning has worked with the South Australian Department of Health, Wellbeing and Infrastructure on the Reactivating the Repat project. This will see the former Repatriation Hospital site in Adelaide redeveloped as a health precinct including dementia care services.

Our specialists conducted a peer review and environmental audit on the proposed neuro behavioural unit and the special advanced dementia unit and also sat on a key evaluation panel.

Over the past year the Centre for Dementia Learning team worked with Cabrini Hospital in

Melbourne to transform its rehabilitation ward in bayside Brighton into a dementia-friendly facility – quite possibly the first of its kind. The project aims to improve dementia care and access to rehabilitation and reduce hospital bed day stay.

Working with government and industry

We continued to work with government and business with highlights including:

- Bendigo Bank sponsored the development of a Dementia Inclusive Banking online learning module, which will be rolled out to all bank staff.
- Extending our work with Central and Eastern Sydney Primary Health Network. Over two years we will deliver 84 educational workshops entitled Supporting the Mental Health and Emotional Wellbeing of Residents in Aged Care.
- Partnering with the Federal Government's My Aged Care service to undertake Enabling EDIE sessions as part of refresher training for more than 800 staff.



Above: Teepa Snow, Education Director, Eastern North Carolina Alzheimer's Association, came to Australia for a series of workshops hosted by Dementia Australia and presented in Adelaide and Melbourne in August 2019. Photo: Panayiotis Kasseris



Above: Participants took part in an Enabling Edie workshop in Cape York.

- Delivering five national workshops and a live webinar for audiologists at hearing implant manufacturer Cochlear, looking at how dementia and hearing loss can impact on communication.
- Adapting our bespoke training for aged care provider BlueCross for delivery online via Microsoft Teams.

EDIE™ on tour

We took our virtual technology educational tool Enabling EDIE on a road trip to Cape York in Far North Queensland. More than 30 health and community workers and members of the community from the remote Indigenous communities of Wujal Wujal, Hope Vale, Lockhart River and Bamaga experienced EDIE and other dementia-related education.

The Northern Queensland Primary Health Network funded this free dementia education which included visits to Cairns and the Cape York communities of Pompuuraw, Kowanyama and Weipa.

A day in the life – mealtime experience

We launched our new immersive virtual reality learning experience, the A day in the life – mealtime experience.

The workshop aims to educate residential aged care professionals on how they can provide a better dining experience for people living with dementia.

Nestle Health Science sponsored the delivery of this workshop to 20 of its clients across Australia and we have already received great interest in the program.

Australian Skills Quality Authority audit

During the reporting period the Australian Skills Quality Authority audited the Centre for Dementia Learning's Registered Training Organisation operations. The results of the audit were overwhelmingly positive. We are working on two identified areas of improvement relating to Standard 1.

COVID-19 support for carers and professionals

During the COVID-19 pandemic, the Centre for Dementia Learning, supported by our colleagues across Dementia Australia, swung into action to provide support for paid carers and professionals.

Initiatives included:

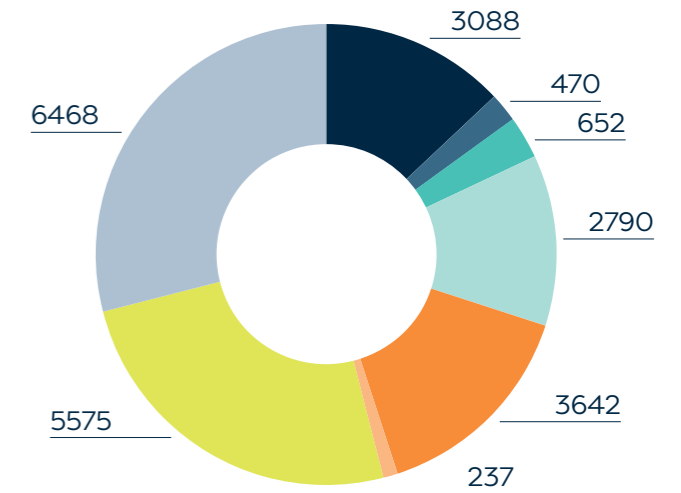
- Launching of the online coronavirus (COVID-19) Community of Practice (CoP) for staff in aged care, supported by the Priceline Sisterhood Foundation. Almost 600 aged care workers from across the country attended the 30 CoP sessions we held in April.
- Organising online workshops for professional carers and service providers in residential and community aged care on supporting people living with dementia during the coronavirus (COVID-19) pandemic.



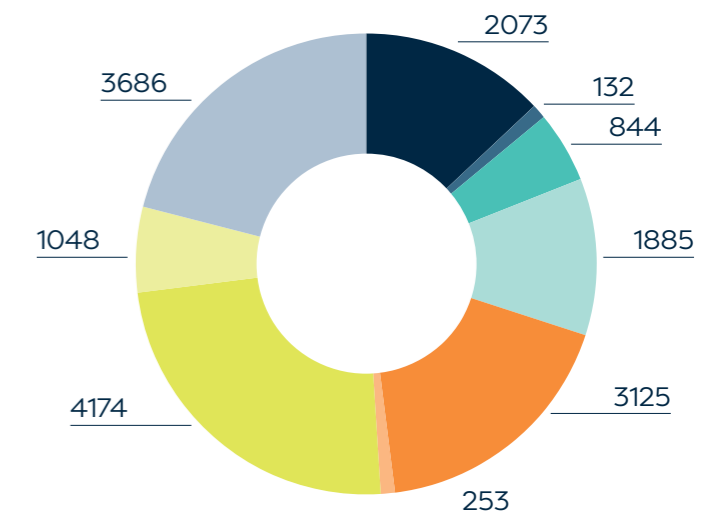
Above: Dr Tanya Petrovich, Business Innovation Manager, Dementia Australia presented at the launch of A day in the life – mealtime experience at the Dementia Australia Parkville office in December 2019. Photo: Arsineh Houspian

CDL Participants

2018–19



2019–20



Key

- Dementia Essentials
- Understanding dementia
- Supporting successful communication
- Achieving purposeful engagement
- Applying a problem solving approach to behaviour
- Enabling EDIE
- Enabling EDIE programs
- Other advanced dementia education programs
- Virtual Classrooms

*All figures relate to face-to-face delivery with the exception of Virtual Classrooms

Fundraising

Each year generous individuals, philanthropic organisations and businesses around Australia support Dementia Australia's fundraising activities, enabling us to continue to develop and grow in line with our Strategic Direction priority of increasing timely diagnosis and support.

Dementia's Australia's donors are committed to making a difference to the lives of people living with dementia, their families and carers and are often driven by wanting to give back or bring about change to help others. The Fundraising team works tirelessly to increase this support.

In 2019–20 fundraising revenue totalled \$11,033,125 an increase of 22 per cent on 2018–19.

Our Fundraising team coordinates a broad range of fundraising opportunities and events, including:

- Memory Walk & Jog
- DIY Memory Walk & Jog
- MY Memory Walk & Jog and flagship events
- Appeals and campaigns
- Community fundraising events
- Special events

- Gifts in wills
- Corporate partnerships and workplace giving.

Memory Walk & Jog

When a global pandemic threatened to derail the 2020 Memory Walk & Jog series, Dementia Australia supporters showed their tenacious community spirit with creative and COVID-safe ways to support the cause.

Our first Memory Walk & Jog took place in Canberra over the Australia Day long weekend. The event was a massive success, with 800 people turning out at Lake Burley Griffin, raising more than \$70,000.

In early March our second event took place in Mildura. There, 344 people turned out, raising an incredible \$21,300.

What a difference a week made. By mid-March, with public health restrictions in place, the remaining events were postponed and faced an uncertain future.

But as we called registered participants in our scheduled Ballarat, Hobart, Adelaide and Western Sydney events, we began to see a glimmer of light.



Left: A Mildura 2020 Memory Walk & Jog participant was excited to cross the finish line and receive her participation medal at Nowingi Place, Mildura, February 2020. Photo: Remi Jordan



“

The best thing about Memory Walk & Jog is that it has given me life again! To help others and create awareness and fundraise for a cause close to my heart. ”

Stephen, living with dementia, three-time Memory Walk & Jog participant

Our supporters told us loud and clear that the show must go on. So, with the support of our incredible community, Memory Walk & Jog was reborn as a virtual event.

Throughout late March to June, supporters in Ballarat, Hobart, Adelaide, Western Sydney, Melbourne, Geelong, Sydney, Hunter, Sunshine Coast and Brisbane took to their local streets, parks, walking trails and backyards to complete their event virtually.

We also had people all over Australia taking part in our MY Memory Walk and Jog. The 895 participants logged an impressive 13,000 kms, almost a complete lap of Australia and raised over \$115,000 to support people living with dementia.

Most importantly of all, all Memory Walk & Joggers inspired us with their enthusiasm and showed that even in the toughest of circumstances, community spirit is a force to be reckoned with.

Bondi2Berry

Inspired by family experiences with dementia, keen cyclists Nick Young and Pierre Sullivan launched the Bondi2Berry ride to raise awareness and funds. Now in its fourth year, the September 2019 event was another standout success, with 130 committed riders taking the challenge. Adding to the event's wow factor, for the first time, a breakaway group of 30 decided to continue down the coast to finish in Brighton, Victoria – a total of 1,160km.

Our Chair Professor Graeme Samuel AC and Ambassadors Lyn Allison, Takaya Honda, David Astle and Nicola Stevens turned out to greet the saddle-weary riders and deliver a personal thanks for the ride's incredible overall fundraising total of \$210,000.

Above: Canberra 2020 Memory Walk & Jog participants at the start of their run held at Lake Burley Griffin, February 2020. Canberra and Mildura (VIC) were the only 2020 Memory Walk & Jog events able to be held in-person before the COVID-19 pandemic saw the remaining events moved online.

Strategic partnerships

Philanthropic trusts and foundations and corporates around Australia continue to provide invaluable support for our work.

In early 2020 we were thrilled and gratified to receive a multi-year major grant from Gandel Philanthropy, one of Australia's largest private family foundations.

The three-year grant will be used to develop a new digital learning platform to inspire care workers to learn more about dementia. Through the platform, workers will learn how improving communication skills, making changes to their behaviour and encouraging engagement will make a significant difference to the quality of life and care for people living with dementia.

With backing from the Priceline Sisterhood Foundation, in 2020 we launched a coronavirus (COVID-19) Community of Practice (CoP) to provide support and advice for staff in aged care.

We are incredibly grateful to our sponsors and trusts and foundations for their generosity in supporting the work of Dementia Australia. Their support makes an extraordinary difference to the lives of people living with dementia, their families and carers.

Corporate Australia has also stepped up with valuable support for our work. Bendigo Bank led the way by sponsoring the development of a new education program for banks, to be made available to all staff.

Our partner Lifeview supported the overhaul of **The Dementia Guide**. The guide contains a wealth of information for people living with dementia, their families and carers. It is particularly valuable for those who are recently diagnosed with dementia.

We also acknowledge the pro bono time and expertise offered by Deloitte Australia in support of the Decoding Dementia initiative.



Natalie Ive, Dementia Advocate walked the Priceline Sisterhood Foundation runway at the 2020 Virgin Australia Melbourne Fashion Festival, March 2020.

Client services

Dementia Australia's Client Services provide information, support and counselling programs for people of all ages living with all forms of dementia, their families, carers and for health and aged care workers. The services are funded through the National Dementia Support Program (NDSP), the Commonwealth Home Support Program (CHSP), National Disability Insurance Scheme (NDIS) and a number of state-based funds.

Services and programs

The National Dementia Helpline, 1800 100 500, is a free telephone information and support service that operates Australia-wide. The service can be accessed by telephone, email or webchat from 8am to 8pm Monday to Friday excluding public holidays. A message service is available so if you call outside operating hours, we'll call you back the next working day.

Everyone's experience with dementia is unique, for most the National Dementia Helpline is their first point of contact for information, advice and support. The highly qualified team of Dementia Advisors are compassionate and empathetic to the individual needs of the caller and provide solution-focused support. This positive first engagement with the team builds the individual's confidence and empowers them with much-needed information and support. Callers are encouraged to re-engage with the Helpline team as needed on their dementia journey and are supported to engage with the dementia specific support services provided by Dementia Australia as well as relevant external support services. This link enables the client to receive valuable local and specialised support seamlessly within Australia, regardless of the state or territory they reside in.

The National Dementia Helpline provides information, advice and support about:

- Dementia and memory loss
- Risk reduction activities
- Accessing government support services (including My Aged Care, the Carer Gateway and the NDIS)
- Direct services and supports in your area
- Emotional and practical support to help you manage the impact of dementia.

Digital Information Kits

Our information kits provide advice, common sense and practical strategies on a range of commonly raised dementia topics. These are available for free on the Dementia Australia website as PDF files which can be read online, downloaded or printed.

Counselling

Dementia Australia provides a counselling service for people living with dementia, their families and friends to discuss any issues related to dementia. Dementia Australia counsellors are skilled professionals who are trained to provide support, advice and practical assistance.

Living with Dementia program

Our flagship program provides information, advice and peer support for people in the early stages of dementia, families and carers. The program aims to help participants adjust to the diagnosis and develop coping strategies and a plan for the future.

Carer Support groups

Our carer support groups provide a tailored approach to supporting carers of people living with dementia. They provide an opportunity to discuss shared experience and to access education, information and support.

Client and Family education

Our highly skilled dementia support specialists offer specialised dementia education, sessions and programs for family members and carers of people living with dementia.

Public awareness activities

Throughout the year Dementia Australia delivers a range of seminars and other presentations to the community on memory loss and dementia-related subjects.

National Dementia Support Program

The direct services that we provide to people experiencing dementia and their professional and family carers are at the heart of Dementia Australia's reason for existence. It has been a year of growth and change for our client services, with the extremely welcome announcement in September 2019 of \$30 million in grants over a three-year period to Dementia Australia under the National Dementia Support Program.

Our organisation

The funding allows us to deliver services to people of all ages, with all forms of dementia and mild cognitive impairment, regardless of whether they have been diagnosed or whether they live in residential care or their own home.

The funding is based on five key elements:

- National Dementia Helpline and foundation supports
- Awareness raising and stigma reduction campaigns
- Outreach to regional and remote and Aboriginal and Torres Strait Islander communities and culturally and linguistically diverse communities
- Early intervention and supports
- Innovation and technology.

As part of our transition to the new National Dementia Support Program model we initiated a range of major projects, including:

Expanded services to diverse communities

Increasing our reach to Aboriginal and Torres Strait Islander, culturally and linguistically diverse and rural and regional communities across Australia will continue to be a major priority.

COVID-19 provided added impetus to transition many of our projects to online delivery, which will be an immense benefit to people living in remote areas who require our services.

Dementia Care Navigator models

People living with dementia and their carers have told us of a pressing need for assistance with navigating dementia, aged care, disability and health care services and resources, particularly during critical times. We continue to work with a number of partners on this project including Council on the Ageing.

In July 2019 trials of the proposed model commenced in Perth and Dubbo. As part of our work in exploring the barriers to seeking a dementia diagnosis, we also reviewed local and international research, practices and models, and held workshops with consumers, staff, the sector and service providers to understand the issue.

New information kits

We developed new information kits for people who have been diagnosed with dementia and those who have not yet received a formal diagnosis. The kits contain booklets, fliers and links and can be ordered via our website or through our National Dementia Helpline.



A garden from the DIGnity Supported Community Gardening initiative – a joint initiative between the University of Tasmania's Centre for Rural Health and three neighbourhood houses and gardens in Tasmania's south east. With support from Dementia Australia's Community Engagement Program, DIGnity worked on a guide for other community gardens focused on how to become more dementia-friendly.

Younger Onset Dementia Hub website

Dementia Advocates from around the country provided expert assistance as we finalised our Younger Onset Dementia Hub website, which is now live at <https://yod.dementia.org.au>. The website has been designed around dementia-friendly principles and showcases a range of younger onset dementia-specific information.

Dementia-friendly grants

In early 2020 we once again called for applications from community-based and not-for-profit organisations for funding under our Dementia-Friendly Communities program. Each organisation was eligible for a grant of up to \$15,000 to kick-start projects that focus on the dementia-friendly communities principles, such as challenging stigma and building understanding. In particular, we were seeking to fund partnership-based projects that met the needs of diverse and remote communities.

Our people

For people living with dementia and their families and carers, our frontline staff in client services and the Centre for Dementia Learning are the face of Dementia Australia. Behind these critical public-facing roles and their essential work delivering counselling, education and support programs are the professionals in people and culture, fundraising, policy, research, advocacy, finance, IT, quality, governance, projects, business services, marketing and communications.

Since the unification of our state organisations into Dementia Australia in 2017, we now comprise just under 500 committed staff working across the nation.

During this reporting period our staff right across Australia – but particularly in Victoria and New South Wales – had to rapidly adapt and modify

ways of working and delivering our services in response to the COVID-19 pandemic.

Staff – and the organisation as a whole – adapted quickly with many staff working from home or delivering services remotely. Others were able to remain working in our offices and delivering face-to-face client services in accordance with COVID-19 safety protocols.

All of our staff and volunteers deserve recognition for the way in which they continued to deliver for our community in the most challenging of environments.

Service delivery re-alignment

In addition to pivoting to remote and virtual service delivery as a response to COVID-19, it was also



(L-R) Barbara Potter AM, a founding member of Alzheimer's Australia (now Dementia Australia) was presented with a cake by Maree McCabe, CEO, Dementia Australia at a celebration to mark Barbara's 90th birthday in October, 2019.



Dementia Australia staff, volunteers and guests from the Northern Territory enjoyed a high tea with the Dementia Australia board in Darwin, August 2019. (L-R) Sandar Tun, board member, Darwin Community Arts – DFC Community Grant recipient and Jeanette Shipp, support worker, Dementia Australia. Photo: Clive Hyde

necessary to make some strategic and funding related structural changes to our largest team this financial year.

Whilst it was a major achievement in 2019 for the organisation to re-secure our largest government grant for the National Dementia Support Program, our successful tender did propose a number of changes to the types of programs we run, and what activities the funding would cover. As a result, we needed to streamline our management structures and many of our service delivery roles in the Client Services team. The majority of staff in this team were impacted in some way, either as a result of needing to apply for a modified version of their existing role or by being allocated to a different team. Some staff also left the organisation at the end of their contracts or through redundancy.

Some changes also occurred in other teams – finance, projects, and business services – induced by the reduction to overhead funding in the new NDSP grant.

All of the above changes were implemented in the latter half of the financial year with workforce consultation commencing in February and the final departure occurring on June 30, 2020. In all we have farewelled 47 staff as a result of these re-alignments this financial year. Downsizing is a difficult undertaking for everyone involved, and is only ever the agreed way forward when it ensures the ongoing sustainability of the organisation. Our funding bodies expect demonstrable efficiency and

without promising to deliver that, we are of the firm view that our ongoing NDSP contracts would have been at risk.

We are confident we have appointed the most talented staff to the structures we have in place now, which has the capacity to flex into the future as new programs are developed and delivered. We look forward to a focus on further developing those teams and their managers in the year to come.

Employees by employment type	
Full time	225
Part time	222
Casual	62
Total	509

Tenure	
Average tenure	4.03 years

Enterprise agreement planning and preparation

With the national unification complete, work continues on the challenging task of bringing together common employment arrangements for our 500 staff across the nation.

Nationally Dementia Australia has three legacy enterprise agreements. Originally introduced by the former state entities that unified to become Dementia Australia, these agreements include different employment conditions reflecting those introduced by the relevant state entities at the time. Although they have nominally expired, they remain operational and we continue to honour them until we negotiate a replacement.

In order to streamline our workforce effort, and to be confident of our Fair Work obligations in any new agreement, national role descriptions have been created. We have reviewed and classified those 84 different roles, covering approximately 450 staff. A review of the remaining roles is underway.

That work creating and classifying those 84 roles has allowed us to be clear that in addition to the three legacy Enterprise Agreements, and compounding the complexity, we also have four modern awards that stipulate employment conditions for staff in some parts of our business.

Fairness and simplicity will be the cornerstones when we commence negotiating a new set of conditions common to all staff across the country, regardless of the award or agreement they were initially employed under.

Our payroll team has assisted us with data to develop a proposed new set of employment conditions, consistent with Fair Work Australia's 'better off overall test', and the finance team have been working closely with us to model potential costs of each element of those conditions.

Next financial year we will take the next step in this process, calling for bargaining representatives to commence negotiations in accordance with Fair Work requirements.

Employee wellbeing

Work on our new health and wellbeing portal commenced early in 2020. This is a hub for continuously updated health and wellbeing focussed content covering a monthly theme through newsletters, videos, posters, webinars and recipes.

As part of our commitment to supporting employee wellbeing, the program provides opportunity for staff individually or in teams to participate in four different month long challenges throughout the year, designed to support staff to make sustainable health and lifestyle changes and establish positive new habits. As it transpired, much of the early content was about dealing with change, work life balance and resilience; which was fabulously appropriate to the moving landscape as a result of COVID-19 and the structural changes we were implementing.

We look forward to reviewing the uptake data next financial year to determine what will be delivered in future programs, and how it can be best aligned with our ongoing Employee Assistance Program for psychological support.

Brand and values

May 2020 saw the launch of a refreshed Dementia Australia brand. The biggest ambassadors of brand are our people, and early 2020 saw significant collaboration between Marketing, Communications and the P&C team to re-focus on the organisations values, and to prepare half day workshops for all staff to understand how the brand and the values would apply to their daily work. A number of pieces of organisational collateral have been developed to support the workshops, as well as our induction and recruitment procedures. We have videos of members of our Dementia Advisory Committee and the CEO speaking to what the values and brand represent for them. This content is available on the intranet and on our job ads as well as forming part of the workshop content.

As a for purpose organisation, we know our culture is central to our ability to attract and retain staff. Defining and recognising behaviours displayed by our team members and managers that support the brand and our values is a meaningful way to keep our culture healthy.

Our volunteers

Our national network of close to 1,000 active volunteers play a critical role in delivering Dementia Australia's outreach work. Whether through helping organise public events or facilitating support initiatives such as our Memory Lane and Younger Onset Dementia cafes, much of our work is only made possible through the goodwill and compassion of our volunteers.

During 2020 COVID-19 has affected the work of many volunteers, with lots of regular services and activities postponed or delivered differently in order to minimise the spread of the virus.

Showing their tenacity and commitment, many volunteers were undeterred, and continued to contribute online as we transformed the Memory Walk & Jog into a virtual event and piloted a Virtual Cuppa online support program which we are now evaluating for continued and broader application.

National volunteering database

In February 2020 we switched on the national volunteering database and online portal for almost all of our 1000 volunteers across the nation. The new national database replaces outmoded (and in some cases paper-based) systems maintained by each of the former state organisations.

As well as accurate, up to date and easily maintained records, the new system allows quick and easy communication with volunteers, either as a whole group, or by location, program or registered

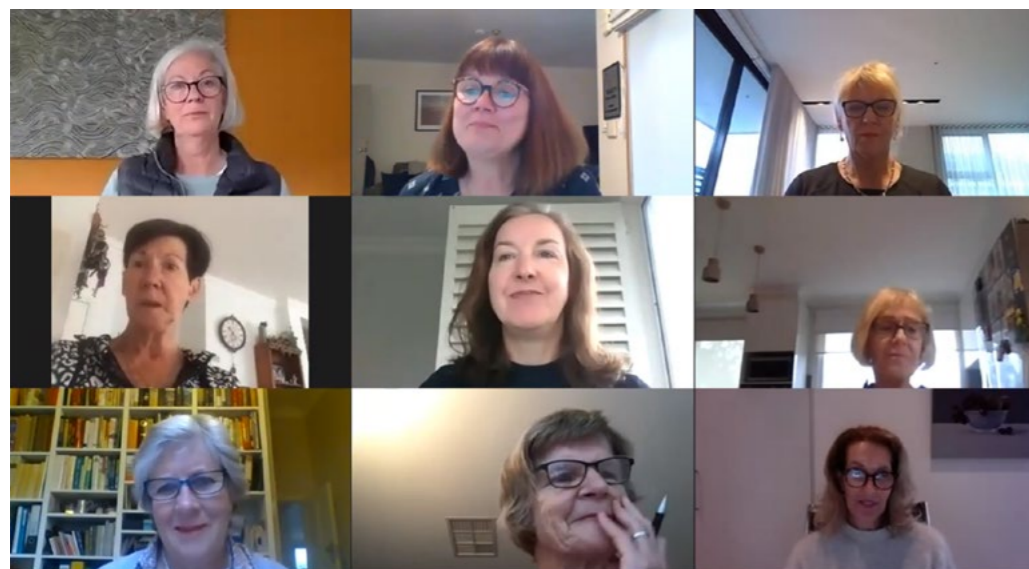
interest. It also allows volunteers to log on to the portal to receive news and record details such as activity completed and hours worked. When we launch reporting functionality next financial year, we will have a comprehensive national view of our volunteer base and contribution.

National volunteering direction

During the reporting period work progressed on our national volunteering direction. The aim of this project is to ensure that all Dementia Australia volunteering activity is nationally consistent, supports agreed key principles and that any risks are reviewed and managed. Under the draft framework, volunteer activity should contribute to:

- Achieving outcomes against our funding agreements
- Reducing expenditure
- Increasing income
- Delivering strategic priorities
- Abiding by Fair Work Australia and Volunteering Australia guidelines for appropriate application of effort, training, supervision, support and recognition.

Work is continuing to review our current activities across the nation to ensure they meet these principles, to review the data of pilot virtual programs developed during the pandemic with a view to creating new national volunteering programs that are widely available, and to ensure the draft principles accurately reflect our vision for volunteering at Dementia Australia.



Left: Dementia Australia volunteers caught up for a Virtual Cuppa to help celebrate National Volunteer Week held 18-24 May 2020.

Advocacy and research

Advocacy

Dementia Australia exists to help transform the experience of people impacted by dementia by elevating their voices and inspiring excellence in support and care, so that it is free from discrimination. Our advocacy and research work is a key part of achieving this goal.

Since the unification of our state and territory organisations in 2017, Dementia Australia's ability to more effectively advocate on behalf of more than 459,000 Australians living with dementia and the estimated 1.6 million Australians involved in their care has grown.

Our capacity to harness the lived experience of our community to influence policy makers, industry and government has also increased.

With multiple royal commissions and inquiries underway, 2019-20 has presented significant opportunities to elevate the voices of Dementia Advocates and use our expertise to achieve better policy outcomes for people living with dementia and their families and carers.

Our 2019-20 highlights include:

Consumer engagement

During the reporting period our consumer engagement team coordinated input and representation from Dementia Advocates in a vast array of areas including:

- The first stage of the Quality Dementia Care Initiative - developing the **Our Solution: Quality Care for People living with Dementia** communique, which was delivered to the Federal Government in July 2019.
- Speaking at and recording video messages for the Dementia Action Week event held at the Sydney Opera House in September 2019.
- Speaking at the Dementia Action Week Parliamentary Friends of Dementia event.
- Participating in the Decoding Dementia technology challenge initiative in October 2019.
- Speaking at the Alzheimer's Association International Conference Satellite Symposium in Sydney, November 2019.
- Working on the Younger Onset Dementia Hub project.



Phil Hazell, Chair, Dementia Australia Advisory Committee, was interviewed on Studio 10 during Dementia Action Week at Channel 10's studios in Sydney, September 2019. (L-R) Natarsha Belling, Ambassador, Dementia Australia, Kerri-Anne Kennerley, Angela Bishop, Jonathan Coleman OAM (all Studio 10 presenters) and Phil Hazell.

- Contributing to Royal Commission into Aged Care Quality and Safety terms of reference submission, hearings, community consultations and research.
- Assisting Australian Commission on Safety and Quality in Healthcare projects including a cognitive impairment information sheet and an open disclosure framework.
- Speaking at Parliamentary Friends of Dementia events in Western Australia, South Australia and Canberra.
- Getting involved in Centre for Dementia Learning initiatives on support groups and on banking.
- Collaboration on Dementia Australia's coronavirus (COVID-19) help sheets for people living with dementia, families and carers.

Policy

During the 2019-2020 financial year, Dementia Australia developed numerous national and state policy submissions and papers. All of these are available on our website. We made major submissions to the following inquiries and consultation processes:

Our organisation

- Royal Commission into Aged Care Quality and Safety
- Victorian Royal Commission into Mental Health
- Queensland Senate Committee Inquiry into aged care, end-of-life and palliative care, and voluntary assisted dying
- Review of the New South Wales Civil and Administrative Tribunal
- Parliamentary Inquiry into the Quality of Care Amendment (Minimising the Use of Restraints) Principles 2019
- Residential aged care proposed alternative models for allocating places review
- Evaluation of the Aged Care System Navigator Measure
- Queensland Health Transparency Bill
- Federal, state and territory pre-budget submissions
- Improving the NDIS Experience: Establishing a Participant Service Guarantee and Removing Legislative Red Tape review
- The Royal Australian College of General Practitioners Standards for GPs in Residential Aged Care and Serious Incident Response Scheme
- National Disability Insurance Scheme review
- Disability Inclusion Act (NSW) review
- Victorian State Disability Plan consultation
- The National Framework for Advance Care Planning Documents consultation
- Federal homelessness inquiry
- ISO Dementia Inclusive Framework consultation.



Senator the Honourable Richard Colbeck, Minister for Senior Australians and Aged Care Services, experienced Enabling Edie™ at the Dementia Australia Parkville office, September 2019.

In addition, our policy team provided advice to the:

- Department of Health, on changing the wording in the new Minimising the Use of Restraints legislation to significantly strengthen the requirements on chemical restraint
- Aged Care Quality and Safety Commission, to test its consumer experience survey questions to ensure alignment with issues of importance to people impacted by dementia during the coronavirus (COVID-19) restrictions.

Other projects by our policy team included work on updated prevalence data and organising the National Roundtable on Quality Dementia Care as the second stage of the Quality Dementia Care Initiative. The roundtable brought providers, government, regulators and advocates together to look at how to embed quality dementia care more consistently into the aged care sector.



Left: Staff from the Royal Commission into Aged Care Quality and Safety visited the Dementia Australia Parkville office in September 2019 for a technology demonstration.



Above: (L-R) Maree McCabe, CEO, Dementia Australia, Senator Helen Polley and Senator Wendy Askew at the Dementia Action Week Parliamentary Friends of Dementia Event held at Parliament House Canberra, September 2019. Photo: Andrew Taylor

Government relations

As part of the Quality Dementia Care Initiative, in July 2019, after the June 2019 National Consumer Summit in Canberra, two Dementia Advocates, Maggie Jones and Dennis Frost, delivered the **Our Solution: Quality Care for People Living with Dementia** communique to Senator the Honourable Richard Colbeck, Minister for Senior Australians and Aged Care Services. This was an important milestone which represented the culmination of months of work for the consumer engagement, policy and marketing and communications teams, as well as hundreds of people living with dementia, their families and carers across the country.

Parliamentary Friends of Dementia

Our Parliamentary Friends of Dementia (PFOD) activity continued during the reporting period. We held our first Queensland PFOD gathering, as well as events in Melbourne and Sydney.

At our Victorian event, we launched a discussion paper on palliative care and end-of-life care, with our Dementia Advocate Kim Gould powerfully adding her lived experience to the discussion.

A highlight was hosting the to Senator the Honourable Richard Colbeck, Minister for Senior Australians and Aged Care Services, at our Dementia Action Week PFOD event. The Minister also visited our Parkville site in Melbourne to see our technology and learn more about our work.

We further engaged with our elected representatives by partnering with Palliative Care Australia on an event at Parliament House in Canberra, attended by the Governor-General and featuring Dementia Advocate Juanita Hughes. Juanita spoke about the importance of good palliative care and planning for people with dementia.

Communications

The Dementia Australia communications team is tireless in inspiring awareness and action by amplifying our message through events, media, social media and publications.

Significant achievements during the reporting period included:

- In collaboration with the Marketing and Consumer Engagement teams designing and delivering Dementia Action Week, which aimed to kick-start conversations nationally about dementia and discrimination. A major survey was conducted to help us define what discrimination looks like for people impacted by dementia. With more than 5,000 respondents the findings informed our strategic direction focus on discrimination. The awareness week included a headline event at the Sydney Opera House and supporter and community events around the country.
- Developing and promoting the #IsolatingNotIsolated campaign during the COVID-19 pandemic to help people living with dementia, their families and carers stay connected and keep busy while in isolation.
- As a result of the discrimination survey findings, working with the Marketing and Consumer Engagement teams to develop the Keep the World Open campaign, which asked people to take a pledge to help keep the world open for people living with dementia, during the COVID-19 pandemic and every day.



(L-R) Kevyn Morris, Dementia Advocate, Dementia Australia met with Dr Helen Haines MP, Member for Indi at her office in Wangaratta VIC, August 2019.

Research

Dementia Australia funds vital high-quality local research through the Dementia Australia Research Foundation. We also actively collaborate on projects in partnership with leading health and medical research institutes, including the National Health and Medical Research Council (NHMRC).

Highlights of the 2019–20 financial year included:

- Directly providing \$1.5 million in grants to 19 innovative research projects.
- Continuing to play a key role in the work of the NHMRC National Institute for Dementia Research.
- Supporting the work of the NHMRC Cognitive Decline Partnership Centre by facilitating the involvement of our Dementia Advocates in research projects.

Dementia Australia Research Foundation grants program

The Dementia Australia Research Foundation continued to provide direct funding for vital research projects. In February 2020 we announced \$1.5 million in grants for 19 new research projects. The grants included funding for a world-first study by Dr Louise Mewton from UNSW Sydney's Centre for Healthy Brain Ageing into the relationship between low to moderate alcohol use and the risk of dementia.

Other funded projects will focus on areas including nanotechnology, hip fracture prevention, enhancing cognition with exercise and personalising care through music.

This innovative work would not be possible without the generous support of valued donors and partnerships with the Dementia Centre for Research Collaboration and the Australian Association of Gerontology Research Trust. Community-based fundraising including the Bondi2Berry cycle event also contributed invaluable funding.

NHMRC National Institute for Dementia Research

The NHMRC National Institute for Dementia Research was established in 2015 to target and coordinate the \$200 million national dementia research effort through the Boosting Dementia Research Initiative.

Having fulfilled its mandate, the institute closed at the end of the reporting period for this annual

report, on 30 June 2020. In its final year of operation, Dementia Australia was proud to be an active collaborator, supporting the institute's operations and research.

The collaborative work of the institute has contributed strongly to building the capacity of Australia's dementia research sector. The institute's final projects will create a strong legacy of action, including:

Culturally and Linguistically Diverse (CALD) Dementia Research Action Plan (2020)

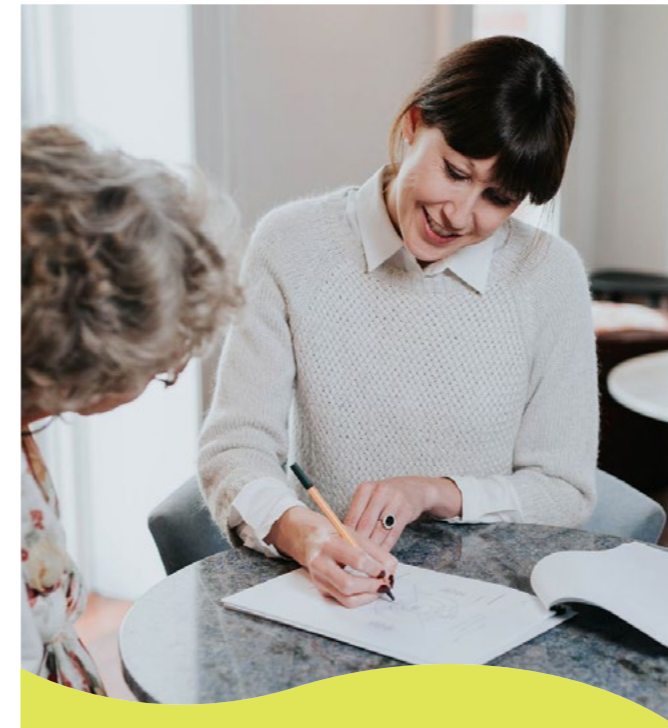
The action plan includes research priorities and guiding principles to increase inclusion of CALD Australians in dementia research and improve dementia health and care equity for all Australians.

The National Ageing Research Institute collaborated on the plan and will take a lead role in ensuring that its principles and priorities become part of future dementia research.

It is also very pleasing to see that downloadable translations of the action plan are available.



Dr Andrew Care, Macquarie University, was awarded the 2019 Bondi2Berry and Bondi2Brighton Project Grant for his project 'Cage vs Age: Development of an innovative nanotechnology to halt the spread of hyperphosphorylated Tau protein in Alzheimer's disease'.



Dr Jade Cartwright, Curtin University, was awarded the 2019 Dementia Centre for Research Collaboration – Dementia Australia Research Foundation Pilot Grant & Dementia Advocates' Award for her project 'Evaluating the feasibility and effectiveness of a novel discourse intervention to improve everyday communication in people with dementia'.

Aboriginal and Torres Strait Islander Roadmap for Dementia Research and Translation (2020)

The Aboriginal and Torres Strait Islander Roadmap for Dementia Research and Translation provides guidance to government, researchers, industry and philanthropy on Australia's dementia research strategy and activity in Aboriginal and Torres Strait Islander communities. It is a companion document to the 2019 Strategic Roadmap for Dementia Research and Translation, recognising the differing priorities and guiding principles required to address the challenges of dementia in these communities.

As with the CALD plan, the National Ageing Research Institute partnered on the roadmap and will continue to support the uptake of its principles and priorities in future research.

NHMRC Cognitive Decline Partnership Centre

Dementia Australia was proud to be among the contributing organisations to the NHMRC Cognitive Decline Partnership Centre. The centre was a

multidisciplinary dementia research body that focused on translating evidence-based research into change and improving the care and quality of life of people living with dementia.

The centre brought together people living with dementia, carers, researchers, clinicians, healthcare organisations and industry partners to address areas of national interest in the care of people with dementia. The centre was unique in involving people living with dementia, their families and carers at every stage of the research process. The value of its work is a strong testament to the Dementia Advocates who so generously shared their expertise and experiences.

Having delivered its goals, the centre wound up its operations and produced a final report in December 2019.

The centre coordinated more than 30 research projects over its six years of operation. It produced invaluable resources including re-enablement guidelines, Australia's first clinical practice guidelines for people with dementia and a layperson's guide on best practice dementia diagnosis, treatment and care. This work will continue to underpin the delivery of high-quality care for those living with dementia and more effective support for family and professional carers.



Dr Duncan Sinclair, University of Tasmania, was awarded one of four 2019 Dementia Australia Research Foundation project grants for his project 'Investigating stress-related therapeutic targets for Alzheimer's disease in human neuronal cells'.

Awareness raising

Awareness Raising is a major focus of the entire organisation. The Dementia Australia Marketing and Communications teams play a key strategic, advisory role in continually raising awareness about dementia and the services we provide.

The teams support the delivery and implementation of organisation-wide objectives. Throughout the COVID-19 pandemic the internal and external activity focused on ensuring all staff, volunteers and stakeholders remained informed and updated on all health and safety messaging.

Externally, the teams focus on delivering multiple communications and marketing campaigns, including the development of key content, resources, management of multiple websites, publications, social media strategies, video production and promotion, multimedia advertising and management of events for our CEO, Client Services, Centre for Dementia Learning, Fundraising, Consumer Engagement, Policy and Research teams.

The teams delivered on strategies across traditional and digital marketing, social media, public relations, brand strategy, stakeholder and government relations, the Ambassador program, speech writing, award submissions and the management of our intranet.

Our feature campaign was on discrimination and dementia with the theme, 'Dementia Doesn't Discriminate. Do You?'

The strategy included:

- In August and September conducting a national survey asking people about their views on dementia discrimination, the types of discrimination they experienced and how often they experienced it. Our target of 600 responses was exceeded, with a total of 5,700 people participating. The survey results have provided invaluable data that give a national, informed picture of what discrimination looks like now and what it would take to shift those behaviours. The results have been informing the direction of the campaign and elements of the results will be released later in 2020.
- In Dementia Action Week, 21-27 September we generated conversations about discrimination and dementia through strategic media and promotional activity, campaign resources and events. We challenged Australians to think about



Above: Brisbane City Hall lit up in teal for Dementia Action Week in September 2019. Photo: Glenn Hunt

how their words and actions impact on the everyday life of a person living with dementia.

- The headline event was Discrimination and Dementia: the Health Issue of our Time, a livestreamed event held on 16 September 2019 at the Sydney Opera House.
- The event highlight was a panel discussion with Dementia Australia Ambassador Ita Buttrose AC OBE; good food advocate Maggie Beer AM; interior designer and judge on Nine Network's The Block, Shayna Blaze; and Dementia Advocate Phil Hazell, who lives with dementia – facilitated by Sky News political editor David Speers (see photo page 7). The panel discussion was followed by a screening of a short film Baba, which tells the story of a day of traumatic events that lead a family caring for a loved one living with dementia to make a tough decision. This was followed with a Q&A discussion with the film's director John Fink, producer Marcus Gillezeau and writer Lyn Chick.
- Supporters around the country also contributed holding their own DIY Dementia Awareness Week morning teas and get togethers.



Finalists at the Decoding Dementia competition in Sydney, October 2019. Decoding Dementia was held to inspire Australian innovators to consider how technology could be used to break down barriers and support people living with dementia. Decoding Dementia was hosted by Dementia Australia, funded with a Commonwealth Department of Health grant and run in conjunction with partner Deloitte. Photo: Adam Hollingworth

Our technology



Decoding Dementia Melbourne winners together with Dementia Australia Ambassador and actor Takaya Honda. (L-R) Erika Wager, Decoding Dementia Melbourne Winner, Takaya Honda, Ambassador, Dementia Australia, Angie Schmitzer, Decoding Dementia Melbourne Winner. Photo: Arsineh Houspian

Dementia Australia continues to lead in the development of technological innovations that deliver therapeutic benefits and improve the lives of people living with dementia and their families and carers.

Our award-winning work using virtual reality, interactive video games and apps is transforming dementia care and practice.

During the reporting period we launched the Android version of A Better Visit™ app, helping make the game-based tool available to more people living with dementia and families. The A Better Visit app, designed to help families have a 'Better Visit' with their family member living in residential care, includes a range of engaging two-player games that a person living with dementia and a family member or carer can enjoy as a shared experience.

As well as supporting individuals, families and carers, we have continued our focus on delivering immersive and impactful experiences to build empathy and to prompt new thinking and discussion in the workplace and sector.

Thanks to the advent of virtual reality headset technology, our immersive training is portable and can take place anywhere in the country. Our EDIE™ (Educational Dementia Immersive Experience) which uses Samsung Gear VR, has been in constant demand in some of Australia's most remote places by the sector and families.

Decoding Dementia

People living with dementia and their families and carers may one day enjoy their music with the help of a 'kinetic jukebox' or with artificial intelligence choosing the tunes, thanks to Dementia Australia's Decoding Dementia technology challenge.

Funded with a Commonwealth Department of Health grant and run in conjunction with partner Deloitte, the national technology talent quest aimed to unearth clever technology solutions to change the lives of people living with dementia.

The winners were:

Audio Kinetic Jukebox

The Audio Kinetic Jukebox is a world first which combines music and movement through vibration technology embedded into a cinema chair.

My Dementia Companion

My Dementia Companion is a virtual care companion that empowers families living with the impact of dementia to live a more fulfilling life.

Muru Music

Muru Music is an automated personalised music experience for people living with dementia that uses artificial intelligence to create scalable, automated and personalised music experiences.

MemBo Noticeboard

Consisting of an app and online management hub, MemBo Noticeboard displays appointments, notes and photos on tablets and mobile phones.

The winners have received support packages to help them progress their ideas towards commercialisation.

Enabling EDIE on tour

From Canberra to remote Far North Queensland, our award-winning EDIE has been making new friends. The portable training and family education tool uses virtual reality to give participants a high-quality virtual reality experience that enables them to see the world through the eyes of a person living with dementia.

The Minister for Aged Care and Senior Australians, Senator the Honourable Richard Colbeck, was just one of the people to experience EDIE, during a visit to our Parkville office. The Minister also immersed himself in The Virtual Forest™, seeing how it improves quality of life for those living with dementia.

Taking the show on the road, we also toured EDIE to Far North Queensland, in the first of several visits to Cape York. Health and community workers and community members in the Wujal, Hope Vale, Lockhart River, Bamaga, Pormpuraaw, Kowanyama, Weipa and Cairns communities had the opportunity to walk in the shoes of a person with dementia.

Follow-up visits were made to other areas of Far North Queensland including Atherton, Mareeba, Jullatten and Port Douglas.

Customised technology

Dementia Australia's two-year study has verified the quality of life benefits of customising technology platforms and applications for people living with dementia.

The study looked at the lifestyles of around 30 people living with dementia or mild cognitive impairment. Participants received personalised technology to help address some of the day-to-day challenges they were experiencing including apps to help make playing music and audiobooks more accessible and introducing iPads with the virtual assistant set up to provide daily reminders. One novel tailored solution involved fitting a study participant's loyal dog with a GPS collar to allow family members to check on the participant's location.

The Commonwealth Government's Dementia and Aged Care Services Fund supported the study, which was presented at the Alzheimer's Association International Conference in Los Angeles in July 2019.



Left: (L-R) Dr Tanya Petrovich, Business Innovation Manager, Centre for Dementia Learning; Professor Kon Mouzakis, CoDirector, A2I2, Deakin University; Suzanne Moore, Hotel Services Manager, BlueCross; at the December 2019 launch of 'A day in the life - mealtime experience', a Dementia Australia course created to help aged care workers provide a better dining experience for people living with dementia. Photo: Arsineh Houspian

Our thanks

We would like to acknowledge all those who have generously supported Dementia Australia in 2019–20. These include substantial bequests, in memoriam donations, major sponsors, philanthropic trusts, foundations and private ancillary funds, individuals, companies, organisations, community fundraisers, and volunteers.

We thank the following organisations for their support and generosity.

Every gift is appreciated.

Barrie & Diana Pittock

Cranwell Family Trust

Davfam Australian Endowment Fund – Australian Philanthropic Services Foundation

Equity Trustees

Frances Jane Edwards and Martha Elizabeth Sirovs Foundation Fund

Gandel Philanthropy

Geoff and Helen Handbury Foundation

Hopetoun Fund, a sub fund of Australian Communities Foundation (ACF)

Gaudry Foundation

The Gloria and Douglas Mathews Endowment

The Madeline Crump & Madeline Williams Trust

Perpetual

Mr Rodney Dux

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The Stuart Leslie Foundation

Sunrise Foundation

The Schwinghammer Foundation

William Angliss (Victoria) Charitable Fund

Wood Family Foundation

Woodend Pty Ltd

The Yulgilbar Foundation

Government

Dementia Australia acknowledges the support of the Commonwealth Government and all State and Territory governments.

Thanks to you

we've achieved so many important things

This year, you have helped us deliver services and support, making an incredible difference to the lives of people impacted by dementia across the entire country.

OVER 20,000
people with dementia and family members attended information and awareness sessions

3,020+
people with dementia and family members attended counselling

5,805
Dementia Kits were distributed nationally

3,670 EMAILED
2,135 POSTED

The National Dementia Helpline has taken over **19,886 CALLS**

Sent over **7,177 EMAILS**
Engaged in **537 WEB CHATS**

Sign posted **22,331**
enquiries to other external services

3,380
referrals to Dementia Australia services

2,610 ATTENDEES
to support groups and early intervention sessions

5,855+
people with dementia and family members attended pre and post support

Dementia Australia National library

Our library offers all people the tools and knowledge they need to learn about dementia.

We have loaned **10,303 ITEMS**

We have loaned **965 EBOOKS**

We have emailed **564 ARTICLES**

We have extended **2,638** current loans until September to assist our users through these times



Achievements across Australia in 2019–2020

National – Finalised and updated our National Education Suite to support improved education on dementia and management strategies.

National – Developed new Webinars for people living with dementia and carers to support more people in more places.

Contact us

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National Dementia Helpline 1800 100 500

This is an initiative of the Australian Government

Find us on social media at

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 [DementiaAustralia](https://www.youtube.com/DementiaAustralia)

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