



# Annual Report

2020-2021  
A Roadmap for Quality Dementia Care



**No matter how you are impacted by dementia or who you are, Dementia Australia is here for you. ”**

- Maree McCabe AM, CEO Dementia Australia

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Dementia Australia



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Front cover: Dementia Australia social group member Colin Roe with Her Honour the Honourable Vicki O'Halloran AO, Administrator of the Northern Territory, during her visit to the Dementia Australia Darwin office, November 2020. Photo: Clive Hyde

Pages 2-3 (inside front spread): Volunteers at Canberra Memory Walk & Jog, February 2021.



## About this annual report

This report highlights Dementia Australia's progress and achievements throughout 2020-2021, including links to its financial statements. The Dementia Australia financial statements are listed on the Australian Charities and Not-for-profits Commission website [acnc.gov.au](https://www.acnc.gov.au)

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

This report and previous years' reports for Dementia Australia and Alzheimer's Australia are available online at [dementia.org.au/annualreports](https://www.dementia.org.au/annualreports)

The report follows Dementia Australia's new visual identity, which has inclusivity and accessibility at its core. As a result the report may look different to other annual reports with larger text and tables and more empty space on pages.

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

We acknowledge and respect the Aboriginal and Torres Strait Islander people of Australia's relationship with country and their cultural and spiritual beliefs.

# 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 and the leading cause of death of death of women 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**.

# Key achievements



## Hosted the National Symposium Series 2020

in which more than 3,000 people came together for six online events to explore what quality dementia care looks like. We heard from Australian and international speakers including Dementia Advocates, prominent aged care sector leaders and Dementia Australia Patron Ita Buttrose, AC OBE.



## Developed 'A Roadmap for Quality Dementia Care'

outlining how quality care for people living with dementia can be achieved. The Roadmap was developed through our Quality Care Initiative (you can read about the initiative on page 13) and was created following extensive engagement and consultation with the health and aged care sector - and most importantly with people with the lived experience of dementia.





## Launched two innovative and technologically-driven education programs

for aged care workers – Talk with Ted and Ask Annie. Talk with Ted uses artificial intelligence technology to educate care workers to better communicate with and support people living with dementia. Ask Annie is a mobile app with ‘micro lessons’ to support home care workers. You can read more about Talk with Ted and Ask Annie and those who generously supported both initiatives on page 52 of this report.



## Welcomed \$229.4 million in dementia funding

allocated in the 2021-22 Federal Budget. In the lead up to the Budget Dementia Australia advocated for people living with dementia, their families and carers through a series of strategic activities and initiatives. You can read about this work on page 12 of this report.



## Continued to support people living with dementia

their families and carers as the COVID-19 pandemic persisted throughout 2020-21. Services and support were moved online where necessary and the health and safety of Dementia Australia staff, volunteers and clients remained our number one priority.

# People living with dementia



# Estimates 2021

Northern Territory **1,990**

Queensland **90,600**

Western Australia **44,300**

South Australia **39,200**

New South Wales **157,000**

Australian Capital Territory **6,360**

Victoria **120,900**

Tasmania **11,800**

# A Roadmap for Quality Dementia Care

2020-21 was a landmark year for Dementia Australia.

On 11 May 2021 Federal Treasurer the Honourable Josh Frydenberg MP delivered the 2021-22 Australian Federal Budget, which included a massive \$229.4 million for dementia.

A significant element of the funding will enable Dementia Australia to build clear and consistent dementia support pathways and to expand the range of services under the National Dementia Support Program.

Multiple parts of the organisation played an integral role in securing this funding, which will result in profound change to the lives of Australians of all ages living with all forms of dementia, their families and carers.

It is important we record the journey to this significant moment and acknowledge the hard work of everyone involved.



## The beginning: The Quality Care Initiative

On 15 October 2018 Dementia Australia announced its strategic priorities for 2018-2023. All three priorities were determined after extensive consultation with people living with dementia, their families and carers and are as follows:

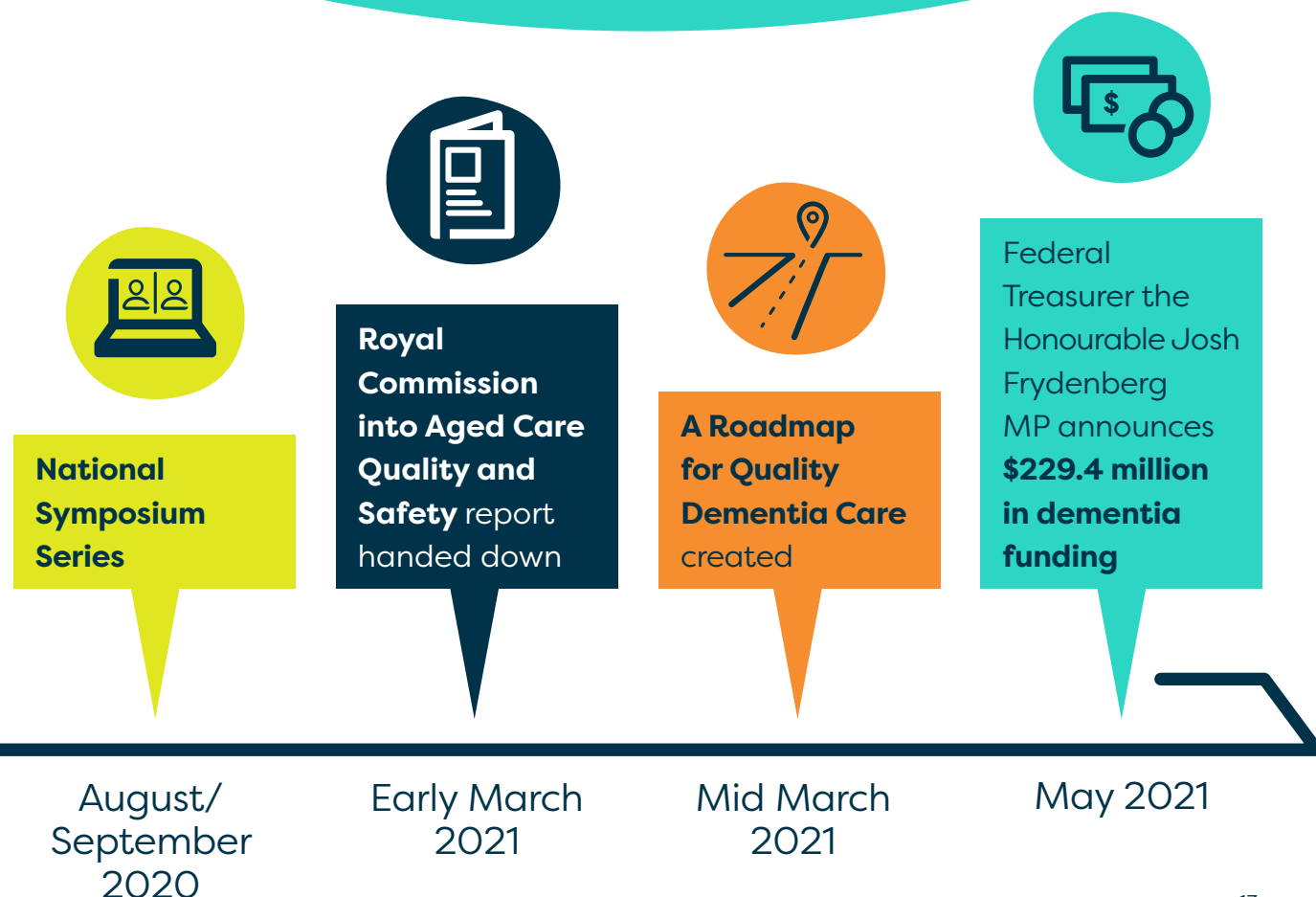
- 1 Timely diagnosis and support
- 2 **Quality care**
- 3 Reduce discrimination

To address **Strategic Priority Two – Quality Care**, Dementia Australia commenced the Quality Care Initiative in 2018.

Through the Quality Care Initiative, 2018-2020, we heard from hundreds of people with a lived experience of dementia from across Australia.

These consultations informed the National Consumer Summit held in June 2019, which resulted in a landmark document that defines quality dementia care, '**Our Solution: Quality care for People Living with Dementia**'. This communique was presented to the Federal Government in July 2019 and to the aged care sector in November 2019.

This work culminated in an online National Symposium Series in August and September 2020 – Dementia Care is Quality Care. You can read more about the National Symposium Series on page 67 of this report.



# The Roadmap

The Quality Care Initiative has enabled Dementia Australia to provide a very clear vision of what is needed to create a connected, integrated and capable health and aged care system, where people of all ages, living with all forms of dementia, and their families and carers, are placed firmly at the centre.

As a result of the Initiative, **A Roadmap for Quality Dementia Care** was created in late 2020, in conjunction with Dementia Training Australia and Dementia Support Australia. The Roadmap outlines how we can achieve quality dementia care within Australia.

## It focuses on three key areas:

- 1 A coordinated point of contact for people impacted by dementia, to help them find the support they need.
- 2 Dementia-specific education for all aged care employees.
- 3 Dementia-friendly design standards across aged care, which help people living with dementia to remain as independent as possible.

The Roadmap is also reflective of Dementia Australia's response to the Royal Commission into Aged Care Quality and Safety, which handed down its final report in early 2021. The report included 148 recommendations, 14 of which had a specific focus on dementia.

Roadmap in hand, Dementia Australia board, executive, staff, volunteers and Dementia Advocates then engaged in a series of strategic events and activities with the goal of receiving the funding needed to implement the Roadmap.

Activity included:

- Development of key messages and focus areas with Dementia Training Australia and Dementia Support Australia
- Engagement and meetings with key government stakeholders
- Strategic events and activities, including:
  - A letter to the Prime Minister signed by more than 200 supporters.
  - Leveraging the focus of ABC's Q&A Spotlight on Aged Care episode aired February 2021.
  - An address to the National Press Club by Professor Graeme Samuel AC, Chair, Dementia Australia.
  - Timely opinion editorials.
  - A Parliamentary Friends of Dementia event held at Parliament House Canberra, February 2020.

Cemented in all of the above was the consistent championing of our **Roadmap for Quality Dementia Care**.



## \$229.4 million for dementia

On the evening of 11 May 2021 Dementia Australia was elated to hear Federal Treasurer the Honourable Josh Frydenberg MP announce \$229.4 million over five years in dementia funding in the 2021-22 Federal Budget.

The record and transformational funding allocation will provide the impetus for the systemic change required in the aged care industry. It will allow Dementia Australia to work with government, health and aged care sectors to realise **The Roadmap for Quality Dementia Care** and to ultimately make a profound and lasting difference to the lives of all people living with dementia, their families and carers.

## Thank you

Dementia Australia thanks and acknowledges every single person and organisation who contributed to the Quality Care Initiative, **The Roadmap for Quality Dementia Care** and all other activity which led up to the Federal Budget funding announcement. This includes Dementia Australia board members, Dementia Advocates, Patrons, Ambassadors, celebrity supporters, Honorary Medical Advisors, executive, staff, volunteers and our aged and health care colleagues.

We also thank and acknowledge the Federal Government for the funding received.

Above: Maree McCabe AM, CEO Dementia Australia, with the Honourable Josh Frydenberg MP, Treasurer, on Budget night 2021.



# A Message from our Chair

Professor Graeme Samuel AC, Chair, Dementia Australia

It is an ongoing privilege to lead a high-calibre board overseeing our organisation working to improve the lives of people of all ages living with all forms of dementia, their families and carers.

During these extraordinary times I have been immensely proud of our board, staff and volunteers for navigating the challenges of COVID-19 and continuing to deliver critical services and advocating for the people we are here to serve. The impact has been devastating for an already vulnerable group of people – the almost half a million Australians living with dementia and the 1.6 million people involved in their care.

In April 2021, in the lead up to the Federal Budget, I had the honour of addressing the National Press Club

in Canberra to call for the Federal Government to support our **Roadmap for Quality Dementia Care**.

This speech and other critical Dementia Australia advocacy was pivotal and resoundingly acknowledged in the May 2021 Federal Budget, with a \$229.4 million allocation for dementia.

A remarkable achievement just three years into our **Designing a new future 2018-2023 strategic plan**.

On behalf of all Australians impacted by dementia I extend my gratitude to the Federal Government and in particular Treasurer Frydenberg and Ministers Hunt and Colbeck My board joins me in providing to government and to all our stakeholders, in particular those living with dementia, their families and carers





## In 2021, it is estimated that almost 1.6 million people in Australia are involved in the care of someone living with dementia

an assurance that Dementia Australia will seize this once in a generation opportunity to transform dementia care.

During the reporting period we farewelled four members from our board – Paul Robertson AO, William Bass, Amanda Quealy and Jenna Dennison. We welcomed Meegan Fitzharris, whose background in public policy and politics are already proving great assets to the board.

This year we launched Dementia Australia Honours, which recognise people who have made an extraordinary contribution to Dementia Australia, including by those who previously received life and honorary memberships from our predecessor organisations. I am delighted that former Board director Neil Samuel OAM was the inaugural Dementia Australia Honouree.

I congratulate our visionary and inspiring CEO Maree McCabe AM on receiving a Member of the Order of Australia in the 2021 Queen's Birthday Honours, in recognition of her services to people living with dementia and the aged care sector. Maree has also been included

in the COVID-19 Honour Roll for her leadership contribution to the national response to the COVID-19 pandemic.

Congratulations are also due to Dementia Advocate Anne Tudor OAM and again to Neil Samuel who were also awarded Australian Honours this year.

I thank my board colleagues and all who contribute their expertise to our board committees for supporting our strong governance. To all of the Dementia Advocates, Dementia Australia staff, volunteers, Patrons, Ambassadors, Honorary Medical Advisors, government, health and aged care colleagues, donors, corporate sponsors and other supporters, I thank you for your contribution to our shared success.

Photo: Professor Graeme Samuel AC, Chair Dementia Australia addressing the National Press Club in April 2021.



# A Message from our CEO

Maree McCabe AM, CEO, Dementia Australia

Over the last 12 months I have been constantly inspired by everyone involved with Dementia Australia coming together to overcome many of the hurdles encountered due to the COVID-19 pandemic. Despite these challenges our team at Dementia Australia has been agile and creative in pivoting our programs and services to deliver outcomes that are making a real and tangible difference to people of all ages living with all forms of dementia, their families and carers. Throughout this time we have supported clients where restricted access to visiting loved ones has been an issue, where access to services has been reduced and sadly, where their loved ones have died from COVID-19. The impacts have been heartbreaking.

We have consistently reinforced our messages to all Australians impacted by dementia to know we are here for them and that our services and supports are still available in whatever way we can deliver – in person, by phone, by email, by webchat, by post, by links to resources and information and by the now familiar video conferencing platforms such as Zoom.

Throughout the pandemic we have continued to advocate to governments to ensure the complex issues inherent in dementia have been a priority in tackling COVID-19.

More broadly, all Dementia Australia's recommendations were included in the final report of the Royal Commission into Aged Care Quality and Safety.

In turn this influenced the Federal Government to commit \$229.4 million in the 2021-2022 Budget, the biggest funding increase for dementia in more than a decade. This allocation has already started to influence change and we are working with the government on the roll out of the aged and dementia care reforms this funding will support over the next five years.

This is a result of many years of consultation, policy development, relationship building and communication with the government, the Royal Commission and leaders in the Department of Health.

I commend our Dementia Advocates from all around Australia who shared their experiences to inform the outcomes of the Quality Care Initiative and the Royal Commission. This informed our **Roadmap for Quality Dementia Care** which was presented and accepted as a solution for government as demonstrated by

the budget allocation to fund **The Roadmap for Quality Dementia Care** as part of the May Budget announcement.

It speaks to the wisdom of the decision taken by the Alzheimer's Australia federated organisations four years ago to come together to form one, national peak body for dementia allowing us to speak with one united voice across the nation.

I acknowledge and thank our board, Honorary Medical Advisors, Patrons, Ambassadors, Dementia Advocates, volunteers, staff, donors and all our partners and friends in business, government and the community. With your support we will continue to deliver on our vision of an inclusive future where all people impacted by dementia are treated with dignity and respect and where we achieve quality care for everyone in aged care. If we get care right for people with dementia we get this right for everyone.

“

**If we get care right for people with dementia we get this right for everyone. ”**

# Dementia Australia Advisory Committee Report

Phil Hazell and Eileen Taylor, Chair and Vice-Chair,  
Dementia Australia Advisory Committee

**“ ...a combination of fresh ideas, perspectives and experience. ”**

It has been an honour to continue to be the Chair and Vice-Chair of the Dementia Australia Advisory Committee during 2020-21.

Not surprisingly, COVID-19 has influenced our work priorities significantly. We provided feedback to support the Keep the World Open campaign. We also developed a suite of resources to support people to use Zoom more effectively.

Some of the significant projects we have worked on during 2020-21 include:

- Sharing our lived experience to support the Dementia Australia brand and values project. We also created a video which will be used during staff induction and recruitment.
- Providing feedback on the Dementia Alliance International report, which outlines why it is so important that people with dementia and their care partners have a voice in public policy, service development and research.
- Assisting with the testing of the new Dementia Australia Helpline extended hours.
- Providing feedback on future topics for Dementia Australia policy position statements.
- Providing feedback on process improvements and the action plan for organisations becoming involved in the Dementia-Friendly Communities initiative.
- Lending our expertise to the process for selecting a theme for the 2021 Dementia Action Week campaign.



- Developing a briefing paper for the Dementia Australia Research Foundation on consumer involvement in research decision-making.

One of the strengths of the committee is its combination of fresh ideas and perspectives and experience. On this note, we are appreciative of Kevyn Morris, Bobby Redman, Sarah Ashton, Val Schache and Dennis Frost, who are now serving their second terms as members.

During the reporting period we were also thrilled to welcome aboard our newest member, Jennifer Lawson. We also extend a warm welcome to Natalie Ive and Mithrani Mahadeva who have connected with the committee in a shortlisted capacity. A new process developed in 2021 to assist with

succession planning, shortlisted Dementia Advocates contribute as opportunities arise.

We are delighted that we now have Dementia Australia Board Director Tony Newman as our first board liaison member. This will greatly strengthen communication between the board and the committee.

Finally, it was exciting to see Dementia Advocate Anne Tudor receive a Medal of the Order of Australia (OAM) in the Queen's Birthday round of honours.

Thank you once again to our fellow committee members for their generous contributions, and to Dementia Australia for its commitment to hearing and responding to the voices of those living with and caring for people with dementia.

Above: The Dementia Advisory Committee together after one of their meetings. (L-R) Eileen Taylor, Vice-Chair, Roberta (Bobby) Redman, Juanita Hughes, Phil Hazell, Chair, and his assistance dog Sara, Val Schache, Ann Pietsch, Dennis Frost, Sarah Ashton and Kevyn Morris.

# Finance Audit and Risk Management Committee Report

Ian Knight, Chair, Finance Audit and Risk Management Committee

As the global community continued to deal with the COVID-19 pandemic Dementia Australia has managed to navigate the challenges that this has presented, while still ensuring that those living with dementia, their families and carers have access to support. Through the course of the year systems and processes have continued to be refined and developed to continue the unification process and respond to the rapidly changing aged care environment.

The organisation has continued to grow, as reflected within the financial results. Total comprehensive income was \$7.1 million (2021) compared to \$1.5 million in the previous year (2020). Total equity for the organisation is now at \$52.3 million (2021) compared to \$45.3 million in the previous year (2020).

At the end of the year the organisation had cash holdings of \$27.7 million and investments of \$20.1 million (2021) compared to \$23.4 million and \$17.8 million respectively in the previous year (2020). These funds are being actively managed to support the strategic objectives of the organisation to continue supporting people living with dementia, their families and carers.

Key initiatives undertaken during the year to further enhance support systems included the consolidation of our IT network to one platform and the adoption of Office 365 throughout the organisation. Extensive work was also carried out to develop a national policy and procedures framework to consolidate previous state and territory versions. Preparations were also undertaken to ensure that the organisation's infrastructure can support the expansion of services resulting from the May 2021 Federal Budget announcement of additional funding for dementia over the next five years.

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 another challenging year.

Finally, I would also like to pass on my thanks to the members of the Finance Audit and Risk Management Committee for their valuable input and support during the year.

Opposite: Dementia Advocates Keith Davies (L) and Peter Swindell (R) presented the Hon Mark Butler MP, Shadow Minister for Health and Ageing, our **Roadmap for Quality Dementia Care** in Canberra, March 2021.

You can view our full 2020–21 financials here: [bit.ly/DASFinancialStatements](https://bit.ly/DASFinancialStatements)



  
**A roadmap  
for quality  
dementia  
care**  
Department of Health and Human Services  
November 2023

# Strategic Direction

## 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 of all ages living with all forms of dementia, their families and carers.

The three priorities can be found on the following pages.







# One

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## 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. This strategic priority will be a major focus throughout 2021-22 and 2022-23.

### Aim

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

### Progress highlights 2020-21

- Expanding National Dementia Helpline hours.
- Launching a post-diagnosis support program for newly diagnosed people.
- Progressing work on creating a self-screening app to allow people to track their own health and brain health and identify changes that may require expert advice.
- Committing to dementia support pathways in the **Roadmap for Quality Dementia Care**, including working with Primary Health Networks.



## Two

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# Quality care

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

### **Aim**

Advocate for the implementation of mandatory foundational dementia standards, including dementia specific training, in all Australian aged care services.

### **Progress highlights 2020-21**

- Staging the six-webinar Dementia Australia National Symposium Series 2020 – Dementia Care is Quality Care.
- Developing the **Roadmap for Quality Dementia Care**, our plan for comprehensive and high-impact solutions for quality dementia care.
- Achieving significant dementia-related recommendations from the Royal Commission into Aged Care Quality and Safety.
- Securing \$229.4 million in Federal Budget funding for dementia, the biggest allocation increase in a decade.
- Launching innovative tools including Ask Annie and Talk with Ted (details on page 52).
- Further developing the Communities of Practice program (details on page 47).



## Three

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# Reduce discrimination

Social isolation, stigma and discrimination are common for people living with dementia. Research shows that 63 per cent of people say they know very little about dementia\*, demonstrating the need for an attitudinal shift.

### **Aim**

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

### **Progress highlights 2020-21**

- Continuing to implement the Dementia-Friendly Communities program which includes Dementia Friends and the allocation of \$300,000 in funding to support 24 communities around Australia to become more dementia-friendly.
- Continued the discrimination and dementia campaign, with Dementia Action Week and extensive marketing and advertising activity promoting inclusion of people living with dementia, and including TV and online advertising and social media.
- Incorporated discrimination themes and campaign messages into speeches, media interviews, reports, submission papers and other resources and communications activity.

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

# Governance

The volunteer board is responsible for the governance of Dementia Australia, while the Chief Executive Officer leads the strategic management and the Chief Operating Officer oversees 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 meets regularly and at all times will act lawfully and consistently with Dementia Australia policies and values. The board is also expected to:

- Approve the organisation's overall strategic direction and policies and monitor management's implementation of that strategy.
- Establish and maintain appropriate governance structures and processes.
- Set the tone for integrity and ethical behaviour and fostering a culture consistent with the organisation's core values within the boardroom and across the whole organisation.
- Approve annual business plans and budgets and monitor the organisation's financial and non-financial performance.
- Ensure the organisation's financial and other reporting mechanisms produce reliable, accurate and timely information to the board.
- Monitor the organisation's compliance with legal and regulatory obligations.
- Ensure significant business and other risks to the organisation are identified and appropriately managed and adequate internal controls are in place.

# Board committees

## 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, Maree McCabe AM, Greg Fraser, Neil Samuel OAM and Geoff Knuckey (independent)\*

## Governance Committee

The Governance Committee provides 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<sup>^</sup>, Amanda Quealy<sup>#</sup>, Greg Fraser, Tony Newman and Meegan Fitzharris.

<sup>^</sup> Retired April 2021

<sup>#</sup> Retired December 2021

\*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 six years. Mr Knuckey had a 32-year career with major accounting firm Ernst & Young. He holds positions as chair and non-executive director with multiple 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.

# Governance

## Meetings of the board

	2020				2021			Total Attended	Notes / Changes
	13 August	16 October	27 November	AGM 27 November	25 February	15 April	18 June		
<b>Graeme Samuel AC</b>	1	1	1	1	1	1	1	7	
<b>William Bass</b>	1	1	1	0	0	0	0	3	Retirement 27/11/2020
<b>Greg Fraser</b>	1	1	1	1	1	0	1	6	
<b>Jenna Dennison</b>	1	1	1	1	1	1	0	6	Retirement 15/4/2021
<b>Tony Newman</b>	1	1	1	1	1	1	1	7	
<b>Amanda Quealy</b>	1	1	0	1	0	0	0	3	Retirement 9/12/2020
<b>Paul Robertson</b>	1	1	1	0	0	0	0	3	Retirement 27/11/2020
<b>Maree McCabe AM</b>	1	1	1	1	1	1	1	7	
<b>Ian Knight</b>	1	1	1	1	1	1	1	7	
<b>Gaye McMath</b>	1	1	1	1	1	1	1	7	
<b>Meegan Fitzharris</b>	0	0	0	1	1	1	0	3	New appointment 27/11/2020

All 2020-21 meetings of the board were held online due to the COVID-19 pandemic except for the meeting held on the 25 February 2021.

This meeting was held at Dementia Australia's new Griffith office to celebrate its opening and for the board to meet with ACT staff. The meeting was also an opportunity for the board to meet face-to-face with the Dementia Australia executive team, a rare occurrence in 2020-21 due to COVID-19 restrictions.

Opposite: (L-R) Robyn Hughes, Carol Kennedy and Satu Koikkalainen attended a morning tea for Dementia Australia consumers hosted by Their Excellencies General, the Honourable David Hurley AC DSC (Retd) Governor-General of Australia, and Mrs Linda Hurley, Government House, Canberra, June 2021. Photo: Hilary Wardhaugh



Dementia Australia  
Carol

Dementia Australia  
Satu

For more information, please contact Dementia Australia on 1800 419 811 or visit our website at [www.dementia.org.au](http://www.dementia.org.au)

# Board profiles



**Graeme Samuel**  
AC LLB LLM  
**Chair**

Graeme is a Professorial Fellow in Monash University's Business School and School of Public Health and Preventative Medicine. He chairs the Dementia Australia Research Foundation, Lorica Health Pty Ltd and Airlines for Australia and New Zealand.

Previous public sector roles include Chairman of the Australian Competition and Consumer Commission, Associate Member of the Australian Communications and Media Authority and President of the National Competition Council.

Graeme has chaired an Australian Prudential Regulation Authority capability review and the Commonwealth Government's Panel of Review of Australia's Independent Medical Research Institutes.

He was appointed an Officer of the Order of Australia in 1998 and made a Companion of the Order of Australia for eminent service to public administration in 2010.



**Maree McCabe** AM Post  
Grad Dip MHN MBA GAICD  
**Director**

Maree is the Chief Executive Officer of Dementia Australia and led the national unification process that created the organisation.

Maree has previously held senior executive roles with TLC Aged Care, The Melbourne Clinic, St John of God Healthcare and the Australian Council on Healthcare Standards.

She is a director of Dementia Australia Research Foundation and the National Ageing Research Institute. She serves on the Federal Government's Aged Care Sector Committee, the Aged Care Quality Advisory Council and the Cognitive Decline Partnership Committee. Maree represents Dementia Australia as a member of Alzheimer's Disease International.





Tony is a highly experienced senior executive with expertise in finance, supply chain, sales and marketing and information technology. His highly developed skills in negotiation, collaboration, relationship management and delivery of customer satisfaction have contributed to Tony's success in a complex international environment.

Tony also serves on the board of the Dementia Australia Research Foundation and Dementia Australia Research Foundation – Victoria. He chairs Dementia Australia's Governance Committee and serves on its Finance Audit and Risk Management Committee.

Dementia Australia's work holds a special place with Tony, as his late father had Alzheimer's disease.



Greg specialises in public sector and not-for-profit governance and risk management and has consulted to public, private and not-for-profit bodies for more than 25 years.

Greg joined the Dementia Australia board in 2013 after serving on Dementia Australia boards for more than a decade. He is also a member of the Governance Committee.

Greg chairs the Marymead Board and sits on The Neighbourhood Canberra board and the National Blood Authority's Audit and Risk Committee.

His previous CEO roles include leading the ACT Department of Health and Community Care.

# Board profiles



**Ian Knight**  
B Bus FCA AFIML MAICD  
**Director**

Ian is Executive Chairman of boutique advisory group Axsia. His 40-year career in investment banking includes 17 years as a partner at KPMG.

Ian chairs Dementia Australia's Finance and Risk Management Committee. He also serves on the boards of the Australian Dementia Network, the Dementia Australia Research Foundation and the Dementia Australia Research Foundation – Victoria.



**Gaye McMath**  
B Comm MBA FCPA FAICD  
**Director**

Gaye has served in board and executive roles in sectors including mining, resources, infrastructure, energy, financial services, property, education, the arts, health and aged care for more than 20 years.

She chaired the inaugural Health Support Service WA Advisory Board and was Deputy Chair of Commissioners at the City of Perth. She has been a director of Silver Chain Nursing Association for 12 years and was a board member of the Australian Masters Games and Power and Water Corporation NT.

Gaye joined the Dementia Australia board in May 2020 and is on the Finance Audit and Risk Management Committee.



**Meegan  
Fitzharris**

B Comm M IntlDev

**Director**

Meegan is a partner with PwC and has a background in public policy and advisory roles. She has been a member of the ACT Legislative Assembly and held a range of Ministerial portfolios across transport, health and higher education. She has previously been a Senior Fellow Health Policy & Leadership at Australian National University.

Meegan joined the Dementia Australia board in November 2020 and is also a member of the Governance Committee.



**Paul  
Robertson**

B Comm FCPA

**Director\***

Paul has been involved in the organisation since early 2016. He chaired Alzheimer's Australia NSW before joining the Dementia Australia board. He also chairs Goodstart Early Learning, Social Ventures Australia and Tonic Health Media.

He is a founding director of the Financial Markets Foundation for Children and serves on the boards Telco Together Foundation and Sydney Theatre Company Foundation.

Paul has extensive experience in commercial and investment banking including 27 years at Macquarie Bank.

\* retired November 2020.

# Board profiles



William has considerable corporate executive experience, mainly in governance, strategy and commercial and financial management. He is a director, senior financial officer, company secretary and adviser to 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.

\* retired November 2020.



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.

Amanda has held CEO roles and is currently CEO of the National Institute of Integrative Medicine. She is an honorary Adjunct Senior Lecturer at University of Tasmania School of Medicine. Amanda is a Fellow and National Board director of the Australian College of Health Service Managers.

^ retired December 2020.



Jenna  
Dennison

B Psych (Hons) JD GDLP

**Director**<sup>#</sup>

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.

Jenna's father was diagnosed with younger onset dementia and she brings this experience and insight to the board.

Jenna is the Secretary of the NT Parole Board and has worked with the Solicitor for the Northern Territory and other territory justice agencies on legislative and policy reform projects.

<sup>#</sup> retired April 2021.

**3 in 10**  
people  
over the age of

**85**

**have dementia**

# Our Executive

**Maree McCabe**  
AM

Chief Executive Officer



**Anthony Boffa**

Chief Operating Officer from April 2021.  
Company Secretary  
Executive Director, Corporate Services  
and Governance until April 2021



**Leanne Emerson**

Executive Director, Services and Business  
Development from April 2021  
Executive Director, Executive Director,  
Operations until April 2021



**Anneliese  
Coghlan**

Executive Director,  
People and Culture



**Dr Kaele Stokes**

Executive Director,  
Advocacy and Research



# 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.



Dementia is the  
**second leading  
cause of death  
of Australians**



Dementia is  
the **leading  
cause of death  
of Australian  
women**



# Quality and continuous improvement

Strengthening Dementia Australia's quality assurance and risk management capacity continued during the reporting period, with significant initiatives to embed best practice across the organisation.

The development of our organisation-wide quality model saw the establishment of a new consultative committee by our senior managers. This has allowed senior managers throughout Dementia Australia to engage on operational activities and supported continuous improvement and risk management activities across the organisation.

We rolled out new risk management software tools for use by staff and managers in management and reporting. The software supports a range of quality and compliance activities. This includes logging incidents, hazards and feedback; facilities management functions; contract management compliance activities, such as insurances, fundraising licenses and business registrations; and registers for continuous improvement, risk management and policies and procedures.

The Quality and Projects team also supported other projects and business areas in:

- implementing systems for finance expense management, document capture and processing
- rolling out MS Teams software to allow employees, including those working remotely, to communicate using chat and voice and video calls
- developing human resource information systems and customer relationship management tools
- implementing clinical governance and monitoring and evaluation frameworks for client service outcomes.

We developed supporting resources, guides and training materials for our staff to support transition to remote working and other changing work requirements. We also updated our policies, procedures and protocols as part of an ongoing review in response to legislation.

Finally, we continued to deliver operational support and coordination for our board and committees to support their governance obligations.



# Client Services

Dementia Australia's Client Services team provides information, support and counselling programs for people of all ages living with all forms of dementia, their families and carers, as well as for health and aged care workers. We provide the National Dementia Helpline, information kits, counselling, carer support groups, client and family education and public awareness activities.

**Number of interactions with  
the National Dementia  
Helpline 2020-21**

**33,255**

## National Dementia Helpline extended hours

In June 2020 we extended the hours of the National Dementia Helpline to 8am-8pm, first on a trial basis and then permanently. The extended hours resulted in a 50 per cent increase in the Helpline's availability to enquirers.

As well as focusing on incoming calls, we are bolstering the Helpline's outreach activity. This is in response to the surge in social, emotional and physical isolation experienced by people living with dementia and their families and carers during the COVID-19 pandemic. We successfully advocated for Federal Government funding of \$554,000 to support the extension of hours.

## Continuing during COVID-19

Continuing our vital services to people living with dementia and their families and carers has been our number one priority throughout the pandemic. As we have cycled through outbreaks, lockdowns and periods of “COVID-19 normal” operations, this has required a flexible approach. We have offered our education programs, Living with Dementia programs, carer support groups, social support activities and individual support online and via telephone. Where circumstances have permitted, some of our offices have also been able to resume face to face services.

Opposite: Cedar House Dementia Support Centre’s new neighbours Country Lane Childcare Centre visited in April 2021 for a garden party filled with games and activities.

## Reaching remote communities

Our work is helping to bridge the gap for remote communities in Central Australia and North Queensland. Our new Cairns regional office is a hub for service provision in Cape York and other remote communities. We have partnered with the Northern Queensland Primary Health Network to support people with dementia in Indigenous communities by building health workers’ knowledge.

In Central Australia we are working with Tangetyere Council, a large Aboriginal and Torres Strait Islander (ATSI) aged care community service provider, to further our ATSI Link Worker Program. We are working with the council to find ways to reduce stigma and increase understanding of dementia.

### Top 5 categories of all calls to the National Dementia Helpline



**30**  
per cent

**Service information**

Dementia Australia and external organisations.



**27**  
per cent

**Resource material**



**16**  
per cent

**Education about dementia**



**14**  
per cent

**Direct care and support**



**13**  
per cent

**Carer stress and grief**



## Focus on Western Australia

Services and activities have been significantly expanded in Western Australia during the year. We held Brain Hubs for the first time in the Bunbury and Collie region, south of Perth. As part of the initiative, we delivered community education sessions aiming to support local dementia awareness and action.

Our National Dementia Helpline established a second contact centre, located in WA, and we also recruited four new advisers for the state.

Major events held in WA included a Perth Minds Do Matter Business Breakfast for professionals and industry.

## Accolades for Nightingale Program

Our innovative Nightingale Program, the only dementia-specific palliative care support in Australia, received numerous accolades throughout the reporting period. As well as a presentation at the National Dementia Conference and an article in the Australian Journal of Dementia Care, the program was Highly Commended in the Palliative Care category of the 2020 Future of Ageing Awards.

The Nightingale Program, currently only available in South Australia, is the only nurse-led, dementia-specific palliative care program in Australia. It provides one-to-one practical advice and emotional support for people with dementia and their families.

## Library services

The Dementia Australia National Library continues to provide valuable support to our community and staff. We connect with users in a myriad of ways: by telephone, sending information by email, developing library guides on specific topics and lending resources using the traditional post. We have introduced a click and collect system from the North Ryde library in Sydney and a similar service is planned for our Hawthorn library in Melbourne.

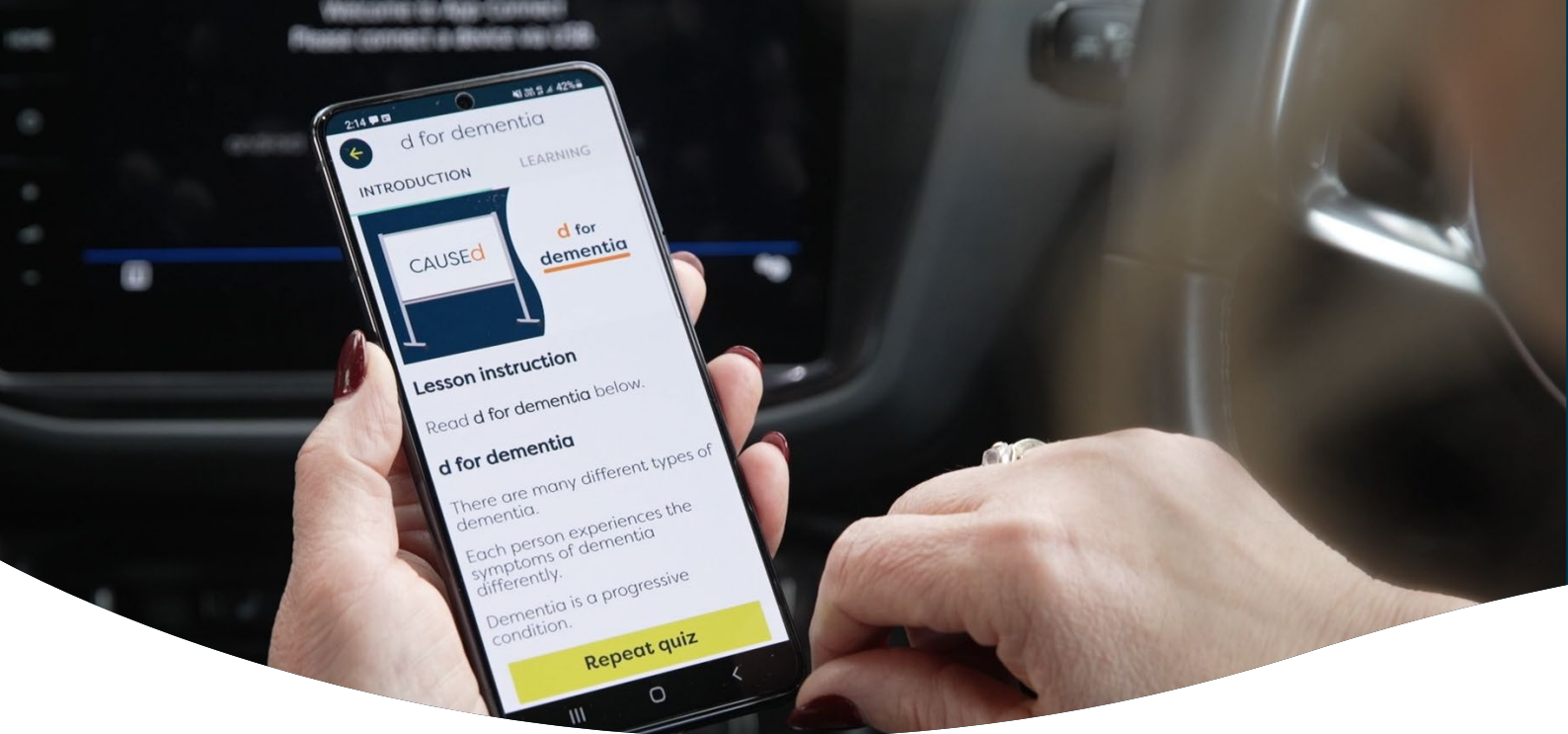
We have also introduced new innovations to help more people get involved with the service. The Book of the Month initiative was developed as a way to highlight popular resources and allow peer-to-peer recommendations. By promoting the monthly book recommendation via social media and eNews, we continued to generate new users for the service. The library service also introduced new library guides, a user-friendly and easily updateable way to present digital and printed resources alongside a broader range of Dementia Australia resources, full articles, video content and other useful websites.

## Respite care changes

As part of our efforts to re-focus resources on our core services, we made changes to the delivery of respite services in Queensland and Tasmania in August 2020. In Queensland, Alzheimer's Queensland took over running of respite services at Rosemary House in Arundel on the Gold Coast, while Cedar House in Mudgeeraba assumed responsibility for clients receiving individual and group social support services. In Tasmania, Glenview Community Services began operating The Old Vicarage Respite House in New Town, Hobart.

More than  
**4,780**  
counselling sessions  
delivered

More than  
**6,500**  
items loaned and  
articles delivered by  
the **Dementia Australia  
National Library**



# Centre for Dementia Learning

Dementia Australia's Centre for Dementia Learning is the leading national provider of dementia education. It delivers face-to-face and online education for qualified health professionals and support workers across the aged care, health and disability sectors. The centre also provides consultancy services.

Despite the continued challenges of COVID-19, demand for our courses grew strongly during the reporting period. This partly reflected the fact that increased online delivery enabled us to reach more people in areas where education would not previously have been available.

Where possible, face-to-face delivery continued, but we also adapted many products to online learning and developed new courses in response to the pandemic.

In October 2020 we launched Virtual Classroom education for aged care workers, to equip staff with strategies and skills to provide quality care for people living with dementia.

The three Virtual Classrooms, 'Engaging and Connecting with People Living with Dementia Through COVID-19', 'Supporting Behaviour Changes During COVID-19 Restrictions' and 'Understanding Dementia', address the unique challenges related to dementia and COVID-19.

The sessions proved highly popular with aged care workers providing support for people living with dementia in residential aged care and community care. Many of these people would otherwise find it difficult to attend training because of shift work or their remote location.



## Facilitating learning experiences which touch, move and inspire participants to transform their practice ”

Similarly, our COVID-19 Communities of Practice initiative, launched at the start of the pandemic, provided an accessible online forum for aged care workers across Australia to share information, resources and expertise.

Our innovative Ask Annie and Talk with Ted products also helped provide an accessible and easy way to support aged care workers' skills and knowledge. Ask Annie is an app that guides home care workers through scenarios based on real life experiences to strengthen their dementia care skills. Talk with Ted is an avatar created using Artificial Intelligence that lets users have conversations with a person with dementia to improve their communication skills. You can read more about Ask Annie and Talk with Ted in the technology section of this report (see page 52).

The centre continued to deliver the Federal Government-funded Dementia Training Australia Dementia Essentials course for those working in aged care, health care and community services. The three-day nationally accredited course covers areas including person-centred care and effective communication, the nature of dementia and its impacts and understanding changed behaviours. The course has been delivered online using Virtual Classrooms as part of a blended approach and work is underway to develop a fully online self-paced version of the course.

## Transforming practice

Demand for consulting services continued, with the centre using its expertise to support organisations in developing tailored solutions to help achieve their specific goals. Meercroft Aged Care in Devonport, Tasmania was the first consultancy undertaken in Tasmania. Meercroft wanted assistance in developing a new model of care. Meercroft wanted to facilitate exceptional support for those living with dementia and change the culture of staff providing care in the dementia unit.

Through an intensive process of consultation, the Meercroft project team agreed to an approach based on improved communication with families and between staff and promoting understanding of residents' life stories. Approaches included introducing "five things about me" posters on residents' doors, to make it easier for staff to engage with residents; more individual and group meetings and communication with families; and expanded information sharing and mentoring for staff.

The project concluded in March 2021, with the centre reporting benefits including improved staff morale and motivation.

## Central Eastern Sydney Primary Health Network

A major partnership with Central Eastern Sydney Primary Health Network saw dementia education programs delivered to more than 975 professionals at more than 60 residential aged care facilities and community and home care organisations. The opportunity was also extended to family carers, with 126 taking part.

This education has inspired and motivated many participants in the program to continue their development online, and through engaging with other support and education services provided by Dementia Australia.

This program demonstrated the potential for our organisation to reach professionals and consumers via Primary Health Networks and we continue to do further work with the Central Eastern Sydney Primary Health Network.



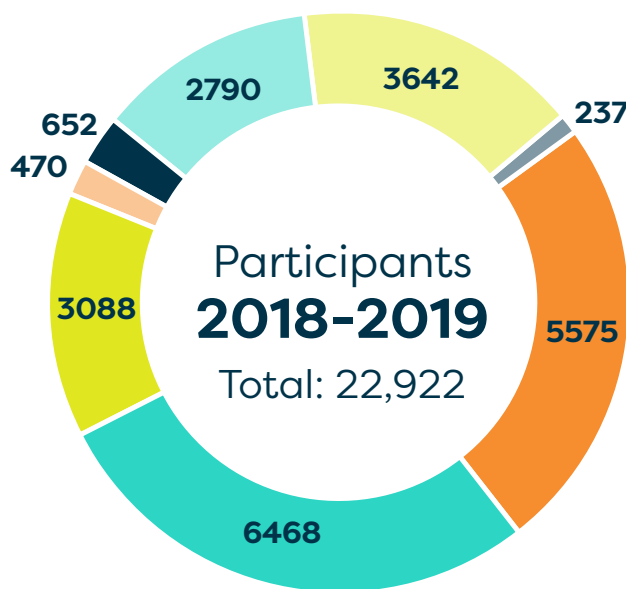
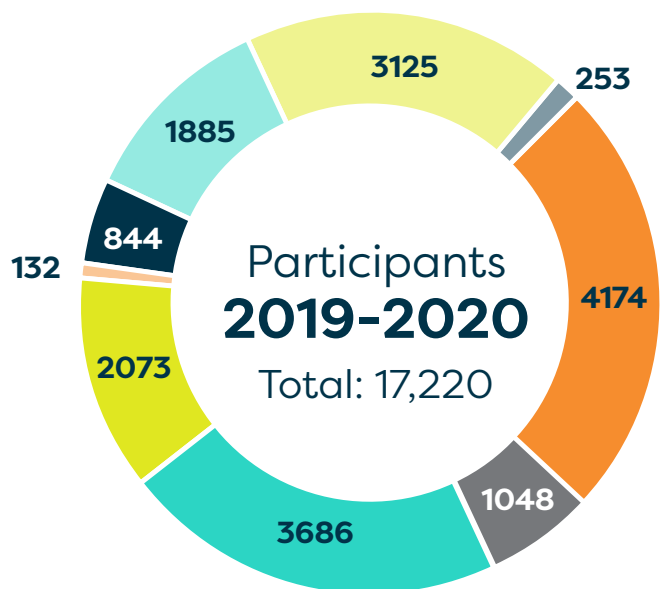
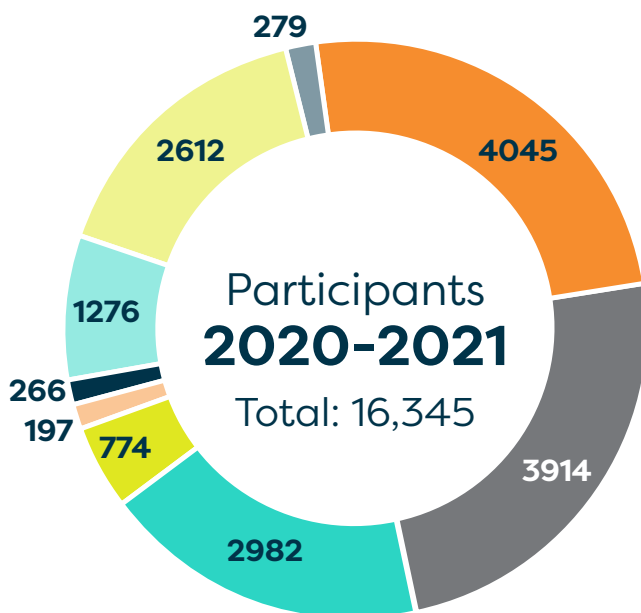


## **Better Banking for People with Dementia**

In September 2020 Dementia Australia launched the Better Banking for People with Dementia online education program for the banking and financial services sector. Supported by Bendigo Bank, the education program aims to help bank and finance services workers learn about the impact of dementia and how to provide improved services for people living with dementia, their families and carers.

The program is based on extensive research and development, including input from people living with dementia and their carers, Bendigo Bank, Victoria Police and the Federal Age Discrimination Commissioner.

# Centre for Dementia Learning participants



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



# Improving learning outcomes through technology

Dementia Australia and the Centre for Dementia Learning continue to lead in the development of world leading and award-winning technological innovations that deliver improved learning outcomes for participants in their programs.



## Ask Annie

The Ask Annie mobile app, launched in 2021, delivers short, self-paced learning modules that help to improve the skills of home care and community support workers, promoting better care for people living with dementia.

Developed in collaboration with community care workers and with the generous funding support of Gandel Philanthropy, the app guides learners through scenarios based on real life experiences to strengthen their skills in delivering dementia support to people in their own homes. The modules take a person-centred approach to developing skills, helping users learn how to put the individual and their needs at the forefront of every interaction.



## Talk with Ted

The Talk with Ted online avatar created using Artificial Intelligence (AI) provides a realistic simulation for care workers and those supporting people living with dementia to practice their communication skills and learn how to better support people living with dementia.

Talk with Ted was designed in collaboration with direct care workers as part of a partnership with Deakin University's Applied Artificial Intelligence Institute (A<sup>2</sup>I<sup>2</sup>) and aged care provider Lifeview.

The tool is based on real life experiences of people living with dementia. Users tackle everyday situations, for example encouraging a person with dementia to have a shower.

This type of experiential learning helps people to remember what they have learnt, making them more likely to implement their new skills. Participants who trialled Talk with Ted were able to recall their learnings up to eight weeks later and said it had improved the overall quality of care.



## My Aged Care – ENGAGE program

After developing Talk with Ted, Dementia Australia used the same technology for a pilot project with the Department of Health. The project involved the co-design, development, testing and delivery of an online learning program that utilises an Artificially Intelligent audio conversation. The program's aim was to assist My Aged Care contact centre staff to identify cognitive impairment and gain consent from aged care consumers with cognitive impairment and/or their representative.

All 380 My Aged Care call centre staff members successfully completed the training program. An evaluation of the program found the training was considered educational by 84.5 percent of the participants, motivating them to reflect on their current communication style and to adopt a person-centred approach when engaging with consumers.



## Dementia Practice Health Check

The Dementia Practice Health Check was launched for residential aged care managers and is an online self-assessment tool designed by the Centre for Dementia Learning.

It can be used as a first step to assess dementia care and whether a residential aged care provider is meeting the Aged Care Quality Standards and the 2019 Dementia Australia Summit Recommendations.

With more than 50 per cent of people in residential care living with a diagnosis of dementia, it is becoming increasingly important for managers and team leaders to understand and evaluate the dementia knowledge, skills and attitudes among their employees. The Dementia Practice Health Check is a tool which is designed to highlight strengths and areas for improvement in dementia practice. It takes five minutes to fill in and results are presented instantly upon completion.

# Fundraising

We are grateful to have so many passionate and loyal supporters, whose generous donations during the 2020-21 financial year continued to underpin our work for and with people impacted by dementia. In the 2020-21 financial year, fundraising revenue totalled \$11,393,915, exceeding our budget by 11 per cent. This is an exceptional result, particularly at a time when fundraising activities and the lives of our supporters continued to be affected by COVID-19 restrictions.

Dementia Australia's fundraising initiatives continue to evolve and innovate. We receive support through gifts in wills, regular monthly gifts, participation in community fundraising activities, corporate partnerships and participation and registrations in our Memory Walk & Jog events around the country.

This year we:

- Welcomed more than **440 new regular donors**.
- Successfully applied for **\$490,000 worth of grants**.
- Received **\$4.2 million in bequests**.
- Acquired more than **12,700 new donors** in direct mail and telemarketing campaigns.
- **Increased direct mail** income by 9.5 per cent.
- Acknowledged the generous contributions of close to **26,700 individuals and organisations**.



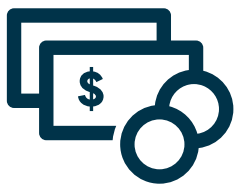
## Memory Walk & Jog

Our headline event, Memory Walk & Jog, once again saw supporters around the country step up for people living with dementia.

COVID-19 health requirements saw our Albury-Wodonga event go virtual while other events needed staggered starts. But this did not dull the enthusiasm of participants or their impact.

We held events in 16 locations across Australia: Adelaide, Albury-Wodonga, Ballarat, Brisbane, Canberra, Geelong, Hobart, Hunter, Illawarra, Melbourne, Sunshine Coast, Sydney and Western Sydney; and our first ever pop up events in Coffs Harbour, Gold Coast and Port Macquarie.

## 2021 highlights



More than  
**\$1.6 million**  
raised



**\$37,000**  
in sponsorship



**13 flagship**  
**events**  
staged



**3 pop up**  
**events**  
held



**More than**  
**9,000**  
direct participants



**472**  
volunteers

# Community fundraising

Due to COVID-19, the community fundraising team adapted strategies to create a number of successful virtual campaigns. Bringing the community together for a common cause was key to success.

## Marathon to Remember (August-October 2020)

---

Around the country, people ran distances of 21, 42 or 60 kilometres in their own time. Some took a day, some took a week or a month!

**Participants:** 334  
**Funds raised:** \$188,167  
**Top fundraiser:** Brodie Gron,  
New South Wales  
(\$14,620)

## Pedal the Map (November 2020)

---

Pedal the Map brought cyclists from around the nation together as individuals contributed to the goal of riding 14,500 kilometres, equivalent to a lap of Australia. We bettered our goal of “lapping the map”, achieving the equivalent of three laps of the country.

**Participants:** 194  
**Funds raised:** \$47,466  
**Top fundraiser:** Michael Haywood,  
Victoria (\$3,298)

## Ditch It (January 2021)

---

Ditch It gave people the chance to ditch bad habits, with participants giving up vices such as screen time and chocolate to raise funds to support those living with dementia.

**Participants:** 48  
**Funds raised:** \$9,967  
**Top fundraiser:** Bec Lee,  
Victoria (\$1,750)

## The Great Australian Swim (January 2021)

---

The Great Australian Swim saw supporters take to the water to virtually swim beautiful and famous Australian locations, including the Great Barrier Reef, the Great Australian Bight and Bass Strait.

**Participants:** 40  
**Funds raised:** \$1,787  
**Top fundraiser:** Nicole Crean,  
Victoria (\$618)

Opposite: Memory Walk & Jog 2021 participants celebrated after completing the course. Photo: Photos by Chege



**“ We can improve the lives of those in our community affected by dementia, and those yet to be impacted, by putting our feet and our money where our mouths are. ”**

- Mark Fitzpatrick

**“ Just to meet people who are going through something similar and see what their stories were and how they got to where they were going. ”**

- Kerrie Gooden

**“ Joining a community of people who all share an understanding of the uniqueness of dementia made me feel like it was a shared experience that we could all have. ”**

- Jonathon Gardener



# Strategic partnerships and business development



In 2021,  
there are an  
estimated  
**472,000**  
Australians living  
with dementia

Above: Vedran Drakulic OAM, CEO Gandel Philanthropy, filmed a promotional video for the Ask Annie mobile app, which was generously supported by Gandel Philanthropy.

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

A major grant from long-term philanthropic supporter Gandel Philanthropy provided critical funding for one of this year's most exciting developments, the Ask Annie mobile app. The app provides a convenient and accessible way for home support and community care workers to improve their skills in caring for people living with dementia. Ask Annie guides learners through scenarios based on real life experiences to strengthen their capacity to deliver best-practice home and community dementia support.

Continued generous funding from the Priceline Sisterhood Foundation allowed us to maintain the online COVID-19 Communities of Practice initiative, an important part of our ongoing response to the pandemic. The online forums allow aged care workers to share information, resources and expertise, supporting them to provide the best quality dementia care within the constraints of a COVID-19 environment.

In May 2021 we launched our world-first dementia education AI avatar, Talk with Ted, an achievement made possible by our collaboration with supporters Deakin University's Applied Artificial Intelligence Institute (A<sup>2</sup>I<sup>2</sup>), the Rosemary Norman Foundation and Lifeview Residential Care.

Talk with Ted is an innovative virtual tool to help ensure our aged care workforce is well-trained and equipped to better support people living with dementia.

The program was designed by Dementia Australia and A<sup>2</sup>I<sup>2</sup> in collaboration with care workers and is based on real life experiences of people living with dementia. It gives care workers an opportunity to experience an online simulation of a typical communication with someone living with dementia.

On the back of the development of Talk with Ted, Dementia Australia was able to use the same technology to undertake a pilot project with the Department of Health. The project involved the co-design, development, testing and delivery of an online learning program that utilises an Artificially Intelligent audio conversation to assist

My Aged Care contact centre staff to identify cognitive impairment and gain consent from aged care consumers with cognitive impairment and/or their representative.

The goodwill and enthusiasm of community and emergency services organisations nationwide helps us to equip more critical frontline workers to better respond to the needs of people with dementia that they may encounter in their daily work. In Victoria, hundreds of police and protective services officers have enlisted as Dementia Friends, completing online training modules to enhance their understanding of dementia and the best ways to communicate with those living with the condition.

Bendigo Bank supported our efforts in the dementia-friendly banking space, sponsoring our new Better Banking for People with Dementia online education program. The program allows bank and financial sector workers to learn more about the impact of dementia and how to provide improved services for people living with dementia, their families and carers.

**Without a medical breakthrough,**  
the number of people with dementia  
is expected to increase to more than  
**one million by 2058**



# People and Culture

Dementia Australia's People and Culture team works across the organisation to help recruit, retain and develop staff. It provides specialist human resource and industrial relations advice to executives, managers and team leaders, and advises staff on employment-related issues. The People and Culture team is also responsible for supporting the recruitment, engagement, compliance, reporting and coordination of volunteer involvement across all teams in the organisation.

## COVID-19 response

With an ever-changing COVID-19 environment across Australian states and territories during 2020-21, People and Culture continued to support staff to adapt and modify ways of working to ensure continued delivery of our essential programs and services. Our priority was to keep all staff, clients and volunteers safe throughout the pandemic.

Right across the organisation, staff continued to adapt, with many staff working from home or delivering services remotely. We stayed in touch with staff using Zoom for all staff meetings. We even organised for comedian Denise Scott to make an appearance via Zoom at our end of year all staff meeting, raising people's spirits after a tough year.

In between lockdowns, we introduced a comprehensive suite of safe working protocols to support the return of staff to our offices, and volunteers to program support.

Our approach to flexible working has always been a competitive advantage at Dementia Australia. This year, we took the opportunity presented by our changing working practices through COVID-19 restrictions, and facilitated, through broad consultation, the decision to formally embrace and expand flexible working arrangements into the post-COVID-19 future. Staff can now work from home for up to three days per week.

This is just one example of the ways in which our organisation has become more adaptable and flexible, which will position us strongly to continue to attract and retain the best people for our important roles.

## We Statements

As part of the re-branding project which you can read about on page 77, in order to engage our teams in consideration of the importance of their role in creating the brand of Dementia Australia, we designed a half-day brand and values workshop. This was attended by all staff via Zoom in 2020 and provided a valuable opportunity to pause and reflect on the importance of our values, vision and brand to us as an organisation and as individuals.

During the workshop teams developed their own series of “We Statements” which have been collated, and together, describe how we at Dementia Australia behave to deliver our purpose. Three statements were chosen as the best representation of all the work done on the day:

- We Connect
- We Commit
- We Collaborate

These statements have been incorporated into our recruitment, and induction activities, and a recognition program will be launched next financial year to ensure we continue to celebrate the wonderful work our teams do to demonstrate our values and strengthen our brand in their everyday work.

## New HR information system

During 2021 we commenced building a comprehensive HR information system to streamline processes and remove paperwork. With COVID-19 disrupting the delivery of much of our staff training program during the pandemic, a key initial priority has been fast-tracking the launch of a new online learning system. This year saw completion by 89 per cent of staff of a program of mandatory compliance training, allowing staff to access content, normally delivered in team or group face-to-face settings, in a more flexible and convenient way.

In addition to the launch of the online training library, the new HR information system has a number of other modules of functionality that we will introduce over the coming 12 months: recruitment, performance management and employee data.

In June we launched the recruitment module of the database, which is now successfully linked to our Dementia Australia website careers page, our Seek account and our intranet vacancies pages. This allows applicants from anywhere to apply for any role directly into the database, which automates candidate acknowledgement, and allows for streamlined shortlisting, interview scheduling and collaboration. Using the system, we can also retain (with permission) applicants’ details for future opportunities. Successful applicants are automatically onboarded

into payroll with completion of paperwork and we are now focussed on broadening the onboarding and induction activities which can be scheduled and tracked through the system. This streamlines the effort and reduces the chances of error in the important period of inducting our newest team members.

## Staff engagement survey

During the reporting period we conducted our regular engagement survey, coordinated by Mercer HR Consulting. Across the organisation 359 staff participated. Results included 88 per cent of staff reporting they are proud to work at Dementia Australia and 92 per cent believing their manager/supervisor treats them with respect and dignity. Top favourable issues nominated by staff included knowing how to raise and report safety issues, and understanding Dementia Australia values. Top unfavourable issues included the introduction of policy and procedural change and receiving information about other parts of the business. We are now working to address concerns raised in the survey, which is conducted annually.

## National Enterprise Agreement

After much preliminary work last financial year, in February 2021 we called for nominations to the Enterprise Bargaining Committee, and in late March formally commenced negotiations for our new national Enterprise Agreement. Our aim is to introduce harmonious conditions of employment and wages across all locations and teams – the important last step from a staff engagement perspective in completing our unification as one organisation. The new agreement will set out staff wages and conditions for the coming four year period. The process of developing the new Enterprise Agreement is extremely detailed and intensive, and thanks are due to the staff representatives and union delegates who are participating in the continuing process.

### Retention rates

<b>2020-2021</b>	74.84%
<b>2019-2020</b>	72.39%
<b>2018-2019</b>	75.1%

### Average tenure

<b>2020-2021</b>	3.75 years
<b>2019-2020</b>	4.03 years
<b>2018-2019</b>	3.94 years

## Capability and leadership frameworks

As a peak body, and an organisation which offers expertise to the aged care sector, Dementia Australia is committed to the professional development of our staff to underpin our continued excellence. This year we have invested considerable time and rigour into defining what skills and capabilities are required by which staff. The resulting Operational Capability and Leadership Frameworks provide a comprehensive and nationally consistent language and map for all managers and staff to plan their own development and careers, and for the organisation to build a structured view of skill gaps for targeted investment.

The new leadership capability framework articulates the priority skills and capabilities Dementia Australia has for the various levels of management and leadership in the organisation. The operational capability framework outlines functional skills, abilities and expected behaviours required for our non-managerial roles.

In addition, all roles will be attached to a set of foundational capabilities, which will apply to every role at Dementia Australia, regardless of the seniority level.

### Employees by employment type

	Full time	Part time	Casual
2020-21	269	281	94
2019-20	225	222	62
2018-19	293	301	123



# Volunteers

Our national network of almost 1,500 active volunteers play a critical role in delivering Dementia Australia's work. Our volunteers offer support across many areas of the organisation including fundraising and events, administration and program delivery directly with clients. Much of our work is only made possible through the goodwill and dedication of our volunteers.

Although many of our client and supporter activities were curtailed or offered online because of COVID-19 restrictions and associated limitations to our insurance, around one in three of our almost 1,500 volunteers managed to stay actively supporting our work during this reporting period.

Our most successful adaptation to COVID-19 from a volunteering perspective has been the transition of some social support programs to a

virtual model, where volunteers were able to play a role facilitating online discussions at Memory Lane Cafés, as well as providing individual social support through a Virtual Cuppa program.

Despite COVID disruption, our volunteers had a massive impact in the success of the Memory Walk & Jog series. A smaller than usual group of 434 volunteers helped us to deliver the face-to-face Memory Walk & Jog events that were able to go ahead. Around Australia, they played an invaluable role, helping out with activities such as staffing event registration desks, information booths and marshalling. They contributed an incredible 2,583 hours over the series of Memory Walk & Jog events this year. That's the equivalent of more than 107 days!

This year's National Volunteer Week focused on the theme Recognise.



Volunteers nationally: **1470**

Volunteers active  
in 2020-21: **434**

Volunteer hours  
contributed 2020-21: **3362**

Reconnect. Reimagine. We took the opportunity to thank our volunteers and celebrate their contribution to the lives of people living with dementia, their families and carers. Dementia Australia is so grateful for the generosity and compassion our volunteers bring to their roles. Without them we simply could not do all of the work we do.

This year's Federal Budget allocations of funding for better dementia support for those in the aged care sector, and to Dementia Australia itself, represent an opportunity to consider how we expand on our successes with virtual volunteering in client support programs. As we work with the Federal Health Department to design the expansion of our National Dementia Support Program activities, we will be hoping to offer both our clients, and possible volunteers, the ability to participate in nationally consistent virtual social support programs. Alongside our continued use of volunteers to support our fundraising and other events, the capacity to involve volunteers in working with our clients more consistently is something we are striving for.

Opposite: Volunteers at Sydney Memory Walk & Jog, May 2021. Photo: Thom Davis Photography

# Advocacy and Research

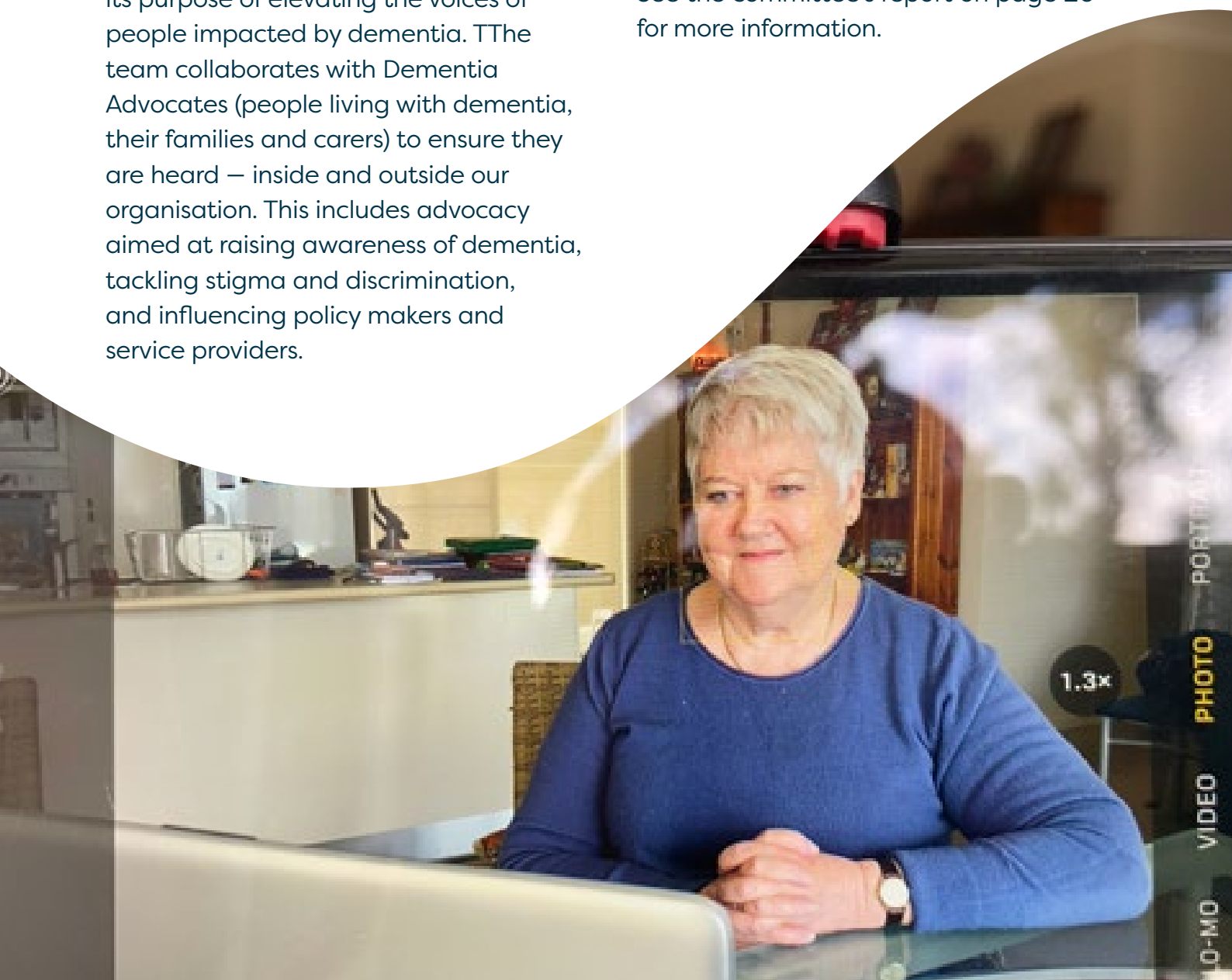
Dementia Australia exists to help transform the experience of people impacted by dementia by elevating their voices and inspiring excellence in support and care, so that it is free from discrimination. Our advocacy and research work is a key component of achieving this goal.

## Advocacy and Consumer Engagement

The Consumer Engagement team supports Dementia Australia to achieve its purpose of elevating the voices of people impacted by dementia. The team collaborates with Dementia Advocates (people living with dementia, their families and carers) to ensure they are heard – inside and outside our organisation. This includes advocacy aimed at raising awareness of dementia, tackling stigma and discrimination, and influencing policy makers and service providers.

Dementia Advocates are involved across all aspects of Dementia Australia's operations, including client services, media, marketing, research, policy submissions and major initiatives such as Dementia-Friendly Communities, quality dementia care and learning and education products.

Through the Dementia Australia Advisory Committee, people living with dementia provide strategic advice to Dementia Australia and other stakeholders on shaping dementia services, programs, policy development and advocacy goals. See the committee's report on page 20 for more information.



Dementia Advocates played a key role in our campaign for funding our **Roadmap for Quality Dementia Care** in the run-up to the 2021 Federal Budget. In December 2020 we set the scene, launching a six webinar National Symposium Series, with Dementia Advocates among the national and international speakers. Dementia Advocates were also front and centre in March 2021 as we launched the Roadmap at Parliament House in Canberra. This was followed with a letter to the Prime Minister, signed by 200 Advocates, which media widely covered. We achieved \$229.4 million in additional funding in the May Budget, the biggest injection of new dementia funding for a decade.

Dementia Advocates and the Consumer Engagement team strongly supported the design and delivery of 2020 Dementia Action Week, with Advocates penning letters to the editor, appearing in television and social media advertisements, contributing to the daily tips social media campaign and sharing their stories in media interviews.

Advocates and staff came together in March for a webinar on co-design to launch the Stronger Voice Together project. The project aims to develop an inclusive, practical and multi-purpose consumer engagement strategy, which provides insights into the lived experience of dementia.

Some of the other activities undertaken by Dementia Advocates throughout the year included numerous media

interviews, sharing stories through social media for national awareness days, presenting at conferences, workshops and Parliamentary Friends of Dementia events, contributing to the design and development of dementia related research, enhancing public involvement services of ADNeT (Australian Dementia Network), promotion of our client services, meeting with Ministers, contributing to numerous state and federal government policy submissions, participation in Department of Health consultations, testing the new Dementia Australia Helpline extended hours; providing feedback on the Dementia Alliance International report; and giving input on future topics for Dementia Australia policy position statements.

### Dementia Advocates 1 July 2020 – 30 June 2021

- **83** new Advocates
- Dementia Advocate program base **grew by 18%** on 2019-20
- New Advocates represent **every state and territory** across Australia (7% ACT, 33% NSW, 3% NT, 14% Qld, 18% SA, 3% Tas, 18% Vic, 4% WA)
- New Advocates range from **ages 23-82**
- 13% of new Advocates are **from CALD backgrounds**
- **3% Aboriginal**
- **3% LGBTI**
- 30% are from **regional areas**
- 9.5% are from **rural areas**

Opposite: Bobby Redman was interviewed by Dementia Australia Patron Ita Buttrose AC OBE about her life and the impact of her dementia diagnosis. Due to COVID-19, the filming occurred remotely, using video conferencing and a mobile kit.

## Policy

The Policy team supports much of the organisation's systemic advocacy by producing state and national policy submissions and papers in response to public consultation processes.

The meticulous work of the Policy team in developing Dementia Australia's response to the Royal Commission into Aged Care Quality and Safety underpinned our success in obtaining an extraordinary \$229.4 million in increased dementia funding in the May 2021 Federal Budget. Our Royal Commission submission formed the basis of the **Roadmap to Quality Dementia Care**, which was the focus of successful advocacy work during late 2020 and early 2021.

As part of our commitment to Keep the World Open for people with dementia and their carers, the Policy team developed a major discussion paper on the mental health impacts of COVID-19 on people living with dementia, families and carers. The team also contributed to the development of a code of practice

for industry on aged care visiting during the COVID-19 pandemic, aiming to balance safety with resident and family wellbeing.

During the reporting period we made major submissions to organisations and inquiries including:

- National Disability Strategy and National Disability Insurance Scheme (NDIS outcomes framework).
- National Disability Insurance Agency (independent assessments and plan flexibility).
- Disability Royal Commission (restrictive practices).
- Australian Building Codes Board (dementia-enabling housing).
- Medical Research Future Fund (medical research and innovation priorities for 2020-2022).
- Aged Services Industry Reference Committee (discussion papers on mealtimes and nutrition and career pathways and tertiary education for aged care).



## Government Relations

Building relationships with key parliamentarians and policymakers and strategically making the case for action on dementia care is a key priority, led by our Government Relations team.

As we capitalised on the release of the aged care Royal Commission report and increased public awareness of aged care issues, we coordinated a sequence of strategically targeted activities leading into the 2021 Federal Budget.

This included the high-profile letter to the Prime Minister, signed by more than 200 Dementia Advocates, calling for funding for our **Roadmap for Quality Dementia Care**; a National Press Club speech by Dementia Australia Chair Professor Graeme Samuel AC; and a series of individual meetings with key MPs including the Federal Treasurer, the Honourable Josh Frydenberg MP.

Additionally, throughout the year we continued to raise awareness and build relationships across the political spectrum through meetings of the Federal Parliamentary Friends of Dementia.

## Communications

The Dementia Australia Communications team works to raise awareness and inspire action by amplifying our message through events, media, social media and publications.

A major focus of activity across the organisation throughout the reporting period has been our advocacy on the **Roadmap for Quality Dementia Care**, with its goal of turning our blueprint into Budget funding and government policy. The Communications team coordinated high-impact national coverage promoting the Roadmap during the pre-Budget period, with coverage across major television and radio networks, newspapers and online outlets.

With COVID-19 continuing to have a major impact on the lives of people living with dementia, the Communications team stepped up efforts to make sure clients and carers were aware of the support and services available. This included the translation of COVID-19 Help Sheets into 38 community languages, ensuring wider availability of these resources to culturally and linguistically diverse communities.

The Communications team developed and delivered the #IsolatingNotIsolated campaign, with support from Marketing, Consumer Engagement and Dementia Advocates, Policy and the Centre for Dementia Learning. The aim was to reassure people impacted by dementia with the message ‘you are not alone’, while living with the impacts of COVID-19 and its restrictions.

Opposite: Dementia Advocates participated in a February 2021 ABC Q&A episode on aged care. (L-R) Trevor Crosby, Theresa Flavin, Hamish Macdonald (Q&A Host), Tim Granger, Prue Granger and Jenny Fitzpatrick.

## Dementia-Friendly Communities

The Dementia-Friendly Communities program aims to reduce the stigma, isolation and discrimination experienced by people living with dementia, carers and families. The program promotes inclusive communities that enable people living with dementia to live well.

We support the development of dementia-friendly communities across Australia. Our aim is to promote the establishment of local Dementia Alliances; provide grant funding to local demonstration projects; and help community organisations and businesses be more accessible and inclusive of people living with dementia.

The Dementia-Friendly Communities team supports the work of Dementia Friends Hosts, Dementia Alliances and Dementia-Friendly Organisations in creating dementia-friendly communities, through an online hub and forums and with work directly in communities.

In December 2020 we announced \$300,000 in funding to support 24 communities around Australia to become more dementia-friendly. The funding was granted to community groups which demonstrated a commitment to actively engage and include people living with dementia from the design through to the delivery of local solutions. Projects also needed to show collaboration with Dementia Alliances, councils, businesses, and community organisations, and Culturally and Linguistically Diverse and Aboriginal and Torres Strait Islander communities.

Australian Filipino Community Services used its grant to develop a community garden café in collaboration with Filipino, Samoan and Tamil communities. The project provided a safe and friendly space for communities to talk about dementia and challenge stigma through education and awareness raising. In Cairns, grant funding supported the Edge Hill Memorial Bowls Club to create a network hub for the Cairns region. The hub supports those experiencing or impacted by dementia, including families, support workers and significant others.



Consumer Engagement and the Dementia-Friendly Communities teams continue to work together to develop systems and processes to support greater Dementia Advocate involvement in dementia-friendly community activities. The Dementia-Friendly Communities team also delivered numerous collaborative community events with Client Services and the Centre for Dementia Learning.

Throughout the reporting period we held several national Dementia Alliance Forums. These opportunities for information sharing were inspiring: the November 2020 forum, for example, featured a presentation from the Onkaparinga Dementia-Friendly Alliance on its vision for its region as a place “where people living with dementia, and their families and carers, feel empowered, respected and are included and supported by a dementia-aware, engaged and active community”.

The Dementia-Friendly Communities team also works with emergency services and community transport organisations to increase awareness of dementia and knowledge of how-to best support people with dementia that they may encounter during emergencies or in the community. In Western Australia (WA), we have supported WA’s Department of Fire and Emergency Services Human Resources to implement systemic change in the way first responders support people living with dementia in an emergency situation. Initiating change across all levels, the organisation has so far had more than 100 staff and volunteers take part in dementia-friendly workshops. They are now planning a round table discussion with Dementia Advocates and first responders to help direct and support the planned changes across the organisation.



Opposite: Dementia-Friendly Communities worked with Western Australia Department of Fire and Emergency Services to implement systemic change in the way their first responders support people living with dementia in an emergency situation. (L-R) Deputy Commissioner Mal Cronstedt AFSM, Strategy and Emergency Management, Department of Fire and Emergency Services; Althea Manievanan, Dementia-Friendly Communities Program Officer Western Australia; and Lynda Blum, HR Principal Advisor, Change and Capability, Human Resources and Safety, Corporate Services, Department of Fire and Emergency Services.



# Dementia Australia Research Foundation

Dementia Australia supports the research sector through a range of initiatives and collaborations. We provide strategic advice on research projects, fund innovative research through the Dementia Australia Research Foundation and partner with groups advocating for dementia research, such as the Melbourne Ageing Research Collaboration, the Australian Dementia Network and StepUp for Dementia Research.

## Dementia Grants Program

The Dementia Australia Research Foundation is the research arm of Dementia Australia. We work to support innovative Australian research to find an end to dementia; connect with people with dementia and their family, friends and carers to ensure that our research reflects their concerns; and keep the public informed about the development and progress of dementia research.



We believe science holds the key to ending dementia. Our annual Dementia Grants Program provides funding to support innovative Australian research to:

- better understand the causes of dementia
- develop strategies to reduce dementia risk and slow the progression of the disease
- provide accurate and timely diagnoses
- improve treatment and care options for people living with dementia
- find a cure.

In 2020, the Dementia Australia Research Foundation provided talented early and mid-career researchers with more than \$1.7 million in fellowship and project funding.

## **Race Against Dementia Post-doctoral Fellowships**

Dr Adekunle Bademosi from The University of Queensland and Dr Andrew McKinnon from The University of Sydney became the inaugural recipients of the Race Against Dementia – Dementia Australia Research Foundation Post-doctoral Fellowship in January 2021.

Each received an award valued at \$405,000 in total, over three years, which will cover salary and project expenses.

Dr Bademosi's research will explore how and why frontotemporal dementia begins by using advanced imaging tools that have resolutions up to ten million times that of a standard digital camera. The results obtained will help scientists to produce drugs that target frontotemporal dementia.

Dr McKinnon's research will comprehensively characterise sleep problems in older adults with early dementia or those at risk of dementia. This will include developing tools for clinicians to guide strategies for dementia management and prevention for individual patients.

Thank you to racing legend and Dementia Australia Patron Sir Jackie Stewart OBE who is the founder and Chairman of Race Against Dementia and who made the fellowships possible.





## Project Grants

With the support of our generous donors and funding partners (the Dementia Centre for Research Collaboration (DCRC) and the Australian Association for Gerontology) we awarded 13 Project Grants in 2020. These awards are intended to help new investigators establish their careers as independent dementia researchers by supporting small, time-limited research projects or pilot projects. It was promising to see so much diversity in research topics, including research into dementia-friendly eyecare, a neuroprotective signal that may help retain healthy brain cell activity and reducing the risk of dementia in people with obstructive sleep apnoea.

Top left: Dr Arne Ittner, Flinders University, recipient of the 2020 Dementia Australia Research Foundation – Norma Beaconsfield Project Grant, for his project ‘A neuroprotective signalling axis in Alzheimer’s disease’

Top right: Dr Lei Qian, The University of Queensland, a recipient of a 2020 Dementia Australia Research Foundation Project Grant, for his project ‘Mechanism and potential treatment of obstructive sleep apnoea induced Alzheimer’s pathology’.

## Our Scientific Panel

During the reporting period we had several changes to our Scientific Panel, which provides advice and external assessment of grants under our programs.

Three members completed their terms on the panel: Associate Professor Chris Toye (finished in December 2020), Professor Yun-Hee Jeon (finished in December 2020) and Ian Gladstone (finished in November 2020).

Our new appointees were Cameron Stewart, a Dementia Advocate who lives with dementia (joined November 2020); Professor Thomas Fath from Macquarie University (joined September 2020) and Professor Paul Adlard from The Florey Institute of Neuroscience and Mental Health (joined September 2020).

We thank all our prior panel members for their service and welcome all new members who have joined us.

## World Class Research

In 2020, the Dementia Australia Research Foundation was delighted to receive and review applications to the World Class Research scheme, on behalf of the DCRC. More than \$1.8 million was awarded to five researchers, whose work will provide vital insights into reducing dementia risk and improving post-diagnostic support and care options for people who live with dementia. In addition, eight researchers each received \$75,000 in pilot grant funding for projects aimed at supporting people living with dementia and those involved in their care.

Below: Sir Jackie Stewart OBE, Founder and Chairman of Race Against Dementia and Dementia Australia Patron and Lady Helen Stewart. Photo provided with permission from Race Against Dementia and R. Schlegelmilch





## Awareness raising

Our awareness raising work reflects the concerns and priorities of people living with dementia and their carers and helps us to bring to life their real stories. Our campaigns and events build knowledge and support, moving us closer to our vision of creating an inclusive future where all people impacted by dementia receive the quality care and support they choose.

### National awareness and discrimination campaign

Over recent years Dementia Australia has delivered a national omni-channel campaign aimed at increasing awareness and understanding of dementia and reducing the discrimination experienced by people impacted.

Our campaign aims to clear up some of the prevailing misconceptions about dementia and encourages Australians to learn more about what it is like to live with dementia and what kind of support is helpful.

Underpinned by extensive engagement with advocates who have a lived experience of dementia, the campaign showcases the stories of real people. As part of the campaign we share useful information, tools and practical tips for people living with dementia, their carers and the professionals that support them. We have transitioned Dementia Action Week into a key activation within our broader awareness and discrimination national campaign, with new creative and content launching regularly. Members of the public are encouraged to amplify activity by sharing campaign messages and information.

Above: Ita Buttrose AC OBE, Dementia Australia Patron attended Sydney Memory Walk & Jog, May 2021. Photo: Thom Davis Photography.

During Dementia Action Week 2020, we launched campaign creative and content developed with the support of Dementia Advocates. The theme 'A little Support Makes a Lot of Difference' launched with Dementia Advocates' lived experiences featured in the stories, photographs and footage that was shared in paid advertisements and coverage across radio, television and social media.

Dementia. A little  
**support**  
makes a lot of  
**difference**

## The evolution of our brand

Throughout 2020 we developed a new brand strategy and a new visual and verbal style to create consistency and to help us connect, engage and influence even more strongly. Stakeholder consultation was a key part of the branding strategy. We consulted staff, interviewed industry and sector organisations, surveyed Dementia Advocates and ran focus groups and home visits for people living with dementia.

Our brand strategy has been shared and adopted within Dementia Australia, and we are now progressively rolling out our new tone of voice and visual style including a slightly updated logo, fresh engaging contemporary colours and distinct visual elements to set us apart in the sector. All elements are consistent with accessibility guidelines.

The national awareness and discrimination campaign's paid activity across broadcast TV, digital and social media channels delivered **over 59 million impressions**, and **313,736 engagement actions** including click, reactions, comments and shares.

The national awareness and discrimination campaign's microsite had **212,739 users visit** over the reporting period, with a total of **24,425 actions** taken on the site.

## Our Honorary Medical Advisors, Patrons and Ambassadors

Our volunteer Honorary Medical Advisors, Patrons and Ambassadors continued to contribute to amplifying our messages and to raise awareness about dementia and our services.

This year we were proud to announce Professor Amy Brodtmann joined Scientia Professor Henry Brodaty AO and Associate Professor Michael Woodward AM as an Honorary Medical Advisor. Our Honorary Medical Advisors provide media comment and guidance on research in their field of expertise and support Dementia Australia through advocacy, public speaking and events.

Our Patrons and Ambassadors are high-profile and respected Australians inspired by their own experiences of dementia who champion our cause through supporting campaigns, advocacy, adding their voice to media and social media activity, public speaking, inclusion in resources, fundraising and attending events.

Dementia Australia's Patrons, Ambassadors and Honorary Medical Advisors are listed on page 83 of this report.



Above: Dementia Advocates Ann and Timothy Pietsch, along with other Dementia Advocates, were featured in the 2020 Dementia Action Week campaign 'A little Support Makes a Lot of Difference'.

Opposite, top: Dementia Australia consumers and staff attended a morning tea at Government House, Canberra hosted by Their Excellencies General the Honourable David Hurley AC DSC (Retd), Governor-General of Australia and Dementia Australia Patron-in-Chief, and Mrs Linda Hurley, Government House. Photo: Hilary Wardhaugh.



**5.4 million**  
people reached via paid activity<sup>^</sup>



**154,000**  
social media followers  
across our combined  
platforms\*



**33,000**  
subscribers to our  
monthly eNews\*

More than  
**3,300**  
media pieces  
generated across  
2020-21



\*As of 30 June 2021

<sup>^</sup>National awareness and discrimination campaign paid activity across broadcast TV, digital and social media channels 1 July 2020-30 June 2021. This does not represent unique individuals

# Our thanks

We would like to acknowledge all those who have generously supported Dementia Australia in 2020-21. 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 and individuals for their support and generosity.**

**Every gift is appreciated.**

- Australian Philanthropic Services
- Barrie and Diana Pittock
- Bendigo Bank
- Birchall Family Foundation
- Busby Family Fund
- Cranwell Family Trust
- Equity Trustees
- Frances Jane Edwards and Martha Elizabeth Sirovs Foundation Fund
- The Honda Foundation
- Gandel Philanthropy
- G&M Dyer Family Trust
- Geoff and Helen Handbury Foundation
- The Gloria and Douglas Mathews Endowment
- Hopetoun Fund, a sub fund of Australian Communities Foundation
- Isabel and John Gilbertson Charitable Trust
- James Frizelle Charitable Foundation
- Joe White Bequest

- The John and Mary McAlister Howden Charitable Trust
- The Lionel and Yvonne Spencer Trust
- The Lord Mayor's Charitable Foundation
- Madeline Crump & Madeline Williams Trust
- The Mandy Deam Foundation
- McIntyre Foundation
- MGA Whittles Community Foundation
- Milton Foundation
- The Peel Foundation, a sub fund of Australian Communities Foundation
- Perpetual
- Pethard Tarax Charitable Trust
- Priceline Sisterhood Foundation
- The Rosemary Norman Foundation
- The Rydge Foundation
- The Schwinghammer Foundation
- Skipper Jacobs Charitable Foundation
- The Sparrow Foundation
- The Stuart Leslie Foundation
- Sunrise Foundation
- Susan Bannatyne
- Sykes Fitzpatrick Family Foundation
- William Angliss Charitable Foundation
- 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.



# Awards and recognition

Dementia Australia wishes to acknowledge and congratulate the following teams, projects, initiatives and people who have been recognised for their achievements in 2020-21

**Australian Financial Review Boss Most Innovative Companies List 2020** - A Better Visit app in the Top 10 list for the Government, Education and Not-for-Profit category – October 2020

**Future of Ageing Awards 2020 Highly Commended, Palliative Care category for Nightingale Program** – October 2020

**Future of Ageing Awards 2020 Highly Commended, Technology – Health & Wellbeing category for Enabling EDIE Workshop** – October 2020

**Victorian iAwards 2020 Winner, Not-for-Profit and Community Solution of the Year category for Ted the AI Avatar Living with Dementia** – October 2020

**Victorian Regional Achievement and Community Awards Semi-Finalist, Community Group category for Sunraysia Men's Shed** – October 2020

**Australian Not-For-Profit Technology Awards Finalist Innovator of the Year for Dementia Australia use of virtual reality to transform dementia care** – November 2020

**Australia Day Honours** - Neil Samuel OAM, Former Dementia Australia Board Member - Medal of the Order of Australia (OAM) for service to people living with dementia, and to the community – January 2021

**International Association of Business Communicators Victoria Bronze Gold Quill Award, Victoria Winner Bronze Gold Quill Award COVID-19 Response & Recovery Management and Communication category for Isolating Not Isolated: Dementia Australia's response to the COVID-19 crisis** – June 2021

**Queen's Birthday Honours** - Anne Tudor OAM, Dementia Advocate - Medal of the Order of Australia (OAM) for service to people living with dementia and their supporters – June 2021

**Queen's Birthday Honours** - Maree McCabe AM, CEO, Dementia Australia - Member of the Order of Australia (AM) for service to people living with Alzheimer's and Dementia, and to the aged care sector and COVID-19 Honour Roll for contribution in support of Australia's response to the COVID-19 pandemic – June 2021.



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

### **Patron-in-Chief**

His Excellency General the Honourable  
David Hurley AC DSC (Retd) Governor-  
General of the Commonwealth of  
Australia

### **Patrons**

Ita Buttrose AC OBE  
Allan Moffat OBE  
Sir Michael Parkinson CBE  
Sir Jackie Stewart OBE

### **Ambassadors**

Lyn Allison  
David Astle  
Natarsha Belling  
Stephanie Bendixsen  
Christine Bryden AM  
Ben Crocker  
Terence Donovan  
Mark Gibson  
Amy Jackson  
Takaya Honda  
Sam Mitchell  
Andrea Nicolas  
Jessica and Lisa Origliasso, The Veronicas  
Sue Pieters-Hawke  
Sam Poolman  
Andrew 'Reidy' Reid  
Mark Seymour  
Nicola Stevens  
Denis Walter OAM  
The Hon. John Watkins AM  
Pat Welsh  
Doris Younane

To read more about our  
Ambassador Program visit

[\*\*dementia.org.au/ambassadors\*\*](https://dementia.org.au/ambassadors)

### **Honorary Medical Advisors**

Scientia Professor Henry Brodaty AO  
Professor Amy Brodtmann  
Associate Professor Michael Woodward AM

### **Dementia Australia Honourees**

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

Opposite: Nell Hawe, Dementia Advocate spoke about living with dementia and quality dementia care at a Parliamentary Friends of Dementia event at Parliament House Canberra, March 2021. Photo: Paul Chapman

# National Dementia Helpline

## 1800 100 500



For language assistance  
call **131 450**

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Find us online  
**[dementia.org.au](https://dementia.org.au)**



### Contact us

Endeavour House, Level 3, 2-10 Captain Cook Crescent  
Griffith ACT 2603

### Postal address:

PO Box 3021, Manuka ACT 2603

**Phone** 02 6255 0722

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

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

Email: [admin@dementia.org.au](mailto:admin@dementia.org.au) or call **+61 2 6278 8900**