Parkinson's Victoria

HELP FOR TODAY
HOPE FOR TOMORROW

Moving forward together

ANNUAL REPORT
2011-2012

PARKINSON'S VICTORIA

Who we are, what we do, where we are going.

OUR VISION

A world without Parkinson's

OUR MISSION

That all people living with Parkinson's have access to comprehensive and relevant services, encouraging independence and improved quality of life.

OUR VALUES

Our values underpin everything that we do.

We are:

Sensitive to the needs of people living with Parkinson's.

Accountable to our stakeholders and transparent in the way we do business.

Innovative: Valuing new ideas, knowledge, experience and research.

National in outlook, committed to an effective, vibrant, national organisation.

OUR SERVICES

Parkinson's Victoria is the peak body representing the needs and interests of people living with Parkinson's in Victoria.

Through our multi-disciplinary team of health professionals we provide a range of support services to assist in managing the condition, improve quality of life, and to reduce the impact of Parkinson's on individuals, families and the wider community.

Specific services include:

Information and advice (through the provision of telephone counselling, fact sheets and information kits, website, resource library and newsletters), and referrals to health specialists.

Help in accessing government assistance schemes and support.

Peer support through affiliated Support Groups.

Professional education of the health sector.

We are also active in the areas of community education, advocacy, research and community awareness.

Board members as at 30 June 2012

Peter Raymond, *President*
Fred Van Ross, *Vice President*
Peter Walker, *Chairperson Finance Committee*
Damian Farrell
Joanna Hill
Professor Meg Morris
Andrew Suggett

Staff members as at 30 June 2012

Ann Burgess, *Chief Executive Officer*
Judith Mooney, *Marketing and Fundraising Manager*
Melissa King, *Office Manager*
Victor McConvey, *Parkinson's Nurse Consultant*
Breanna Wotherspoon, *Health Promotion Officer*
Dianne Rayner, *Client Services Officer*
Josephine Berthelemy, *Events Assistant/Volunteer Coordinator*
Ian Hosking, *Finance Officer*
Lesley Speirs, *Database Officer*
Pam Fox, *Volunteer Administrative Assistant*

Parkinson's Victoria Inc.

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Participants warming up for the 2011 Walk in the Park

PRESIDENT'S REPORT 2012

Reviewing the year.

Peter Raymond, President

I am delighted to report that, in this past financial year, our organisation has continued to deliver quality support and services to Victorians living with Parkinson's.

We know there is much yet to be done if we are to increase public awareness, advance Parkinson's research and raise the money needed to promote better services, improve treatments and enhance quality of life. This Report, whilst only a brief overview, signals that we are well on our way.

There is substantial evidence worldwide that Parkinson's Nurses (also called Movement Disorder Nurses or Clinicians) significantly improve the quality of life of people with Parkinson's and their carers.

Parkinson's Victoria has been at the forefront of advocating for their appointment (for example, last year at Western Health) and this year we have facilitated such appointments at both Lower Murray (Mildura) Medicare Local and Goulburn Valley Health, in central Victoria. I hope to be able to report next year that we have facilitated another such appointment in Gippsland where we have been actively supporting the Bairnsdale Support Group.

The Health Team has been particularly active in rural and regional areas of Victoria and coordinated a dynamic Shepparton Field Day involving more than 80 medical and allied health staff. This included an educational seminar for nurses and a separate community seminar for 40 members of the general public with an interest in Parkinson's. The day concluded with dinner for the 14 general practitioners in the region. The health team also conducted an Allied Health Seminar in Bendigo for 60 health professionals.

In May, I was privileged to be invited to the 30th Anniversary Celebration of the Essendon Support Group where I was invited to speak about what the next 30 years might bring. The occasion served as a reminder of just how important Support Groups are to our work.

In response to repeated requests for physiotherapy education, we conducted our second Physiotherapy Seminar with 5 guest speakers and 103 allied health attendees from across Victoria and interstate. We also hosted a breakfast with Associate Professor David Williams to provide information about Deep Brain Stimulation as a therapy for managing Parkinson's symptoms.

One of the most extreme forms of Parkinson's is a condition called Progressive Supranuclear Palsy (PSP). In 2010, led by Anne Mooney, whose husband Daryl had been diagnosed, a handful of people living with PSP and their family members formed PSP Australia. In September, PSP Australia formally came under the Parkinson's Victoria umbrella and, with the assistance of a generous donor, we were able to employ a part-time staff member to provide dedicated support and education to Australians living with PSP, and the health professionals who work with them.

Our successful application to the Lord Mayor's Charitable Fund for a minor grant resulted in the development of our 11th multi-lingual information resource, this time in Hindi.

To ensure accuracy and readability we worked with the Indian Senior Citizens community who also assisted us in creating a wonderful event to launch the resource. Neurologist Dr Sanjay Raghav gave a presentation on Parkinson's during the event and the festivities concluded with traditional Indian cuisine served for luncheon and entertainment was provided by Bollywood dancers.

A previous major grant had provided sufficient funds to develop similar resources for 10 Culturally and Linguistically Diverse (CALD) communities.

Once again, two medical students joined our health team during their student placement. This is an opportunity for students to gain first hand insight into the workings of a support agency such as ours, as well as to learn more about Parkinson's and the specific experience and challenges facing those living with the condition.

In October, these two students presented an educational poster and video of people speaking about their experience of getting 'medication on time' and presented some solutions to resolve this additional challenge to living with Parkinson's. The video was also loaded to YouTube and used to educate other medical students.

In September, 2011 we received a request to conduct community education in Darwin. Taking up the challenge of distance, we came up with a novel solution; arranging for a member of the Health Team to have a stopover in Darwin on their way to annual leave in Asia. More than 50 people attended the afternoon presentation.

In November 2011, our Annual General Meeting was attended by almost 100 people who heard Professor Malcolm Horne share his team's latest research findings. We presented the Brain Bank of Victoria with further funding to continue its work in collecting brain tissue for research.

Retiring Board Members, Kate Brown, Mary Jones and Royce Pepin were honoured for their untiring dedication and service to the Board, in Royce's case six years service as President. Three new members, Joanna Hill, Professor Meg Morris and Andrew Suggett, were elected. The Sir Zelman Cowen Award was presented to Valerie Lester for 25 years of service to the Bendigo Support Group. Only 4 weeks later, Sir Zelman Cowen passed away and Parkinson's Victoria was invited to attend his State Funeral. Lady Anna Cowen has kindly offered to continue the presentation of the award in Sir Zelman's honour.

A Ten Year Recognition Award was presented to Nola Matuschka, from our Portland Support Group, and Five Year awards were presented to Karyn Spilberg, Pam Crosthwaite, Sue Kerr, Edith Weaver, Marion Roberts, Bridget Purcell, Richard and Tali Churton and Ted and Pauline Dumaresq. At our annual **Thanks a Bunch** party in December, we acknowledged the more than 250 volunteers and supporters who had assisted Parkinson's Victoria during the year. We also took the opportunity to present Anne Atkin, Painting with Parkinson's, with a Five Year Service Award.

Also in November, we conducted our annual Recently Diagnosed Seminar with over 100 attendees.

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President's report continued...

Of course, none of these education, health-support or awareness activities would be possible without marketing and fundraising initiatives.

Marketing ensures as many people as possible know about what we do; and fundraising helps us to offer well-run and high calibre events at minimal cost. We are also grateful to the many guest speakers who typically donate their time and expertise.

For example, our 2011 movie marathon of the **Back to the Future** trilogy was a huge success raising over $19,000. The event also introduced many newcomers to the world of Parkinson's.

> *"Volunteers are the life-blood of Parkinson's Victoria providing an incredible resource of manpower and energy!"*

In February, we enjoyed the first **Tessie's Charity Golf Day** at Torquay. In honour of mum, Tessie's son Tim organised a charity golf tournament which raised almost $12,000.

Once again, the Spring Valley Golf Club ran their annual golf day, raising more than $11,000. On **World Parkinson's Day** we arranged for the 1,544 green LED lights at the AAMI Stadium to light the night sky; one light for every twelve Victorians with Parkinson's.

Volunteers are the life-blood of Parkinson's Victoria providing an incredible resource of manpower and energy! They tin rattle at railway stations, sizzle sausages in car parks, fill envelopes for mailing and help at almost every fundraising event.

Once again, Volunteers were a highlight of our annual **Walk in the Park**, helping to create the wonderful atmosphere that the event is famous for and ensuring the day was enjoyable, well run and safe for all. The event drew 2000 participants (including pet pooches) and raised income of $82,000. A sea of bright yellow T-shirts swayed along the Yarra and over the bridges. Media exposure was immeasurable and most importantly we showed the world that people with Parkinson's have a lot of "get up and go".

In April, the national CEO's and Presidents from around Australia met in Melbourne over two days to discuss national strategy.

In May, an opportunity arose to present at the World Neuro Rehabilitation Congress that was held in Melbourne. Using funds bequeathed by the Colin and Sheila Marshall Trust, we sponsored a two-day workshop at the Congress for health practitioners to improve their understanding of the impact of Parkinson's. In addition, working with four world class physiotherapists and gait disorder professionals who were presenting at the Congress, we conducted a unique **Meet the Experts** workshop for people with Parkinson's and carers/partners. Both events were exceptionally well received.

At the end of June, we collated our health team data and found our team had assisted over 3,200 people on the telephone helpline and provided community education to 3,638 people – 918 in seminars, 1,337 in community education and 1,383 in Support Group activities.

We acknowledge those who make significant donations to support research and we have embarked on funding a number of research programs. We continue to support the Victorian Brain Bank and the Essence Project based at Monash University, Southern Academic Primary Care Research Unit. This year we also provided matching funding for two research projects set up by the National Health and Medical Research Council.

We are also grateful to those individuals who have remembered Parkinson's Victoria in their will and left a bequest to assist us in our service delivery. Most recently, we acknowledge generous bequests from Mrs Helen Wilkinson, Mr Keith Ross, Mr William Hillard, Mrs Sheila Marshall and Miss Zena Mellon.

I would like to thank my colleagues on the Board for their support, especially Fred Van Ross whose experience and encouragement as Vice President has been very welcome. We look forward to another year of service and success.

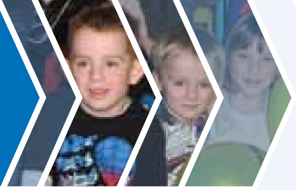
Finishing the financial year with an operating surplus of $71,834 and a very healthy balance allows us to maintain our support services and undertake new projects.

We are indebted to Peter Walker, the Board's Treasurer, who for two terms in office has been a very diligent custodian of our financial resources and a very wise counsellor. This year, Peter is resigning as Treasurer, but has generously offered to provide his knowledge and experience to the Board and its new Treasurer. We wish him well, as we do Brendan Lourey, whose ill-heath prevented him from serving a full-term on the Board.

Finally, I would like to extend my thanks to Ann Burgess, CEO, her talented and dedicated staff, and our Support Groups and volunteers without whom we would be unable to build such an effective and innovative organisation delivering high-quality services to people with Parkinson's, their carers, friends and families.

Peter Raymond, *President*

Tim Diamond and mum Tess (right) with Painting with Parkinson's founder Anne Atkin who was a guest speaker at the inaugural Tessie's Charity Golf Day, at the Sands Golf Club, Torquay.



RESEARCH

Helping in the fight against Parkinson's.

*While our priority is providing help for **today** to hundreds of families living with Parkinson's through support, information and education programs and initiatives, advancing Parkinson's research, providing hope for **tomorrow**, is also an important goal.*

Parkinson's Victoria supports a wide range of clinical and non-clinical research, funded by general donations and bequests, which are held in a dedicated Research Fund. Decisions on how these funds are applied are made by our Research Sub Committee.

Our research aims are two-fold:

- Provide seed funding for small, high quality research projects that may otherwise go unnoticed.
- Partner with research teams to assist them in undertaking Parkinson's research.

Unlike established and large research institutions, such as universities, our research funds are limited so sometimes we seed fund smaller projects with the potential to have big impact.

For the past five years, we provided funding which enabled the development of the Victorian Research Registry, an invaluable tool for tracking Parkinson's across communities. It is now funded by the Florey Neurosciences Institute from government funds and has become the Australian Research Registry.

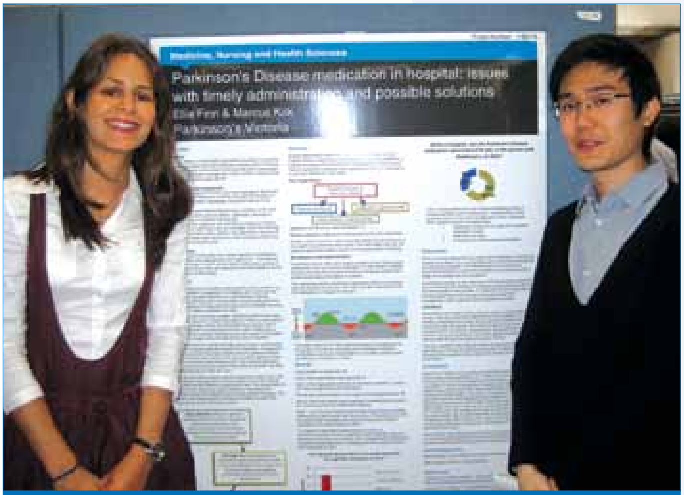
For several years, we have also funded the Victorian Brain Bank, which provides brain tissue for research. While this might not be the most delicate subject for some, and might not seem as riveting as 'the search for a cure' for others, simply put, brain tissue is absolutely essential to most Parkinson's research, so it is vital that this program is funded.

The development of new medical treatments would not happen without health research and behind every discovery of a new drug or treatment for Parkinson's are the researchers themselves. So, holding funds for research is pointless if there are insufficient researchers keen to put Parkinson's 'under the microscope', exploring the cause, the cure and improved treatments.

We are always on the lookout for viable research projects, and at present we are holding funds for two research partnerships with the National Health and Medical Research Council. These funds will be directed towards scholarships for researchers who are "transitioning into practice", in other words, taking their research from the clinic into real life and putting it into practice; and for young, early career researchers to assist them with their research proposals.

We also fund non-clinical research. At present we are funding Monash University's ESSENCE Project. People with Parkinson's are being taught to use 'mindfulness practices' and the project will measure the impact of mindfulness training on the quality of life of people with Parkinson's.

If you are interested in supporting Parkinson's research, you can make a contribution to our dedicated Research Fund, either through a general donation during your lifetime or by leaving a bequest to Parkinson's Victoria in your will.



Monash Medical students, Ellie Fin and Marcus Kok, with their scientific poster on the issue of timely medication management in the hospital environment. The project was completed during a placement with Parkinson's Victoria.

HOW YOU CAN SUPPORT RESEARCH

Your donation can assist us to fund research that may one day lead to a cure for Parkinson's.

You can leave a bequest in your will by simply including the following wording:

I give to Parkinson's Victoria Incorporated the sum of:

$... and/or the following property

....

to be used for the general purposes of Parkinson's Victoria Inc or for allocation to research which the organisation is funding.

I direct that a receipt in writing from the authorised officer of Parkinson's Victoria Inc shall be deemed proof of payment.

For more information about remembering Parkinson's Victoria in your will, contact Ann Burgess, CEO, (03) 9581 8700 or aburgess@parkinsons-vic.org.au

OUR WORK

Delivering every day.

In last year's Annual Report (2010/11), we outlined Strategy 2015: a strategic plan that will drive the work of our organisation during the next few years. The following is a brief overview of some of the outcomes resulting from work undertaken by our team during 2011/12.

KEY RESULT 1:

Support and Services available to all people living with Parkinson's

Working as One: Strategy 2015 has guided the work of our health team this year, and our focus was three fold:

- educate health professionals to improve their knowledge of Parkinson's
- increase the number of support groups providing local and peer support
- expand partnerships with rural and regional services.

To achieve this aim, we have taken a number of steps to improve service delivery and develop support across Victoria.

We increased educational opportunities for health professionals to improve their knowledge of Parkinson's and thereby enhance health outcomes for patients and clients living with Parkinson's.

> *"I loved everything about the seminar, it was a brilliant day."*

Rural health professional study days were held at Bendigo and on the Mornington Peninsula. A Grand Round, community education seminar and a GP dinner were held in Shepparton. A Physiotherapy seminar was also held and attracted over 100 attendees. The Health Team also ran two training days for Home and Community Care staff employed by local councils.

We have worked solidly in recent months to strengthen our partnership with rural health providers such as Goulburn Valley Health and Mildura Base Hospital.

In Mildura, with assistance from the hospital, Lower Murray Medicare Local and the Mildura Support Group, this partnership resulted in the employment of a dedicated Movement Disorder Nurse for the region.

Using the expertise gained from the creation of this nurse position, meetings also commenced with Goulburn Valley Health and the Shepparton Support Group with the intent of establishing a Movement Disorder Nurse position in the Shepparton region. We are also fostering partnerships with federally funded Medicare Locals, to improve primary health care for people with Parkinson's.

The team also provided site visits to a number of hospitals and community health centres including Hamilton Hospital, Wonthaggi Hospital, Mansfield Hospital, Mildura Base Hospital, Goulburn Valley Health, Bass Coast Community Health Centre, Bairnsdale Hospital, Inner South Community Health and Neerim Health Centre.

In addition to achieving the year's key objectives, the Health Team continued to provide a range of support services to assist people in managing their condition, improve quality of life and reduce the impact of Parkinson's on families.

The Frankston Support Group was re-invigorated and now has 30 regular attendees, and a new support group was established in Williamstown. We commenced work on establishing a Deep Brain Stimulation (DBS) support group, and under our auspice, Anne Atkin established four new Painting with Parkinson's groups. We brought PSP Australia officially under our umbrella, improving the quality and availability of support and information to those living with Progressive Supranuclear Palsy (PSP). This has been facilitated by a dedicated part-time health worker who joined our team in 2011 and who will be working closely with those living with PSP, Cortical Basal Syndrome (CBD) and Multiple System Atrophy (MSA).

Highlights from the 2011/12 year included:

- Our telephone helpline assisted 3,200 people.
- The team provided community education and support to 3,638 people.
- Almost every one of our 48 support groups received a visit from a member of our health team
- Our website received 105,894 website visits
- And videos on our YouTube site were viewed 10,682 times
- 824 people subscribed to our Facebook page to keep up to date with the latest news and announcements and to connect with the wider community on Parkinson's-related issues.

KEY RESULT 2:

Increase in Public Awareness

This has been a year of strengthening our voice in the media landscape and using every available opportunity to leverage media to our advantage.

On World Parkinson's Day, our media strategy resulted in a number of news items appearing in newspapers and on radio and television across the state, including as far away as Broome.

> *"I have a high regard for the Parkinson's Victoria staff; their professionalism, dedication, care, support, interest in families, prompt attention to requests."*

Our annual Walk at Federation Square – our major awareness and fundraising event - generated more than a hundred media stories, equating to more than $300,000 in free publicity and advertising. This is more than we could ever possibly purchase through traditional means.

According to research recently undertaken by Parkinson's Victoria, general awareness of Parkinson's has increased, with around 98 percent of those surveyed saying they 'knew of Parkinson's'. More information about findings from this research project can be found on page 10.

KEY RESULT 3:

Advocacy

Some of the work of our organisation happens behind the scenes, in the form of advocacy. It may be advocating on behalf of an individual or advocating to governments regarding the needs and rights of people with Parkinson's.

This year our efforts in the area of advocacy and 'community capacity building' have had great results. One of the highlights has been the placement of a Movement Disorder Nurse in the Mildura region. Advocating for similar positions to be introduced in Shepparton and Bairnsdale will be a priority in the coming year.

> *"Very informative, great speaker, interactive presentation. It has re-ignited my interest in Parkinson's."*

Advocacy also includes ensuring information available to consumers is credible and we lobby to protect our community from those who would exploit them. This year we submitted a report to the Therapeutic Goods Association (TGA) regarding a company selling animal colostrum as a cure for Parkinson's. Our submission requested the TGA investigate whether or not this advertiser breached relevant codes. The governing body found the company had and they were prevented from further advertising.

With the release in 2011 of new Deloitte Access Economics data on prevalence, we are better equipped to advocate effectively to politicians and fund-holders about specific areas of need, particularly in planning for the future.

KEY RESULT 4:

Advance Parkinson's Research

Our research strategy is clear: fund as much as possible within our budget.

We fund the Victorian Brain Bank and the Essence Project at Monash University and have funds allocated for the National Health and Medical Research Centre's Transition from Research into Practice and Early Career programs. We also recently committed to partner with the National Health and Medical Research Centre to fund new research developed by Professor Mal Horne at Florey Neurosciences.

This year we reviewed our Research Program, including the timeframe for researchers to submit funding applications. In the future, instead of accepting requests for research funds throughout the year, we will be announcing opening and closing dates for applications.

KEY RESULT 5:

Financial Sustainability

In a year where the economy was in downward spiral, we were able to increase our fundraising to $291,428, up on the previous year's total of $249,406.

Given that other charities reported a decline in fundraising levels during this period, this is an amazing achievement.

Income resulting from professional education delivery declined in 2011/12. This resulted from a strategic decision to improve health professionals' understanding and management of Parkinson's (thereby improving the quality of life and health outcomes of patients) by providing education at low or no cost.

State government funding has not increased (and federal funding is non-existent), but we continue to lobby Government at all levels, not only for direct funding but for improved services and health care.

The Parkinson's Victoria Endowment Fund, which currently holds $1,542,024, continues to provide crucial income for resource development and new service initiatives, and we will continue to invest the principal to generate working income. General, voluntary donations are used to fund immediate needs, typically our everyday service and support programs and activities such as our 1800 help line, Support Group visits, community seminars and information kits. Currently, the majority of our community services are provided at no or minimal cost.

KEY RESULT 6:

Excellence in Corporate Governance

This year we have been able to establish - and improve existing - relationships with the Australian business sector. This has been aided by a powerful awareness campaign created by the team at RAPP/DDB, a creative agency.

'A Message from Jennifer' is an innovative and powerful direct-mail campaign showing 'a day in the life of a young woman diagnosed with Parkinson's. All aspects of the final product were provided pro bono (free):

Creative Agency: DDB Group/RAPP Melbourne

Production Company: Fiction

Post Production: Iloura and Sight & Sound

Sound Mix: Risk Sound

Music Supervision: Level Two Music

Music Track: 'Indian Summer' by Jonsi & Alex c/o Universal Music Publishing Group Pty Ltd, Kobalt Music Publishing Australia Pty Ltd, EMI Music Australia.

This recent campaign enabled us to 'start a conversation' with corporate Australia about the fight against Parkinson's and the work of Parkinson's Victoria. The result, we hope, is greater understanding, but ultimately we aim to convert that to financial support, whether through donations, sponsorship, workplace giving and fundraising or partnerships.

'A Message from Jennifer' can be viewed here: www.parkinsonsvic.org.au (scroll to the YouTube video). Please note, the video shown is generic. Recipients actually received a personalised DVD in the post.

We also commenced a review of how best to ensure our organisation delivers and maintains high quality practices and services.

> *"I am so glad I contacted Parkinson's Victoria; the information and road maps for help are fantastic and the strategies for symptom management are enlightening."*

FINANCIALS

Parkinson's Victoria Inc. Abridged Financial Statements 2011/12

Statement of Income and Expenses for the year ended 30 June 2012*

INCOME

OPERATING	
Ambassador	1,475
Donations	136,655
Education	19,264
Events / fundraising	291,428
Grants – government	215,025
Grants – other	-
In memoriam donations	74,826
Memberships and subscriptions	43,324
Merchandise and product sales	12,597
Other income	1,943
Sponsorship	2,879
	799,416
NON OPERATING	
Bequests	243,018
Donations for Equipment	1,100
Interest	115,924
Profit on sale of fixed assets	-
Project income	7,454
Research donations	5,871
Trusts and foundations	-
PSP Income	38,199
Sheila Marshall Lecture	743
	412,309
TOTAL INCOME	**1,211,725**

EXPENDITURE

OPERATING	
Advertising – other	4,139
Advertising – staff	259
Ambassador expenses	170
Annual leave	31,985
Audit fees	4,030
Awareness week expenses	500
Bad Debts	318
Bank – merchant fees	1,591
Board expenses	303
Books and publications	1,894
Building maintenance and cleaning	11,737
Catering	3,145
Computer expenses	3,808
Computer maintenance	10,599
Depreciation	27,134
Education expenses	9,296
Equipment and equipment hire	581
Event fundraising	166,678
Facility hire	3,512
Insurance	2,578
Internet services	4,500
Legal fees	250
Light and Power	8,948
Long service leave	1,966
Market Research	16,711
Membership Parkinson's Australia	1,257
Membership expenses	245
Merchandise and product sales	15,068
Miscellaneous	5,243
Motor vehicle	6,224
Motor vehicle – lease	-
Parkinson's Australia	29,913
Photocopier maintenance	2,487
Postage and courier	22,736
Printing and stationery	44,797
Public relations	8,081
Rates & Water	2,396
Rent	70,150
Salaries and wages	466,857
Staff amenities	1,603
Sponsorship	-
Subscriptions	1,648
Superannuation	46,966
Support group expenses	3,767
Telephone and facsimile	10,210
Theft expenses	-
Training	1,973
Travel and accommodation	5,752
Volunteer costs	2,788
Work cover	8,881
	1,075,674
NON OPERATING	
Project expenses	7,454
Research project	17,850
Victorian Brain Project	6,500
Moving expenses	3,934
Painting with Parkinson's	5,000
Shepparton Support Group	-
PSP Expenditure	7,975
Sheila Marshall Lecture	15,504
	64,217
TOTAL EXPENDITURE	**1,139,890**
SURPLUS	**71,834**

Lucy Brown presented Parkinson's Victoria with a cheque for $4,608 following her 'Ladies Luncheon' fundraiser.

Statement of Financial Position 2012

2012

CURRENT ASSETS	
Cash and Cash Equivalents	2,077,747
Trade and Other Receivables	8,310
Inventories	4,829
Other Current Assets	91,410
TOTAL CURRENT ASSETS	**2,182,296**
NON-CURRENT ASSETS	
Property, Plant and Equipment	59,278
TOTAL NON-CURRENT ASSETS	**59,278**
TOTAL ASSETS	**2,241,574**
CURRENT LIABILITIES	
Trade and Other Payables	188,176
TOTAL CURRENT LIABILITIES	**188,176**
NON-CURRENT LIABILITIES	
Trade and Other Payables	9,237
TOTAL CURRENT LIABILITIES	**9,237**
TOTAL LIABILITIES	**197,413**
NET ASSETS	**2,044,161**
MEMBERS' FUNDS	
Members Funds	1,542,024
Research Funds	502,137
TOTAL MEMBERS' FUNDS	**2,044,161**

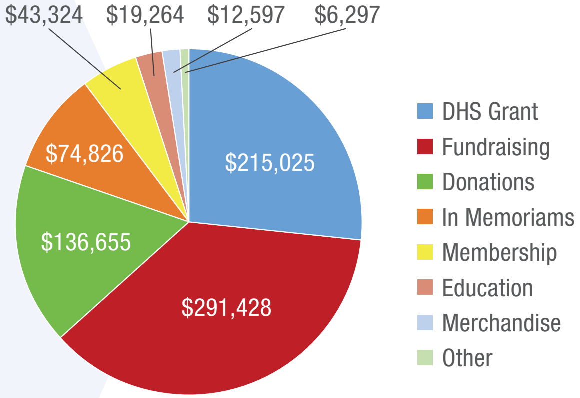
	Members Funds	Research Funds	Total
Balance as at 30 June 2011	1,474,265	498,062	1,972,327
Surplus for the year	67,759	4,075	71,834
Other comprehensive income	-	-	-
Total comprehensive income	67,759	4,075	71,834
Balance as at 30 June 2012	1,542,024	502,137	2,044,161

Operating Income

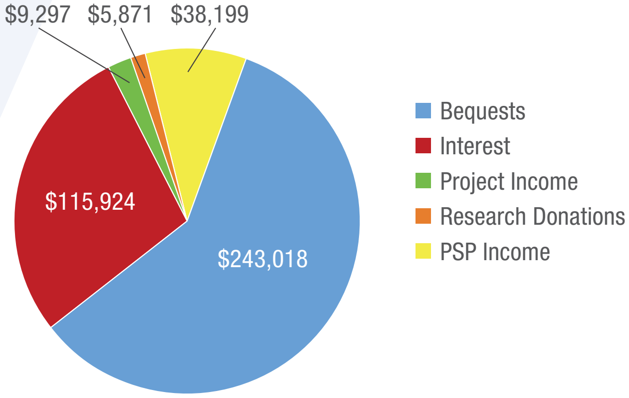
In the 2011/12 year, Parkinson's Victoria received a total income of $1,211,725. Of this total, $799,416 was made up of fundraising, philanthropic and government grants, health education, events, sponsorship and in memoriams. The balance of $412,309 was made up of bequests, research donations, trusts and foundations and bank interest.

The operational funds of $799,416 consisted of $215,025 grant from the Department of Human Services, $291,428 from fund-raising, $136,655 from donations, $74,826 from in memoriams, $43,324 from memberships, $19,264 from education, $12,597 from merchandise and $6,297 from other sources.

Operating Income:



Other Income:

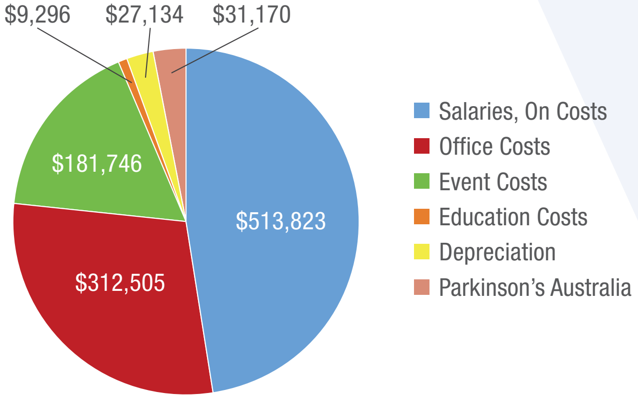


Expenditure

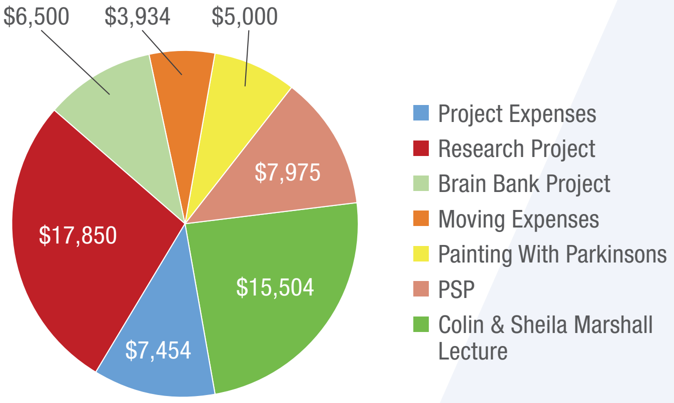
Operational expenditure increased this year. There are a number of factors that have contributed to this increase. These include a rental increase from $17,160 to $70,150 and increased utility costs of $8,948, due to relocation to new premises. There were increased costs for postage, printing and fuel.

Despite incurring increased costs, we ended the year with a surplus of $71,834.

Operating Expenditure



Other Expenditure:



Member's Funds

This year the total member's funds have increased to $2,044,161 up $71,834 from the previous year. We continue to remain in a very sound financial position and hold sufficient cash reserves to meet all financial liabilities.

*Full audited accounts are available to Members on request.

FUTURE DIRECTIONS

Changing attitudes, challenging myths.

In the last twelve months, Parkinson's Victoria has focussed on increasing public awareness of Parkinson's and of Parkinson's Victoria as the key agency able to provide dedicated support services and advocacy. This is one of the key result areas outlined in our Strategic Plan.

When the planning process was started for this important document, it became obvious that there was little data to support strong and accurate decision making which would inform our day to day actions and long term planning.

In 2011, Parkinson's Victoria's partnership with Outlook Financial Solutions was acknowledged with a Rotary Community Service Award. Part of the award included prize money which could be put towards working with a marketing company. The company was Disegno and we recruited them to undertake comprehensive research into the current landscape; people's perception and understanding of Parkinson's and our organisation and to identify new opportunities and future needs.

Disegno developed and conducted a multi-phase research project that included a survey of 300 Victorians, representing people of various age, sex and geographical location. The company also conducted telephone interviews, online questionnaires and face to face meetings with support group members and allied health professionals.

The survey results were surprising, with several commonly held myths held up to the spotlight. Importantly, these findings are reassuring as they highlight a shift in perceived attitudes towards Parkinson's. This means there is great opportunity to effect significant and lasting positive change for people living with Parkinson's.

> *Almost everyone over the age of 40 had heard of Parkinson's, and all those surveyed from rural and regional areas knew about Parkinson's.*

MYTH 1:

People don't know about Parkinson's

One of the myths, often repeated by the Parkinson's community, is that people "just don't know about Parkinson's". But according to the market research 98 percent of those surveyed said they knew of the condition.

While fewer young Victorians (age 25-34) had heard of Parkinson's, the rate of 'awareness' amongst this demographic was still high, with 88 percent of young people being aware of the condition.

Almost everyone over the age of 40 had heard of Parkinson's, and all those surveyed from rural and regional areas knew about Parkinson's.

MYTH 2:

People don't accept people with Parkinson's

This perception is often raised in discussions about Parkinson's.

Again, survey results were unexpected, revealing that 79 percent of people are 'accepting of people with Parkinson's'.

The level of acceptance was not as high in younger age groups, with 69 percent 'accepting people with Parkinson's'.

All of those surveyed from rural and regional areas were accepting of people with Parkinson's, reinforcing the perceived difference between city and country dwellers, and a greater sense of 'local support' amongst regional communities.

MYTH 3:

Parkinson's is an old persons' condition

The notion that Parkinson's is a condition only affecting 'older people' is often stated. However, the results showed that 59 percent of people surveyed did not think this. Of course, the downside is that 41 percent of the people surveyed remain ill-informed or ignorant of that fact that almost a quarter of those diagnosed are of working age, and therefore considered 'young'.

MYTH 4:

Everyone knows about Parkinson's Victoria

Approximately 16 percent of those surveyed knew about Parkinson's Victoria and the services we offer. This suggests that many Victorians diagnosed and their families are not receiving the information and support that they need, and that there are many more people we can assist.

City dwellers were more likely to know about Parkinson's Victoria (17 percent) than country dwellers (12 percent).

MYTH 5:

Many people make donations to Parkinson's Victoria

Because securing non-government income to fund support services is absolutely critical, we were very interested to know the donating habits of the wider community.

While 82 percent of those surveyed had donated to a charity in 2011, the donation rates for Parkinson's Victoria were extremely low. Nine percent had made a 'donation' in relation to a Parkinson's Victoria event, such as **Walk in the Park**, or showed their support by attending a movie night, but only 6 percent indicated they had made a financial donation to Parkinson's Victoria in 2011.

We are continuing to work with Disegno to gather data, feedback and insight, and importantly, to analyse the findings gained from this 4-phase research, which should be complete by the end of 2012. Once complete, our focus will be on using the findings to inform and strengthen our direction and action plan in the future.

THANKS FOR WALKING WITH US

Walk in the Park 2011

On Sunday, 28 August 2011, almost 2,000 people arrived at Federation Square with one cause uniting them: the fight against Parkinson's. The event is a chance for friends and family to walk together and show their support for loved ones; to remember those no longer with us; and importantly, for the community to remind those diagnosed with Parkinson's that they are not alone.

> "Almost 2,000 people participated in this year's Walk"

> "More than 100 amazing individuals volunteered to assist during the event"

> "Almost $190,000 was raised to help support information programs and Parkinson's research"

> "Walkers came from all over the state, around the country and even from overseas"

> "Glenferrie Rotary barbecued 720 sausages to raise $1,800"

All photos by Mosaicphotography.com.au

MEDIA

Sharing our stories

While general understanding of Parkinson's in the community has a long way to go, Parkinson's continues to be a topical issue for media outlets. Stories featured on television and radio and in newspapers and magazines throughout the year.

During 2011-12 Parkinson's Victoria generated a significant number of media stories, greatly assisted by the community and our publicists at Progressive PR and Publicity.

Raising awareness about Parkinson's is one of the most important parts of our campaign to improve the lives of those living with Parkinson's, to ensure people are treated fairly and have access to the support they need.

We also improve understanding of Parkinson's by changing attitudes and challenging myths.

Our media stories - across newspapers, radio and television - increase the general public's understanding of Parkinson's and its symptoms, who it affects and how.

Throughout the year, media stories announced the release of new Access Economic statistics on Parkinson's in Australia (**'Parkinson's disease on the rise'**, Body and Soul, 30 November), and highlighted the latest medical research into the cause, a cure and improved diagnosis (including pesticides, stem cells, vaccinations, and blood tests).

Symptom management therapies were also featured (from improved diets and smart technology **'Aussie invention to improve Parkinson's treatment'**, Australian Aging Agenda, 1 May, to Deep Brain Stimulation (DBS) surgery and the role of Parkinson's specialist nurses **'Full time nurse bid'** and **'Needs not being met'**, Sunraysia Daily, 13 and 17 April).

News items and interviews with a range of experts provided information about support services and drew attention to relevant and serious health concerns, especially around hospital and residential care. Stories highlighted concerns around: the sector's capacity to support a significant increase in nursing home residents living with Parkinson's (estimated at 80 percent over the next 20 years); companies touting questionable 'cures' (**'MS, Parkinson's 'supplements' concern'**, Herald Sun, 24 June); the side effects of some medications; and young people in nursing homes.

Individuals, carers and family members gave clinical stories a powerful edge by adding their personal and firsthand experience.

Stories also promoted support initiatives, such as our Hindi language information resources (**'A word on Parkinson's'**, Monash Weekly, 14 May) and numerous community education seminars.

The issue of Young Onset Parkinson's and the specific challenges they face was again a topic media wanted to explore.

Stories about the experience of those diagnosed with Young Onset Parkinson's have gone a long way to challenging the misconception that Parkinson's only affects 'older persons' (**'Too young for an aged care home'**, Melbourne Weekly Times, 6 July; **'Too young to be sent to a nursing home'**, Northern Weekly, 19 July; and **'I thought I was too young'**, Sunday Herald Sun, 20 November).

Media stories on topics such as these provide vital information and hope to thousands of individuals and families who are living with Parkinson's. They also highlight – in the most effective and efficient way - essential facts about Parkinson's to a broad range of people across the state and country.

We know how powerful it is to hear from the individuals and families themselves, and to share and celebrate the hundreds of personal stories of courage, strength, friendship, family and positivism that we encounter every day working with the community. These stories *also* give hope and reassurance to others. Importantly, they give people living with Parkinson's a voice.

We are indebted to the many individuals and families who so generously and honestly gave of themselves - their time and their story - to speak with journalists, television and radio presenters, and reporters in order to increase understanding of Parkinson's and its impact, not only physically but emotionally, personally, and even financially.

At the same time, in each of these stories, there is an overriding message about the power of 'companionship', whether through a partner, family or friends, such as husband and wife Austin and Eveyln Brackley, both diagnosed with Parkinson's, (**'Marriage still sparkles 60 years on'**, Hamilton Spectator, 29 May).

Heart warming stories were shared about the vital and wonderful role of carers and support groups; and of individuals enjoying hobbies (such as the baking champion of Bacchus Marsh **'A master of humble pie'**, Melton Leader 28 February; renowned 'nose to tail' chef Fergus Henderson, **'Pig's trotter might fly'**, The Age, 29 May; and several artists, **'Brushing away the limits'**, Berwick News, 17 May; **'Anne's brush with hope'**, Berwick Gazette, 6 June).

The issue of Young Onset Parkinson's and the specific challenges they face was again a topic media wanted to explore.

Parkinson's Support Groups, Ambassadors, staff, volunteers, and our organisation also received media 'air time' throughout the year.

We congratulate those who undertook a fundraising initiative and who contacted their local media outlet to promote it, helping to raise even more funds and to spread a message of understanding and support for those living with Parkinson's.

Just some of our many wonderful fundraising heroes throughout 2011-12 were: Lucy Brown (Ladies Luncheon, Lancefield); Jo Boland (**'Giving a gift that grows'**, Lilydale & Yarra Leader, 13 March); David Willis (**'Run just one challenge'**, Stonnington Leader, 10 July); the Judge Family (Bob, Wendy, Janelle and Brenden) and Gisborne Peak Winery (**'No need to feel alone'** Sunbury Leader, 2 August and **'Parkinson's Fundraiser'**, Macedon Ranges Guardian, 5 August); and the Handweavers and Spinners Guild of Victoria (**'Threads of Friendship'**, Pakenham Gazette, 3 August).

Media stories play a vital role in our campaign to advocate for those living with Parkinson's:

- To improve funding and support
- Demand fair treatment
- Improve access to support and services
- Effectively challenge myths and change attitudes
- Facilitate greater awareness and understanding
- ***To enhance quality of life.***

We can all get involved in achieving these common goals.

Consider speaking with your local media outlet, becoming a spokesperson on behalf of Parkinson's Victoria or share a news item with your friends, family and social networks (let them know something is on the television or radio, take a cutting of a newspaper story along to your next get-together).

Whoever you speak to, remember that having a voice is powerful. Don't waste it. Speak up, speak loud, speak from the heart. If we all raise our voices, people will listen.

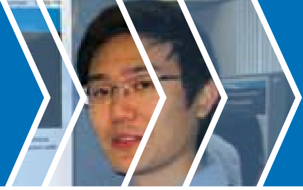
Parkinson's continues to be a powerful topic for the media, who are always on the lookout for stories that tug at the heartstrings, celebrate community and individuals, and which are topical and of interest to their readers/listeners.

We will continue to work with our publicist, experts in the health and related sectors, and of course the community to keep Parkinson's in the media spotlight.

If you are interested in sharing your story about living with – or loving someone who is living with Parkinson's – please email or phone Judith Mooney, Marketing and Fundraising Manager: (03) 9551 8700 or Judith@parkinsons-vic.org.au

Volunteer Coordinator and Event Assistant, Josephine Berthelemy (centre) with volunteers during one of our Bunnings Charity BBQs.

Bollywood dancers helped launch our new Hindi language resources during a meeting of the Indian Senior Citizens Association of Victoria, Glen Waverley. Seen in the background, second from left to right are President, Peter Raymond, Project Leader, Jackie Jenkins and Marketing Manager, Judith Mooney.



GET MOVING

To make a difference!

Parkinson's is commonly referred to as a movement disorder. One of the challenges that people living with Parkinson's have is around movement and mobility, which of course impacts on independence and quality of life.

Get Moving is our campaign to engage with the community and provide opportunities for individuals, families, business owners, employees and other organisations to get involved and to show their support. We know that people want to help, they want to get involved, and most importantly, they want to make a difference.

When the wider community 'gets moving', people living with Parkinson's can get moving, and keep moving too!

Parkinson's Victoria continues to rely on financial support from the wider community to provide support and peace of mind to those living with Parkinson's in our community.

Being a charity we rely on the gifts of supporters to help meet the ever-increasing demand for our services.

WAYS TO 'GET MOVING' TO MAKE A DIFFERENCE:

- Give today: Make a donation. Every year we gratefully receive donations from the community, individuals, organisations, and corporate Australia.

  Direct financial support - by way of donations - provides immediate resources for Parkinson's Victoria to apply wherever the need is greatest.

  Donations may be made on a one-off basis, in response to our annual appeals, in lieu of gifts or flowers for special occasions, or as a regular gift at a time of your choosing.
- Giving forever: Leave a bequest in your will. You can remember Parkinson's Victoria in your will and leave a legacy beyond your lifetime to support our work.
- Become a member of Team Parkinson's: Undertake a fitness or personal challenge and fundraise.
- Giving Time: Volunteers make a unique and significant contribution to our work and to the community.

  Individuals and employees assist at special events, fundraising activities and with essential administration tasks.

Pathways for building community

There are a number of ways you can get involved with our work.

- Subscribe to receive **Steps**, our bi-annual donor newsletter, ensuring you are kept up to date on news, initiatives and special events.
  We believe it's important for you – our valued supporters - to know what we've been up to and how your past support has been put to use. **Steps** is our way of sharing news and updates with you, and reassuring you that your contribution is making a real difference. Contact our marketing and fundraising coordinator on (03) 9581 8700.
- Become a member. Our Members are the heart of our organisation. They add strength and volume to our voice as they join us in the fight to make a positive difference in the lives of people living with Parkinson's.

  When you become a member, you'll also become part of a unique and supportive community.

  Members receive regular communication about news, information and advocacy initiatives from Parkinson's Victoria, your representative in the community and public arenas.
- Attend one of our fundraising events. Whether it's a Parkinson's Victoria movie night or **Walk In The Park** or one of our supporter-events, this is a great way to have fun while showing your support. You can also sponsor an event!
- In-kind support from corporate Australia and employers can be used to enhance our fundraising efforts and support our everyday work helping with resources, materials, goods and services to assist our office infrastructure or as event and incentive prizes for special events.

  Whether you are a caring individual or a caring organisation, there are many ways that you can help us support people with Parkinson's and their families.

  From making a donation to getting involved in a Parkinson's Victoria event, to organising your own fundraising activity or organising company involvement; every dollar raised will make a real and vital difference to the families we support.

> *Being a charity we rely on the gifts of supporters to help meet the ever-increasing demand for our services.*

The staff of Parkinson's Victoria during our 2011 Planning Day, generously hosted by Outlook Financial Solutions. Front row from left: Ian Hosking, Lesley Speirs, Josephine Berthelemy, Judith Mooney. Back row from left: Catherine Watson (resigned), Denise Perkins (resigned), Breanna Wotherspoon, Dianne Rayner, Ann Burgess, Victor McConvey.

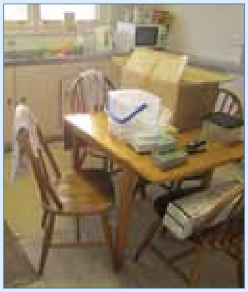
NEWS

The year that was

ON THE MOVE

In August, we hosted an Open Day to officially welcome the community to our new office at 8b Park Road Cheltenham. While the move greatly enhances our ability to provide support services to the community, a real highlight has been the significant increase in visitors to our office.

Photos: The recent office move saw our team relocate from a pokey house in disrepair located on the grounds of the Kingston Centre (right), to a ground floor office with excellent disability access, not to mention improved visibility for the organisation (far right).



TIME TRAVELLERS

Great Scott! What a fantastic day our Back to the Future movie marathon was!

Around 800 people took a ride with us and everyone got into the spirit of things, dressing up and testing their 'BTTF' trivia for the chance to win one of the fabulous prizes donated by our sponsors.

One of the highlights had to be sitting in the front seat of the REAL DeLorean Time Machine! Special thanks to "Doc" Braun! Over $19,000 was raised!

Photos: Parkinson's Victoria Staff and volunteers, and Number one fan "Rob" does his best Marty McFly!

TEAM PARKINSON'S FUNDRAISERS

There was no end to the creativity of Team Parkinson's members who (amongst other things) ran, baked, shaved, ate and walked to fundraise thousands of dollars for Parkinson's support services and research. Gisborne Peak Winery and the Judge Family organised an Action Day for Parkinson's; and Shane Murphy shaved his head, while Richard McLoughlin *didn't* shave and grew a fabulous beard!

Photos: Heather Jobling participated in a tandem skydive (along with friend Rosemary Murphy, Shane Murphy from the Young @ Park group, and our very own Denise Perkins) and the Dartmouth Alpine Anglers Club donated proceeds from their annual Women's Fishing Competition.

SUPPORT GROUPS

Our Parkinson's Support Groups, particularly our hard working and dedicated group leaders, continue to inspire and move us, providing invaluable support to their members and local community.

Photos: Congratulations to the Geelong Parkinson's Support Group on their 30th anniversary! Leader - and 2009 Sir Zelman Cowen award recipient- Harold Waldron did the honours (Ringwood, Essendon and Camberwell Support Groups also celebrated their 30th anniversaries); and Karyn Spilberg and Shane Murphy from Young @ Park joined "The Pulse" radio in Geelong to discuss some of their experiences of living with Young Onset Parkinson's.

THANK YOU

Parkinson's Victoria would like to thank…

Parkinson's Victoria is funded by a range of sources, but we are particularly grateful for the support we receive from individuals, the wider community and corporate Australia.
We really do want to say Thank You.

We gratefully acknowledge all those who generously supported our work with a financial or in-kind gift during the year*.

Donors $10,000+

Lord Mayor's Charitable Fund
Peta Seymour Pty Ltd
Spring Valley Golf Club

Donors $5,000+

Australian Unity, Retirement Living
Bank MECU
Paul Burness
Cotton on Foundation
Dartmouth Alpine Anglers Club Inc
Martin and Pleasance
Outlook Financial Solutions
St. Jude Medical Australia Pty Ltd
SACS Consulting
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Donors $4,000+

Julia Ho

Donors $2,000+

Reginald & Audrey Campbell
Gisborne Peak Winery
Guinness Peat Group (Australia) Pty Ltd
Detail Hardware P/L
Fiona Lourey
Darnley Montgomery
Yvonne Sullivan
TR Group Pty Ltd

A big thank you to everyone who took part in 'Walk in the Park' and our other fundraising activities.

Donors $1,000+

John & Sue Alford & Harper
Paul & Elizabeth Atkinson
Ballarat Combined Charities Card Shop
Banyule Support & Information Centre
Robert Buckle
Bunzl Australasia
CAMCARE
Colin and Angie Carter
Charity Greeting Cards
Deirdre Collier
Peter Craig
Stuart Cumming
David Henning Memorial Foundation
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Justus Lonel
Richard McLoughlin
Mornington Community Information & Support Centre
Hugh Morris
Donald & Jill Morrison
Anitonio Palazzo
Rotaract Club of Waverley
Rotary Club of Glenferrie
Rotary Club of Oakleigh
St Andrew's Anglican Church Brighton Op-Shop
Ian & Emma Scott
Geoff Smallwood
Warragul Parkinson's Support Group
Warrnambool Parkinson's Support Group
Trevor & Pearl White

Bequests were received from the following estates:

Helen Wilkinson
Keith Ronald Ross
William Horace Hillard
Colin and Sheila Marshall
Zena Mellon

John Knox Tresize

Thank you to our Patrons and celebrity supporters:

Sir Zelman and Lady Anna Cowen
Shane Jacobson

Thank you to the researchers, health and other professionals who are working with us in the fight against Parkinson's:

Joanne Bolton
Dr Kelly Bertram
Associate Professor Sandra Brauer
Associate Professor Colleen Canning
Ms Mary Danoudis
Melanie Fairlie
Ellie Finn and Marcus Kok (2011 Monash Med Students)
Dr Craig Hassed
Dr James Howe
Professor Robert Iansek
Dr Samyra Keus
Dr Kate Kotschet
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Margarita Makoutounina
Professor Meg Morris
Dr Marten Munekke
Moira Lewis
Dr Amanda Scott
Mick Sharp
Deborah Smith
Associate Professor David Williams
Associate Professor Owen White

Thank you to our corporate supporters:

Cargo Apparel
Doran Printing
Ernie Kemplay Trio
Fiction Films
Integrity Mailing Solutions
Lincoln Flynn Graphic Design
Monet Press
RAPP/DDB Group

Thank you to all our 'friends':

Ambassadors:
Program Coordinators (respectively)
Peter Raymond and Peter Yates
Geoff Alexander
Anne Atkin
John Lewis
Moira Lewis
Shane Murphy
Angela Page
Peter Raymond
Karyn Spilberg
Andrew Suggett
Fred and Christine Van Ross

Media spokespeople:

Thank you to all those who shared their story, especially Jennifer Allison, for helping to create 'A message from Jennifer'.

And of course:

Our dedicated and amazing 48 Support Group Leaders

And special thanks to:

The hundreds of amazing volunteers who provided valuable assistance throughout the year - thank you - especially our long time office volunteer, Pam Fox. And also our corporate supporters whose staff generously volunteered their time to assist.

And a big thank you to:

All our wonderful fundraisers and supporters who do so much to raise funds for us and who enhance our day to day efforts.

VIP Fundraisers:
Peter Curtin
The Diamond Family
Lucy Brown
Vanessa Humphrey
Linda Walsh
Sally Pittard
The Judge Family
Pauline McCulloch
Heather Jobling
Chris and Jo Boland
Joeanne Cassar
Richard McLoughlin
Adrian Dingey
Members of the Dartmouth Alpine Anglers Club
Members of the Handweavers and Spinners Guild of Victoria
And thanks to all our payroll givers!

And:

All participants of Walk in the Park, Run Melbourne, City 2 Sea, Channel Ten 1 Million Kilo Challenge, and XOSize Tri Series, especially the following who raised over $1000: Helen Wright; Kristen Robinson; David Willis; Kieran Ball; Julian Clarke; Pauline Mcculloch; Tom Speirs; Jason & Justine Vaisutis; Kathryn Read; Josephine Pope; Tanya Grausam; Kate Barsby; Angela Matkovic, Matthew Crute, Chris Eleftheriadis, Victoria Jones, Cheryl Jones, Brenden Judge, Judy Phelan, Indra Jury, Keoni Kidner, Barbara Lisa, Marino, Lisa Owens, Peter Raymond, Grant Riddell, Ann Robinson, Liliana Sanelli ,Karyn Spilberg, Lauren Tassell, Linda Vella, Paul Zajac.

We especially thank:

Those who generously gave or requested donations in lieu of gifts or flowers for special occasions and in memory of loved ones.

*Covers period 1 July 2011 – 30 June 2012. Unfortunately, due to the overwhelming number of supporters, we are unable to list them all here. Individual, corporate and organisational supporters are acknowledged throughout the year in our member newsletter Signpost.