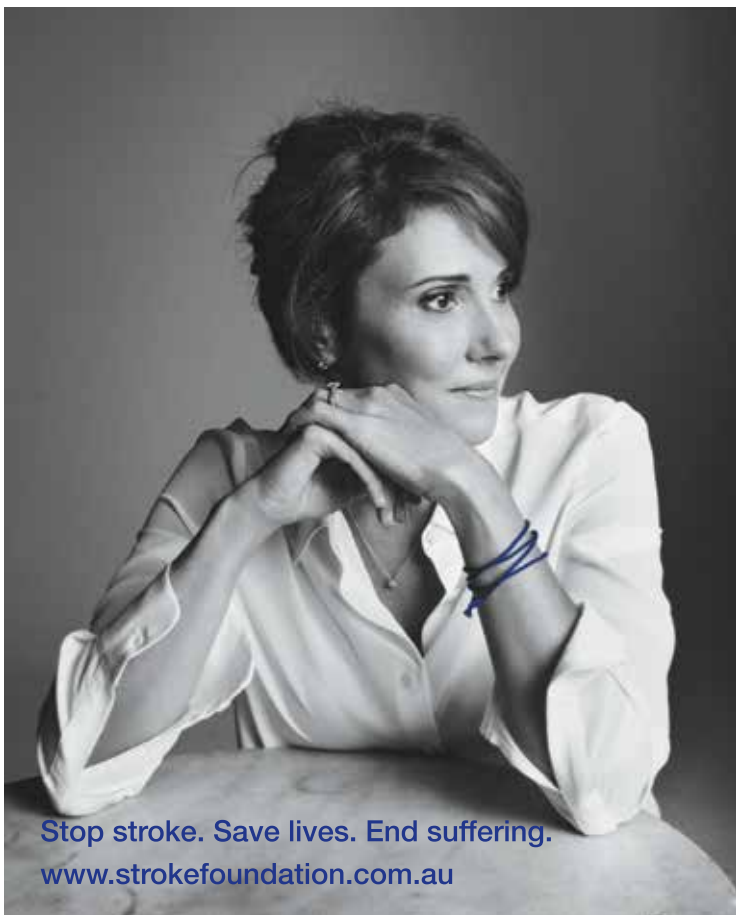




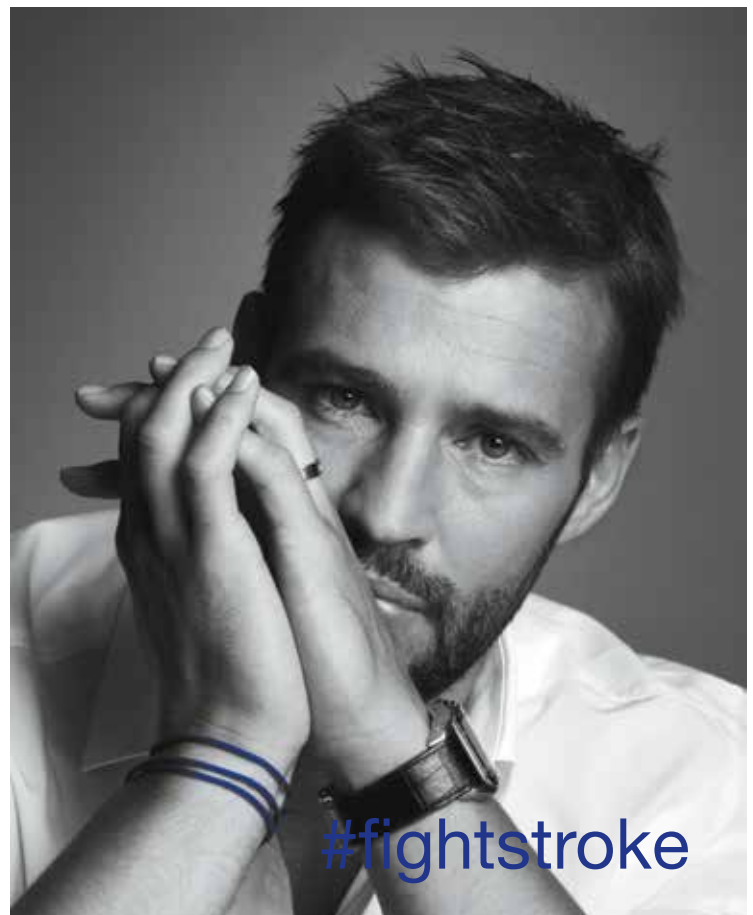
strokefoundation

# National Stroke Foundation

## Annual Review 2014



Stop stroke. Save lives. End suffering.  
[www.strokefoundation.com.au](http://www.strokefoundation.com.au)



#fightstroke

# Patrons and Board

## Patron-in-Chief

His Excellency  
Sir Peter Cosgrove  
AK MC (Retd)  
Governor General of  
the Commonwealth  
of Australia



## Patrons

Mr David Brownbill AM  
Sir Gustav Nossal AC  
Lady Southey AC

## Board

The honorary Board includes business, research, medical and consumer representatives.

## President

Professor Richard Larkins AO

## President-elect

Professor James Angus AO  
(appointed 26 September 2014)

## Vice Presidents

Ms Christina Tonkin  
Mr Paul Leeds

## Treasurer

Mr Paul Shanley

## Directors

Associate Professor Julie Bernhardt  
Dr Bruce Campbell (appointed 10 October 2014)  
Mr Michael Hill  
Professor Richard Lindley  
Ms Jennifer Muller (appointed 9 December 2014)  
Mr Ryan O'Hare  
Ms Dawn Oldham  
Professor Amanda Thrift (appointed 5 August 2014)  
Ms Irene Trethowan  
Ms Karen Vernon (appointed 9 December 2014)

## Chief Executive

Dr Erin Lalor

## Company Secretary

Mr John Buchanan

We would like to thank Her Excellency Ms Quentin Bryce AC for her service as Patron-in-Chief to the National Stroke Foundation from her appointment as Australian Governor General in 2010 until her retirement in March 2014.

## Clinical Council

Professor Richard Lindley, Chair  
Associate Professor Julie Bernhardt  
Dr Bruce Campbell  
Dr Tammy Hoffman  
Dr Timothy Kleinig  
Associate Professor Simon Koblar  
Professor Christopher Levi  
Dr Anne McCluskey  
Professor Sandy Middleton  
Dr Michael Pollack

## Consumer Council

Mr Michael Hill, Co-Chair  
Ms Dawn Oldham, Co-Chair (retired 9 December 2014)\*  
Ms Jennifer Muller Co-Chair (appointed 9 December 2014)\*  
Ms Karen Bayly  
Ms Brenda Booth  
Mr John Damrow  
Mr Richard Haley (appointed 27 August 2014)  
Ms Eleanor Horton  
Mr Jamie Hurst  
Ms Belinda Lister  
Mr Adrian O'Malley

## Finance, Investment and Risk Committee

Mr Paul Shanley, Chair  
Mr Peter Fekete  
Dr Erin Lalor  
Mr Ryan O'Hare (appointed 6 August 2014)\*  
Ms Dawn Oldham (retired 5 August 2014)\*  
Ms Irene Trethowan

## Governance and Nominations Committee

Professor Richard Larkins AO, Chair  
Ms Christina Tonkin  
Ms Irene Trethowan

## Research Advisory Committee

Associate Professor Julie Bernhardt, Chair  
Dr Erin Lalor  
Professor Christopher Levi  
Professor Richard Lindley  
Professor Amanda Thrift

## Auditors

RSM Bird Cameron

\*Omitted from print version, corrected May 2016

Front cover images clockwise from top left: James Tobin, Danielle Spencer, Kris Smith and Chris Bath photographed by Hugh Stewart for Marie Claire.

# From the President and Chief Executive



The year 2014 brought many highlights, challenges and rewards. As we moved into the second year of implementing our five-year Strategic Plan there was significant focus on planning for the organisation's future, re-affirming its direction, supporting its growth and ensuring we directed our efforts on the areas where they will have the greatest impact. 2015 will also bring a new President to lead the National Stroke Foundation into the future.

The National Stroke Foundation has achieved much in the past year. The prominence given to stroke in the media has increased, governments are more aware of the problem and increased funding for programs directed toward prevention of stroke, better care of people suffering stroke and better quality of care and support for stroke survivors and their families has been achieved. However, there is still more to be done.

The number of individuals and families impacted by stroke grows. Data we released in 2014 shows no community, no postcode is untouched by stroke and by 2050 the number of stroke survivors living in our communities will more than double to almost one million – unless action is taken.

We cannot take this action alone. The National Stroke Foundation is the voice of stroke in Australia, but we cannot overcome the significant burden stroke causes in Australia without the vital support of the community, health professionals and government. Together we can fight stroke and win.

In 2014 stroke gained unparalleled attention. The launch of Australia's Biggest Blood Pressure Check and the Stroke Solidarity String moved stroke into the limelight and the release of the *Stroke in Australia: No postcode untouched* report highlighted its impact to the community, media and government. Stroke is now ranked as a top 10 health issue of concern by Australians when just seven years ago it barely made the top 30.

This year we further strengthened the voice of survivors and their families with government, taking a group of stroke survivors to Federal Parliament where they talked to Government about their stories and the significant impact stroke has on their lives and the lives of others. They highlighted the huge gaps in care and support and the urgent need for action.

With the help of our wonderful supporters and volunteers in 2014 we moved closer to our mission of stopping stroke, saving lives and ending suffering. There were close to 100,000 generous supporters who joined us in the fight against stroke over the 12 months, by helping to fund our life saving programs.

As you will read it is because of the generosity of supporters we continue to:

- Deliver vital information about stroke prevention.
- Deliver critical information and support to stroke survivors, ensuring it is available at the right time and in the right way.
- Support the improvement of stroke care by developing systems and tools to monitor and improve care.
- Fund important research that will lead to improved care for people affected by stroke.
- Build strong partnerships which strengthen the impact of our work.

This report reflects our activities and achievements of 2014 according to our strategic priorities established in 2013. We look forward to building on these achievements with renewed focus in 2015.

In bringing 2014 to a close with this report we would like to thank our Board members, our staff and our supporters. Each one of you has played an important role in what has been achieved and the organisation looks forward to building on the strong foundations now established.

Professor Richard G. Larkins AO  
President

Dr Erin Lalor  
Chief Executive

"I would like to personally take this opportunity to sincerely thank outgoing Board President, Professor Richard G. Larkins AO and outgoing Board members Richard Lindley and Julie Bernhardt. It has been a pleasure and a privilege to work with you all over the years. You have helped guide the Foundation from its humble beginnings to a world leader in the voice of stroke. You have empowered us to help thousands of Australians and your legacy will be felt long into the organisation's future. Thank you."

Dr Erin Lalor

# Build profile/ raise awareness

## National Stroke Foundation in the media

National Stroke Foundation media activity during 2014 was unparalleled increasing 67 percent (from 2013 building further on an increase of 37 percent from 2012) with the Foundation's messages reaching more Australian's than ever before. The Foundation was well supported by media at national, state and local level generating 5,000 individual media mentions encompassing television, print, radio and online mediums.

A major achievement for the organisation was Channel Seven's 'The Morning Show' dedication to support of Australia's Biggest Blood Pressure Check. This was built on by the Stroke Solidarity String launch and feature in Marie Claire.

Other major media coverage for the National Stroke Foundation and stroke included:

- Australia's Biggest Blood Pressure Check/Stroke Solidarity String Launch - Seven News, Daily Edition, New Idea, Prevention, Women and Men's Health.
- Mindfood media partner for the Stroke Awards delivering a dedicated feature.
- Facing up to the *Stroke Challenge: No postcode untouched* report - 1,236 media mentions across television, print and radio with more than 470 individual mentions.

These major media activities were built on by more locally focused opportunities delivered via stroke week and community fundraisers, particularly during Stride for Stroke.

Building on this activity the Stroke Foundation has recruited a number of influential advocates to help spread the stop stroke message. These have included Amber Lawrence, Roger Ward and Maria Venuti AM.

In addition, the National Stroke Foundation's Fight Stroke campaign was recognised as a national finalist in the Australian Marketing Institute Awards Social Marketing category.

## National Stroke Week

The 12th annual National Stroke Week was held 8–14 September 2014 with a theme of 'Challenge stroke'. Across the country hundreds of participants took on their own challenge to raise awareness of stroke.

Challenges and activities took place around Australia during National Stroke Week including Know your numbers blood pressure checks, information displays, morning/afternoon teas and community education talks. For the first time fundraising also occurred with 25 registered fundraisers banking over \$11,000. More than 3,597 individuals and groups across Australia registered and received free resource packs to assist with their events. Stroke Week media activities focused on the challenge concept and profiling activities in local media resulting in 727 items.

## StrokeSafe Ambassadors

Today over 32,000 more Australians are aware of stroke and what can be done to prevent it thanks to National Stroke Foundation StrokeSafe Ambassadors. The National Stroke Foundation's 158 Ambassadors delivered 1,127 talks to professional and community groups during 2014.

The StrokeSafe Ambassador program is an initiative where committed volunteers undertake community based stroke awareness and education talks. The project is supported by funding from the Australian Government under the Chronic Disease Prevention and Service Improvement Fund.

## FAST

During 2014 Department of Health funded the National Stroke Foundation \$2 million to deliver the FAST campaign nationally. The campaign targeted 50+ year olds rolling out television, radio, digital, outdoor and wallet card advertisements.

During the campaign:

- More than 50 percent of the target audience was exposed to the advertisements on TV more than three times; the message reached a total audience of 19,547,000 over the age of 55.
- More than two million wallet cards were distributed through letterbox drops and other community activities.
- 413 people called StrokeLine for assistance, this was an increase of more than 100 people over the same period in 2013.



An evaluation following the campaign found there was a significant increase in the number of people 50+ nationally who could recall FAST in relation to stroke (39 percent). It also found the number of people who could recall one or more signs of stroke increased to 87 percent (up from 84 percent in 2011). The results of the FAST evaluation build on annual awareness survey results following each FAST campaign which shows increased levels of stroke awareness in the community each year.

Independent analysis of ambulance data also found there was a 6.8 percent increase in calls to ambulance for stroke across Australia (after adjusting for underlying trends) following the FAST campaign demonstrating the FAST message is getting through and saving lives.

## Digital 2014

The year focused on building foundations in the digital space with large digital projects including *enableme*, AusDaT and the health professional portal commencing and several smaller ones undertaken.

The Stroke Foundation website had a very successful year with over 600,000 unique visitors looking at over 1.7 million pages.

Social media had a great year, especially Facebook which had huge growth to over 10,800 likes largely due to the FAST campaign and an active and engaged community.

# Stroke a top 10 health issue

Australians now rank stroke as the seventh health issue of concern (Colmar Brunton, 2014). This is a huge step, when just seven years ago it was ranked 29th. This achievement is testament to the National Stroke Foundation's commitment to raising stroke awareness in the community.

## Australia's Biggest Blood Pressure Check/Stroke Solidarity String Launch

Australia's Biggest Blood Pressure Check was held around Australia on 2 April in partnership with our retail partner Chemmart Pharmacy and Stroke Solidarity String partner Macquarie Life. The event primarily involved free health checks at outdoor sites in capital cities and Chemmart Pharmacies nationally. Free health checks were also available to staff at Australia Post and Macquarie Bank.

Channel Seven dedicated an edition of The Morning Show to the event. The show was broadcast live from Martin Place and also had reporters at six of the other activation sites included in the broadcast.

The day finished with a cocktail reception at the Ocean Room restaurant in Sydney to officially launch the Stroke Solidarity String, the international stroke symbol. Celebrity supporters, corporate partners and other key supporters of the National Stroke Foundation came together to celebrate the success of the day.

More than 10,000 blood pressure checks were carried out across Australia on the day. The estimated reach of the campaign was around nine million people.

Exposure for the National Stroke Foundation and stroke was also significant in social media. @Strokefdn and #fightstroke trended in Australia on the day.



# 2/3

## Engaging audiences and Focused program delivery

The National Stroke Foundation is the voice of stroke in Australia and works collaboratively and in partnership with stroke survivors, carers and health professionals. We are working towards a world free from disability and suffering caused by stroke. To do this we know how important it is to work with others to make things better.

Key to our work are the Consumer and Clinical Councils. The Councils' members are committed and dedicated volunteers who bring the perspective of consumers and health professionals to the Foundation.

### Consumer engagement strategy

In 2014 the National Stroke Foundation formalised its commitment to engaging with stroke survivors and carers. The Board approved a Consumer Engagement Strategy which will be implemented from 2015. It contains five goals to help us strengthen our ability to work appropriately and effectively with consumers to benefit survivors, carers and National Stroke Foundation:

1. The Stroke Foundation understands and meets the needs of diverse groups of consumers.
2. Consumers are supported to contribute to the Foundation's advocacy role and work to build the case for stroke support.
3. We listen to, investigate and monitor consumer needs so we can target our work.
4. The National Stroke Foundation reaches more consumers and is accessed by more consumers.
5. Build appropriate, successful and responsible relationships with consumers.

This strategy will build on and strengthen the way we work with all our stakeholders now and into the future.

### Know your numbers

More than 200,000 Queensland and New South Wales residents are better aware of their stroke risk thanks to Know your numbers health checks, double the amount delivered in 2013. Free blood pressure, cardiovascular and diabetes risk assessments were carried out in 1,482 pharmacies (750 in NSW, 640 in QLD), community health centres, hospitals and other locations as part of Know your numbers in 2014.

Around 27 percent of people checked had high blood pressure and many didn't know it, clearly demonstrating the value in the prevention initiative and it's impact in the community.

Know your numbers is delivered with the support of state governments and the Pharmacy Guild.

### *enableme*

*enableme* is a new, innovative and world-leading online resource that will deliver the 'how' of life after stroke. Developed throughout 2014 in partnership with the Bupa Health Foundation it features information, resources and interactive tools to enable stroke survivors and their carers to research topics, to set goals and to celebrate achievements. The website also connects stroke survivors and carers to each other, delivering a safe place to share their experiences, tips and techniques. *enableme* will empower stroke survivors and carers to take control of their recovery.

*enableme* was developed with and for stroke survivors and their carers. Stroke survivors and carers have been involved throughout its design and development, telling and showing what they want in the resource and what they would need to be able to use it effectively. *enableme* is set to be launched in 2015.

### My Stroke Journey

More stroke survivors than ever before are receiving education and support in their treatment and recovery journey thanks to My Stroke Journey. My Stroke Journey is now being distributed by health professionals at 126 hospital sites. Around 14,000 packs were distributed to stroke survivors and their carers during the year providing vital information and linking people with ongoing support through StrokeConnect.

During the year we consulted with health professionals distributing My Stroke Journey to identify ways its implementation could be strengthened and to help inform future initiatives. We found health professionals rate the resource highly recognising its educational benefits to patients, their families and hospital staff.

## Consumer forums

The National Stroke Foundation hosted two forums during the year bringing together more than 80 participants including stroke survivors, carers, health professionals, health information providers, researchers and academics. The forums asked what stroke survivors and carers need throughout their treatment, rehabilitation and recovery ensuring the National Stroke Foundation continues to advocate for and deliver services and supports to best meet the needs of the community.

## StrokeLine

StrokeLine provides important advice on stroke prevention, treatment, rehabilitation and recovery to stroke survivors, their carers, family members, the general public and health professionals. During 2014 StrokeLine responded to 3,000 individual enquiries by phone, email and social media, providing vital information and advice, support and referrals.

During 2014 the National Stroke Foundation conducted an evaluation of StrokeLine to ensure it best met the needs of the community. The evaluation found there was a high level of satisfaction with the service. 93 percent of surveyed respondents saying they would recommend it to others.

One respondent said, "The staff member was helpful beyond my expectations and the literature she sent me will be so valuable. I wish I had been put onto the Stroke Foundation when it first happened."

## eStroke/health professional portal

eStroke continues to deliver the most relevant, evidence-based, peer-reviewed, educational training modules for health professionals in a convenient and immediate platform. In 2014 the tool supported more than 17,000 health professionals with more than 2,600 modules completed. There was an increased focus on creating video content; tailoring content to best meet the needs of users. Looking to the future a review of the existing tool was taken with a view to create a more effective, centralised health professional portal. The portal will bring together the clinical guidelines, audit data and quality improvement activities with training and resources. A three-year plan has been developed to support the development of this exciting new platform moving eStroke into the future.

## Stroke support groups

Sometimes the greatest comfort can be found in talking to and being with others who have had a similar experience. The National Stroke Foundation recognises stroke support groups play a vital role in helping stroke survivors move forward with their lives. Because of this we offer support to more than 72 community groups strengthening already existing groups in the community and assist survivors in the process of establishing new groups, with an additional 16 run by the National Stroke Foundation itself.

## Amber Lawrence strides for stroke

Country music superstar Amber Lawrence swapped her heels for sneakers in November as part of Stride for Stroke in aid of the National Stroke Foundation.

Amber, pictured here with her brother Adam, strode 100 kilometres during the month in honour of her father. Amber's father was an active surf-lifesaver when at aged 40 he was struck down by stroke.



"I have witnessed first hand the devastation stroke causes to families – and wish to help raise awareness that prevention of stroke is possible, to help families avoid the hardship we all went through when my dad suffered a major stroke," Amber said.

“ It had a profound impact on me, our family and our friends and I want to do what I can to prevent others from that pain. ”

## Addressing diverse stroke needs

The National Stroke Foundation is continuing in its commitment to address the stroke needs of Aboriginal and Torres Strait Islander people and those from culturally and linguistically diverse backgrounds.

In 2014 a cultural diversity audit of the Stroke Foundation was conducted by an external consultant. This was an intense process. The audit looked at current resources, support, skills and understandings within the organisation and will recommend actions to help the organisation begin to address the stroke needs of Aboriginal and Torres Strait Islander people and those from culturally and linguistically diverse backgrounds. The learnings and suggested actions from the audit will be reviewed and begin implementation in 2015.



## Volunteer strategy

Volunteers make valuable contributions of their time, skills and commitment to the National Stroke Foundation. During 2014 the organisation developed a strategy to clarify and strengthen the organisation's approach to volunteers through working towards three priority goals: to grow culture, to build capacity and to increase integration.

The purpose of volunteer engagement at the National Stroke Foundation is twofold: to increase capacity of the organisation and for volunteers to be engaged as an active part of achieving our mission. The cumulative effect of these two elements is to enhance the impact the Foundation can have in working towards its mission. This strategy is being rolled out in 2015.

## FAST Pilot program – Warrnambool and Wagga Wagga

The Regional FAST pilot program continued in 2014 engaging with local communities to discover best ways to deliver and reinforce the FAST message in regional centres. The 18-month pilot project was delivered in Warrnambool and Wagga Wagga with significant funding support from the Ian Potter Foundation.

Local FAST champions were recruited, volunteering to assist the National Stroke Foundation in spreading the FAST message throughout the community. A regional tool kit was also developed, including resources such as posters, wallet cards, a DVD, bookmarks and stroke related pamphlets. These kits were delivered to community groups, business and local health services throughout the year. The pilot program continued until early 2015.

## Stroke Awards 2014

The 2014 Stroke Awards recognised health professionals, carers, stroke survivors and volunteers who have shown outstanding dedication and commitment in the area of stroke.

There are many unsung heroes of stroke: people whose hard work and compassion make life for people after stroke more bearable and whose lives are dedicated to improving and preserving dignity, wellbeing and quality of life for themselves, their families and the broader community. The National Stroke Foundation's Stroke Awards program is an opportunity to celebrate these ever-inspiring achievements in the community.

In 2014 we added two new award categories recognising creative and fundraising pursuits in addition to the traditional 'Stroke Care Champion' award (in conjunction with the Stroke Society of Australasia) and 'Improving Life After Stroke' award. In total, there were 72 entries in this year's awards. All were of an extremely high calibre.

Winners were:

**Stroke Care Champion Award** (in conjunction with the Stroke Society of Australasia): Kelly Gerrard

**Improving Life After Stroke Award:** Jayson Killick

**Creative Award:** Barbara Gabogrecan

**Fundraiser of the Year Award:** Dan England

## William Lo

Three-years ago, whilst studying for his HSC William suffered a devastating stroke. The stroke left William wheelchair bound requiring life-threatening brain surgery and extensive rehabilitation.

"I am one of the 440,000 Australians who is living with stroke. Not many people know that a stroke occurs every 10 minutes and can instantly change lives, at any time and at any age," he said.



“ While I continue to seek new forms of rehab beneficial to my recovery and raise awareness of the impact of stroke, I can honestly say I would not be here without the help of the Stroke Foundation and the medical community. ”

## Research strategy

In 2014 we continued to invest in research awarding more than 25 researchers with funds to undertake stroke related projects.

A key piece of work was the review of the research strategy for the next three years. This included an evaluation of the research program activities over the past six years, interviews with key research opinion leaders, consideration of how similar organisations manage their research objectives and a workshop with Foundation staff and researchers from diverse disciplines and research interests. We also surveyed consumers to understand their views on research priorities with input from the Stroke Foundation Consumer Council.

This work has resulted in a new research strategy which will continue to fund research programs and awards (e.g. post-doctoral fellowships, PhDs) and build strong partnerships to improve research outcomes. It also aims to leverage all Stroke Foundation activities to deliver better outcomes for stroke through research.



# 4

## Consolidate and grow revenue

The National Stroke Foundation aims to stop stroke, save lives and end suffering but we cannot achieve this mission alone. With the help of our wonderful supporters and volunteers in 2014 the organisation has moved closer to its goal.

In the past 12 months there were close to 100,000 generous supporters who joined us in the fight against stroke by helping to fund our life saving programs. Thank you. Because of you we could:

- Deliver vital information about stroke prevention.
- Deliver critical information and support to stroke survivors, ensuring it is available at the right time and in the right way.
- Support the improvement of stroke care by developing systems and tools to monitor and improve care.
- Fund important research that will lead to improved care for people affected by stroke.
- Build strong partnerships which strengthen the impact of our work.

We want to express our sincere thanks to all who gave their time, expertise and support to the Stroke Foundation in 2014. Together we can fight stroke and win.

### Corporate

By partnering with like-minded organisations the National Stroke Foundation was able to further its mission through the delivery of important programs and campaigns to the community. Highlights included Australia's Biggest Blood Pressure Check, including partnering with Chemmart Pharmacy and amazing support from Bayer Australia and Omron to deliver the activity. Macquarie Life also supported Australia's Biggest Blood Pressure Check and was the founding partner in the launch of the Stroke Solidarity String. We have secured a partnership with Chemmart Pharmacy to deliver Australia's Biggest Blood Pressure Check for a second year in 2015.

In addition a new education resource helping those living with atrial fibrillation was completed with BMS and Pfizer Alliance. Melbourne Textile Recycling helped to deliver millions of clothing bags with FAST messaging along with FAST wallet cards to people's letter boxes and consumer forums were delivered with the support

of Bayer. We also secured a major financial partnership with Boehringer Ingelheim for the health professional portal and funding from nib foundation to roll out My Stroke Journey in New South Wales.

We sincerely thank all our sponsors and corporate partners for their support in 2014 and look forward to a long and mutually beneficial partnership in years to come.

### Partners include:

Alamay Pty Ltd	Macquarie Life
Bayer Australia Ltd	Melbourne Textile Recycling
BMS and Pfizer Alliance	Melbourne Pathology
Boehringer Ingelheim	Omron Healthcare
Bupa Health Foundation	Pitcher Partners
CCPE Real Estate	RACV Community Foundation
Channel 7	Shave Human Resources
Charities Aid Foundation	Standard Solar
Chemmart Pharmacy	Tempus Wealth
Coreprint	Wealthplan
Count Financial Limited	
J.J. Richards & Sons Pty Ltd	

### First Hour

In 2014 the National Stroke Foundation piloted a new corporate donation initiative titled First Hour. The campaign recognised the importance of time in treating stroke and encouraged corporate partners to provide employees with the opportunity to donate their first hour of work, one hour of pay to the National Stroke Foundation to help in its mission to stop stroke, save lives and end suffering. The pilot campaign was taken up by 20 workplaces and the National Stroke Foundation will roll out the initiative in full during 2015.



# Events 2014

## Stride for Stroke

During November 2014, 280 amazing individuals took up the challenge to Stride for Stroke. The aim was to get fit, have fun and raise much needed funds and awareness for the fight against stroke. Collectively, the team strode over sixteen thousand kilometres and raised a sensational \$64,000 towards the National Stroke Foundation's important work. Participants were encouraged to sign up and pledge their kilometre target and spend the month of November pounding the pavement.

## Brushstrokes

Brushstrokes, a Food for Thought event, took place during National Stroke Week on Wednesday 10 September with a brand new theme and artistic feel. As per previous years, seven fabulous chefs donated their time on the night to cook a seasonal shared menu impressing guests with dishes such as miso salmon, slow cooked lamb and crispy pork with barley risotto.

In attendance were over 250 guests including Chris Bath, Sarah Murdoch, Edwina McCann and a myriad of media and celebs. On display were over 34 pieces of Australian and international artworks which had been donated for the evening creating a beautiful one night only pop-up gallery. Chris Bath hosted the evening keeping guests thoroughly entertained. A surprise show by speed painter Brad Blaze wowed guests painting portraits of Sarah Murdoch, Pink and John Lennon on stage in under three minutes each.

*Below, left to right: Chris Bath, Joe Grbac, Scott Pickett, Sarah Murdoch, Michael Moore, (guest chef), Julia Taylor and Alice Zaslavsky at the art-inspired Brushstrokes gala event in Sydney.*

## Betty & Gerhard Bohn

Gerhard lost his mother to a massive stroke one Christmas day. So when he learned his wife Betty had suffered a stroke he feared the worst. Thankfully, Betty was diagnosed quickly and received the best treatment, care and rehabilitation. Still, her stroke has left her with lasting impairments.



Both Betty and Gerhard from Launceston have included a gift to the National Stroke Foundation in their wills.

“ We don't want others to go through the pain and suffering we have.

”



## Gifts in Wills

During 2014 we learnt, once again, more than 100 of our most thoughtful supporters had made the generous decision to include a gift to the Stroke Foundation in their Wills.

Every gift in Will we receive, no matter its size, makes a vital contribution towards reducing the devastating impact stroke has on Australians and their families. The Stroke Foundation was fortunate to receive gifts from the following wonderful supporters who thoughtfully included gifts in their Wills before they sadly passed away:

George Baldwin  
Nola Bren  
Verella Butcher  
Susan Carr  
Leslie Donchi  
John Edwards  
Reginald Geary  
Alexander Gillanders  
Lawrence Glover  
William Greer  
Jean Guiver  
Bruce Handby  
Kathleen Howard  
Margery Howse  
Marjorie Jackson  
Marjorie Jenkins  
Coral Jones  
Zoltan Kovacs  
Keith Little  
Ida Maffett  
Violet Marshman  
Leslie Maurer  
Margaret McKenzie  
Annette McWaters  
Barbara Meerkin  
Eileen Olsen  
Margaret Pearce  
Charles Pritchard  
Sophie Reitter  
Lesley Rothschild  
Madeleine Sayers  
Sheila Stott  
Robyn Swanson  
James Wells  
Percival Whitmee  
Brian Williams  
Dorothy Wood

## Major Gifts, Trusts & Foundations

Each donation we receive helps the National Stroke Foundation to stop stroke, save lives and end suffering. We are particularly grateful for the following supporters who came together with us to Fight Stroke:

Mrs Rita Andre  
Mr & Mrs AC & ML Archibald  
Mrs Judy Bentwood  
Mr Stephen Broadhead  
Mrs & Mr Barbara & Ian Butler  
Mrs BM Dungavell  
Mrs Beverly Fairlie  
Miss Jane Farrell  
Mr & Mrs David Fry  
Mr & Mrs Giorgio & Dianne Gjergja  
Mr Joseph Glover  
Ms Jean Grierson  
Dr Michael Gronow  
Mr & Mrs Bill & Alison Hayward  
Ms Jessica Hore  
Mr & Mrs Keith and Maureen Kerridge  
Mrs Marianne Kloss  
Pat La Manna OAM Cancer/Stroke Research Legacy  
Ms Mary (Dora) O'Sullivan  
Mr Guiseppe Raccuia  
Ms Jill Ross-Perrier  
Mr Bruce Saint  
Mrs Doreen Scott  
Mrs Dianne Shakespeare  
Lady Southey AC  
Ms Jill Tilly  
Mr Ian Webster  
Dr Keith Wilkinson  
Australian Communities Foundation  
Baker Foundation  
Bell Charitable Fund  
Duchen Family Foundation Pty Ltd  
Equity Trustees  
Evans Family Foundation  
Gandel Philanthropy  
Geoff & Helen Handbury Foundation  
The Ian Potter Foundation  
Rob Meree Foundation  
O'Donohue Family Foundation  
Annie & John Paterson Foundation  
Henry Pollack Foundation  
Trust Company as part of Perpetual Ltd – The Fred P Archer Charitable Trust  
Wheatley Family Foundation

## Fight Stroke

The National Stroke Foundation's community advocacy campaign continued to grow in 2014 as we seek Federal Government funding for targeted stroke programs. By the end of 2014 there were more than 11,000 committed supporters signed up to the campaign. Campaigners took part in significant activities throughout the year, helping to raise the profile of stroke in Government and the broader community.

A highlight of the year was a visit to Parliament House by a group of 10 survivors and carers who shared their stories with a number of Federal Members of Parliament, Ministers and ministerial advisers.

Building on this activity stroke survivor Luke Webb took the Fight Stroke message to Federal Parliament, cycling from Goulburn to Canberra to present a list of fellow Fight Stroke supporter names to his local Member of Parliament Jason Clare. Mr Clare tabled the list of names in Parliament, delivering a strong speech in support of Fight Stroke, recognising Luke and the National Stroke Foundation.

## National Stroke Audit: Post-Acute Audit

The *National Stroke Audit Rehabilitation Services Report 2014*, released by the National Stroke Foundation measured, for the first time, hospital rehabilitation services performance against the *National Rehabilitation Services Framework* released in 2013. The Framework sets out nationally consistent principles, essential elements and models for best practice stroke rehabilitation care.

This was the largest stroke rehabilitation audit ever conducted in Australia with 3,081 individual cases audited. The Report contained results from an audit of 111 Australian hospitals including 96 public and 15 private sites.

The results were mixed with some positive performances against key elements of the Framework and others clearly requiring some focused effort for improvement. It was particularly pleasing to see acute and rehabilitation teams within hospitals were working together from the outset of admission to support patients (61 percent). However, the lack of systems in place to support patients' transition home and life activities was very

concerning. Just 26 hospitals reported having systems for follow-up or the transfer of care once a patient went home and less than half of hospitals reported providing support and education to patients and carers in support of returning home.

## No postcode untouched

The National Stroke Foundation released a report detailing the devastating impact of stroke across Australian cities and towns as well as projections of stroke's impact in 2050 should no government action be taken. Developed with the assistance of Deloitte Economics, *Stroke in Australia: No postcode untouched* provided the first localised (by federal electorate) figures on the incidence, prevalence and stroke risk factors allowing us to demonstrate the disease's true impact on the community.

Key facts included:

- There were more than 51,000 strokes in Australia in 2014. This equates to one stroke every ten minutes or almost 1,000 per week.
- If nothing is done to curb the impact of stroke it is estimated there will be almost one million stroke survivors living in Australia by 2050.
- Stroke impact is spread across all 150 Australian federal electorates with no area free of significant stroke burden.
- South Australia and Tasmania were the states to experience the greatest burden with the highest number of people at risk and stroke survivors in the community per head of population.

## Australian stroke risk

*Stroke in Australia: No postcode untouched* was launched at Parliament House by Assistant Health Minister Fiona Nash and Shadow Health Minister Catherine King MP. Stroke survivor William Lo also spoke at the launch.

The release of this report generated almost 3,000 media mentions across the country reaching an audience of more than 15 million people and resulted in significant traffic to an interactive website that was developed to support its release.

## The Australian Stroke Data Tool (AuSDaT)

National Stroke Foundation is working with the Australian Clinical Stroke Registry (AuSCR), the Data and Quality working group of the Australian Stroke Coalition (ASC) and



other national and international programs to enhance the application and delivery of stroke data collection and quality improvement in stroke care. AuSDaT will deliver an electronic management web tool that harmonises the collection and use of high quality and standardised data for patients hospitalised with stroke or transient ischaemic attack (TIA), in order to inform, monitor and improve pre-hospital, acute and rehabilitative care and outcomes for patients.

The specific benefits the new tool will bring to stroke teams and hospital clinicians include the capacity to focus on local performance monitoring to drive quality improvement and real-time web-based reporting of data so they can effectively assess how their performance adheres to the National Stroke Foundation's Clinical Guidelines. Initial steps have been completed and AuSDaT will be further developed in 2015.

## Organisational advocacy development

Work to develop advocacy skills, capacity and culture across the organisation continued throughout 2014 with training focusing on developing Executive Officers' capacity in state offices. Training and support was provided throughout the year with priority given to strategy development, stakeholder mapping and messaging and meeting presentation skills.

## International voice

The National Stroke Foundation is actively involved in amplifying the global voice for stroke. Dr Erin Lalor is chair of the World Stroke Campaign which aims to increase awareness of the causes of and signs of stroke, sending a unified message across the globe that many strokes are preventable, treatable and beatable. In addition, the Foundation provides expertise and experience into the development of international stroke guidelines and establishing and growing stroke support organisations throughout the globe.

## Alliances

The National Stroke Foundation is a member of a range of advocacy and policy alliances that align and assist in furthering our mission to stop stroke, save lives and end suffering including:

### National Vascular Disease Prevention Alliance

With Diabetes Australia, Kidney Health Australia and National Heart Foundation of Australia, National Stroke Foundation has been working to promote an integrated health check in primary care which would include AUSDRISK (+/- blood glucose tests), chronic kidney disease tests and an absolute cardiovascular disease assessment. Significant traction was made with parliamentary advocates for an integrated health check in 2014 notably Dr Andrew Southcott MP spoke regarding the benefits of such a check in primary care.

### Australian Chronic Disease Prevention Alliance

The ACDPA consisting of Cancer Council Australia, Diabetes Australia, Kidney Health Australia, National Heart Foundation of Australia and National Stroke Foundation worked with consumer and public health groups over several years to campaign for the establishment of the Health Star Rating System and worked with the government processes to

establish the system. This work culminated in 2014 with the introduction of a voluntary front-of-pack food labelling system which will be phased in over five years and reviewed after two years.

## National Aged Care Alliance

The National Aged Care Alliance is a representative body of peak national organisations in aged care including consumer groups, providers, unions and health professionals. National Stroke Foundation works with other members of the Alliance to determine a more positive future for aged care in Australia. A large area of focus for the Alliance in 2014 has been the progressive implementation of significant federal government aged care reform.

## National Physical Activity Alliance

In 2014 the National Stroke Foundation joined with 10 other organisations to form the National Physical Activity Alliance. The Alliance has a commitment to reduce Australia's alarming rates of chronic disease through access to appropriate evidence-based physical activity and lifestyle modification programs.

National Stroke Foundation also joined Recognise Health in 2014 an initiative of the Lowitja Institute to promote understanding of the important link between health and wellbeing and constitutional recognition of Aboriginal and Torres Strait Islander people. The initiative has brought together a coalition of more than 100 non-government organisations across the Australian health system. With their particular perspective of health these organisations have signed a statement in support of constitutional change. The Institute is working closely with Recognise, the people's movement to recognise Aboriginal and Torres Strait Islander peoples in the Australian Constitution.

## Submissions

In addition to work through our alliances the National Stroke Foundation contributed 14 individual submissions to varying consultation processes in 2014. These included our joint federal budget submission with the National Heart Foundation of Australia, three submissions to the Department of Social Security regarding changes to the welfare system, Commonwealth Home Support System and the interface between the NDIS and health system. Also two submissions to Federal Parliament Senate committees, one relating to the Senate Community Affairs Committee's inquiry into speech pathology services and one to the Senate Select Committee on Health inquiry into health policy, administration and expenditure.

Addressing stroke clinical care, the Stroke Foundation contributed to the Australian Commission on Safety and Quality in Healthcare's Consultation on Draft Clinical Care Standard for Stroke, supported the South Australian Stroke Clinical Network's submission to the Transforming Health Green Paper and provided comment on the University of Canberra Public Hospital planning process.

We also provided comment to the Queensland Government on a proposal to address e-cigarettes.

## 6

## Build a nationally sustainable organisation

2014 saw the review and renewed focus on the five-year Strategic Plan and organisational structure developed in 2012. There was significant focus on planning for the organisation's future directions including its growth, programs and building efficiencies. Work continued on establishing and implementing frameworks, systems and processes to support the National Stroke Foundation becoming a nationally sustainable organisation.

A review of finance policies and procedures was carried out to ensure appropriate internal controls were in place as the organisation grows and financial management becomes more complex.

### Framework implementation

Moving to a new structure in recent years has meant looking at new cross-organisational opportunities and the implementation of frameworks to support this.

This included commencing cross-organisational planning around the 14 key programs set out in the reviewed Strategic Plan, developing three-year plans and budgets. Works will continue on this into 2015.

Frameworks established in 2013 around stakeholder engagement and organisational performance monitoring and reporting, program development and evaluation were implemented. A Performance and Evaluation team was established to work across the organisation to ensure Stroke Foundation programs and activities are evidence-based, high quality, efficient and effective to help build a nationally sustainable organisation furthering its mission to stop stroke, save lives and end suffering.

### Environment

National Stroke Foundation undertook significant works to ensure the organisation's environment supported its activities and directions now and into the future. This included a review of physical office space and the Information and communication technology environment.

During 2014 a review of the Melbourne office space was also conducted and renovations carried out to cater for organisational growth requirements into the future. Review of state office space will continue into 2015 as growth of the states continues.

### National organisation

During 2014 an office was established in the Australian Capital Territory (ACT) reflecting the organisation's increasing focus on advocating for improved stroke treatment and care as we moved into the second year of the Strategic Plan. The National Stroke Foundation has had a long standing presence in the nation's capital, however the establishment of an office cemented its commitment to taking the stroke message to our national representatives furthering our mission to stop stroke, save lives and end suffering. The new ACT office builds on branches already established in New South Wales, Queensland, Western Australia, Tasmania and on the national office in Melbourne.

State branches enable the Foundation to best represent the state of stroke in those communities and nationally. All are staffed by local National Stroke Foundation team members who are focused on the needs of their state.

### People and culture

National Stroke Foundation is committed to attracting high quality people, retaining these people and ensuring staff are happy and highly engaged in our mission. In 2014 the Foundation furthered this commitment through a range of activities.

In keeping with the above and the National Stroke Foundation's Strategic Plan recruitment was moved in-house during 2014, helping the organisation to build a tailored workforce focused on the Foundation's mission.

Staff engagement and retention was also a focus. During 2014 education and implantation of the organisations values continued: Courage, Excellence, Compassion, Integrity and Leadership (CECIL). CECIL is reflected in the organisation, its people and aspirations.

Building on CECIL the leadership development program, Hardwired Humans, has continued rolling out to people-managers. This program delivers people strategies based on human instincts. Hardwired Humans explains how the instincts which served humans over the generations are reflected in workplaces and how we can use nature to build successful organisations and develop effective leaders.

The organisation has had significant success with its engagement activities over 2014. The team is better connected and stronger reflecting this new approach.

# Financial performance

Financial performance	2014 (\$'000)	2013 (\$'000)	2012 (\$'000)	2011 (\$'000)
<b>Revenue</b>				
Community support - non-bequests	8,445	8,598	8,601	8,557
Community support - bequests*	1,021	12,083	1,001	477
Government support	5,568	4,528	3,523	2,451
Corporate, trust and foundation support	1,645	686	439	42
Product merchandise	71	31	34	37
Interest	335	130	134	84
<b>Total revenue</b>	<b>17,094</b>	<b>26,056</b>	<b>13,732</b>	<b>11,648</b>
<b>Expenses</b>				
Programs and operations	9,552	7,666	6,650	4,933
Income development**	4,980	5,321	4,345	4,391
Governance and sustainability	1,240	1,120	1,347	1,291
Research	575	480	450	409
Advocacy	471	357	240	–
<b>Total expenses</b>	<b>16,818</b>	<b>14,944</b>	<b>13,032</b>	<b>11,024</b>
<b>Surplus from ordinary operations</b>	<b>276</b>	<b>11,112</b>	<b>700</b>	<b>624</b>
Gain/(loss) on restatement of investments to fair value	340	803	369	(526)
Other investment income	816	298	232	356
<b>Total other</b>	<b>1,156</b>	<b>1,101</b>	<b>601</b>	<b>(170)</b>
<b>Net surplus</b>	<b>1,432</b>	<b>12,213</b>	<b>1,301</b>	<b>454</b>
<b>Financial position</b>				
<b>Assets</b>				
Cash and cash equivalents	6,017	7,440	5,239	3,393
Trade and other receivables	428	403	478	266
Inventory	5	11	6	6
Financial assets at fair value*	16,450	15,722	3,958	3,366
Plant and equipment	350	198	273	269
Intangibles	293	–	–	–
<b>Total assets</b>	<b>23,543</b>	<b>23,774</b>	<b>9,954</b>	<b>7,300</b>
<b>Liabilities</b>				
Payables	1,158	851	868	727
Provisions	1,647	3,617	1,993	763
Lease liability	–	–	–	18
<b>Total liabilities</b>	<b>2,805</b>	<b>4,468</b>	<b>2,861</b>	<b>1,508</b>
<b>Total equity</b>	<b>20,738</b>	<b>19,306</b>	<b>7,093</b>	<b>5,792</b>
<b>Ratios</b>				
Direct fundraising expenditure to income ***	15.4%	10.8%	17.1%	21.2%
Administration expenditure to income	6.9%	4.2%	9.6%	10.4%
<b>Normalised 2013 ratios (excluding significant bequests)</b>				
Direct fundraising expenditure to income ***		18.6%		
Administration expenditure to income		7.2%		

## Notes

\* A significant bequest that included a parcel of securities (\$10.9 million) was bequeathed to the Foundation during 2013

\*\* Includes major developmental investment into a donor acquisition program

\*\*\* Does not include expenditure associated with major developmental investment

These figures have been drawn from audited accounts of the National Stroke Foundation. Annual accounts are approved by the Board at Annual General Meetings.

# Special thanks to

## Chris Bath

Chris Bath, pictured on our cover, became an advocate for the National Stroke Foundation in 2014 after witnessing the devastating impact of stroke on her family. She bravely interviewed her father Don about his stroke on the Seven Network's Sunday Night program. Since then she has worked tirelessly to help raise awareness and prevent strokes. This has included Australia's Biggest Blood Pressure Check and the launch of the Stroke Solidarity String. She has joined the fight because she wants to see the Federal Government do more and is urging all Australians to get their blood pressure checked.

Chris is one of Australia's most loved journalists, with more than 25 years experience. She is the host of Sunday Night, Channel Seven's flagship news and public affairs program and also reports for the show.

“ Despite the impact stroke is having on Australians, not enough of us know how to prevent it. Let's unite together to Fight Stroke. ”



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