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As the national peak body for dementia, Dementia Australia is committed to ensuring this annual report has been designed with dementia-friendly and accessibility principles as a priority.

NATIONAL DEMENTIA HELPLINE 1800 100 500

Email | Live chat | Personal or professional referrals

Find us online dementia.org.au



















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ACKNOWLEDGMENT OF COUNTRY



Dementia Australia acknowledges the Traditional Owners of Country throughout Australia and recognises their continuing connection to lands, waters and communities. We pay our respect to Elders past and present, and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

ARTWORK BY LYNETTE ELLIS, AMOONGUNA COMMUNITY, ALICE SPRINGS. THIS WORK WAS CREATED AS PART OF A DEMENTIA-FRIENDLY COMMUNITIES PROJECT AND TELLS THE STORY OF A MAN WHO IS EXPERIENCING DEMENTIA.

On the cover

EILEEN TAYLOR, DEMENTIA ADVOCATE AND FORMER DEMENTIA AUSTRALIA ADVISORY COMMITTEE VICE CHAIR WITH HER HUSBAND DUBHGLAS AND ASSISTANCE DOG, HAMISH.

OUR STORY

About Dementia Australia

Founded by carers more than 40 years ago, today we are the national peak body for people impacted by dementia in Australia.

We are the source of trusted information, education and support services. By involving people living with dementia, their families and carers and striving to always include their experiences in our activities and decision-making, we make sure we are representative of the diverse range of dementia experiences across Australia. We amplify the voices of people impacted by all forms of dementia.

We advocate for positive change for people living with dementia, their families and carers. We provide support services, educate healthcare professionals and the aged care, disability workforces, and support vital research.



ABOVE: SCIENTIA PROFESSOR HENRY BRODATY AO, HONORARY MEDICAL ADVISOR, DEMENTIA AUSTRALIA WAS ACKNOWLEDGED FOR HIS LIFETIME SERVICE TO DEMENTIA AT THE 2024 AUSTRALIAN DEMENTIA RESEARCH FORUM, WHERE HE ACCEPTED HIS AWARD PRESENTED BY PROFESSOR GRAEME SAMUEL AC, CHAIR DEMENTIA AUSTRALIA RESEARCH FOUNDATION

OPPOSITE: DEMENTIA ADVOCATES JOHN QUINN AND HIS PARTNER GLENYS PETRIE AT THE QUEENSLAND PARLIAMENTARY FRIENDS OF DEMENTIA, 'ACTIVATING A DEMENTIA-FRIENDLY QUEENSLAND' EXHIBITION IN SEPTEMBER 2023.



OUR PURPOSE

To transform the experience of people impacted by dementia by elevating their voices and inspiring excellence in support and care, free from discrimination.



OUR VISION

An inclusive future where all people impacted by dementia receive the care and support they choose.



OUR VALUES

Diversity and Equality

Respect and Inclusiveness

Integrity and Accountability



WHAT IS DEMENTIA?

Dementia describes a collection of symptoms caused by disorders affecting the brain. It is not a normal part of ageing, and it isn't one specific disease.

Dementia can affect thinking, memory and behaviour; however no two people

experience dementia in the same way. Brain function is affected enough to interfere with someone's social or working life.

People with dementia often lead active and fulfilling lives for many years after their diagnosis.



More than

421,000

Australians are estimated to be **living with dementia**

Nearly 29,000

Australians are estimated to be living with younger onset dementia

Prevalence rates of dementia in **First Nations people** are

3-5 times

the rate for Australians overall

More than

1.6 million

people are involved in

the care of a person

living with dementia



and is the

second leading cause of death

in Australia



KEY ACHIEVEMENTS

Celebrating
25 years
of research

Dementia Australia through the Dementia Australia Research Foundation is a leading funder of dementia research. In 2024 we released **25 years of Impact - More Than a Cure** celebrating 25 years of research, 380 projects and \$31 million in grant investment.



Dementia
Australia
supported
44,604 Australians
impacted by dementia
across our services.



response to government consultation

Dementia Australia submitted
56 responses to government
consultations, all of which were
informed by the living experience of
people living with dementia and/or
their carers.

Virtual reality training program launched

In 2024 we launched our virtual reality training program, **D-Esc**, for de-escalating a behavioural emergency.

D-Esc is a Dementia Australia program created with support from The Rosemary Norman Foundation, Fitzpatrick Sykes Family Foundation, Navarra Care Foundation and Australian Communities Foundation through the HDR Australia Fund.

With the support of Dementia Training Australia and the Australian Government, the D-Esc workshop was delivered free to 6,500 eligible frontline health, aged care and disability professional participants.



ATTENDEES AT THE D-ESC LAUNCH EVENT IN SYDNEY EXPERIENCED THE NEW VIRTUAL REALITY TECHNOLOGY.



The technology is amazing. Right from the beginning of the training, you're immersed in it, you're right there."

LINDA, FACILITY MANAGER, ST VINCENT'S CARE HAWTHORN ON D-ESC

\$20.3 million achieved through fundraising

We were honoured to have the support of Australian donors and achieved **\$20.3 million** for support and research. This includes, for the first time, more than **\$2.2 million** in fundraising through the Memory Walk & Jog events.



DEMENTIA AUSTRALIA'S LOGO ON THE REIMAGINED LIVERY OF PATRON ALLAN MOFFAT OBE'S 1979 XC FEDERATION FALCON, FOR THE PENRITE OIL SANDOWN 500.

AN HONOUR TO LEAD

A message from our Chair

I am exceedingly proud and excited to be presenting my first annual report to our supporters and stakeholders.

It is an honour to lead an organisation of the stature and importance of Dementia Australia at this crucial time in its history. Through good governance, my Board colleagues and I will play our part to make sure that Dementia Australia remains a strong and sustainable organisation. The people who rely on our services and programs, now and in the future, expect and deserve no less.

Change has been a hallmark of the 2023–2024 reporting period. I pay tribute to the extraordinary contribution of my predecessor, Professor Graeme Samuel AC, as well as to Maree McCabe AM, who retired as CEO in April 2024.

mentary a of nital One brain

MERRAN KELSALL AO, CHAIR DEMENTIA AUSTRALIA AND SENATOR HELEN POLLEY, ALP SENATOR FOR TASMANIA AND CO-CHAIR FEDERAL PARLIAMENTARY FRIENDS OF DEMENTIA, FEBRUARY 2024

The vision and dedication of these two leaders is the bedrock of our strong position today. Board Director Dominic Ryan also retired in March 2024, and I thank him for his service.

Leading the CEO selection process was a major focus since becoming Chair. I am sure I speak for all in expressing my delight that the process resulted in the appointment of a leader of the calibre of Professor Tanya Buchanan, who joined us in May 2024 after finishing as CEO of Cancer Council Australia.

The Board's focus continued to be on building financial sustainability and cybersecurity resilience, as well as overseeing the implementation of our strategic plan. It was pleasing to see the organisation's ongoing delivery of expanded National Dementia Support Program services, made possible with the support of the Australian Government.

My Board colleagues and I are energised by the prospect of developing a new strategic plan for 2025 including a comprehensive consultation process to harness the wisdom of our community. 66

It is an honour to lead an organisation of the stature and importance of Dementia Australia at this crucial time in its history."

In taking over the role of Chair I have spoken to many people in and around Dementia Australia. Without exception, they express their absolute respect for Dementia Australia and its work.

It is the extraordinary passion and goodwill of these people and organisations that inspires me.

I thank my Board colleagues, the Executive team, staff, volunteers, Advocates, Patrons, Ambassadors, Honorary Advisors, donors, supporters and our friends in industry and government for their support and commitment.

I look forward to working with Professor Buchanan and my Board colleagues to build on the successes of our organisation, its capacity to create positive change for Australians impacted by dementia and its life-changing support services and programs.

Merran Kelsall AO

CHAIR, DEMENTIA AUSTRALIA



MAKING A DIFFERENCE

A message from our Chief Executive Officer

It is with great pride I provide my first report as CEO of Dementia Australia. I am committed to ensuring Dementia Australia continues to make a difference to the lives of all people impacted by dementia – for now and for generations to come – through our advocacy, life-changing support and programs, and research.

As a relative newcomer to Dementia Australia, having commenced in May 2024, I pay tribute to the work of those who have come before me.

I especially acknowledge my predecessor Maree McCabe AM. Within and outside Dementia Australia, Maree's leadership during a significant period of change and growth made an incredible difference to the lives of people living with dementia, their families and carers.

Pulling together 2023–2024 highlights for this annual report very much underlines my belief in the strength of Dementia Australia. I am excited to lead Dementia Australia as aged care reforms, development of the National Dementia Action Plan and a strong Government focus on addressing chronic disease offer such great opportunity to improve the lives of all Australians impacted by dementia.

Technology has long been a strength and focus of Dementia Australia. In this reporting period we proudly launched D-Esc, an innovative virtual reality training workshop to strengthen the capacity of frontline and health care professionals to de-escalate behavioural emergencies in care settings.

Also on the technology front, our free BrainTrack health monitoring app reached more than 100,000 downloads. This excellent result has been, in part, because of our increased focus on working with GPs to raise awareness of our supports and services.

NRL legend Wally Lewis AM helped to raise funds and awareness for dementia through platforms including an impactful National Press Club address.

Allan Moffat OBE, one of our valued Patrons, once again lent his support with Penrite Oil naming Dementia Australia as their event charity, in Allan's name for the Penrite Oil Sandown 500 in September.

Fundraising underpins much of our work, and it is a testament to the strength of our mission and our team that during tough economic times we continue to attract outstanding community and corporate support.

During 2023–2024 we raised \$20.3 million, an increase of 11.5 per cent on the previous year. Standout successes included raising a record \$2.2 million from our flagship national fundraising event series, Memory Walk & Jog. My sincere thanks go to all of our generous donors and funders.



44,604
UNIQUE INDIVIDUALS
SUPPORTED ACROSS
73.411 INTERACTIONS



\$2.2 MILLION RAISED BY 21 MEMORY WALK & JOG EVENTS



\$20.3
MILLION
IN TOTAL RECEIVED FOR
SUPPORT AND RESEARCH

This generosity by donors and partners has enabled us to support new and expanded programs and services that make a real difference to the lives of those living with dementia, their families and carers. During the year we supported 44,604 people who accessed our services. To the Dementia Australia Board, Dementia Advocates, Patrons, Dementia Australia Ambassadors, celebrity supporters, Honorary Advisors, Executive, staff, volunteers, governments, aged and health care colleagues, donors, sponsors and supporters, I offer heartfelt thanks for your ongoing support. It is a privilege to lead this incredible organisation that is transforming the lives of people living with dementia, their families and carers. **Professor Tanya Buchanan** CEO, DEMENTIA AUSTRALIA

STAY CONNECTED WITHIN COMMUNITIES

A message from our Dementia Australia Advisory Committee Chair

A highlight this year was the opportunity for Dementia Australia Advisory Committee colleagues and me to hit the road to hear and see first-hand some of the opportunities and challenges in communities around Australia.

Our "national tour" was part of the pilot Strengthening Connections project. We visited 10 regional areas across all states and territories to meet with Dementia Australia Advocates (and other local people whom we hope may become Advocates in the future).

We discussed ways people living with dementia, their families and carers can stay connected within their communities. We gathered so many great ideas and will represent these voices to Dementia Australia.

Our two-day face to face meeting in Adelaide in August 2023 was another fantastic chance for Advocates to get together, learn and strategise. It was a huge two days. Here are just some of the things we did:

- + Welcomed new members and celebrated retiring members.
- + Explored systemic and individual advocacy with the policy team.
- + Completed planning for the Strengthening Connections project.
- + Workshopped a project to improve experiences with general practitioners.

- + Met with Curtin University Chair of Dementia, Professor Blossom Stephan.
- + Toured SAHMRI (South Australian Health and Medical Research Institute) to learn more about its dementia work.
- + Met with the Dementia Australia Board.

This year I was pleased to be involved in the selection process for the new Dementia Australia CEO. It has been excellent to have had the opportunity to meet the new CEO, Professor Tanya Buchanan, and also the new Board Chair, Merran Kelsall AO. On behalf of the committee, I also acknowledge the work of Maree McCabe AM and Professor Graeme Samuel AC in their roles as CEO and Chair. I thank them for the great support they always gave the committee.

In 2023–2024 the committee contributed its expertise in many ways. We:

- Helped formulate Dementia Australia's state and territory government relations strategies.
- + Assessed 15 nominations and recommended a winner of the inaugural ALICE Award. The award is important as it celebrates those who put the ALICE principles (Authentic, Living experience-based, Inclusive, Collaborative, Empowering) into action in the way they work with people living with dementia, their carers and families.
- Provided input on new policy special interest groups (which will focus on

areas such as dementia education for aged care staff, end of life care, care needs for people with younger onset dementia, and addressing challenges of different state and territory legislations e.g. drivers licensing).

+ Established a subcommittee to create an "I have dementia" card that can be used by people living with dementia to seek support and to promote awareness in the community.

This year, Advocates were involved across the organisation in a number of ways, which included formal consultation with the Commonwealth Bank of Australia as part of its work to tackle financial abuse of vulnerable customers.

Before I sign off, I must acknowledge some significant comings and goings. In August 2023, the committee welcomed three new members: Gwenda Darling, based in NSW; Nell Hawe, based in NSW; and Adrian White, based in ACT.

Adrian served until November 2023 before stepping down. During this reporting period we also farewelled John Thorpe after 14 months service, and after six-years of service NSW members Sarah Ashton and Val Schache stepped down. On behalf of the committee, I thank these retiring members so much for their work.

Finally, I encourage you all to go to the Dementia Australia YouTube channel and check out our Advocate stars in action in the 10-minute video we made about our work this year. It's called **Determination**and Common Commitment which really does sum up what Advocates do and why.

I want to thank every member of the committee, every Dementia Australia Advocate and everyone who has supported the work of the committee this year. I could not be more grateful to you all.

Bobby Redman

DEMENTIA ADVOCATE, CHAIR, DEMENTIA AUSTRALIA ADVISORY COMMITTEE





ELEVATING VOICES

Dementia Australia Dementia Advocates

Members of the Dementia Advocates program elevate the voices of people with living experience of dementia through advocacy, strategic advice and collaboration.

- + 166 new Advocates
- + 638 total
- Ages 18 to 95, reflecting the reality that dementia indirectly and directly affects people of all ages



38% represent regional, rural and remote



20% from culturally and linguistically diverse backgrounds



ABOVE: (L-R) CHRISTINE BOLT, NATIONAL GM
COMMUNICATIONS, CORPORATE COMMUNICATIONS,
DEMENTIA AUSTRALIA, DENISE SCOTT, ACTRESS AND
COMEDIAN, ANN AND TIMOTHY PIETSCH, DEMENTIA
ADVOCATES, AND MATT OKINE, COMEDIAN, ACTOR, MUSICIAN
AND WRITER AT AN ADVANCE SCREENING OF MOTHER AND
SON. ADVOCATES AND STAFF WERE CONSULTED AS PART OF
THE DEVELOPMENT OF THE ABC TELEVISION SHOW.

OPPOSITE: (L-R) NADENE HOTTES AND PETER SAGGERS ARE MEMBERS OF OUR DEMENTIA ADVOCATES PROGRAM WHICH PROVIDES OPPORTUNITIES FOR PEOPLE LIVING WITH DEMENTIA, CARERS AND FORMER CARERS TO SHARE THEIR STORIES, IDENTIFY CURRENT ISSUES AND POSITIVELY EFFECT CHANGE.

GOVERNANCE

Our Board and Executive

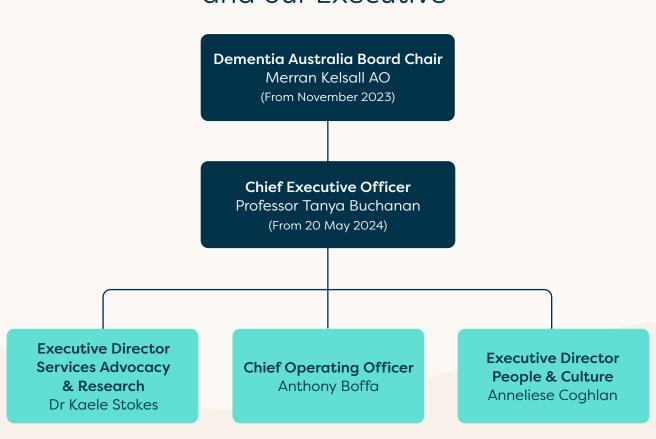
Dementia Australia is a company limited by guarantee, incorporated under the Corporations Act 2001 and the Australian Charities and Not-forprofit Commission Act 2012.

The responsibility for the governance of Dementia Australia rests with the Board

of Directors. The Dementia Australia Board is a skills-based board with most Directors having strong personal connections to dementia.

The Board met six times in 2023-24 and an Annual General Meeting occurred on the 23rd November 2023.

Dementia Australia Leadership and our Executive



Board committees

FINANCE AUDIT AND RISK MANAGEMENT COMMITTEE

The Finance Audit and Risk Management Committee provides ongoing financial, risk and audit support, advice and recommendations to the Board about all Dementia Australia entities and the Dementia Australia Research Foundation.

Committee members during the period were: Ian Knight, Tony Newman, Gaye McMath, Dominic Ryan (retired 8 March 2024), Maree McCabe AM (retired 24 April 2024), Neil Samuel OAM (independent)* and Geoff Knuckey (independent)*.

*Dementia Australia has a history of seeking independent expertise to the Board and committees for advice on specific areas.

Geoff Knuckey has offered his guidance in audit and risk management for the past eight years. Mr Knuckey had a 32year career with major accounting firm Ernst & Young. Mr Knuckey is a Fellow of the Institute of Chartered Accountants Australia and has been a Registered Company Auditor since 1995. He is a Graduate of the Australian Institute of Company Directors.

Neil Samuel OAM has a corporate executive background. Having previously served on the Dementia Australia Board, Mr Samuel continues as a Director of the Dementia Australia Research Foundation and as an independent member of the Finance, Audit and Risk Management Committee.

GOVERNANCE, APPOINTMENTS AND REMUNERATION COMMITTEE

The Governance, Appointments and Remuneration Committee (previously called the Governance Committee) provides Board support for governance matters including succession planning, renewal and recruitment of Directors and CEO performance management. Board members Tony Newman, Meegan Fitzharris, Wendy Carroll and Kaylie Smith serve on the committee.



IN OCTOBER ON THE ANNOUNCEMENT OF OUR NEW CHAIR, MERRAN KELSALL AO SAID,

I am honoured to accept the role as Chair of Dementia Australia, an organisation for which I have enormous respect. Dementia Australia has a profound impact, and I am inspired to be joining an innovative, compassionate and professional organisation."

Dementia Australia Board members



Merran Kelsall AO B. COM. (HONS.), FCPA, FCA, MBA, FAICD, FAICDLIFE Joined Board 2023 **Elected Chair**



Ian Knight B BUS FCA AFIML MAICD Joined Board 2018 **Board committee roles** Chair of Finance and Risk Management Committee



Kaylie Smith B ARTS (MEDIA/COMMS) Joined Board 2021 **Board committee roles** Member of Governance Appointment and Remuneration Committee



November 2023

Wendy Carroll MBA, BENG, B COMM, GAICD Joined Board 2021 **Board committee roles** Chair of Governance Appointment and Remuneration Committee



Gaye McMath B COMM MBA FCPA FAICD Joined Board 2020 **Board committee roles** Member of Finance Audit and Risk Management Committee



Meegan Fitzharris B COMM M INTLDEV Joined Board 2020 **Board committee roles** Member of Governance Appointment and Remuneration Committee



Tony Newman BECON **Joined Board 2014 Board committee roles** Member of Finance Audit and Risk Management and Governance Appointment and Remuneration committees

Dementia Australia thanks the following retired Directors for their service during 2023-2024

Professor Graeme Samuel AC Chair (retired 23 November 2023)

Maree McCabe AM (retired 24 April 2024)

Dominic Ryan (retired 8 March 2024)





Our valued Patrons, Ambassadors, Honorary Advisors and Honourees

Our Patrons, Ambassadors and Honorary Advisors play a crucial role in supporting our work.

This reporting period we welcomed Rugby League legend Wally Lewis AM, comedian Geraldine Hickey and actor Jessica Redmayne as Ambassadors; Dr Marita Long and Professor Blossom Stephan as Honorary Medical Advisors; and Associate Professor Margaret MacAndrew as our inaugural Honorary Nursing Advisor.

ABOVE: DEMENTIA AUSTRALIA PATRONS VALE SIR MICHAEL PARKINSON CBE, ITA BUTTROSE AC OBE AND AMBASSADOR THE HON JOHN WATKINS AM.

VALE SIR MICHAEL PARKINSON CBE

Dementia Australia honours renowned broadcaster and Dementia Australia Patron Sir Michael Parkinson CBE, affectionately known as Parky, following his passing at the age of 88.

As Patron Dementia Australia, Sir Michael generously contributed to raising awareness and vital funds by sharing about the impact of dementia on his mother and his family. From 2010 he was guest speaker at a number of significant fundraising events, appeared in our Fight Dementia television advertisement in 2011, often shared his experience in media in media interviews and supported Memory Walk & Jog campaigns.

PATRON-IN-CHIEF

Our Patron-in-Chief is His Excellency General The Honourable David Hurley AC DSC (Retd), Governor-General of the Commonwealth of Australia (former).

PATRONS

Ita Buttrose AC OBE

Allan Moffat OBE

Sir Michael Parkinson CBE

(dec. August 2023)

Professor Graeme Samuel AC

Sir Jackie Stewart OBE

AMBASSADORS

Lyn Allison

David Astle

Natarsha Belling

Stephanie 'Hex' Bendixsen

Christine Bryden AM

Ben Crocker

Terence Donovan

Mark Gibson

Geraldine Hickey

Takaya Honda

Amy Jackson

Wally Lewis AM

Sam Mitchell

Andrea Nicolas

Jessica and Lisa Origliasso,

The Veronicas

Felicity 'Flick' Palmateer

Sue Pieters-Hawke

Jessica Redmayne

Mark Seymour

Nicola Stevens

Denis Walter OAM

The Hon. John Watkins AM

Pat Welsh

Doris Younane

HONORARY MEDICAL ADVISORS

Scientia Professor Henry

Brodaty AO

Professor Amy Brodtmann

Dr Marita Long

Professor Blossom CM

Stephan

Associate Professor Michael

Woodward AM

HONORARY NURSING ADVISOR

Associate Professor Margaret

MacAndrew

DEMENTIA AUSTRALIA HONOUREES

Lyn Allison

David Andrews

Margaret Baulch

Margaret Cameron

Patricia Collett OAM

Anne Fairhall

Val Fell OAM

Greg Fraser

David Galbally AM KC

Pamela Galli AO

Geoffrey Gill

Stephen Hawke

Carolyn Holten

Craig Joel

Dr Susan Koch

Trevor Wheeler

Garry Lovell

Mandy Lovell

Mary Lyttle

Edie Mayhew

Maree McCabe AM

Lynette Moore

Brian Moss AM

Michael Pedler

Barbara Potter AM

Gordon B Robinson

Nicholas K Rogers

Jack Sach

Neil Samuel OAM

Sir David Smith AO

Carmel Thorne

Anne Tudor OAM

Tom Valenta OAM

Tony Walsh

Keith Wehl

To read more about our Dementia Australia Honorary Program, visit: **dementia.org.au/patrons-and-ambassador**

OUR STRATEGIC DIRECTION

Our strategic plan, Designing a New Future 2018-2023 (extended to 2025) groups our goals into three main pillars – timely diagnosis, quality dementia care and reducing discrimination.

We continue in our endeavour to achieve real and sustainable benefits for people of all ages living with all forms of dementia, their families and carers.



OUR PRIORITIES



OUR GOALS

Timely diagnosis and support

Diagnosis takes on average three years

Consumers tell us accessing support services early improves their understanding of dementia, their relationships and planning for the future



To significantly **reduce the time it takes to diagnose** dementia and increase the
number of people accessing support

Quality care

No dementia-specific care standards in aged care facilities



standards for quality dementia care and advocate for these standards to be implemented into aged care facilities across Australia

To create baseline and best practice

50% of people **in aged care** facilities **have dementia**

Reduce discrimination

63% of people say they **know very little** about dementia



41% feel confronted when talking to people with dementia

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



PROGRESS HIGHLIGHTS

Timely diagnosis and support

- + Collaborated with and supported general practitioners to provide informed and personalised dementia care and referrals.
- + Grew the award-winning BrainTrack app, which exceeded 100,000 downloads.
- + Nationally expanded services for those with younger onset dementia and mild cognitive impairment and introduced specialist palliative care into New South Wales.
- + Celebrated Dementia Australia Research Foundation's \$31 million investment in research with 25-year milestone.
- + Raised awareness about chronic traumatic encephalopathy (CTE).

Quality care

- + Launched four Leadership and Practice Change education programs for care workers, including the first fully funded national Certificate IV in Dementia Practice.
- + Advocated successfully to have dementia referenced in relevant parts of the new Aged Care Quality Standards.
- + Developed the world-first D-Esc virtual reality workshop and expanded the Ask Annie app for care workers.
- + Supported crucial research, including new technological solution to detect pain in people living with dementia.

Reduce discrimination

- + Promoted the need for action on dementia-friendly communities and amplifying the voices of those with living experience for Dementia Action Week 2023.
- + Supported projects with \$240,000 in community grants for dementia-friendly projects across Australia.
- + Secured Dementia-Friendly Communities Action Plans in New South Wales and South Australia under the leadership of Parliamentary Friends of Dementia groups.
- + Recognised the commitment of community organisations and the local police and council in launching the Gold Dementia-Friendly Network.



SUPPORT FOR PEOPLE IMPACTED BY DEMENTIA

UNDERSTANDING DEMENTIA AUSTRALIA CLIENTS' NEEDS



98%

OF CLIENTS AGREED THEY
FELT LISTENED TO AND WERE
UNDERSTOOD WHEN THEY
CONTACTED DEMENTIA AUSTRALIA



97%

OF CLIENTS AGREED THAT
DEMENTIA AUSTRALIA FOLLOWED
THROUGH ON WHAT THEY
SAID THEY WOULD DO

ABOVE: DEMENTIA AUSTRALIA, LIFEVIEW, AND THE VICTORIAN PRIDE CENTRE CELEBRATE THE LAUNCH OF MEMORY LANE CAFÉ – VICTORIAN PRIDE CENTRE. (L-R) JUSTINE DALLA RIVA, CEO, VICTORIAN PRIDE CENTRE; BELINDA NIXON, GM SERVICE OPERATIONS, DEMENTIA AUSTRALIA; MITHRANI DE ABREW MAHADEVA, DEMENTIA ADVOCATE; ANNE TUDOR OAM, DEMENTIA ADVOCATE; SAMANTHA JEWELL, CEO, LIFEVIEW.



I was reassured when they said the café (MLC) was inclusive and that staff have had inclusion training. That will help make it safer."





ENABLING MORE PEOPLE TO ACCESS SUPPORT

We developed new programs and extended existing programs providing support in a wider range of communities.

- Small group support programs for people diagnosed with mild cognitive impairment (MCI) and younger onset dementia, their family carers and family members.
- + Extended the Dementia Care Finder service into the Northern Perth region of Western Australia.
- + Funded by the Ernest Heine Family
 Foundation we extended the
 Nightingale Program → into New
 South Wales. The program is a
 specialist palliative care program with
 advanced dementia care nurses who
 provide support to people living with
 advanced dementia, their families and
 carers.
- → Delivered two successful pilot Brain
 Hubs → for participants from Arabic and Vietnamese backgrounds.
- New Memory Lane Café sessions at the Victorian Pride Centre for members of the LGBTI+ community.
- + 92 Peer Leaders provided 724 hours of free peer support to 209 participants

through our Connecting Peers Program. Through survey feedback, 100% of participants agreed:

- peer leaders "understood my situation and provided helpful information and/or support".
- they were satisfied with the support and communication from the Connecting Peers team.
- they would recommend the program to others.

SUPPORTING THE COMMUNITY WITH DEMENTIA KNOWLEDGE AND INFORMATION

The **Dementia Australia Library** has a collection of high-quality resources available online and in print for all people impacted by dementia, including professionals.

- + 9,000 new library registrations and loaned 6,500 items loaned.
- Subject guides, which group extensive resources by types of dementia, living with dementia, caregiving, risk reduction and activities and engagement, were accessed more than 60,000 times.

CREATING MORE DEMENTIA-FRIENDLY COMMUNITIES ACROSS AUSTRALIA

We announced \$240,000 in community engagement grants to support dementia-friendly projects.

Projects included dementia-friendly social groups and inclusive choirs to provide opportunities to meaningfully connect in a supportive environment.

LANDMARK CULTURAL SITES WORKING TO BECOME DEMENTIA-FRIENDLY

We worked with the Sydney Opera House and National Gallery of Victoria on their commitment towards becoming dementia-friendly, including staff education and recommending changes to the physical environment.



UNESCO World Heritage Listed site Sydney Opera House

- + Frontline staff received 'Your Customers Living with Dementia' training.
- Venue was audited to identify solutions such as portable lighting, signs and furniture while complying with the UNESCO World Heritage requirements.



National Gallery of Victoria (NGV)

- + Consultation and recommendations on changes to the physical environment.
- NGV Staff sought feedback from Dementia Australia Dementia Advocates.
- + We delivered training to 170 staff and volunteers.
- Introduced a monthly dementiafriendly gallery tour, Sharing Connections, for people living with dementia and family carers.

SUPPORTING NEW SOUTH WALES AND SOUTH AUSTRALIA PARLIAMENTARY FRIENDS OF DEMENTIA TO DEVELOP ACTION PLANS TO BECOME DEMENTIAFRIENDLY STATES

New South Wales and South Australia Parliamentary Friends of Dementia Cochairs and Co-convenors committed to working towards their states becoming dementia-friendly.

- Committed to a Parliamentary Friends of Dementia Communities Action Plan developed in consultation with Dementia Australia and Dementia Advocates.
- The Co-chairs and Co-convenors committed to leading the activity and championing the needs of people impacted by dementia to be remain top-of-mind for governments and policy makers.









TOP LEFT: TIM JAMES MP, LNP MEMBER FOR WILLOUGHBY EXPERIENCING EDIE VR (EDUCATIONAL DEMENTIA IMMERSIVE EXPERIENCE AT THE NSW PARLIAMENTARY FRIENDS OF DEMENTIA TECHNOLOGY SHOWCASE

ABOVE LEFT: DEMENTIA AUSTRALIA STAFF AND DEMENTIA ADVOCATES AT THE SA PARLIAMENTARY FRIENDS OF DEMENTIA ROUNDTABLE EVENT WITH CO-CONVENOR PENNY PRATT MP, LIB MEMBER FOR FROME AND ROBERT SIMMS, GREENS MEMBER OF THE LEGISLATIVE ASSEMBLY SA.

TOP RIGHT: MAREE MCCABE AM, FORMER CEO WITH NSW PARLIAMENTARY FRIENDS OF DEMENTIA CO-CHAIR DR MICHAEL HOLLAND MP, ALP MEMBER FOR BEGA, CHAIR ANNA WATSON MP, ALP MEMBER FOR SHELLHARBOUR AND MICHAEL KEMP MP, LNP MEMBER FOR OXLEY AT THE TECHNOLOGY SHOWCASE PRESENTED AT NSW PARLIAMENT HOUSE.

ABOVE RIGHT: (L-R) NAT COOK MP, SA MINISTER FOR HUMAN SERVICES, MINISTER FOR SENIORS AND AGEING WELL AND CHRIS PICTON MP, SA MINISTER FOR HEALTH AND WELLBEING EXPERIENCING OUR TECHNOLOGY SHOWCASE IN SA PARLIAMENT HOUSE.

ELEVATING AND INFLUENCING THROUGH ADVOCACY



Our advocacy work amplifies the voices of people of all ages living with all forms of dementia, their families and carers. Each year, we produce state and national submissions to ensure that the needs of people impacted by dementia are considered in aged care, disability, health care and community policy and service delivery.

4POSITION
STATEMENTS

1 DISCUSSION PAPER

56 SUBMISSIONS

TO FEDERAL AND STATE GOVERNMENTS

- + During the year, Dementia Advocates with Dementia Australia Ambassador Mark Seymour and comedian Matt Okine, ABC Mother and Son writer and actor launched; 'I believe in the magic of it' paper, on creative arts engagement, wellbeing and dementia, at the Federal Parliamentary Friends of Dementia (PFOD) meeting in November. It explores how creative arts can improve the wellbeing of people living with dementia.
- Working with our partners in the Concussion and CTE coalition and with our Ambassador Wally Lewis AM, we successfully advocated for action to raise awareness of chronic traumatic encephalopathy (CTE).
- Supported Wally to address the National Press Club in April, 'Living with probable CTE and my hopes for change.'



ABOVE: DEMENTIA AUSTRALIA AMBASSADOR MARK SEYMOUR PERFORMS WHILE DEMENTIA ADVOCATES SHIRLEY AND COLIN BLAKE ENJOY A DANCE AT THE NOVEMBER FEDERAL PARLIAMENTARY FRIENDS OF DEMENTIA EVENT IN PARLIAMENT HOUSE, CANBERRA.

OPPOSITE: THE HON ANIKA WELLS MP, MINISTER FOR AGED CARE AND SPORT AND DEMENTIA AUSTRALIA AMBASSADOR WALLY LEWIS AM

EDUCATION ACROSS SECTORS

Quality dementia care requires a trained, supported and well-led health and aged care workforce. We support the industry through our comprehensive, award-winning education programs, including world-leading, innovative technology to create immersive experiences.

Participants took part in evidenced based learning and consultancy services to help improve the quality of support they provide to people living with dementia.

39,341TOTAL COURSE PARTICIPANTS

3,570 ENABLING EDIE PARTICIPANTS

4,609
DEMENTIA ESSENTIALS
PARTICIPANTS

2,094
PARTICIPANTS

ACROSS LEADERSHIP PRACTICE AND CHANGE COURSES

DEVELOPING LEADERS IN DEMENTIA PRACTICE

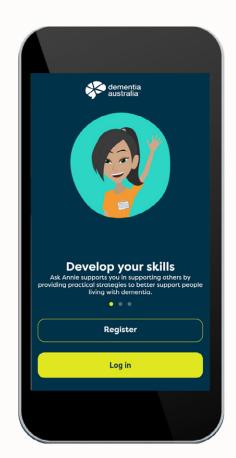
As part of Dementia Training Australia, we introduced four new Leadership and Practice Change education programs for aged and community care workers to develop dementia practice leaders who can drive improvements in care. These programs, designed and delivered by Dementia Australia as part of Dementia Training Australia, are funded by the Australian Government including the first

fully funded national Certificate IV in Dementia Practice. For more information visit **dementia.org.au**

Results

100% PARTICIPANTS

OF 'DEMONSTRATING DEMENTIA LEADERSHIP'
AGREED THAT THEY DEVELOPED SKILLS FROM
THE TRAINING, AND THAT THE FACILITATORS HAD
EXCELLENT KNOWLEDGE OF THE CONTENT



30,000+ ASK ANNIE DOWNLOADS

THROUGH 30,000+ DOWNLOADS MORE AGED CARE WORKERS ACCESSED OUR FREE ASK ANNIE APP

WEBINARS TO UPSKILL THE WORKFORCE

We delivered five webinars targetting the aged care workforce. Topics included establishing an enabling environment in residential care, culture and leadership in dementia care, behaviour support plans, supporting people from diverse communities living with dementia and de-escalation of severe responsive behaviours.

80%OF THE MORE THAN 5,000 ATTENDEES

SAID THEY WOULD RECOMMEND
THE WEBINARS TO A COLLEAGUE

EXPANDING INTERNATIONAL EDUCATIONAL LICENSING OF EDIE VR, EDUCATIONAL DEMENTIA IMMERSIVE EXPERIENCE

EDIE, our virtual reality education workshop is now licensed and delivered in Canada, Czech Republic, Germany, Austria, Switzerland, Singapore and New Zealand.

BELOW: DEMENTIA AUSTRALIA WELCOMED NEW HONORARY MEDICAL ADVISOR, GP DR MARITA LONG, WHO PRESENTED AT CONFERENCES TO GPs AND IN THE MEDIA ENCOURAGING GPs TO REFER THEIR PATIENTS TO DEMENTIA AUSTRALIA TO ACCESS SUPPORT SERVICES AND PATHWAYS FOLLOWING A DIAGNOSIS.





SUPPORTING RESEARCH

Dementia Australia Research Foundation



\$3.3 MILLION IN FUNDING ALLOCATED



\$336 THOUSAND AWARDED IN GRANTS

FUNDING TALENTED NEW AND EARLY CAREER DEMENTIA RESEARCHERS

- + Dementia Australia is the largest non-government funder of dementia research in Australia.
- + Released More Than a Cure: 25 Years of Impact report

For a full list of researchers, please visit dementia.org.au/research/our-researchers

ABOVE: DR LEAH BEAUCHAMP IS A DEMENTIA AUSTRALIA RESEARCH FOUNDATION BONDIZBERRY GRANT RECIPIENT RESEARCHING THE POTENTIAL FOR NEW THERAPIES FOR ALZHEIMER'S DISEASE.

THE LIVING EXPERIENCE TO GUIDE TECHNOLOGY INNOVATION

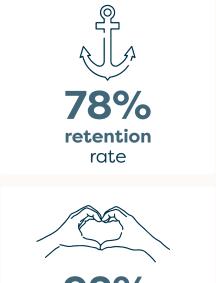
- With thanks to \$50 million of Federal Government funding Brandon BioCatalyst's CUREator and ANDHealth will deliver a new BioMedTech incubator over five years which will focus on developing research discoveries and medical innovations with commercial potential to address dementia and cognitive decline.
- Dementia Australia's role is to lead a community advisory board comprising people impacted by dementia.

OUR PEOPLE

Creating a positive working culture in which staff feel they are valued, supported and treated fairly.



84% staff would recommend Dementia Australia as a place to work



staff are proud to work for Dementia Australia

OUR VOLUNTEERS

SUPPORTING OUR VOLUNTEERS TO CONTRIBUTE WITH IMPACT

Our volunteers play a critical role supporting fundraising and events, administration and client services programs.

- + 1,467 volunteers registered nationally
- + 520 active volunteers
- + 9,525 volunteer hours contributed
- + 400+ volunteers were vital to the success of 21 Memory Walk and Jog events nationally.

RIGHT: DEMENTIA AUSTRALIA ADVOCATES AND VOLUNTEERS AT THE 2024 SYDNEY MARATHON.



AWARENESS RAISING TO INFLUENCE CHANGE

Awareness raising is crucial to Dementia Australia's role as the national peak body for dementia and the leading source of trusted information, education and support services.

We reached more Australians than ever before through our various channels.



8,411 MEDIA ITEMS



AN ESTIMATED

149,785,161

AUDIENCE REACH



205,270 SOCIAL MEDIA FOLLOWERS



9.8
MILLION
SOCIAL MEDIA REACH



2,757,502
USER VISITS
TO WEBSITE DEMENTIA.ORG.AU



99,731
VIEWS
OF TRANSLATED WEBSITE PAGES

Dementia Action Week in 2023 encouraged all Australians to act now to create a dementia-friendly future.

We released Dementia Australia commissioned IPSOS research results and called for all Australians and all levels of government to do more to increase understanding and awareness of dementia. Our campaign reached an audience of 16.7 million Australians through 1,300 media items.

1 OUT OF 3

OF PEOPLE SURVEYED FIND DEMENTIA FRIGHTENING

61%

WOULD RATHER NOT THINK ABOUT DEMENTIA



I can't begin to describe just how empowering it is for me as a person living with dementia and knowing when someone or an organisation is really taking what I think on board and not just ticking the boxes."

Person living with dementia

AWARDS & RECOGNITION

Rewarding and acknowledging significant projects and teams

Winner Simulation Australasia Awards

Project Innovation Award category for Talk with Ted, Dementia Australia – August 2023

Shortlist Future of Ageing Awards

Technology - Health & Wellbeing category for *BrainTrack*, Dementia Australia with Deakin University's Applied Artificial Intelligence Institute (A²I²) - October 2023

Shortlist Future of Ageing Awards

Community Engagement category for Expanding the National Dementia Helpline, Dementia Australia – October 2023

Finalist Asia Pacific ICT Alliance Awards (APICTA Hong Kong 2023) Community/not-for-profit category for *BrainTrack*, Dementia Australia with Deakin University's Applied Artificial Intelligence Institute (A²I²) – December 2023

Winner Google Play Awards Singapore

Best hidden gem category for *BrainTrack*, Dementia Australia with Deakin University's Applied Artificial Intelligence Institute (A²I²) – December 2023

Winner Google Play Awards Australia

Best app for good category for *BrainTrack*, Dementia Australia with Deakin University's Applied Artificial Intelligence Institute (A²I²) – December 2023

Marketing Interactive PR Awards -Southeast Asia, South Asia and Oceania region Silver Award Healthcare &

Pharmaceuticals category for *BrainTrack*, Dementia Australia with Deakin University's Applied Artificial Intelligence Institute (A²I²) – January 2024

Australasian Reporting Awards Bronze

Award General Award category for Dementia Australia's *Annual Report 2022-2023* – May 2024

South Australian Nursing and Midwifery Excellence Awards 2024 Excellence

in Practice – Aged Care for Dementia Australia and Strathalbyn and District Aged Care's BIRCH (Brain Injury, Rehabilitation, Community and Home) Team – May 2024

ON THE RIGHT BRAINTRACK

BrainTrack added to the accolades as a Finalist in the 2023 Asia-Pacific Information Communications Technology Alliance Awards in Hong Kong in December. Previous awards have included winning the 2023 ACT and National iAwards, the 2023 Google Play Australia and 2023 Google Play Singapore Awards and a Silver Award in the 2024 Southeast Asia, South Asia and Oceania Marketing Interactive PR Awards.



ABOVE: MAREE MCCABE AM, FORMER CEO DEMENTIA AUSTRALIA WITH THE DEAKIN UNIVERSITY TEAM, DEAKIN DISTINGUISHED PROFESSOR AND CODIRECTOR, A2I2 PROFESSOR KON MOUZAKIS, PRODUCT MANAGER, ANDY VOULIOTIS, AND HEAD TRANSLATIONAL RESEARCH AND DEVELOPMENT, PROFESSOR RAJISH VASA.

FUNDRAISING ACROSS AUSTRALIA

A huge thank you to the almost 39,000 donors and fundraisers who supported us to continue to provide and expand our services and for contributing to research projects furthering our understanding of dementia.

Together, with your invaluable support, we are making a difference to the lives of people of all ages living with all forms of dementia, their families, and carers now and for future generations.

KEY ACHIEVEMENTS



\$15.2 MILLION

DONATIONS RECEIVED FOR DEMENTIA SUPPORT



471
CUPPA TIME
GATHERINGS HELD



\$5.1 MILLION RAISED FOR DEMENTIA RESEARCH



550+
COMMUNITY FUNDRAISING EVENTS HELD



2,697
FUNDRAISERS
RAN, CYCLED AND CRUISED
193,597KM



1100+ FUNDRAISERS

PATICIPATED IN 5KM PER DAY EVENT



ABOVE: (L-R) MAREE MCCABE AM, FORMER CEO, PATRON SIR JACKIE STEWART OBE, MERRAN KELSALL AO, CHAIR AND PROFESSOR GRAEME SAMUEL AC, FORMER CHAIR AT AN EVENING AT THE TRACK EVENT WHICH RAISED \$500,000 FOR VITAL RESEARCH FUNDS.

OPPOSITE: MEMORY WALK & JOG PARTICIPANTS AROUND THE COUNTRY WALKING, JOGGING AND RUNNING TO RAISE CRITICAL FUNDS AND AWARENESS FOR DEMENTIA.



600+
FUNDRAISERS

PATICIPATED IN 100 CRUNCHES PER DAY EVENT

Memory Walk and Jog

NATIONAL EVENT KEY ACHIEVEMENTS



15,000+ PARTICIPANTS



680 FURRY FRIENDS



700 VOLUNTEERS

Our 2024 locations

Dubbo

Adelaide
Ballarat
Bendigo
Bowral
Brisbane
Canberra
Cronulla

Forster
Geelong
Gold Coast
Hunter
Huskisson
Illawarra

Melbourne Mildura Mudgee Perth Redcliffe Sydney

Western Sydney

21EVENTS ACROSS
AUSTRALIA

80,000km WALKED, JOGGED AND RUN









FINANCE REPORT

3 W

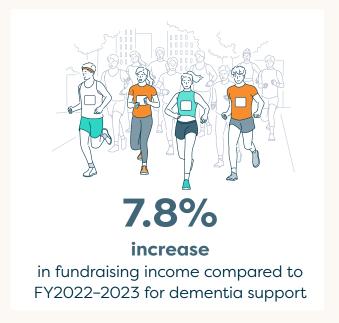
Income generated

Dementia Australia's growing funding base empowers us to deliver vital services, programs and advocacy as the nation's peak body for people impacted by dementia. Our sound financial management ensures the highest possible proportion of our income goes towards our vision of an inclusive future where all people impacted by dementia receive the care and support they choose.

\$79,953,901

Where the money came from 70% Federal and State Government **Fundraising** 10% + Direct fundraising + Philanthropic 2% + Corporate sponsorship 2% 7% + Bequests Other income including commercial services 6% Investment 3%





How we put the money to work

Dementia support activities	
+ Programs	31%
+ National Dementia Helpline	6%
+ Dementia education	12%
+ Dementia awareness and campaigns	12%
+ Advocacy and policy	8%
+ Transformations Project	4%
Backend support including People and Culture, Information Technology and Quality	16%
Income generation	7%
Administration	4%



Our investment in dementia support increased by

\$10 million

compared to FY2022-2023



73%

of every dollar

generated spent directly on dementia support activities



Dementia Australia's full financial statements are listed on the Australian Charities and Not-for-profits Commission website acnc.gov.au



OUR THANKS

On behalf of all Australians impacted by dementia, we thank all the individuals, corporate organisations and communities who support us in so many ways to fund the services and research that make a life-changing difference.

This includes substantial bequests, in memoriam donations, major sponsors, philanthropic trusts, foundations and private ancillary funds, individuals, companies, organisations, community fundraisers and volunteers.

GOVERNMENT

Dementia Australia acknowledges the support of the Commonwealth Government Department of Health and Aged Care, Department of Social Services and all State and Territory Governments.

We thank the following organisations and individuals for their support and generosity. Every gift is appreciated.

ABOVE: (L-R) EMIL ALMAZAN, COMMUNITY DEVELOPMENT COORDINATOR, DEMENTIA AUSTRALIA, JACKIE HAYES, NATIONAL MANAGER DEMENTIA ADVOCATES PROGRAM, DEMENTIA AUSTRALIA, KEVYN MORRIS, DEMENTIA AUSTRALIA ADVISORY COMMITTEE MEMBER AND ADVOCATE SPEAKING WITH MEMBERS OF THE COMMUNITY IN KATHERINE, NORTHERN TERRITORY AS PART OF THE STRENGTHENING CONNECTIONS PROJECT.

Ainsworth 4 Foundation Helen Sherrin Fund Sarah Group Foundation Allan Hare Family Trust Icon Water Scott Brown Allport Bequest Scriven Exploration Pty Ltd Insignia Community Foundation (Formerly Andrew Czarnecki Six Esses IOOF Foundation) **Apex Foundation** Skipper-Jacobs JBWere Charitable Charitable Trust Betty Mclean Endowment Fund -Sunrise Foundation Sharon Grounds Gift Black Family Charitable Trust The Arcare Family Joe White Bequest Foundation Budget Car & Truck Rental John Church The Co-Group and ClassBento Lindsay Tanner **Enrich Abilities** Collier Charitable Fund Lord Mayor's Charitable The Houghton Foundation Foundation - Eldon & Anne Dementia Research The Jamieson family Foote Donor Advised Fund Community (formerly in memory of Noel and Bondi2Berry) Lucas' Papaw Foundation Marjory Dominic & Anne Gallace Mainline Automotive The Ken and Carol Klooger Family Fund, a sub-fund Equipment Family Foundation of the Australian Communities Foundation Marietta Resek The Mandy Deam Foundation Pty Ltd Dorothea Nossbaum Mostyn Family Foundation The Royce Simmons **Ernest Heine Family** Mrs A Cho Foundation Foundation Nelumbo Trust Fund The Rydge Foundation Estate of Dr Stuart and Nigel & Patricia Peck Bonnie Bartle The Schwinghammer Foundation Foundation Fitzpatrick Sykes Family Perpetual Foundation -Foundation The Sparrow Foundation Jack Tilburn Endowment Frantel Pty Ltd The Wood Foundation Perpetual Foundation -Freemasons Foundation The Gloria and Douglas Tony & Gai Wales Victoria Limited Mathews Endowment Victorian Private Geriatric **G&M** Dyer Family Trust Race Against Dementia Hospitals Ltd (VPGH) Gambling Community Richard Lockwood Walter Goode Benefit Fund, Queensland Richmond Family Trust Government William Angliss Charitable Fund Rosemary Foundation Hazel Hawke Alzheimer's Research and Care Fund **Wood Family Foundation** Sal Navarra, Navarra

Care Foundation

Helen La Manna

Woodend Foundation



NATIONAL DEMENTIA HELPLINE 1800 100 500 Email | Live chat | Personal or professional referrals



For language assistance, call the Australian Government's Translating and Interpreting

Service on 131 450 (within Australia) or +613 9268 8332 (outside Australia).

CONTACT US

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