

**Diabetes.
Who cares?**

We do.



“We are the peak
body and voice
of diabetes in
Western Australia.”

Our Vision

Freedom from Diabetes

Our Objectives

We strive to create freedom from diabetes through:

- 1 Services** – we provide a range of support and education services to make living with diabetes easier. We help individuals with diabetes create more personal freedom.
 - 2 Prevention** – we offer programs that inform the community about ways of safeguarding against or reducing the impact of the incidence and prevalence of diabetes. We help create community freedom from diabetes.
 - 3 Advocacy** – we work to promote greater community equality, acceptance and support of people with diabetes and to eliminate discrimination. We help create freedom from the stigma of diabetes.
 - 4 Research** – we support research that aims to cure diabetes, that improves treatments and that leads to better lives. Our assistance helps those who search for realistic and practical health solutions that create freedom from the condition or provide hope.
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Diabetes Association of Western Australia Inc.

www.diabeteswa.com.au

ABN: 77 867 587 369

Subiaco Office:

Level 3
322 Hay Street
Subiaco WA 6008

Subiaco Postal Address:

PO Box 1699
Subiaco WA 6904

Phone: (08) 9325 7699 **Fax:** (08) 9221 1183

Email: info@diabeteswa.com.au

Belmont Office:

172 Campbell Street
Belmont WA 6104

Phone: (08) 9325 7699 **Fax:** (08) 9475 0485

Belmont Postal Address:

PO Box 726
Belmont WA 6984

**Diabetes Information and Advice Line
(DIAL): 1300 136 588**

Annual Review 2010

- 4 Diabetes in Australia
- 5 Diabetes WA - A Year in Review
- 6 Diabetes WA Patrons
- 7 President's Report
- 8 Diabetes WA Board
- 9 Meetings and Committees of the Board
- 10 People Power - Rachel Gower
- 11 Chief Executive Officer's Operations Overview
- 12 The National Diabetes Services Scheme (NDSS)
- 13 Diabetes Education Services
- 14 Health Promotion
- 15 Health Services
- 16 Community Relations
- 18 Corporate Services
- 19 Human Resources
- 20 Financial Review
- 23 Acknowledgements



Jamie Jackson, Courtney Aaron-Hill, Sonya Kohn, Irwin Lewis at the "Remember the Old Ways" art exhibition



President Moira Watson with John Layton (50 year Kellion Victory Award recipient)



Diabetes in Australia

HERE IN WA

- Statistics show that 7.5 per cent of adults in Western Australia have diabetes with a further 16.3 per cent with impaired glucose metabolism. The prevalence among aboriginal Australians is estimated to be more than three times this rate.
- An average of 30 Western Australians are diagnosed with diabetes every day, making it our fastest growing chronic disease.
- The financial cost of diabetes to the State economy is approximately \$1.2 billion each year – with diabetes hospitalisations accounting for a third.

IN AUSTRALIA

- Diabetes is the sixth leading cause of death among Australians. The death rate among Indigenous people is almost 12 times higher than for other Australians.
- Nearly one million Australians – some 945,746 people – are registered with diabetes according to National Diabetes Services Scheme data.
- Diabetes costs the Australian economy as a whole more than \$34.6 billion – including financial costs and lost wellbeing.

COMPLICATIONS

- Some 70 per cent of all lower limb amputations occur in people with diabetes.
- Diabetes is the most common cause of blindness in people aged under 60.
- An estimated 14,177 hospitalisations due to diabetes during 2006/07 were potentially preventable.

RISKS

- Exercise is on the decline with time spent on sustained physical exercise dropping significantly since 2002 and an estimated 70 per cent of people aged over 15 not getting enough exercise.
- Risk factors for developing type 2 diabetes include age, family history, excess weight and undertaking little or no physical exercise.
- Women who have had gestational diabetes have a 50 per cent risk of developing type 2 diabetes in the 20 years following pregnancy.
- Australians are now heavier than ever before with 61.4 per cent of adults classified overweight or obese and obesity responsible for 23.8 per cent of type 2 diabetes cases.

Future Forecast

- An extra 12,000 Western Australians each year are expected to be admitted to hospital with diabetes over the next five years – a total of 60,000 people.
- An estimated 3.3 million Australians will have type 2 diabetes by 2031 if current trends continue.
- There are currently more than 360,000 residents, 70 years and older diagnosed with diabetes in Australian nursing homes. This number will increase significantly in the future.
- In the case of type 2 diabetes, dietary and physical activity risk factors can be modified to delay the onset or prevent the condition.

An average of 30 Western Australians are diagnosed with diabetes every day.

Diabetes. Who cares? We do.

Diabetes WA makes positive and lasting impacts on the lives of people with diabetes and those at risk of the disease. We have made significant progress across the organisation and in the past year we:

SELF MANAGEMENT

- Assisted almost 3,000 callers to our free and confidential Diabetes Information and Advice Line (DIAL). Across the State 2,813 callers were provided with education, information, counselling, problem solving and referral services. DIAL operates weekdays on 1300 136 588.
- Attracted and assisted more people via our website. Diabeteswa.com.au was selected 41,523 times by online visitors seeking the latest information on diabetes and its management. This is nearly 15,000 more hits than the previous year's total of 26,686.
- Managed the National Diabetes Services Scheme (NDSS) in this State, assisting 92,194 Western Australians living with diabetes - enough to fill Subiaco Oval twice over.
- Expanded access to the NDSS by recruiting 87 new WA agencies. A total of 422 NDSS pharmacies now provide registered members with a range of free and subsidised diabetes related products.

PREVENTION

- Distributed more than 12,000 fact sheets providing clear, simple and practical education on diabetes management and prevention.
- Made available ten grants of \$400 to regional and remote areas to provide diabetes prevention messages as part of National Diabetes Week.

- Delivered 72 'Speak Out About Diabetes' prevention program presentations via our trained volunteers, reaching 1,388 participants.
- Convinced more than 2,000 people to complete the 'Tick Test' with 95 per cent of participants indicated as at increased risk of type 2 diabetes
- Launched our 'Live Now and Have Hope for the Future' and 'Your Heart, Your Bloodline and Your Choice' resources to help educate aboriginal people on the risks of diabetes.

ADVOCACY

We continued to work hard in our role to advocate on behalf of all people with diabetes and their families at local and national levels. A key focus remained the identification and elimination of unfair practices and unreasonable exclusions of individuals in the workplace, healthcare system, leisure /recreation activities and the transport system.

As a member organisation of Diabetes Australia, the national peak body, Diabetes WA continued efforts to lobby government and others for changes and improved policy on behalf of people with diabetes. Our support of the National Policy Priorities (2010) gave us a voice on issues such as:

- Better support for young people transitioning to adult services.
- Diabetes in Aboriginal and Torres Strait Islander people.

- Prevention of type 2 diabetes - especially for those at higher risk.
- Advertising, marketing and labelling of junk food and beverages.
- Diabetes prevention through healthy cities, infrastructure, workplace practices and school frameworks.

RESEARCH

We remained committed to assisting Australian researchers at the forefront of worldwide efforts to develop a cure for diabetes, and to help improve management techniques and products in the meantime.

As a member of Diabetes Australia we continued to support the Diabetes Australia Research Trust (DART), established in 1987. The Trust provides vital funds for research into diabetes prevention, management and ultimately a cure. DART also fosters new researchers and in the past year funded 27 separate research projects.

Diabetes WA also continued support for the local Diabetes Research Foundation (DRF), founded in 1976 to examine all areas of diabetes. Recent DRF research has looked at assisting the way in which people live with diabetes. Our support and action of research outcomes in blood glucose monitoring, weight management and care plans is ongoing and more detailed information on specific projects is included later in this report.

Diabetes WA Patrons

HIS EXCELLENCY, DR KEN MICHAEL, AC GOVERNOR OF WESTERN AUSTRALIA AND MRS MICHAEL

Since becoming Patrons of Diabetes WA in 2006, Julie and I have become increasingly aware of the challenges being placed on the organisation to continue to deliver quality services, information and support to an increasing number of people in our community who are at risk of, or living with diabetes.

We know the enormous impact diabetes has on individuals, families and the health care system. With the recently released Australia's Health 2010 Report showing that type 2 diabetes is projected to become the leading cause of disease burden in Australia in the next seven years, overtaking coronary heart disease, depression and anxiety, it is comforting to know that Diabetes WA has, since 1965, played a lead role in developing and driving diabetes' awareness, management and prevention strategies.

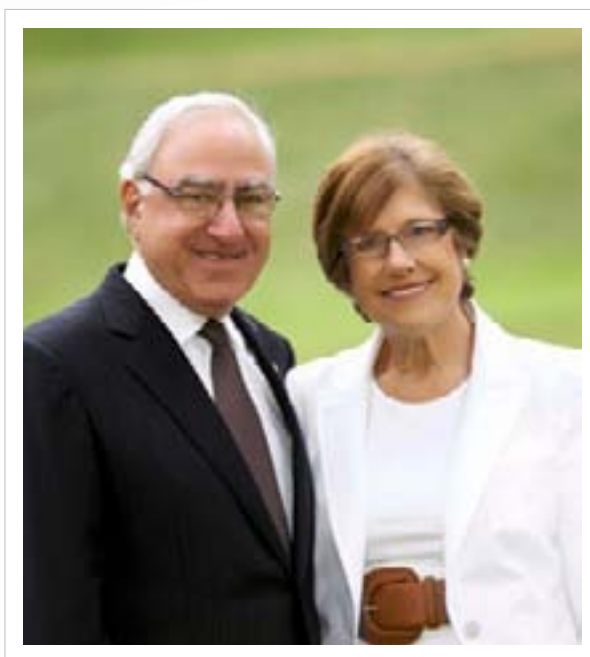
Part of raising awareness of the implications of diabetes, is changing the public perception about the seriousness of diabetes. The condition is indeed very serious and once diagnosed can have major health impacts. We appreciate that diabetes and its complications cause up to one third of preventable hospital admissions in Australia. The challenge in raising awareness is to balance this message in a manner that clearly outlines the magnitude of the consequences of the condition while encouraging people to act to reduce their risk factors and seek medical advice.

By maintaining a strong presence in the community, Diabetes WA, as the peak body for diabetes, will ensure that our community continues to have access to the best information and services available.

Julie and I wish every success to the Diabetes WA team and extended 'family' in continuing to strive towards the vision of Freedom from Diabetes.



Governor



President's Report



Diabetes in Australia is a major issue. The significance of diabetes is usually expressed by way of population impact or economic cost. Around 1,000,000 Australians are currently living with diabetes at a total economic cost to the community of some \$6.3 billion per annum.

As staggering as these figures are, they do not reflect the impact that diabetes has on the lives of individuals living with the disease.

At Diabetes WA we come face to face with the human side of Western Australian families living with diabetes on a daily basis. Fittingly the theme of this Annual Review is Diabetes. Who Cares? We Do.

Diabetes WA is dedicated to representing, informing and servicing the interests of all diabetes stakeholders through its operations as the peak body and voice of diabetes in Western Australia. Among the many opportunities this creates, our strategic priority remains focused on growing the relevance of our organisation to people living with diabetes. Our range of services and activities demonstrates on a daily basis that we are here for people interested in, or impacted by diabetes.

This year we have undertaken a process of organisational self examination. We have looked at our core businesses and

restructured to increase our relevance and capabilities in the face of ever-growing demand for our services. Over the past 12 months, as a result of this work, I have witnessed many changes within Diabetes WA.

I have seen Diabetes WA increase its connectivity to WA's health sector, building new relationships with the corporate sector, research institutions, Government, other NGOs, clinical professional groups and national diabetes networks. These linkages have re-energised our organisation and created a relationship framework on which we can grow our operations.

I have seen our focus shift from a Subiaco-based service delivery to one that reaches across metropolitan Perth and explores service options in regional centres and remote areas.

We have expanded our service focus to provide special programs directed to priority populations, those that are disadvantaged and those who are over-represented in the diabetes diagnosis.

I have seen our statewide NDSS network expand to a point where it now includes some 422 agencies servicing the State from Kununurra in the North to Kalgoorlie in the East and Albany in the South.

This external activity has been complemented by a range of internally focused action to develop our capacity in managing an expanded range of programs and services delivered in a wider range of metropolitan and regional centres.

A major project was initiated to investigate new information system requirements in the context of our future redevelopment and growth. Management also undertook significant restructuring, drawing together all elements of our professional services teams, combining them as one in an integrated Health Service group and providing a more capable, more responsive and more efficient health service model.

As exciting and busy as our last year has been, what we have achieved to date is to establish a strong platform for growth and future expansion of Diabetes WA capabilities. There is more to come!

I thank my fellow Board members for their continuing support, commitment and direction. Their wise counsel ensures that Diabetes WA is focused on the future and is ever attuned to meeting the interests of all stakeholders. I also thank our CEO for his leadership of our team of dedicated staff through a period of rapid change. He has continually empowered and engaged them to support the new direction that challenges the organisation.

This forthcoming year will see Diabetes WA continue to develop and improve, becoming even more relevant to diabetes stakeholders as we strive toward our vision of 'Freedom from Diabetes'.

A handwritten signature in blue ink that reads "Moira Watson". The signature is written in a cursive, flowing style.

Moira Watson
President

Diabetes WA Board

CORPORATE GOVERNANCE

The Diabetes WA Board is legally responsible and accountable for governing and controlling our organisation. The role of the Board is to represent the stakeholders of Diabetes WA in determining appropriate organisational performance for the services provided to people with diabetes, their families and carers, and in meeting the obligations required by key stakeholders for the delivery of those services. It is the job of the Board to ensure that Diabetes WA achieves its vision of 'Freedom from Diabetes'.

The Board of Diabetes WA consists of nine members and the immediate past President, who is able to hold office for a maximum of 12 months. The Board

appoints a Chief Executive Officer to conduct the day to day business of the organisation, subject to the direction of the Board. The Board governs with

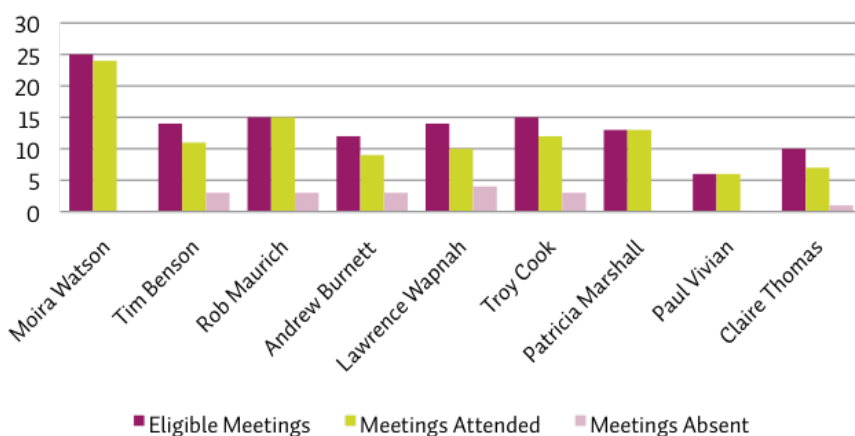
an emphasis on strategic leadership and a diversity of opinions and views to ensure a secure future.

The Board makes collective decisions on issues and topics with a clear distinction between the roles of the Board and Chief Executive Officer.

This year, in carrying out its responsibilities, the members of the Board of Diabetes WA met eight times as a full Board and 18 times as a Committee of the Board. Board members also participated with the Diabetes WA senior management team in two strategic planning and budget workshops.

Originally formed in 1965, the Diabetes Association of Western Australia Inc. trading as Diabetes WA, is an organisation operating under the Associations Incorporations Act of 1987.

2009 / 2010 Board and Committee Meeting Attendance



The Board of Diabetes WA is made up of members bringing to the table a variety of expertise, experience and practical working knowledge in areas of value to the organisation and the people it serves.

MEETINGS AND COMMITTEES OF THE BOARD

The following Committees of the Board carried out the objectives of Diabetes WA.

Finance Audit and Risk Committee met six times during the year to consider the appropriateness of Diabetes WA accounting policies and principles, as well as the methods of applying them, ensuring that they were in accordance with the financial reporting framework. Committee members were Rob Maurich (Chair) and Moira Watson.

Governance Committee met six times during the year to assist the Board to discharge its responsibility to ensure that good Governance practices were adhered to. Committee members were Andrew Burnett (Chair), Moira Watson and Tim Benson.

Communications and Marketing Committee met three times during the year to ensure that the Board was informed on branding, fundraising and media relations activities within Diabetes WA. Committee members were Paul Vivian (Chair), Moira Watson and Troy Cook.

Health Services Committee met three times during the year to ensure that the Diabetes WA Board was informed of the implementation of health services and diabetes education strategies. Committee members were Patricia Marshall (Chair), Moira Watson, Lawrence Wapnah and Troy Cook.

Top left to bottom right Rob Maurich (Treasurer), Lawrence Wapnah, Andrew Burnett (Secretary), Troy Cook, Paul Vivian, Patricia Marshall, Moira Watson (President), Absent Tim Benson (Vice President), Claire Thomas (Immediate Past President)



Rachel Gower's Story

"I have had diabetes, type 1, since 10pm on the 7th of November 2008. Overnight I went from Rachel Gower to Rachel Gower plus one. Diabetes is my friend, a very special friend and we take on life's obstacles together."

Rachel Gower's family witnessed a miraculous transformation following the 10-year-old's diagnosis with type 1 diabetes. Tanja Gower says that her child matured before her eyes, soaking up any and all information on diabetes, spurred by a determination to take charge of her condition.

"It was hard at first because I had to re-learn how to look after myself but with all the information I received while in hospital, the support of the people

around me and because I wanted my life back - I've done it," the sports lover and budding young actress said.

Mrs Gower said her daughter was extraordinarily disciplined and in tune with the needs of her body - careful with food and testing her blood regularly.

Rachel is also a passionate campaigner for diabetes awareness and has spoken to

State Parliament on key issues related to the condition including drivers' licensing and stem cell research.

"Diabetes has opened my mind to the world and now I take on all opportunities and I live every minute to its full," she said

Rachel and her friend Margaret Wilkes have set up a support group for people living with diabetes and encourage people to join. For more information contact rachel-gower@hotmail.com or Margaret.wilkes@bigpond.com.



CEO Operations Overview



Throughout 2009-10 Diabetes WA continued to pursue the important objective of developing an efficient and relevant organisation to serve people with diabetes and our broader stakeholders.

This focus challenges us in many ways and has driven a large number of new initiatives and improvements to our operations.

Following a business review and alignment to a new health services strategy, our professional health-related activities were positioned under a Health Services division led by the newly created role of General Manager Health Services.

Drawn together in the new division are our diabetes education and training services, diabetes self-management support services and population health and diabetes prevention activities. The restructure allows Diabetes WA to make better use of our specialised resources in responding to ever growing community demands.

Diabetes WA continued as the Western Australian manager of the Commonwealth Government's National Diabetes Services Scheme (NDSS). Significant work was done to expand the NDSS agent network with 80 new pharmacies recruited, bringing the total across the State to 422. The number of WA registrants on the scheme also grew to 93,000 – some 700 new registrations (people diagnosed with diabetes) each month.

We took the lead in developing a new and successful NDSS marketing strategy – funded by the Commonwealth Department of Health and Aging – and saw it adopted nationally. New, consistent advertising and point-of-sale materials were developed to improve consumer recognition and awareness and are now used in NDSS agencies across Australia.

Another key development of the past year was a comprehensive review of our Information Technology framework. To meet ever expanding and changing service demands into the future, it is paramount that Diabetes WA properly updates business systems and processes such as Information Technology. Implementation of review recommendations will start this year and continue in 2011.

Diabetes WA's website was also updated throughout the year with a range of improvements providing more information and options for users. The number of visitors to our site increased 56 per cent with 42,000 individual visitors using the site. The website remains a significant resource for people with diabetes in WA and more upgrades are planned in the future.

While our website and e-newsletter 'e-blast' grew in popularity in the past year, Diabetes WA recognizes that our stakeholders are individuals with different needs and preferences and we will continue to deliver news and information in a variety of ways.

Much has been achieved in the past year but we are mindful that so much more remains to be done in striving to achieve our vision of a community free from diabetes. The entire Diabetes WA team is determined to meet the significant challenges ahead with commitment, hard work and innovation.

A handwritten signature in blue ink, appearing to read 'Andrew Wagstaff'. The signature is fluid and cursive, with a stylized 'A' and 'W'.

Andrew Wagstaff

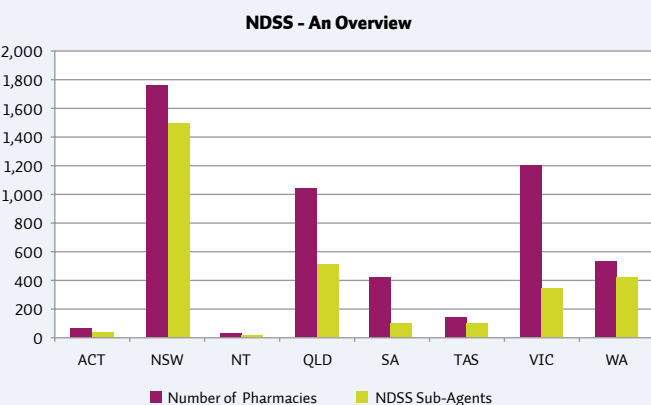
Chief Executive Officer

The National Diabetes Services Scheme

The National Diabetes Services Scheme (NDSS) is an initiative of the Australian Government administered in Western Australia by Diabetes WA. The scheme provides people living with diabetes access to a range of free and subsidised diabetes-related products*, as well as support, services and information.

ACHIEVEMENTS IN THE PAST YEAR INCLUDE:

- A growth of 20 per cent in pharmacies registered as NDSS agents. This brings the number of agencies to 422 out of a possible 480 in locations across the State. Significantly, in regional areas our network now extends from Albany to Kununurra taking in regional cities such as Kalgoorlie and many other rural and country locations.



- Relocation to a new NDSS warehouse, doubling floor space and enabling us to increase efficiency in servicing customers.
- An enhanced visual presence in the marketplace and the community with a strong new NDSS identity branded on packaging, buildings, vehicles, printed material and uniforms.

- More targeted training of pharmacy staff in response to demand. We conducted nine training sessions enabling 145 pharmacy assistants to more fully meet the needs of customers with diabetes. This is an increase of 48 participants on the previous year.

- A reworked Customer Service Model to appoint a dedicated NDSS Business Manager, Agency Relationship Managers and Call Centre staff.

- An innovative and exciting new NDSS marketing campaign initiated by Diabetes WA, offering a range of eye catching in-store advertising material. The campaign's local success saw it adopted in every state and territory in Australia. Diabetes WA secured national funding

for the project that was complimented by a series of print and on-line advertisements.

- Successful industry engagement at our April 2009 Trade Expo. The Diabetes WA and NDSS organised event included presentations from five pharmaceutical companies, 10 hospitals and five health professionals. Presentations focused on the provision of quality information

to NDSS agents and their staff with the popular format to be repeated in future events.

OUR WORK AHEAD INCLUDES:

- Hosting at least four information and education events for different target audiences over the coming year. Events will include a focus on issues of interest to various groups including parents of insulin requiring children, NDSS agents and health professionals.
- Ongoing further improvement in our communication and in our service to agents including the launch of a quarterly on-line newsletter, upgraded IT systems and enhanced business processes. These advances will support increased activity within the NDSS while offering more services to NDSS registrants.
- The expansion of Diabetes WA retail operations to include an on-line store, offering greater accessibility and convenience for people living with diabetes to meet their associated health needs.
- Ongoing investment in staff and infrastructure to enable us to more thoroughly service and connect with our 76 regional NDSS agents.



- The expansion of the NDSS agent network into new markets including health centres and aged care facilities.
- The development of a series of professional awards to recognize, support and encourage NDSS agents in their valuable work in assisting the community.

OUR PLAN FOR THE FUTURE:

- Diabetes WA will seek to be the candidate of choice for the renewal of the NDSS contract due for review in June 2011. We intend to be the best choice based on:
 - A continued building of our increasing agent network,
 - An ongoing focus on providing the most efficient and convenient delivery of an expanded range of products and services to our customers; and
 - Maintaining continuity of and constantly improving the diversity and richness of our education, support and management programs provided to agents, people living with diabetes, and the broader community.

*NDSS subsidised products are only available to people registered on the NDSS. Syringes and needles are free on the NDSS and other products are subsidised.

Diabetes Education Services

The Diabetes Education Services team of credentialed diabetes educators and dietitians delivered a range of group education sessions, advice and one-on-one consultations to a variety of people with, or at risk of, diabetes.

ACHIEVEMENTS IN THE PAST YEAR INCLUDE:

Diabetes WA Information and Advice Line (DIAL)

Through DIAL, Diabetes Educators offer free, confidential advice to anyone with questions about diabetes. In the past year 2,813 contacts were made and more than 3,000 referrals were offered to health services, support groups, websites, pharmacists and others. DIAL is available at local call cost on 1300 136 588.

Group Education Services

Diabetes WA offers unique programs to effectively manage diabetes:

Shop Smart

In the past year 290 people attended Shop Smart programs in 16 supermarkets across Perth to learn how to analyse food labels and make healthy food choices. Initially conducted on a monthly basis, the program now runs fortnightly and is also offered in a classroom setting.

Cook Smart

More than 300 people took part in Cook Smart food preparation lessons - free for NDSS registrants and Diabetes WA members. Extremely popular, it now operates at more community locations and fortnightly at the DWA Subiaco office.

Getting Started

Getting Started has been an important tool for 157 people newly diagnosed with type 2 diabetes. In the past year 12 sessions covering diabetes management, accessing of information and support were held at DWA Subiaco and a further six at Belmont.

Living with Diabetes

Our six-module Living with Diabetes program continued as a popular choice for people newly diagnosed with diabetes. More than 250 people attended two programs offered for information on diet, exercise, medication and complications.

Group Information Sessions

The past year saw 140 people attend sessions at Subiaco and Belmont on topics directly related to the management of diabetes or prevention of complications.

Individual Consultations

Our Diabetes Educators and Dietitians conducted more than 150 one-on-one appointments. Consultations continue to provide people living with diabetes direct access to specialist professionals to assist in all aspects of management.

Diabetes Information through Fact Sheets

25 fact sheets are available on the Diabetes WA website and are also widely distributed to anyone wanting diabetes information, health professionals and support groups. Regularly updated topics include eye, teeth and foot care, exercise, cooking, shopping tips and avoiding complications.

Pharmacy Assistant Training

In the past year DWA's Education Team developed and successfully piloted a four-hour training session for pharmacy staff across Perth. Nine sessions were conducted for 97 participants drawn from 59 NDSS agencies. Positive feedback has guaranteed more in the future.

Chronic Disease Management Service (CDMS)

Developed by Precedence Healthcare and Diabetes WA, the CDMS program helped more than 600 people with chronic diabetes to manage their condition. The web-based collaborative expanded the range and reach of self-management interventions and specialist support.

BGAThemeWA

'Blood Glucose Awareness Training At Home WA' is a State-focused online project to help improve individual accuracy of blood glucose detection and interpretation of symptoms. Diabetes WA and a Combined Universities Centre for Rural Health team created an 'online' project, following review and adaption of a US education program. The project was funded by a Diabetes Research Foundation of WA grant and will be fully evaluated for possible future expansion.

Health Promotion



Clifford Terry with his work from DWA art therapy workshop

Diabetes WA's Health Promotion team promoted healthy lifestyles and raised awareness of diabetes prevention through a range of innovative programs, resources and partnerships in statewide health promotion initiatives.

ACHIEVEMENTS IN THE PAST YEAR INCLUDE:

Programs

The 'Don't Ignore Diabetes' website

More than 10,000 people accessed the website which raised awareness of the seriousness of type 2 diabetes, risk factors and their reduction. Some 2,299 people assessed their personal circumstances and 95 per cent were identified as at risk.

My Healthy Balance

This web-based program helped people pursue a healthy lifestyle to prevent or delay the onset of type 2 diabetes. In the past year 1,204 people joined the program for help with physical activity, weight loss and healthy lifestyle goals. Evaluated by Curtin University's Centre for Behavioural Research in Cancer Control, the program was found to have achieved changed dietary habits, weight lost, and lowered Body Mass Index (BMI). New modules for people with pre-diabetes conditions were added as a result.

Get on Track Challenges

Two competitions were held in the past year in which 1,504 people from a variety of workplaces competed in 188 online teams to increase and record daily physical activity and monitor fruit and vegetable intake. A further 239 teams completed the challenge

outside the organised challenge period demonstrating the program's popularity.

Education and Awareness for aboriginal communities

Our team reached out to aboriginal communities across Perth and responded to many requests for information and education on diabetes. Work included:

- Three sessions with the Mooditj Sugar Babes support group in Midland.
- Four presentations at Women in Partnership – Aboriginal women's health forums.
- Participation in two family health days at the Marmun Mia Mia men's health group in Armadale.
- Four education sessions at Perth's Derbarl Yerrigan Health Service.
- Creation of the 'Your Heart Your Bloodline Your Choice' animated DVD.

Diabetes WA also participated in a women's health day at the Ishar Multicultural Centre in Mirrabooka.

Art Therapy Sessions

"My painting shows the changes I have made over time and you can see by the painting itself, my energy has increased. The kids and I stopped eating fatty foods and are drinking more water."
(Participant)

Diabetes WA ran 26 art therapy sessions with the Mirrabooka and Northam aboriginal communities. On average, 15 adults and children attended culturally inviting sessions involving storytelling and art to communicate diabetes prevention and management messages and provide stress relief. Two art exhibitions were held to showcase creations, at Sister Kate's Chapel and the Fartart Studio in Northam, promoting wider community discussion about diabetes.

Draw the Line

Our continued partnership with the Heart Foundation of WA and the Cancer Council saw us contribute to the 'Draw the Line' healthy weight campaign and the 'Go for 2&5' fruit and vegetable campaign. Evaluations found that both were successful in promoting awareness of weight, healthy food consumption and linked issues. Further funding will see the programs repeated.

Public Health Advocacy Institute of WA

Diabetes WA continued as a partner in the Institute - an independent public health voice in WA - and promoted, supported and developed public health advocacy in priority areas of obesity, alcohol, environment and health, child health, indigenous health and public health expenditure.

Health Services

OVER THE PAST YEAR AND INTO THE FUTURE

The past year saw our Diabetes Education Services, Health Promotion and Aboriginal Health teams combined to form a new Health Services division. The united area increases our effectiveness in engaging people with diabetes, their families and the wider community.

A new health service plan was also developed to guide future activities. The plan outlines priority groups and settings and defines our focus as future services and programs are developed and delivered in the areas of diabetes management, support, awareness and prevention. Key focus areas include:

- Indigenous Australians
- People living in rural and remote areas
- Culturally and linguistically diverse groups
- Pregnant women
- People with diabetes and their families
- Workplaces
- Community settings (eg: child care facilities)
- Health care facilities

A major review of all existing programs and possible future additions will be carried out by the Education Services Team in line with our future focus. Proven and successful programs will be promoted and more versatile delivery methods explored to reach rural and remote areas, and people at risk of diabetes.



We plan to continue vital Health Promotion partnerships with the Heart Foundation of WA, Cancer Council WA and the Public Health Advocacy Institute of WA (PHAIWA) to combat weight problems and push the benefits of a healthy lifestyle.

Programmed for the future is the joint Diabetes WA/PHAIWA development of a web-based project to engage and mobilise the community on the issue of being overweight or obese. The project will be the first of its kind in Australia. Previous success of the My Healthy Balance program and the Get on Track Challenge has also guaranteed future funding for statewide expansion of the initiatives.

In the area of indigenous health, Diabetes WA is committed to ongoing work in partnership with the Aboriginal Health Council of WA and the Heart Foundation of WA to build the capacity of the aboriginal and broader indigenous health workforce.

In the area of indigenous health, Diabetes WA is committed to ongoing work in partnership with the Aboriginal Health Council of WA and the Heart Foundation of WA to build the capacity of the aboriginal health workforce.

We plan also to extend our work with community groups to develop and distribute targeted diabetes resources and programs, assisting both with the management of diabetes and promotion of risk awareness.

The coming year will see Diabetes WA strengthen advocacy efforts to more effectively increase the understanding of decision and policy makers on the importance of diabetes related programs – and the absolute need to properly fund them.

Our newly formed Health Services division plans to capitalise on the positive momentum of recent efforts to consolidate and define our future focus and will remain dedicated to the task of providing the best possible proven services, advice and support to people with diabetes, those at risk, and all those touched by the condition.



Community Relations

COMMUNITY RELATIONS

The Community Relations and Marketing team is responsible for positioning Diabetes WA as a credible and accessible source of support, advice, information and education for people with, or at risk of diabetes, for their families and friends and for professionals within the health sector. Diabetes WA works to engage key stakeholders, encourage take-up of initiatives and foster ongoing, mutually beneficial relationships.

Our team is responsible for developing and implementing sustainable income streams from fundraising, membership and fee-for-service initiatives that generate untied surpluses to be channeled into the organisation, aiding program development.

MEMBERSHIP

Our membership team remains dedicated to meeting the needs of members through customer services, data processing and membership development.

- Our membership numbers remained constant over the year at 14,000. A key focus was improvement of our membership offering and planning for a future push to further increase numbers – particularly attracting younger members outside our core membership age range of 51 – 80.
- We continued efforts to improve the value of membership with extra

discounts and promotions adding to the existing suite of optometry, insurance, footwear, diabetes products and magazine subscriptions, already offered.

- We increased our range of free information sessions offered to members.
- We launched the 'Friends of Diabetes WA' engagement campaign in March this year, with more than 1300 new NDSS registrants contacted in the first six months.
- We relaunched our member magazine, changing the name from *dialog* to *Diabetes Matters* with a new look and more relevant content. *Diabetes Matters* is distributed to more than 17,000 subscribers quarterly.

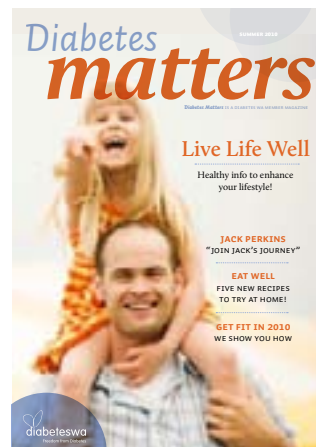
COMMUNITY ENGAGEMENT

Our Community Engagement Coordinator worked consistently to raise the profile of Diabetes WA in the broader Western Australian community.

- We continued to benefit from the dedicated unpaid work of our

valued volunteers who provided administrative, public speaking (through our Speak Out program) and specialist support across the organisation. We are fortunate to have many volunteers who repeatedly return to assist us.

- Last year Diabetes WA was involved in the 2009 Homeless Connect event and we have committed to future involvement and contributions.
- We continued to assist our independent diabetes support groups in their work with members, ensuring access to information and personnel. Our small grants scheme assisted one group with funding for new audio visual equipment.
- The Speak Out About Diabetes Program continued to be an important strategy in spreading information on how to prevent diabetes. In the past year our volunteers presented 72 sessions to more than 2130 people. Monitored feedback showed that 70 per cent of participants later pursued action to prevent diabetes.



OUR VALUED VOLUNTEERS

We sincerely thank our dedicated volunteers who provided more than 4,000 hours of invaluable assistance in the areas of administration, public speaking, programs and fundraising to enable us to deliver our services and support.

Two such volunteers, Aileen Marzo and Miriam Marchetti have volunteered together for many years and both proclaim they have enjoyed every minute of it! They began helping at Diabetes WA around seven-years-ago at the former East Perth offices.

Every Wednesday without fail, the dynamic duo can be found chatting and sharing tim-tams as they tackle a mountain of mail-outs and help with a range of activities vital to the functioning of Diabetes WA. With their quick smiles and even quicker wit they are an indispensable highlight of the week.



Volunteers Miriam Marchetti and Aileen Marzo

- We laid the foundations for ongoing involvement in activities targeting children with diabetes. We provided administrative support, volunteers, staff and gifts for two camps and a school holiday activity for children with type 1 diabetes and will undertake an expanded range of activities and support for children and youth in the future.

FUNDRAISING

Our Fundraising team worked hard to bring over \$540,000 into the organisation.

- Last year's 'lucky numbers' raffles and direct mail campaigns were well supported by the community and will continue to be an ongoing part of our fundraising strategy.
- During the past year more than 4,000 individuals and 200 businesses made financial contributions to Diabetes WA as part of our fundraising campaigns.
- A range of events provided valuable funds and positive exposure for DWA and included the Judi Moylan Long Table Lunch, beneficiary events and quiz nights.
- Diabetes WA raised more than \$22,000 and engaged new supporters as a charity partner of the inaugural HBF Run for a Reason. We are honoured to have been confirmed as a charity beneficiary in next year's event.

MARKETING AND COMMUNICATIONS

The Marketing and Communications team managed our brand, events, the website, membership publications, media relations and more.

- National Diabetes Week (12 – 18 July) and World Diabetes Day (14 November) were again key events with our efforts designed to engage the community and spread quality information about the risks and impact of diabetes.
- We commenced work on redeveloping the Diabetes WA website and to create an online members' login area.
- In the past year we worked on greater media exposure to raise vital messages about the seriousness of diabetes in the Western Australian community. Media exposure also helped to increase the DWA profile within the community. A total of 139 media hits were recorded last financial year.
- Around 1,000 new eBlast subscribers signed up resulting in more than 6,000 people receiving our e-newsletter each month.

HOW YOU CAN HELP

Diabetes WA relies on the generosity of the Western Australian community in its work to support people living with, affected by, and at risk of diabetes.

This generosity funds our life changing programs and services and without such support many people with diabetes would not have access to the services they need.

We are keen to build relationships with donors and sponsors throughout Western Australia and would love to help you make a difference.

Some simple ways you can help:

- Donate
- Fundraise – organise your own event or join an existing one
- Make a bequest
- Purchase a raffle ticket in our bi-annual raffle
- Encourage your workplace to get involved either through payroll donation or sponsorship
- Volunteer

Any help you can offer will be warmly accepted, and will make a real difference to Western Australians impacted by diabetes.

Corporate Services

Diabetes WA Corporate Services comprises finance, human resources, information technology, facilities and administration teams and is also responsible for managing the Commonwealth Government's National Diabetes Services Scheme (NDSS) in Western Australian. Corporate Services supports DWA's health services, marketing, fundraising, membership and the NDSS team in their work to assist people with diabetes.

ACHIEVEMENTS IN THE PAST YEAR INCLUDE:

- A restructure and growth of staff roles and systems allowing greater support to all areas of Diabetes WA.
- The introduction of updated technology in payroll, financial management and point of sale and corresponding improved financial management policies.
- The opening of a second co-location facility in Belmont in February providing an additional training venue and consolidating our customer service, processing and warehousing teams for greater efficiency.
- The successful launch of two new retail outlets and substantial progress in the development of an e-commerce website to provide easier access shopping for a range of diabetes and health related products.
- The completion of Diabetes WA's five-year Information Technology Strategy plan, co-funded by Lotterywest. A further grant submission has been made to Lotterywest for implementation of this plan to ensure that our technology best meets the needs of Diabetes WA.

OUR PLAN FOR THE FUTURE:

- We will continue to work to make improvements to the efficiency of Diabetes WA's daily operations, ensuring compliance at all levels.
- Implementation of our IT strategy and continued transition of IT infrastructure and software applications.
- The introduction of new organisational reporting frameworks and improved internal support across expanded departments and teams.
- Renewal of corporate policies as well as an independent audit of risk and vulnerability to further mitigate and manage risk.



Human Resources



At Diabetes WA we provide a flexible and diverse workplace to attract and retain quality employees. Our Human Resources team helps ensure that staff have necessary skills, experience and knowledge to meet current and future needs of the organisation, and of our members.

In the past year we successfully supported growth by recruiting the right people into the right jobs. We reviewed recruitment processes and the way in which we advertised, working closely with departmental managers and others to guarantee the best possible candidates.

We identified learning and development opportunities through the successful implementation of a new Performance Appraisal System and achieved significant improvements in internal communication and sharing of corporate information.

Diabetes WA remains committed to ensuring that staff are remunerated fairly and we performed several industry-specific benchmarking exercises to make sure this was accurate. Salary sacrifice options and staff benefits were explored, including a Corporate Health Plan with HBF, and an employee assistance program with Working Relationships - to be made available to all employees.

Our future Human Resources focus will include continuous improvement in communication, work environment and job satisfaction. Policies and procedures will be reviewed, re-drafted and developed ensuring that Diabetes WA complies with changes and requirements at State and Commonwealth legislative levels.



*Randy Baker, Susan Ng,
Kylie Mahony, Sandy Havlin*

Financial Review 2009/2010

OVERVIEW

Diabetes WA finished the financial year with a net asset position of \$3,568,934 compared to \$3,518,140 in 2009. Our operating surplus for the 2009/10 year was, as planned, 59 per cent lower than the previous financial year at \$50,794.

Continued expansion of the National Diabetes Services Scheme (NDSS) contract resulted in a 16 per cent increase in revenue to DWA, totalling \$2,202,484. We plan to fully acquit the carried forward surplus of \$730,801 by the end of the current contract date of 30 June 2011.

REVENUES

Tied revenue - income received solely for a specific purpose - increased by 3 per cent to represent 69 per cent of overall revenue and our restricted cash balance (as at 30 June 2010) increased by 6.36 per cent to 58 per cent of our total cash holdings. In the past year, fundraising continued to be a priority source of untied funds with more than \$570,000 raised. The DWA Board also initiated a range of strategies to help generate greater untied revenue in future years.

As per the notes to the Financial Statements, income from membership has been restated for the years ending 30 June 2008 and 30 June 2009 years as part of accounting policy changes. This has resulted in an increase in reported revenue despite a very small reduction in membership numbers.

Specialised training courses delivered by Diabetes Education Services earned extra income and helped to cover delivery costs associated with educational resources and support. These earnings also helped to offset reduced consultation income.

EXPENSES

Expenses were significantly higher over the past year due mainly to costs incurred in improving the delivery of the NDSS contract by opening our new warehouse and office site at Belmont. Under the NDSS contract terms, this expenditure could not be capitalised as assets. The overriding benefits include more effective storage and distribution, additional office space and the ability to consolidate the fulfillment and customer service teams and optimise output.

Other major expense items included new point of sale and payroll software and finance packages, part of which was expensed to the NDSS contract.

A number of Health Promotion contracts concluded on 30 June 2010 and incurred larger costs than expected, primarily due

to website evaluation and development projects. Four Health Services contracts concluded and one was extended. Four programs overspent their budgets by a combined total of \$17,323, but absorbed more than \$111,500 of corporate overheads which would have otherwise been carried by the organisation.

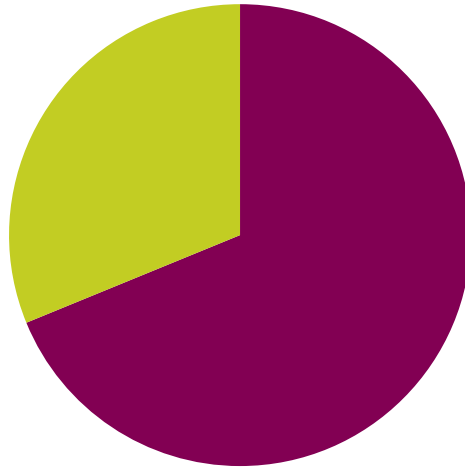
BALANCE SHEET

Diabetes WA values its assets at cost and the majority of cash holdings continue to be held in 'at call' operating bank accounts and high interest online saving accounts. Our funds are further segregated to isolate restricted cash holdings. Diabetes WA continues to operate a conservative Balance Sheet position.

We publish audited financial statements and these are readily available to members and the public upon request.

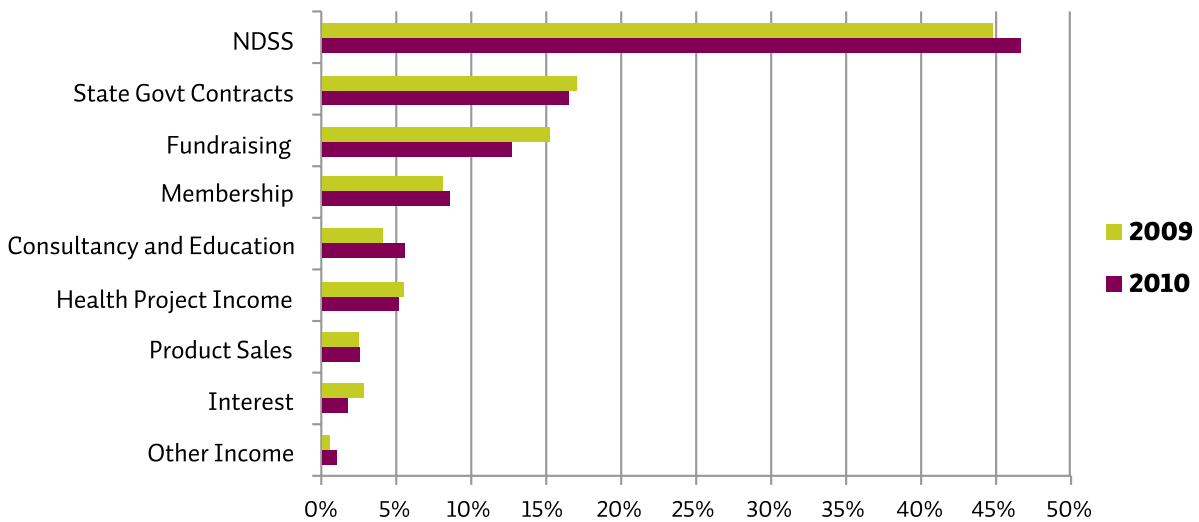
CLASSIFICATION OF REVENUE

Untied Revenue,
\$1,474,148 , 31%

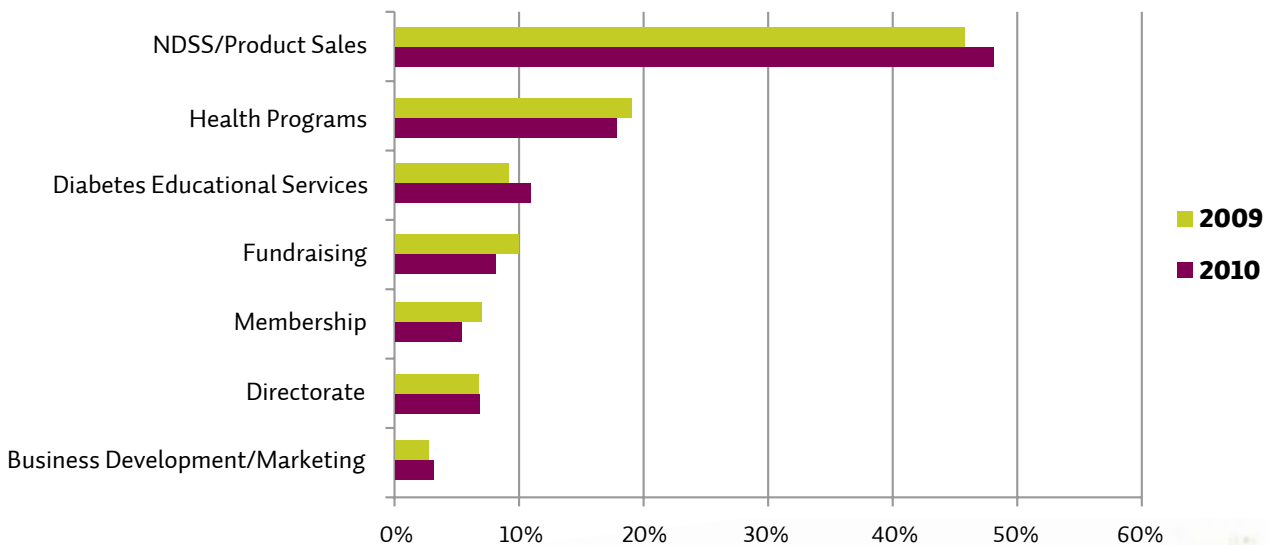


Tied Revenue,
\$3,251,734, 69%

WHERE EACH \$ CAME FROM



WHERE EACH \$ WAS SPENT



**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF
DIABETES ASSOCIATION OF WESTERN AUSTRALIA (INCORPORATED)**

We have audited the accompanying financial report of Diabetes Association of Western Australia (Incorporated) which comprises the statement of financial position as at 30 June 2010, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, a summary of significant accounting policies other explanatory notes and the statement of the Board of Management.

Board of Management's Responsibility for the Financial Report

The Board of Management is responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations). This responsibility also includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Board of Management, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

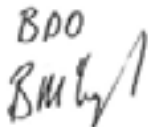
Independence

In conducting our audit, we have complied with the independence requirements of the Australian professional accounting bodies.

Auditor's Opinion

In our opinion the financial report presents fairly, in all material respects, the financial position of Diabetes Association of Western Australia (Incorporated) as at 30 June 2010 and of its comprehensive income and cash flows for the year then ended in accordance with Australian Accounting Standards (including the Accounting Interpretations).

BDO Audit (WA) Pty Ltd



Brad McVeigh
Director

Perth, Western Australia
Dated this 24th day of September 2010

Thank You

We are sincerely grateful to the organisations and individuals who have supported us throughout the year. Your generosity enables us to provide support and quality services to people living with diabetes and their families in Western Australia.



MICHAEL BRAIN

DR GAE SYNOTT

DR JANET WOOLLARD

KELLION VICTORY AWARDS

Kellion Victory Awards have been presented by Diabetes WA since 1987 and are given to people who have lived with diabetes for 50, 60, 70 and 75 years. The award is designed to commemorate the inspirational people who have lived with diabetes for many years and to provide those newly diagnosed with hope.

Kellion Recipients 2009/2010

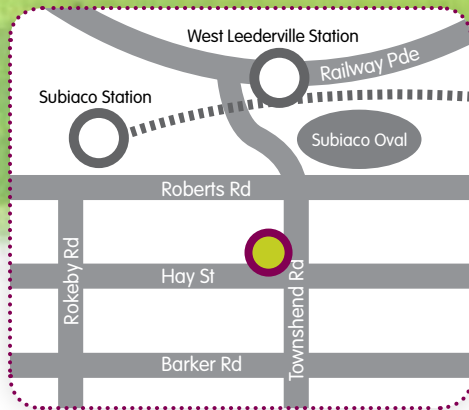
50 Years : Ann Wilson, John Layton

60 Years : Lynette Ricketts, James D'Arcy Evans

Auditors: BDO Kendalls

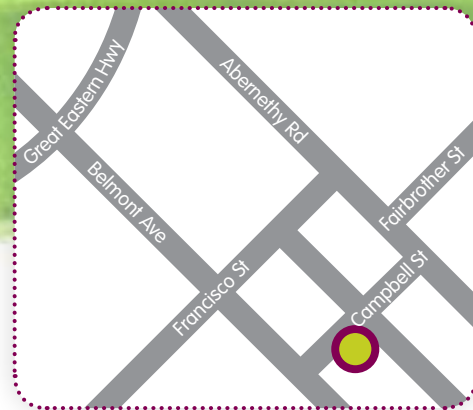
Bankers : ANZ

Diabetes WA Office Locations:



Level 3, 322 Hay Street, Subiaco WA.

Ph: (08) 9325 7699



172 Campbell Street, Belmont WA.

Ph: (08) 9325 7699

www.diabeteswa.com.au

dIAL
1300 136 588
Diabetes WA Information
and Advice Line