

Freedom from Diabetes



Types of diabetes



Approximately 85% of cases of diabetes are type 2 diabetes, while 10-15% are type 1 diabetes

TYPE 1

Researchers believe that there are 40 genes involved in type 1 diabetes.

Type 1 diabetes is the most common chronic childhood disease in developed nations.

The incidence of type 1 diabetes has increased by three per cent over the last 20 years.

TYPE 2

Type 2 diabetes primarily affects people older than 40.

Risk factors for type 2 diabetes include obesity, physical inactivity, poor nutrition, genetic predisposition and ageing.

GESTATIONAL

Diabetes in pregnancy is common, affecting about 1 in 20 pregnancies.

Half of the women with gestational diabetes go on to develop type 2 diabetes after the birth of their baby.

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, information and resources.

HIGHLIGHTS OF THE PAST YEAR INCLUDE:

- ◆ A 20 per cent growth in NDSS Sub-Agents to a total of 491 including aged care facilities, General Practitioners and integrated care centres.
- ◆ An open forum held in Albany in April showcasing our services for regional NDSS registrants.
- ◆ Implementation of the Gestational Diabetes Register enabling better follow up and monitoring for women with gestational diabetes.
- ◆ Resources sent to registrants and health professionals exceeded 150,000 units, which is double the amount ever shipped before.
- ◆ A 20 per cent increase in orders for Insulin Pump Consumables – outstripping increases for all other NDSS products.
- ◆ Successful implementation of new branded NDSS visual marketing on packaging, buildings, vehicles, printed material and uniforms.
- ◆ 441 training sessions for pharmacy assistants to help them better meet the needs of customers with diabetes.
- ◆ A successful trade exhibition highlighting issues of mental and physical health associated with living with diabetes.

Diabetes WA in the Community

Diabetes WA is the peak body and voice of diabetes in Western Australia. Our 14,000 members enjoy direct benefits and regular information on issues vital to them via our member magazine, eNews updates and our in-demand website www.diabeteswa.com.au which features a new multi-use member's area and other innovations.

We communicate with more than 50,000 people every year and our volunteers, media spokespeople, ambassadors and support group leaders all contributed to our success in spreading vital diabetes messages.

IN THE PAST YEAR OUR COMMUNITY EFFORTS INCLUDED:

- Assisting 19 independent support groups for people affected by and at risk of diabetes.

- Helping to motivate 1,415 people to adopt a healthier lifestyle via our popular Speak Out to Prevent Diabetes sessions.
- Continuing work with Princess Margaret Hospital on activities for children with diabetes along with two camps and other initiatives for children and families.

We are committed to diabetes work in the community and to excellent value for money service and benefits for new and existing members.

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.

Kellion recipients 2010/2011

50 YEAR

Peter Peckham, Ian Schilling, Joan Bowley

60 YEAR

William Woodhead, Ernest Treby

70 YEAR

Nancy McKenna

A growing trend

There are over 200 new diabetes cases in Western Australia every week

There are over **1,000,000** Australians diagnosed with diabetes

This number is set to **TRIPLE** by 2031

There are over **100,000** people diagnosed with diabetes in Western Australia

It is estimated that for every diagnosed case of type 2 diabetes, there is another undiagnosed case.



Health Services Wider Community Scope, Practical Assistance and Prevention

As part of the implementation of the 2010–15 Health Services Plan the Health Services Team expanded to improve work with Aboriginal, regional communities and culturally and linguistically diverse (CALD) communities.

We recruited specialist staff to work with Aboriginal and Chinese communities with a Living with Diabetes program developed and piloted in Cantonese, and worked more extensively than ever before on diabetes issues in rural and remote WA.

There was a high demand for targeted diabetes resources for Aboriginal health across WA ranging from website content to DVD's, posters, booklets, information USB's and a hypo wallet card. Site visits, strategic partnerships and training of Aboriginal health teams and the development of culturally appropriate diabetes focused art, school and teaching programs added to the health services portfolio.

Diabetes WA provided practical assistance and support to 3,144 people via the Diabetes Information and Advice Line (DIAL) 1300 136 588 and assisted 1,233 people with individual appointments and group education

on topics including nutrition, diabetes risk management and diabetes self-management. A further 3,626 referrals were made to community health professionals.

145 NDSS Sub-Agent staff were trained and Diabetes WA partnered with DESMOND UK to pilot a unique one-day intensive diabetes education program in Australia.

RAISING COMMUNITY AWARENESS OF DIABETES PREVENTION

The My Healthy Balance online healthy lifestyle self-help program saw 1,228 new registrations who, through their participation, decreased their bodyweight and waist measurement and reported increases in positive health behaviours.

Three eight week Get on Track Challenges attracted 2,246 participants in 389 teams, who also reported increased physical activity levels and fruit and vegetable consumption over the challenge periods.

Both of these programs were nominated and the Get On Track Challenge progressed to the finals of the Australian Medical Association and Healthway Healthier WA Awards.

We worked at state and national levels to improve individual engagement with the diabetes risk assessment process and helped raise awareness of diabetes prevention through the administration of 14 small grants supporting type 2 diabetes initiatives in local communities.

Our successful promotion of the workplace-based Draw the Line healthy weight campaign saw

385 WA workplaces take part in audits over a one month period and confirmed workplaces as a future Health Services focal point for both diabetes prevention and management.

We continued to partner with the Public Health Advocacy Institute of WA in the development of the newly-piloted Weigh in WA community website.

The next year will see Health Services continue to grow and consolidate our focus on priority populations of Aboriginal people, CALD communities, workplaces and those living in rural and remote areas.

Aboriginal diabetes statistics

- ◆ The incidence of diabetes in the Aboriginal population is 10 times higher than the general Australian population
- ◆ Aboriginal people are nearly 13 times more likely to die from diabetes compared with non-Aboriginal Australians
- ◆ Major amputations in people aged 25-49 years are 38 times more likely in Aboriginal people



Message from our patrons

A message from His Excellency Mr Malcolm McCusker, AO QC, Governor of Western Australia and Mrs Tonya McCusker

In our new role as patrons of Diabetes WA, we are very proud to be able to assist in highlighting the serious and growing effect that diabetes has both on individuals and our entire community. This review presents a snapshot of a year of achievements and progress by Diabetes WA in its ongoing work towards a future free from diabetes while assisting those affected by it.

The review contains a range of statistics which demonstrate the alarming fact that diabetes is one of our nation's fastest growing chronic conditions now affecting more than 1 million Australians.

In Western Australia, 200 people are diagnosed with diabetes every week. Of added concern is that a significant proportion of the State's population probably have diabetes, but are unaware of the condition.

Since its formation in 1965, Diabetes WA has focused on raising awareness of diabetes in the community and, most importantly, providing people who have the condition the information, products, motivation and confidence they need to successfully manage it and minimise the potentially devastating complications that can arise.

With an increasing number of Western Australians being diagnosed with diabetes, there is a need for continuous community education.

We fully support Diabetes WA in meeting the challenge to reduce the impact of diabetes on the lives of those around us, and in striving towards the goal of "freedom from diabetes".

GOVERNOR

MRS TONYA MCCUSKER

President's message

A YEAR OF PROGRESS
Diabetes WA has made vital progress over the past year in forging ahead with the challenging process of re-evaluation, reinvigoration and reshaping to ensure the ongoing success of our organisation.

During 2010-11 the Diabetes WA Board guided and supported a comprehensive series of strategies and initiatives across the organisation to make it more relevant to the rapidly growing number of people living with diabetes. We reviewed every element of our services and programs to ensure quality, improve performance, secure funding, and cater to increasing and diverse needs, all in alignment with our overall objectives.

The Board, our staff and our volunteers were united in efforts to consolidate the things that worked well, while also embracing the need for improvements and new ways of working to benefit people with, and affected by diabetes.

MEETING THE NEEDS OF OUR MEMBERS

To improve our service to members we introduced an expanded range of marketing and communications activities including the introduction and update of electronic information bulletins and the increasing use of social media. We unveiled a re-designed Diabetes WA website, which received nearly 90,000 visits, an increase of more than 11 per cent, and we grew the number of subscribers to the Diabetes WA electronic 'eBlast' newsletter by more than 4,500. Hundreds of subscribers also signed up to the new NDSS 'eNews' with the revamping of our Diabetes Matters magazine also proving very popular.

Diabetes WA is charting a positive course and navigating through the challenges of living with diabetes. We are confident that these ongoing efforts will continue to improve the lives of those affected by diabetes.

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 people 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. 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 chronic condition.

POSITIONING DIABETES WA AS A HEALTH RESOURCE

To get the most from the health system for people living with diabetes, we have continued to strategically position Diabetes WA as both a leader and a valued resource within the health system.

We are working at many levels to expand our influence in the broader health network and to establish ongoing links and partnering opportunities. We are making significant progress in delivering programs and services in a range of critical areas including self-management education, where the use of innovative methods is proving successful in reaching a broader range of people living with diabetes

Through our membership of Diabetes Australia and the International Diabetes Federation, we continue to support efforts to advocate on the important issues surrounding diabetes nationally and globally.

THANKS

Diabetes WA, like many organisations in the social sector, is faced with the challenge of having to adapt and innovate to meet increasing demands.

I believe that we are equal to the challenge, due to the dedication of our Board, management team and our staff, volunteers, and supporters. We have made significant progress towards our goals and implemented a range of initiatives using bold and innovative methods.

Diabetes WA is charting a positive course and navigating the changing needs and circumstances of all people living with diabetes. We are confident that these ongoing efforts will help to ensure our vision of *freedom from diabetes*.



MOIRA WATSON

Patrons and Board

PATRONS:

His Excellency, Malcolm McCusker AO QC, Governor of Western Australia & Mrs Tonya McCusker

VICE PATRONS:

Mayor Carol Adams Town of Kwinana, Councillor Lynette Baker Shire of Corrigin, Councillor Janet Brooks Shire of Koorda, Mayor Nick Catania Town of Vincent, Councillor Richard Chadwick Narrogin Shire, Councillor Lynne Craigie Shire of East Pilbara, Mayor Paddi Creevey City of Mandurah, Councillor Catherine Crosby Shire of Kent, Mayor Milton Evans City of Albany, Mayor Sheryl Froese City of Nedlands, Councillor Terry Ginnane Shire of Boyup Brook, Mayor Heather Henderson City of Subiaco, Mayor Logan Howlett City of Cockburn, Councillor Terence Kenyon City of Bayswater, Councillor Eileen O'Connell Shire of Nungarin, Mayor Brad Pettit City of Fremantle, Mayor Troy Pickard City of Joondalup, Lord Mayor Lisa Scaffidi City of Perth, Mayor David Smith City of Bunbury, Mayor Trevor Vaughan Town of Victoria Park, Mayor Simon Withers Town of Cambridge.

BOARD:

The Board of Diabetes WA (DWA) comprises people of varied and valuable expertise, experience and practical working knowledge - elected by members to help guide the organisation forward.

President: Moira Watson

Vice President: Robert Maurich

Treasurer: Gary Walton

Secretary: Andrew Burnett

Directors: Troy Cook, Patricia Marshall, Paul Vivian, Lawrence Wapnah

Chief Executive Officer: Andrew Wagstaff

COMMITTEES OF THE BOARD:

Finance, Audit and Risk Committee - Members Gary Walton (chair), Moira Watson and Robert Maurich met six times to review DWA accounting and finance policies, principles, practices and reporting.

Governance Committee - Members Andrew Burnett (chair), Moira Watson and Patricia Marshall met six times to oversee the adherence to good governance practices.

the changing needs and circumstances of all people living with diabetes will help to ensure our vision of freedom from diabetes.

Complications

Research has shown that if people with diabetes, together with their health care team, can manage their diabetes well, the risk of complications are greatly reduced and may be either prevented or significantly delayed.



In Australia, diabetic eye disease (or retinopathy) is the leading cause of blindness in people aged 20-74

People with diabetes are three times as likely to have a stroke and twice as likely to have a heart attack

Diabetes is the most common cause of primary kidney disease among people receiving dialysis or kidney transplant

Diabetes can damage the nerves of the digestive system, urinary tract, sex organs and sweat glands.

It is estimated that 65 foot amputations are caused by diabetes every week in Australia

Telling People About What We Do

- ◆ The Diabetes WA Community Relations and Marketing team forged new links with media helping to achieve 90 pieces of positive media coverage across community, regional, state and national publications, television and radio, ethnic and Aboriginal media.
- ◆ A highlight was negotiation of a far-reaching 16-page diabetes information lift-out in *The West Australian* newspaper, featuring the invaluable personal stories of our active Diabetes WA ambassador network.
- ◆ The upgraded DWA website www.diabeteswa.com.au introduced a new multi-use member's area, tools and the integration of social media, garnering 80, 648 visits with 262,451 pages viewed.
- ◆ More advocacy messages reached more people with a greater uptake of health programs across WA.
- ◆ Readership of the revamped eBlast monthly eNewsletter increased by more than 4,500 to nearly 12,000 while the new NDSS eNews, launched in October 2010 for NDSS (Sub Agent), achieved 550 active followers.
- ◆ Diabetes Matters magazine continued to provide vital and interesting advice to more than 20,000 Diabetes WA members and stakeholders.
- ◆ Events held for National Diabetes Week in July, World Diabetes Day on November 14 and the awarding of Kellion Victory Medals put the media spotlight on targeted diabetes issues and offered a vital opportunity to acknowledge Diabetes WA supporters, spokespeople and ambassadors.

Human Resources

At Diabetes WA we aim to provide a flexible and diverse workplace to attract and retain quality employees.

VOLUNTEER STATISTICS

- We have 12 regular volunteers.
- We had 51 volunteers throughout the year including Board members and work experience students who undertook 2,160 hours of unpaid work.

EMPLOYMENT STATISTICS

- The average length of service of full time and part time employees at Diabetes WA increased from 1.91 to 2.15 years.
- We significantly reduced the total turnover of full time and part time staff from 34 per cent the previous year to 19 per cent in 2010/2011.

SIGNIFICANT ACHIEVEMENTS / INITIATIVES

- An Occupational Health & Safety Committee was formed at the Subiaco and Belmont offices with representatives receiving training.

- Policies were developed to support non-remuneration benefits for staff including Study Support and Study Leave, Paid Parental Leave and Casual Dress policies.
- The Code of Conduct for Diabetes WA employees was reviewed.
- The Lunch and Learn Program was launched to provide useful information sessions for staff during lunch breaks. Sessions included: How Healthy is your Lunch, How to Use the IPAD, Microsoft Tips and Tricks, PMH Activities and Understanding Superannuation.
- Staff attended various training courses to boost commercial management capability.
- Implementation of the new performance appraisal system was completed.
- NDSS staff contracts were extended to 31 January, 2012, to reflect the current pending NDSS Agreement.

To do the best we can for people with diabetes we aim to

- Help more Western Australians understand that diabetes is a serious disease that impacts individuals, families and communities.
- Grow our organisation so that we can continue to deliver vital information and services to people with diabetes and those at risk.
- Use our status as the peak body to lead, advocate and promote the diabetes cause.
- Strive always to better understand and respond to the needs and expectations of our stakeholders.
- Diversify our funding and revenue streams to achieve these goals.

The Diabetes Phenomenon

Great strides made to battle illness and disease have resulted in unprecedented global increases in life expectancy. In just the past 100 years in Australia, life expectancy has risen 24 years for men and 25 years for women.

However, the prognosis for the future is not so bright. The current "obesity epidemic" is expected to continue to fuel a dramatic rise in type 2 diabetes, leading to a first time drop in Australian life expectancy by two to five years.

Adding to the concern is a further discovery by Western Australian researchers of an unexplained annual three per cent increase in type 1 diabetes cases.

The full impact of diabetes has not yet been realised. It is forecast that by 2023, diabetes will overtake both cancer and cardiovascular disease to become our nation's biggest single cause of disability and premature death.

The good news is that there are ways to safeguard future health. By maintaining a healthy weight, being physically active and following a healthy eating plan the risk of developing type 2 diabetes can be reduced by up to 60 per cent.

For people diagnosed with diabetes, many of the devastating complications including blindness, heart disease, kidney disease and amputation can also be prevented by close management of the condition.

Diabetes WA is committed to assisting people with diabetes, and all impacted by it, through practical support, prevention campaigns, education and advocacy. Our mission is 'freedom from diabetes'.

Thank you to our partners and supporters

We are sincerely grateful to the organisations and individuals who have supported us throughout the year. We would like to particularly acknowledge :

- Lotterywest
- Water Corporation
- Western Water
- Wembley Supa IGA
- Lester Blades
- Mitchell & Partners
- Royal Life Saving
- HBF
- HHG
- Corporate Computers
- Roche (Accucheck)
- Novo Nordisk
- Eli Lilly
- Industrial Recruitment Partners
- Judi Moylan & the Parliamentary Diabetes Committee
- Healthway
- Department of Health and Ageing, Commonwealth Government
- Office for Aboriginal and Torres Strait Islander Health
- Department of Health, Government of Western Australia
- Derbarl Yerrigan

How you can help

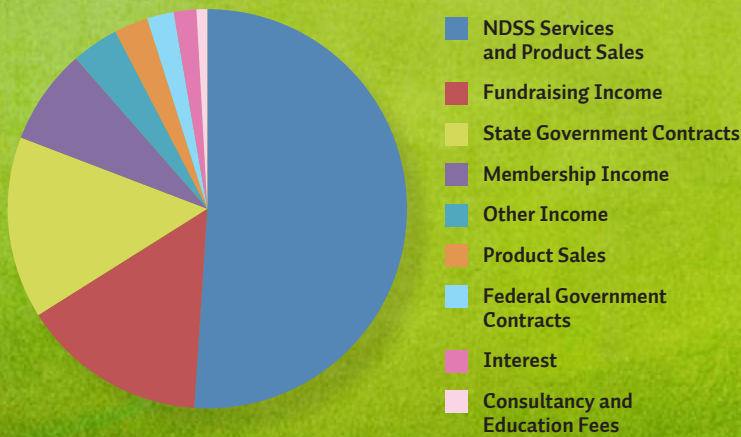
We continue to assist people living with, affected by, and at risk of diabetes only with the generous support of the Western Australian community. Donations are vital to help fund our life changing programs and services.

Building relationships with new donors and sponsors and nurturing existing links throughout the community is an organisational priority.

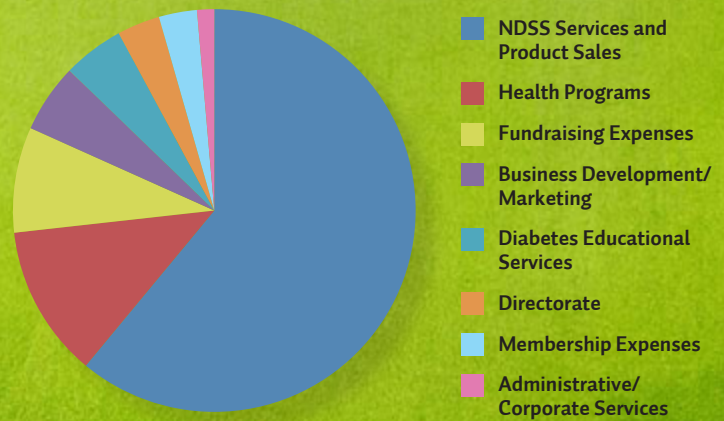
Any help you can offer will be warmly accepted, and will make a real difference to Western Australians impacted by diabetes:

- Donate
- Fundraise - organise your own event or join an existing one
- Make a bequest
- Buy a ticket in one of our raffles.

Where each \$ came from



Where each \$ was spent



Fundraising

Improving processes and consolidating and building on existing relationships were a priority for the fundraising team throughout the year.

Our annual program of regular appeals and raffles continued to be fundraising staples and participation in key events such as the HBF Run for a Reason helped to increase our profile among WA charities. Funds raised in this second year of HBF Run for a Reason increased to \$35,670 – up 60 per cent.

Community events also increased and we were lucky to have the Hon. Judi Moylan, Federal Parliamentarian, host our April fundraising lunch for a third consecutive year.

We also established successful and ongoing partnerships with key local law firms to create new

promotional material better publicising our bequest program.

A major project for the year was the development of the This Is Diabetes booklet, profiling various personal experiences of Western Australians living with diabetes. The booklet is provided to DWA's supporters to help them appreciate the real lives in which they touch.

Diabetes WA would like to thank all those who made donations – large and small – from individuals purchasing raffle tickets to groups hosting morning teas and companies donating auction prizes. This support is vital to fund our work.

Finance

Our financial statements show a planned deficit resulting from our investment of accumulated funds into our NDSS operations.

This strategy was specific to the 2010/11 year and will benefit NDSS registrants in the coming years. We have highlighted the following other areas of our financial statements.

REVENUE GENERATION

In 2010/11 our self generated revenue was gained from a variety of activities including fundraising, membership subscriptions and the provision of subsidised education and consultations. Self generated revenue increased by two per cent with fundraising the major contributing source of funding. Contract revenue provided by State and Commonwealth Governments and Lotterywest was also used to fund programs to assist people with diabetes, including the DIAL line and kids camps. Contract revenue increased by five per cent.

OUR ASSET BASE

Our net assets balance as at 30 June 2011 was \$2,903,578 and we remain liquid with a 1.8:1 current ratio. 2010/11 saw the acquisition of

a significant intangible asset – the exclusive licence to run in Australia, for the first time, a clinically trialled diabetes self management program from the UK.

PROTECTING OUR FUNDS

Funds were spent in accordance with Diabetes WA's Financial Authorisation policy, approved by the Board with the aim to ensure that all expenditure:

- helps us to achieve our vision and strategies;
- is directly related to our programs for people with diabetes; and
- represents value for money.

TRANSPARENT FINANCIAL REPORTING

Our financial statements are audited by BDO and a copy of the audited financial statements are available to members and to the public on request. Call 9436 6209 or email on: vicki.white@diabeteswa.com.au.