

Your Diabetes WA



2008 – 2009 Retrospective

2008 – 09 was another busy year for Diabetes WA, with considerable progress achieved by the complementary business units that comprise our organisation. The objectives, service delivery and future plans for each of these units are described in the following pages.

By way of scene-setting, it is significant that the context for the work that Diabetes WA undertakes towards its vision of *freedom from diabetes* continued to worsen throughout 2008 – 09.

A number of population health reports showed the incidence of diabetes in Australia for both type 1 and type 2 diabetes is increasing, in particular amongst younger age groups. Current trends indicate that an additional 275 Australians are now diagnosed with diabetes *every day*, with the incidence of type 2 diabetes in children increasing by more than 20% each year.

On a national basis, the prevention of illness and chronic disease is now the central platform towards the goal of developing a sustainable health system. During the year, the National Preventative Health Taskforce published their strategy *Australia: The Healthiest Country By 2020*. The taskforce focus is on three key factors contributing to chronic disease. These are obesity, tobacco and alcohol, which are estimated to contribute to 32% of Australia's chronic disease and illness, including type 2 diabetes. Between them, these three risk factors cost the Australian health care system almost \$6 billion annually, while lost productivity due to the attributed

Projected Health Expenditure (\$billion 2003 prices)

	2003	2033	Change
Diabetes	1.4	7.0	401%
Dental	5.1	12.4	144%
Cardiovascular	7.9	16.2	105%
Mental	4.3	8.5	97%
Cancer	2.8	5.2	84%
Injuries	5.6	9.4	67%
Maternal	1.78	2.5	41%
Total	71	162	127%

During 2008 – 09, Diabetes WA has continued to focus on five key areas of program and service activity. These are:

1. Working to raise higher awareness and understanding of diabetes.
2. Initiating and implementing communication campaigns to encourage the broader population to adopt lifestyle choices that help prevent type 2 diabetes.
3. Delivering services and support to those diagnosed to enable effective self management of diabetes.
4. Developing and managing the National Diabetes Services Scheme (NDSS) in WA.
5. Supporting research to find a cure for diabetes.

illnesses costs a further \$13 billion. Both Commonwealth and State health authorities are working to develop interventions that are effective in educating the wider community and positively impacting lifestyle trends.

With respect to type 2 diabetes, undoubtedly the most worrying trends relate to community obesity. Type 2 diabetes is projected to become the leading cause of disease burden for males and the second leading cause for females by 2033. A high body mass and physical inactivity are responsible for around 60% of the burden of type 2 diabetes. The National Health Survey of 2007 – 08 found that 68% of adult men and 55% of adult women are overweight or obese. The National Children’s Nutrition and Physical Activity Survey of 2007 indicated that, alarmingly, almost 25% of children are over weight or obese.

Diabetes WA believes that it is important that, in discussing these causal links, we do not lose focus on the distinction between type 1 and type 2 diabetes, which require specific consideration in their own right. For this reason, we maintain services and programs applicable to both, while also supporting national prevention initiatives for type 2 diabetes and pivotal research towards understanding the causes of, and developing a cure for, type 1 diabetes.

Diabetes research continues to be undertaken to find possible triggers or risk factors that may contribute to the onset of type 1 diabetes. In Australia, about 7,000 children under the age of fourteen developed type 1 diabetes between 2000 – 2007, with the number of new cases in 2007 up 30% from 2000. Diabetes WA continues to support the work of the Diabetes Research Foundation of WA, including projects such as the Australian Childhood Diabetes DNA Repository.

As an integral part of WA’s health system, it is clear that Diabetes WA, along with other preventative health partners and health services providers, faces a significant challenge in seeking to redress the diabetes epidemic.



Prevalence and age-standardised prevalence rate of diabetes, 1994 to 2033



Source: Vos et al. 2007

The following pages provide a glimpse into Diabetes WA’s activities for the year 2008 – 09.

Our Year

Empowered people to manage their diabetes

3,247 people received valuable education in diabetes management from our programs and services

Over 15,000 people benefitted from our membership program

Engaged community groups, government, media and individuals with the diabetes message

225 organisations were involved with spreading the word on type 2 diabetes prevention during National Diabetes Week 2009

89 Speak Out presentations were delivered, providing 1,794 people with greater awareness of diabetes and its prevention

Motivated people to take action and get tested

More than 19,000 individuals completed the type 2 diabetes tick test to assess their risk

About Diabetes WA

Diabetes WA is a member based organisation working for people with, affected by or at risk of diabetes.

We understand that being diagnosed with diabetes can be a confusing time for people and their families, and that living with the condition can change lives in so many ways.

That's why we stand up for the interests of people with diabetes by campaigning for greater awareness and understanding of the impact of diabetes, while providing on-going practical advice, support and education to help people live well through self-management of their diabetes.

It is also why we work so hard to raise awareness of the risk factors of type 2 diabetes and to motivate people to make lifestyle changes to avoid, or at least delay, its onset.

Our vision is freedom from diabetes and our work is focused on achieving this while minimising the impact of diabetes.



empowered

Transformed people's lives by helping them to make healthy choices

1,016 people attended healthy shopping and cooking courses

8,074 people were inspired to develop healthy lifestyle habits through our online programs

in Review

motivated



Enabled greater access to diabetes products

243 additional NDSS Sub-Agents were appointed to support nearly 90,000 individuals registered on the scheme in Western Australia, bringing our Sub-Agent network to 355 and providing coverage across both metropolitan and regional areas

Inspired people to support the diabetes cause

139 businesses and 710 individual donors made financial contributions to Diabetes WA

Over \$580,000 was raised to help us support the diabetes community

transformed

inspired

engaged

Gathered and used information to maintain our understanding of diabetes in Australia

Around 1.7 million Australians have diabetes, with half not even aware of it

In Australia, around 70% of people over 15 years do not engage in sufficient activity and 53% of all adults are overweight or obese

The total annual cost of diabetes to the Australian economy is more than \$10 billion

By 2031 it is estimated that 3.3 million Australians will have type 2 diabetes

Connected with external organisations to develop and deliver programs

Established and maintained valuable relationships including:

The Australian Institute of Sport, BHP Billiton, Heart Foundation, Cancer Council of WA, Precedence Healthcare, Diabetes Research Foundation of WA, University of Western Australia

Your Diabetes WA

Diabetes Education Services

Diabetes Education Services deliver advice and education through a diverse range of evidence-based initiatives. By providing services in accessible, user-friendly formats, we aim to help as many people as possible manage their diabetes and avoid its devastating, and often life threatening, complications.

Our Services

In the 2008 – 09 year, our Credentialed Diabetes Educators and Accredited Practising Dietitians assisted over 10,000 people via:

Personalised services

- Free, confidential advice from our Diabetes Educators to anyone with questions about diabetes through the Diabetes WA Information and Advice Line (DIAL).
- One-on-one consultations, covering topics such as; dietary advice, insulin commencement and adjustment and weight management.

Fact sheets

- A comprehensive range of more than 25 regularly updated diabetes fact sheets.

Group education services

- Cook Smart and Shop Smart programs, enabling participants to decipher food labels, make healthy food choices in the supermarket and prepare healthy, low GI meals.
- Living With Diabetes, a six week group education program designed to improve the understanding and self management of type 2 diabetes.
- Getting Started information sessions for people newly diagnosed with type 2 diabetes.

Our Future Plans

We will continue developing existing services and extending these in both metropolitan and regional areas, using new technology where appropriate. One such initiative is BGAThome.

Blood glucose awareness training (BGAT) is a psycho-educational program designed to help alleviate anxiety and health risks for people living with type 1 diabetes. Fear of hypoglycaemia – the most commonly reported anxiety by people with type 1 diabetes – and hypoglycaemia unawareness are both major causes of stress and anxiety. The value of the BGAT program, when delivered both face-to-face and online, has been confirmed by a large number of US and European studies.

Thanks to a grant from the Diabetes Research Foundation of WA, Diabetes WA is partnering with the Combined Universities Centre for Rural Health, to adapt the US internet based BGAThome program for WA, and conduct a study to evaluate its benefits. Should our local study confirm evidence-based studies from elsewhere, we will make BGAThome available via the Diabetes WA website and promote it as a means of helping people with type 1 to improve control of their diabetes.

CASE STUDY



Bev Bowman has had type 2 diabetes for more than 20 years and has suffered a series of complications, including diabetic retinopathy and a severe bone infection which will never heal. Bev attended a Diabetes WA Living with Diabetes program which has enabled her to get her diabetes management on track and taught her a lot about portion control and reading food labels.

Bev believes that if she knew what she could have done to manage her diabetes 20 years ago, her life would be very different. She hopes that others will learn from her experience and take advantage of the help that is available from Diabetes WA.

National Diabetes Services Scheme

The National Diabetes Services Scheme (NDSS) is an initiative of the Federal Government, administered by Diabetes Australia and coordinated by Diabetes WA in Western Australia. The NDSS delivers diabetes related products at subsidised prices and provides information and support services to people with diabetes. Registration is free and open to all Australians with diabetes.

Our Services

As the Agent coordinating the NDSS in WA, we process NDSS registration requests from people newly diagnosed with diabetes (registrants) and recruit pharmacies and health services as NDSS Sub-Agents to distribute products. We ensure the smooth delivery of products to NDSS registrants through the product we process. We also offer a number of support and education services promoting better self management to help people live well with diabetes.

Our NDSS team works to:

- Encourage as many eligible people as possible diagnosed with diabetes to register on the NDSS and access subsidised product and services. An additional 10,980 Western Australians with diabetes registered to benefit from the NDSS in 2008 – 09.
- Increase access to subsidised products for people with diabetes. In 2008 – 09, we tripled the number of Sub-Agents across Western Australia, thereby significantly improving access to NDSS products.
- Ensure the efficient delivery of product to people registered on the NDSS.
- Provide education services free of charge to NDSS registrants, promoting effective self management of diabetes.



Our Future Plans

We will work to maximise access to products available to NDSS registrants in Western Australia by continuing to expand and develop our Sub-Agent network, while enhancing our own product distribution activities. Part of this work will include the on-going development and delivery of training to further assist Sub-Agents to improve their service and product supply management.

Another priority will be ensuring that all Western Australians with diabetes are motivated to manage their condition, and have optimal access to NDSS products and services. This is of particular significance, given that a number of people currently registered on the NDSS registrants are not regularly ordering the testing strips and other products that the scheme provides, suggesting that they may not be actively monitoring their diabetes.

Your Diabetes WA

Health Promotion

Our Health Promotion professionals develop and communicate diabetes prevention messages to the WA community through a number of campaigns. In 2008 – 09, the team has enjoyed particular success by working collaboratively with heart disease and cancer prevention agencies to deliver consistent messages about healthy living. Given that messages about diet and exercise are common to these organisations, by working together we have been able to maximise the 'cut through' impact of campaigns, thereby adding value to both the public and Government agencies who fund these initiatives.

Our Services

Our 2008 – 09 campaigns included:

- *Draw The Line*, the new healthy weight campaign launched in 2009, together with The Heart Foundation of WA and The Cancer Council of WA. The campaign included television, print and outdoor advertising, as well as a website, aimed at educating Western Australians about the steps they can take to prevent unhealthy weight gain and to maintain a healthy weight. To complement the campaign, the Weighing Up Our Future congress was hosted by the three organisations, with interstate speakers and over 200 Western Australian health professionals in attendance.
- *Our Don't Ignore Diabetes* website, which has now been running for over three years and provides the community with information on diabetes prevention, the risk factors and encouraging people to self assess for early detection of type 2 diabetes. We added further features and enhancements to the website in 2008 – 09 and had 14,694 visitors to the site.
- *The Speak Out About Diabetes* awareness and prevention program, which we have extended to regional Western Australia. In 2008 – 09, our team of experienced, trained and dedicated volunteers delivered talks to 1,794 people from community groups and workplaces in 89 locations throughout Western Australia.

- *My Healthy Balance*, our online, self directed, eight week, healthy lifestyle program. Using the web environment, this program has no boundaries, reaching people from the ages of 18 to 75 across the entire state.
- *The Live Now and Have Hope for the Future* booklet, targeting Aboriginal communities, among whom the incidence of diabetes is particularly high. Using traditional story telling, the booklet counters the commonly held view in such communities that diabetes is inevitable, and provides one tool in an overall campaign to help reduce the gap in diabetes incidence between Aboriginal people and the wider community.

Our Future Plans

Some of our upcoming Health Promotion initiatives include:

- The Get on Track Challenge, a new online program encouraging adults to get daily physical activity and consume sufficient fruit and vegetables. The team-based challenge allows participants to track progress by taking a virtual adventure along a Western Australian track, and is ideal for workplaces and community groups.
- Upgrading our 'My Healthy Balance' program to include new interactive features. This free online program is designed to help adults to develop and maintain healthy lifestyle habits.



Advocacy

We work hard to identify and eliminate unfair practices and unreasonable exclusions of individuals with diabetes. Our Advocacy Officer assists people with diabetes who experience issues related to their diabetes in the workplace, the healthcare system, their leisure/recreation activities and the transport system.

Our Services

Through our Advocacy work, we provide a clear, single voice for people with diabetes. In 2008 – 09, we did this by:

- Providing support to people with diabetes by helping them to build their confidence and skills to ask questions in all aspects of living with a chronic disease. We also offer advice on making the most of visits to health professionals, taking charge of diabetes management and assessing products and information.
- Linking people with diabetes to other relevant service providers that have been able to assist them with overcoming issues they have experienced in the workplace. We have also supported individuals through the process of formally lodging complaints and supported them to ensure they have been able to achieve a positive outcome and/or personal closure on their issue.
- Working with the media to provide accurate information on diabetes issues, ensuring that these are regularly featured.
- Participating in a number of key committees, working groups and forums including the Journey of Living with Diabetes Reference Group, Public Health Advocacy Institute of WA, the Health & Medicine Consortium and the Endocrine Health Network. Through such participation we are able to ensure that the interests of people affected by diabetes are represented, keep others interested in diabetes issues abreast of our work and identify and facilitate joint partnerships with like minded groups.

- Communicating with local government and politicians about issues affecting people with, and at risk of, diabetes. Local government offices across Western Australia signed our World Diabetes Day 2008 proclamation, acknowledging diabetes as an issue and committing to providing safe and accessible outdoor spaces for their residents. A report on the impact of diabetes in Western Australia was delivered to key politicians, encouraging them to keep diabetes on the political agenda.

Our Future Plans

We plan to extend our advocacy from helping individuals to addressing more systemic issues – such as the freedom for people with diabetes to inject insulin while in public places. By partnering with other agencies, we aim to change discriminatory attitudes and policy to become more accepting of the growing numbers of people living with diabetes.

We will also continue to support initiatives that aim to ensure all Australians living with diabetes have equitable access to the best available treatment.



Your Diabetes WA

Membership

Diabetes WA currently has a membership of over 15,000. Internal research conducted during the year shows us that what members value most about our services are the way we motivate them to manage their diabetes, the reminder that they are not alone in dealing with their condition, and the opportunity to help an organisation that helps others.

Courtesy of Wise Eyes Photography



Our Services

We encourage our members to live healthy and fulfilling lives through a range of activities including:

- A subscription to *dialog*, our quarterly diabetes focused lifestyle magazine. Articles cover everything from exercise, nutrition and healthy recipes to the latest programs, health issues and research developments, helping people to keep their diabetes management front of mind.
- Providing discounted consultations with our Credentialed Diabetes Educators and Accredited Practising Dietitians.
- Discounts on products not on the NDSS, including meters and lancets, which can be ordered directly from us via mail or telephone.
- Free attendance to Shop Smart, Cook Smart and Getting Started programs*, as well as our regular information sessions.
- Special discounts and promotions on a range of member benefits including optometry, life and travel insurance, hearing aids, footwear and magazine subscriptions.

* Shop Smart, Cook Smart and Getting Started are also free to NDSS registrants

Our Future Plans

Given the dramatic increase in the incidence of type 2 diabetes in many developed societies, including Western Australia, our plan is to increase our membership by engaging with more people living with diabetes and delivering those services they find of value.



Fundraising

Our Fundraising Team works to secure the crucial finance that we need to provide diabetes support and education to Western Australians and ensure the sustainability of the organisation.

Our Services

In 2008 – 09, our Fundraising Team and supporters secured a total sum of over \$500,000 through:

- A successful partnership with the Royal Life Saving Society of WA (RLSSWA), who assisted us to conduct two 'Lucky Numbers' raffles during the year.
- Donor appeals at the end of the calendar and financial years.
- The Great Australian Bite, a national diabetes fundraising event held annually in April which involves groups getting together to share a "bite" to eat and donate to diabetes education, services and research.

Other fundraising initiatives which will continue to help us in the future include:

- The Walker Society, a group of individuals who have made provision for the work of Diabetes WA in their wills by making a bequest. The Walker Society honours Diabetes WA's founder, Ken Walker, who helped to establish the Diabetic Association of WA in 1965 when his son was diagnosed with type 1 diabetes.
- Our Freedom Fighters and Workplace Giving groups, which consist of individuals who support our work through a regular, fortnightly or monthly donations.

- Our "Gift in Celebration" program, which provides a positive and unique way to celebrate a special occasion. Instead of giving a traditional gift, guests are encouraged to make a tax deductible donation to Diabetes WA.

Our Future Plans

We plan to extend our fundraising activities to include more applications to trusts, foundations and the custodians of grant funding. We also aim to work more closely with the corporate sector. In addition, we will continue to work hard to increase the net value of donated dollars to our activities.



Your Diabetes WA

Corporate Services

The Corporate Services Unit ensures the efficient running of our day to day operations and the streamlining of our internal processes. Our finance, information technology, facilities management and human resources functions are all handled by the Corporate Services team, as well as the management of Diabetes WA role as the WA Agent of the National Diabetes Services Scheme (NDSS).

Our Services

To enable Diabetes WA to be the central point of support for all Western Australians with and at risk of diabetes our Corporate Services team works hard to:

- Manage the funds, grants and acquittal processes for the organisation.
- Co-ordinate the budget, re-forecasting, financial management and Board reporting processes.
- Perform risk management for the organisation.
- Optimise the efficiency of operations including systems, telecommunications, information systems and communications.
- Maintain Diabetes WA's facilities and manage property matters.
- Ensure best practice employment policies and practices and manage human resource issues.
- Maintain all regulatory compliance and reporting to relevant authorities.
- Negotiate and manage external suppliers and contractors.
- Support the other divisions of Diabetes WA.

Our Future Plans

We will continue to work to optimise the efficiency of the organisation's daily operations. This will be achieved by improving internal working systems through the development of a document library system, customer relationship management system and intranet. We will also continue to manage service provision contracts to ensure value for money and to tender for services as required. Through grant applications, we will obtain support for the capital costs and development of IT systems.

To further streamline our processes, we will be enhancing our financial and management reporting, along with plans to train staff and upgrade operating systems.



Courtesy of The Australian Sports Commission

Corporate Governance

At Diabetes WA, we recognise the importance of strong corporate governance. The Diabetes WA Board assists the Management team by working to define Diabetes WA's strategic direction as well as monitoring and measuring the organisation's performance. As an Incorporated Association, the Board ensures that the organisation meets its various compliance obligations, including to our Constitution, and remains appropriately accountable to all of our key stakeholders.

Our Corporate Governance framework is facilitated through a number of Board Committees that provide recommendations to the Board on specific matters. Currently these include Finance, Audit & Risk Management Committee, the Governance Committee and the Health Services Committee.

Courtesy of Kicks4Kidz and The Sunday Times



Courtesy of Wise Eyes Photography

Financial Report

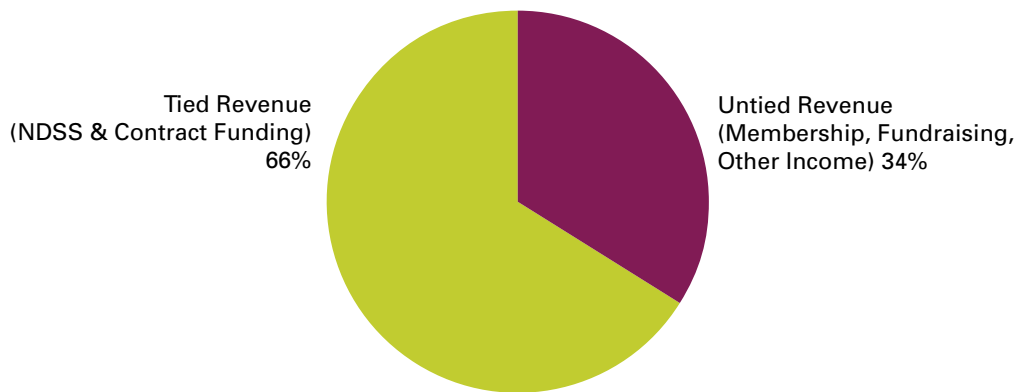
For the financial year ended 30 June 2009, Diabetes WA has reported a surplus of \$169,343 compared to \$58,786 for the same period in the previous financial year. In 2008, a one-off donation to Diabetes Research Fund (DRF) of \$100,000 was made.

Income grew by 21% predominantly due to three new contracts in health promotions being the Healthy Weight Program, Healthy Lifestyle Challenge and My Healthy Balance (\$416,705). The increased population of people with diabetes in Western Australia (approximately 11% of the total population) and a significant growth in active participant rates by 5 basis points up to 59% drove up NDSS remuneration by \$164,553. Further Diabetes WA, in partnership with Precedence Healthcare, received \$85,000 as a grant to support the implementation of an Intelligent Disease Management System (IDMS) in the Eastern Goldfields area of Western Australia.

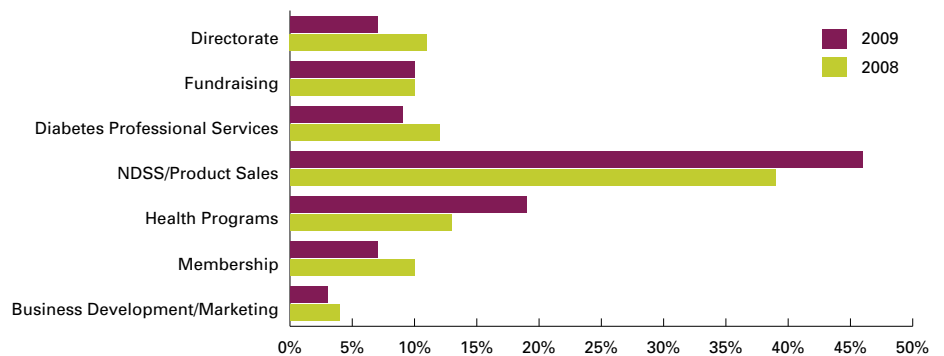
Of total revenues, 65% are *tied funding*, which means that the income received is only for designated purposes. Any unused or unspent surplus tied funds are to be repaid to the funder at the end of the contract term. Restricted cash holdings increased by 63% and, as at 30 June, the balance was some \$1.4 million. It is anticipated that the tail-off in health promotion contracts and the initiation of projects to optimise Diabetes WA's National Diabetes Services Scheme business model will show increased drawdown of cash reserves for tied funding in the 2009 – 10 year end.

Total expenses have increased as expected in line with increased funding and contract requirements, predominantly in the administration of the National Diabetes Services Scheme (up \$552,287) and Health Promotion programs (up \$327,946). Expense lines are planned to increase in order to meet contract deliverables and ensure appropriate acquittal of funds. Several

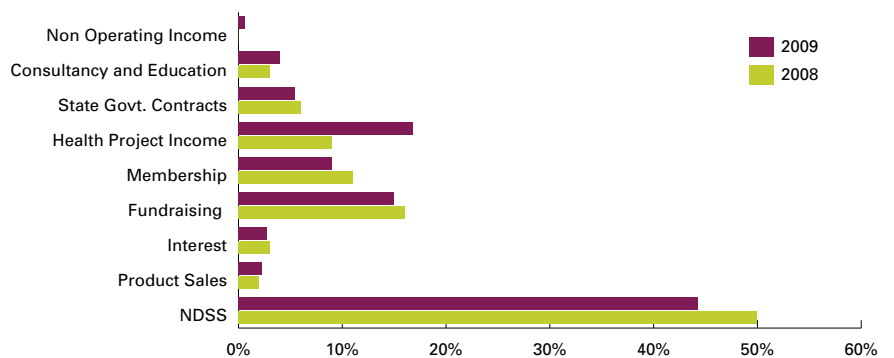
2009 Revenue Sources



Where each \$ was spent



Where each \$ came from



NB: Fundraising incl bequests, donation & raffle income

new initiatives are planned, consistent with Diabetes WA's overarching strategic objectives.

Fundraising continues to be an important source of untied revenues for Diabetes WA, with a net sum raised of \$172,022 in 2009 against a 2008 figure of \$200,742. The need to maintain fundraising revenue remains a key priority.

Memberships remain steady, whilst Diabetes WA sales have showed a positive surplus of \$15,687 due to the tripling of the NDSS Sub-Agent network over the last 12 months. Marketing, Directorate and Diabetes

Professional Services are in line with budget and overheads sit well positioned at 20% of total revenues. Staffing costs have remained at budget, being 53% of total expenses.

NDSS has reported a carried forward surplus of \$112,158. The carried forward surplus for the life of contract at the time of reporting for the period 1 November 2006 to 30 June 2009 stands at \$677,173. A business model to optimise the delivery and service provision of the National Diabetes Services Scheme to the benefit of registrants and people living with diabetes has been initiated and is

anticipated to realise much of the accumulated restricted NDSS funds.

Diabetes WA's balance sheet remains conservative with assets valued at costs and the majority of cash holdings being held in operating bank accounts, high interest online saving accounts and term deposits.

Diabetes WA has also appointed new auditors, BDO Kendalls Chartered Accountants for 30 June 2009.

Diabetes WA publish audited financial statements. These are available to members and the public upon request.

Thank You

We have achieved great results in 2008 – 09 for people affected by, or at risk of, diabetes in Western Australia. However, we have not done it alone. Our success has been made possible by the generosity and support of our financial partners and the community.

We are grateful to each of our members, supporters and volunteers who do so much for us. We also extend our thanks to those organisations and individuals who supported us through different activities, providing funds and/or raising awareness. We couldn't do it without you!

In particular we would like to acknowledge the support we receive from; The Department of Health Western Australia, the Australian Government's Department of Health and Ageing, the Office of Aboriginal and Torres Strait Islander Health, and Lotterywest.





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