Here for your health journey

ANNUAL REVIEW 2014
Diabetes WA’s mission and business task

Founded in 1965, Diabetes WA is the peak body and voice of diabetes in Western Australia. Its mission is to minimise the impact of diabetes in the WA community by:

- Providing diabetes-related products to the Western Australian community to help people manage the condition.
- Reducing the occurrence of type 2 diabetes by informing and coaching consumers who are at risk.
- Mitigating the health and social impact of type 1, type 2 and gestational diabetes through the provision of education and support services.
- Supporting research into a cure for diabetes and delivering interventions to people with diabetes.

This important work cannot be achieved alone. It is through the generosity and support of the WA community that Diabetes WA is able to ensure this work is delivered and sustained for the future.

PRESIDENT’S REPORT

2013-14 has been a year defined by the continued growth and development of Diabetes WA’s underlying business model.

Since 2007–08, when total revenues were some $3.4m, Diabetes WA’s operations have more than doubled to revenues of $7.1m in 2013-14. Very pleasingly, the management team has been able to keep the organisation’s corporate overheads stable over this same period and deliver small surpluses (approximately $120,000), which means all of the additional revenue is being applied toward Diabetes WA’s mission to minimise the impact that diabetes has on the WA community.

As at 30 June 2014, the prevalence of diabetes in the WA community reached 4.4% of the total population. It is therefore unsurprising that this year has seen significant growth occurring across Diabetes WA’s core business - the Health Services Division. Responsible for delivering a wide range of diabetes awareness and risk assessment programs, through to self-management education and support services, the Health Services Division had a particularly active year.

I am pleased to report that Diabetes WA’s HealthSmart Solutions business made good progress in establishing its fee-for-service model targeting WA workplaces. This operation enables Diabetes WA greater opportunity to take direct initiatives aimed at reducing the impact of diabetes in the WA community rather than the more traditional model of soliciting program funding from other stakeholders for this purpose.

Diabetes health program contracts remain a significant source of funding for Diabetes WA and this year has seen some positive responses to Diabetes WA’s solutions-focused approach with several existing contracts renewed and several new contracting relationships established.

Diabetes WA’s media, communications and branding activities all took major steps forward in 2013-14 with the very successful launch in August of the inaugural Diabetes FYI Corporate lunch. With some 220 participants at Fraser’s restaurant in Kings Park our guests heard from keynote speaker Richard Goyder, Wesfarmers CEO, as he spoke of his family’s personal journey with diabetes and the challenges of balancing family and working life.

At the same event, the Diabetes WA Foundation was also launched. The Foundation is a vehicle for individuals and corporations to contribute to the broad scope of activities needed to tackle the challenges created by the rise in diabetes diagnoses. Diabetes WA has committed to raising significant funds for the Foundation, and I look forward to reporting on this progress next year.

The National Diabetes Services Scheme continues to expand in WA with 9,880 new registrants joining the Scheme this year, bringing the total number on the Scheme to more than 112,000 (as of June 30, 2014). Some 87% of registrants are now reported to have type 2 diabetes, 10% type 1 diabetes and 3% gestational diabetes. The NDSS team continued to grow the Access Point network in WA with the total number expanding to 622 (or 91% of all WA pharmacies – the highest in the country). This expansion, and Diabetes WA’s provision of an interactive and well-managed relationship management process, ensures that WA Scheme registrants have access to one of the best NDSS service models in Australia.

After six years of continuous growth and a further growth anticipated in 2014-15 with budgeted revenues anticipated to be some $8.4m, Diabetes WA’s accommodation and system infrastructure has been stretched. This year the Corporate Services Division underwent a complete restructure and renewal of information technology systems which, aside from improving Diabetes WA’s operational capacities, reduced the costs flowing from this important service. The Corporate Services team also initiated a major project to find a new home for Diabetes WA. Now requiring some 1,200 square metres of office space for our operation, the existing facility in Subiaco has become too small. A complete review of office requirements and a search for new facility options is now underway.

Once again, I thank my fellow Board members, the CEO and management team, Diabetes WA’s volunteers and supporters for their energy, dedication and commitment to creating freedom from diabetes.

Moira Watson
President
BOARD
The Board of Diabetes WA comprises an experienced and skilled President and Directors with extensive, valuable expertise and working knowledge – elected by members to assist in developing and guiding the organisation forward. During the last financial year, the Board met seven times. The members are:

President: Moira Watson
Vice President: Paul Vivian
Treasurer: Gary Walton
Secretary: Andrew Burnett
Directors: Janelle Marr, Dr Alan Wright, Jim Dodds and Tony Lester
Chief Executive Officer: Andrew Wagstaff

Committees of the Board
Finance, Audit and Risk Management Committee
Members Gary Walton (Chair), Moira Watson, Janelle Marr and Dr Alan Wright met six times to review accounting and finance policies, principles and practices.
Governance Committee
Members Andrew Burnett (Chair), Moira Watson, Jim Dodds and Tony Lester met four times to oversee the adherence to good governance practices.

Ms Moira Watson
Moira has been President of the Diabetes WA Board since 2009. She previously served as Vice President from 2008 to 2009. Moira also contributes to the diabetes cause nationally as a Director of the Board of Diabetes Australia Limited. As a delegate to the International Diabetes Federation Western Pacific Region, Moira also ensures the diabetes message is taken to the global community.
Moira holds qualifications in management and education, and is currently finalising a Doctorate of Philosophy. Moira is also a Councillor with HBF, and is an appointed member to the Commonwealth Government’s Diabetes Advisory Group.

Mr Paul Vivian
Paul is the Vice-President of the Diabetes WA Board (elected in 2011). Paul is currently General Manager - Customer Communications and Brand for Bankwest, and has Board experience as Bankwest’s Retail Executive and on EFTPOS Access Australia Limited. In 2009 Paul was accepted into the Leadership WA program. He has over 20 years of experience in financial services management roles in the British, Irish and Australian markets.

Mr Andrew Burnett
Andrew is the Secretary of the Diabetes WA Board for the third year running, and is also the Chair of the Board’s Governance Committee. Andrew is a partner at Squire Patton Boggs, with more than 20 years experience in human relations and industrial relations law and workplace safety. He is a graduate member of the Australian Institute of Company Directors, member of the Industrial Relations Society of Western Australia and a Trustee (WA) for the Council for the Economic Development Australia.

Ms Janelle Marr
Janelle Marr is the Founder and Director of Step Beyond, a consultancy specialising in strategic management and planning in a wide range of organisations in the health and community services, resources, utilities and government sectors.

Mr Jim Dodds
Jim Dodds has been active in the areas of the environment and health for over 30 years, having worked in various Australian state and local governments. He has also worked on the international scene as the Environmental Health Advisor to the Secretariat of the Pacific Community, a development agency representing 23 Pacific Island Nations, as well as with AusAID on HIV programs in Mozambique.

Ms Moira Watson
Gary has been Treasurer of the Diabetes WA Board and Chair of the Board’s Finance, Audit and Risk Management Committee for three years. Gary is a Chartered Accountant and is also Chief Executive Officer of the WA Football Commission. Previously, Gary was the Chief Operating Officer of the Fremantle Football Club.

Mr Tony Lester
Tony Lester is a Partner of Lester Blades, a Western Australian executive search and recruitment firm. Tony has been in the recruitment industry for 25 years and he has gained wide-reaching exposure to the operations and activities of a large number of companies in the private, public and not-for-profit sector.

Mr Gary Walton
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Dr Alan Wright
Alan was appointed to the Board of Diabetes WA in 2012. He is a General Practitioner with extensive experience in the management of diabetes. He is passionate about opportunistic preventive care, particularly in the setting of men attending their GP. He has considerable experience in the military and credits his service with his sound organisational skills.
Health Services Division - Overview

The Health Services Division continued to grow this year, with over 40 staff now delivering services and programs to people with, and at risk of, diabetes.

The Health Services Division is made up of three distinct teams: Diabetes Education Services, Aboriginal Health and Health Promotion. Each team works to meet targets in the key focus areas of:

- Driving quality in diabetes prevention and management.
- Taking services to the door.
- Targeting people at high risk.
- Starting younger with diabetes and prevention management.
- Building the diabetes workforce.

Key to the focus on quality and building the diabetes workforce has been the continuing journey with the DESMOND program (Diabetes Education and Self-Management for Ongoing and Newly Diagnosed). To date, almost 1,000 people with diabetes have attended a DESMOND program and 84 health professionals have been trained as DESMOND facilitators across Australia. In 2014 DESMOND was expanded to include a focus on high risk groups through partnerships with Aboriginal communities to trial the program.

We are starting younger with diabetes prevention with Diabetes WA’s partnership program with Foodbank WA – Fuel Your Future.

The Aboriginal Health team has expanded the Strong Culture program working with a number of schools across the state. Also, the HealthSmart Solutions team took quality workplace wellness programs to organisations all over WA including Woodside, Chevron and the Department of Finance.

Looking forward into 2015, we will continue to work in the online space with the launch of stage two of the Get on Track Challenge and My Healthy Balance websites, targeting WA adults.

There will also be a continuing focus on taking services to where people need them, with attention on providing telehealth and virtual health services to people in rural and remote areas. A diabetes educator is coming to a phone/ipad/computer screen near you!

Lastly, a key area of focus during 2014 has been Diabetes WA’s work with the WA Department of Health and the Endocrine Health Network in developing the WA Diabetes Standards. The Standards will be integral in providing consistent, sustainable and evidence-based services to people with, and at risk of, diabetes in WA now and into the future. Diabetes WA looks forward to continuing this important work in 2015 by working in partnership with stakeholders to develop a state-wide Diabetes Services Plan.

Health Promotion

Get on Track Challenge and My Healthy Balance

During 2013-14 Diabetes WA continued to run its two successful online healthy lifestyle programs – Get on Track Challenge and My Healthy Balance – in collaboration with the Healthier Workplace WA program. Three official Diabetes WA Get on Track Challenges were held this year, with 1,208 people participating. In addition, another 1,114 people participated in more than 100 separate ‘create your own’ challenges.

Diabetes WA has commenced redevelopment of the My Healthy Balance program, and an update of the Get on Track Challenge website, with a focus on incorporating new technology to meet the needs of the widely distributed WA population. A key focus will be to expand their reach by promoting the programs throughout WA.

The My Healthy Balance program is also delivered in a face-to-face format, with seven programs delivered to 84 attendees.

Fuel Your Future

This year Diabetes WA has worked in partnership with Foodbank WA to develop a ground-breaking new adolescent cooking and food literacy program called Fuel Your Future. The program targets youth aged 12-18 years from low socioeconomic backgrounds, and uses interactive methodologies to engage them in cooking and food literacy education. Diabetes WA developed a website to accompany the face-to-face program (www.fuelyourfuture.com.au) which is designed to be youth appropriate, and provide young people with a platform to access relevant food and cooking information.

Health Promotion at Diabetes WA moves into the 2015 financial year with a strong track record of delivering both online and face-to-face programs, strong partnerships and relationships within the sector, and an expanding portfolio of successful programs.
The DESMOND Program

DESMOND is Diabetes WA’s flagship type 2 diabetes self-management education and training program and December 2013 saw the launch of the DESMOND Australia brand. This kicked off with a significant promotion at the World Diabetes Congress in Melbourne over the period 2-6 December 2013 that generated national and overseas interest.

In WA, over the past three years 950 people attended a DESMOND program delivered by Diabetes WA and by the time this report goes to print, that figure will have exceeded 1,000.

DESMOND capacity building

As a direct result of training health professionals from external health services, DESMOND programs are now delivered around the state. This allows people living with type 2 diabetes to have access to the same high standard programs as people receive in Perth.

The map shows locations where health professionals in WA have been trained to deliver the DESMOND program. The most recent training was delivered to 12 health professionals in Port Hedland in the Pilbara.

Planning is underway to train health professionals in more states and territories, with Tasmania being first booked.

Princess Margaret Hospital partnership

Diabetes WA continues to collaborate with Princess Margaret Hospital in delivering diabetes awareness and training to schools across the metropolitan area, to support students living with type 1 diabetes.

Expanding the range of programs

A new program was trialled during the year with the assistance of Edith Cowan University dietetic students. CarbSmart addresses the confusion and conflicting messages around eating carbohydrates and seeks to give people with diabetes the tools to eat in a balanced way.

Evaluation and research

Diabetes WA’s FootSmart program and the My Feet and Diabetes pictorial footcare booklet were used as interventions in a research study in Fremantle. The study has now been published with positive outcomes demonstrated for those who received the interventions.

Staff were also busy presenting programs and services to the State Dietitians Association of Australia Conference, the National and State Australian Diabetes Society/Australian Diabetes Educators Association conferences and at the Diabetes WA Aboriginal Health Forum in May.

Evaluation of diabetes services is essential to ensure the best outcomes for consumers. The Diabetes Education Services team has been actively involved in collecting and analysing data to measure the effectiveness of Diabetes WA’s programs with the support of Professor Timothy Skinner from Charles Darwin University.

Quick statistics

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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<tbody>
<tr>
<td>953</td>
<td>The number of people living with diabetes who attended a Diabetes WA Smart program.</td>
</tr>
<tr>
<td>1,148</td>
<td>The number of health professionals and support workers who received training.</td>
</tr>
<tr>
<td>438</td>
<td>The number of people living with diabetes who have received diabetes self-management support.</td>
</tr>
<tr>
<td>329</td>
<td>The number of individual consultations provided by the Diabetes Education Services team.</td>
</tr>
<tr>
<td>2,400</td>
<td>The number of people assisted by a Credentialled Diabetes Educator on the Diabetes Information and Advice Line service.</td>
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</table>
The Strong Culture: A Road to Good Health project was successfully piloted in 2013. Following feedback from the pilot schools in 2014, small grants were offered to schools, youth centres and other community organisations to run the program. Between January and June 2014, seven schools were awarded small grants and delivered activities such as cooking classes and sports activities, and established school/community gardens and camping trips to culturally significant locations. Of the seven successful grant applicants, six were in remote areas of the state.

Annual Forum
During the month of May, the second annual Diabetes and Aboriginal Health Forum was held by Diabetes WA. In 2014 numbers grew, with over 110 people attending both in person and from communities around the state via video-conferencing. The conference was co-facilitated by Dr Julie Owen from Rural Health West and keynote presenters included renowned Aboriginal doctor and researcher Professor Alex Brown and other notable experts in the area of diabetes and Aboriginal health.

Water bubblers
This year Diabetes WA continued to work in partnership with the Public Health Advocacy Institute of WA (PHAiWA) to address issues relating to water quality and soft drink consumption in remote communities.

Thanks to a graduate scholarship funded by Healthway and the Australian Health Promotions Association (WA Branch) a pilot project was undertaken to assess the impact that refrigerated water coolers would have on soft drink sales in remote communities. As part of the pilot project, 2014 saw the installation of two refrigerated, filtered water coolers in the communities of Bidyadanga and Djarindjin in the Kimberley.

DESMOND pilot
The Aboriginal Health Team also embarked on piloting the DESMOND program in Aboriginal communities. Trials have been undertaken in the Perth metropolitan area, Busselton, Harvey, Collie, Manjimup and Carnarvon thanks to partnerships with the Bentley-Armadale Medicare Local, GP Down South and the Carnarvon Medical Service Aboriginal Corporation. Initial results have been overwhelmingly positive and work will continue on this trial during 2014-15.

In 2014, some 9,500 resources were sent out to health professionals and Aboriginal people with diabetes across the state. Gary Goanna storybooks and colouring-in books continued to be sought-after resources. A small grant from the Department for Communities also led to the development of the six-week Dandjoo Warkaniny Yorgas - Diabetes and Art Project delivered to Aboriginal women in the metropolitan area.

New website
Additionally in 2014, the Diabetes WA Aboriginal Health website was developed to showcase this work, and the development of an organisational Reconciliation Action Plan is underway to guide this work and commitment in Aboriginal Health. The team is looking forward to continuing its work in this area and to strengthening partnerships with Aboriginal communities across the state in order to continue to support people on their health journey.
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, support services and information resources.

There has been continued growth in the number of NDSS Access Points throughout Western Australia. At year end there were 622 participating in the Scheme, with expansion into community pharmacies, aged care providers, general practices, selected hospitals and integrated health centres.

Insulin pump information workshops proved to be very popular with more than 250 people attending workshops where they received expert advice and heard from other insulin pump users and specialists in insulin pump technology. The NDSS received very enthusiastic feedback and intends to increase the frequency of these workshops going forward.

In 2013 the NDSS successfully rolled out a new concept in registrations called the “Pre Release Prison Program.” All public prisons (and most private prisons) participated in this initiative where discharged people with diabetes receive NDSS registration upon leaving prison and are given their registration details to access necessary supplies.

**Access Point training 101 product course**

After identifying that some Access Points were lacking key knowledge about certain diabetes-related products, in January 2014 the relationship team rolled out a specialised training program for Access Points. A nine module training program was created, focusing purely on the needs of pharmacy assistants. More than 80 pharmacies have been trained according to their needs; bookings continue to grow and the feedback from the Access Points has been excellent.

**Work in progress**

The Pharmacy Assistant Support Service (PASS) is a unique service providing a customer-focused alternative solution to Medscheck. PASS is a combined effort between Diabetes WA’s Health Services Division and the NDSS team, utilising the already successful Diabetes Information and Advice Line (DIAL) system. Pharmacists are able to confidentially send registrants diabetes-related questions and link up registrants with the DIAL team for support.

**Future development plans**

Diabetes WA and the NDSS will be seeking to obtain ISO9001-2007 certification in the 2014-15 financial year to fulfil its obligations to the Australian Government, Department of Health. Substantial progress has already been made to document and develop a quality system based on current work processes within the NDSS team. It is anticipated that it will be ready for an initial audit by a certification organisation in 2015.
Media and Marketing

To reflect the growth in services and support offered by Diabetes WA, in 2013 the organisation sought innovative and effective communications channels to ensure it is able to deliver important diabetes-related information to its members, stakeholders and the broader public along this health journey.

In 2013-14 Diabetes WA actively sought innovative and effective communications channels to ensure it is able to deliver important diabetes-related information to its members, stakeholders and the broader public along this health journey.

The constant development of new media options, and the improvement of Diabetes WA's offering, is crucial if it is to remain relevant to its stakeholders who increasingly use these platforms to communicate. It is also a cost-effective way of passing on important information to people living with diabetes. Diabetes WA is constantly seeking to further integrate its entire suite of communications platforms to ensure materials are accessible, irrespective of age, capabilities or location.

In 2013, Diabetes WA surged forward in the social media space by increasing the number of ‘followers’ and ‘friends’ it has across Facebook and Twitter by more than 300%. It has also made strong inroads across the LinkedIn and Instagram platforms.

Diabetes WA’s flagship publication, Diabetes Matters, continues to go from strength to strength. More than 60,000 copies were delivered throughout the year to paid members, stakeholders, politicians, medical professionals and the corporate sector. Often held up nationally as the benchmark in member-focused publishing, Diabetes Matters consistently presents up to date and relevant content on research, news, management advice, trends and recipes in the world of diabetes.

Community Engagement

The past year has seen Diabetes WA represented at a number of high profile events, including the launch of its inaugural Diabetes FYI Series Corporate Lunch.

This attracted more than 220 of Perth’s most prominent business people to hear keynote speaker Richard Goyder, CEO of Wesfarmers, talk about the importance of work life balance. This event will become a cornerstone of Diabetes WA’s corporate outreach initiative in support of the Diabetes WA Foundation.

Other events where Diabetes WA had a stand, such as Wagin Woolarama, Gluten Free Healthy Living Expo, Seniors Have-a-Go Expo and the Perth Everywoman Expo, were well attended and served to promote the brand and organisation to a diverse range of stakeholders.

Sponsored events, such as the Living Well with Diabetes Expo, also provided another outreach capability for Diabetes WA to help deliver quality information on management of the condition to people north and south of the river.

Contact with individuals from these events contributed to an increase in enrolment numbers in health programs along with a spike in the number of people who nominated to receive electronic information from Diabetes WA.

Great effort was also applied to helping younger people in WA, through the hosting of two camps for children with type 1 diabetes in partnership with Princess Margaret Hospital. This partnership also led to an evening event with the renowned Maggie Dent who delivered a message of resilience and support for parents caring for a child with type 1 diabetes.

At the other end of the diabetes health journey, more than 100 guests joined the 15 Kellion Victory Awards recipients at the Perth Bell Tower for a celebration of living with insulin-dependent diabetes for 50 and 60 years.

The 18 independent diabetes support groups continue to provide much needed...
As 2013 drew to a close, Diabetes WA counted more than 150,000 people and businesses as being on its database and created new electronic newsletter platforms to maintain its relevance to this diverse group of peoples. The Type 1 Diabetes e-newsletter (The T1DE) was born and in the space of 12 months increased its readership by more than 300%. Diabetes WA is proud to service its type 1 diabetes community with monthly information on management, research and programs for people with this condition. Health Bites, an e-newsletter for generally health aware people, was launched and is aimed at people wanting to prevent type 2 diabetes, where possible, through living a healthier life. Bump and Beyond, an e-newsletter targeting women with gestational diabetes, was finalised and set for delivery in 2014.

Diabetes WA enjoyed strong media coverage across radio, TV and print at all levels. The focus was clear, to promote positive stories about people living well with diabetes across the state. Attention was directed also to those that share the diabetes journey as a carer and/or parent. Without support networks, the challenge for people living with the condition becomes even more difficult.

This increased media coverage drove people towards the Diabetes WA website which saw more than 45,000 people visit the site in 2013. Diabetes WA continues to grow its social media, web and e-communication platforms to embrace the future of communication, but will maintain its pursuit of quality content for production in magazine and newspaper formats. This ensures wherever someone is on their health journey, Diabetes WA is there and active.

care to those who wish to access the knowledge and understanding of others with similar experiences. This support group model was also rolled out, via Facebook, for teenagers living with type 1 diabetes.

The tried and tested Speak Out About Diabetes program continued in 2013 and reached more than 1,000 people from workplaces, schools, clubs, associations and interest groups who all gained an increased awareness of diabetes and how all have a part to play in reducing its impact on individuals and families.
Fundraising

During the 2013-14 year, the fundraising team strove to achieve its budget with a focus on proven fundraising options.

Diabetes WA’s relationship with the HBF Run for a Reason continues to provide a strong opportunity to raise funds, engage with the community and extend relationships year-on-year. As a charity beneficiary of the event, Diabetes WA has raised more than $170,000 in the past four years.

Diabetes WA is also the beneficiary of a number of other local events. The Fremantle Half Marathon, Ian Anderson Quiz Night and Navrang Festival are all highly valued by Diabetes WA not only for the funds they contribute, but for the strong relationships that are built as a result of involvement.

Small community fundraisers from schools, pharmacies, social groups and individuals, all add value and income to Diabetes WA’s suite of fundraising activities.

Raffles are a consistent form of fundraising for Diabetes WA and the organisation is fortunate to have a number of donors who regularly support fundraising in this manner. Direct mail fundraising has been suspended, while focus on income streams that offer a better return on investment has been increased.

Raising funds and accessing untied capital from donors and supporters from within the community and corporate sectors continues to be essential for the ongoing success of the organisation. Diabetes WA’s fundraising and community engagement team will continue to embrace this challenge.

Membership

Diabetes WA is a member-based organisation and its current financial members number over 11,000. Regular feedback shows that its presence and support is appreciated and is of particular relevance in the initial period following a diabetes diagnosis.

Diabetes WA continually seeks to attract new members and in 2013-14 launched its new database management model to enable more sophisticated and streamlined communications with members.

Part of this strategy is the perpetual invigoration of Member Benefit Partners - organisations that offer discounts on goods and services to paid members of Diabetes WA. As 2013 drew to a close, Diabetes WA signed a partnership deal with fitness chain Curves which sees all members eligible to receive discount on new memberships. This partnership, along with many others, offers exclusive deals to people that become a financial member of Diabetes WA.

Members also receive a hard copy edition of Diabetes Matters magazine every quarter. This publication is going from strength to strength and is regularly cited as the leading magazine of its type in Australia. The constant endeavour to improve on its quality and content lies at the heart of Diabetes WA’s membership proposition; to provide as much value as it can to its financial members.

As the fundamentals of member engagement continue to shift towards less rigid structures of traditional paid membership, Diabetes WA too finds itself adapting to this environment. Diabetes WA wants to be relevant to ALL people with diabetes, no matter where they are on their health journey. This means being there for a family that has experienced a diagnosis of type 1 diabetes for their young child, through to a retired couple dealing with a diagnosis of type 2 diabetes and everyone else in between.

To do this, it has continued to promote its stable of free monthly electronic newsletters that are available to receive at the click of a button. This more immediate content delivery allows people to choose their level of involvement with the organisation and, if appropriate, donate or become a financial member. The www.diabeteswa.com.au/healthjourney URL is being clicked on by more and more people who choose to receive an e-newsletter about type 1, type 2, or gestational diabetes. There are also options for health-conscious or health professionals to have their own news delivered too. This, along with our paid membership offering, will continue throughout 2014.

So why not join Diabetes WA today. Call the Membership team on (08) 9328 7699 or join online at www.diabeteswa.com.au
Human Resources

The Diabetes WA Human Resources (HR) team is passionate about continuous development and supporting the organisation as it grows.

Over the last 12 months the HR team developed organisational training, development and recruitment procedures, whilst promoting salary sacrifice benefits, and a proactive approach to workplace health and safety. Diabetes WA’s increasing reputation as a Workplace of Choice has resulted in attracting and retaining the best professional staff possible, while low staff turnover rates and decreasing associated costs have increased our capacity to develop and expand services and programs.

Employment and Volunteer Statistics

- 98% of surveyed staff members agreed or strongly agreed with the statement “I am proud to work for Diabetes WA”, and 100% agreed or strongly agreed with the statement “I am passionate about reducing the impact and risk of diabetes in WA”.
- This high satisfaction rate is further evidenced by the average length of service of Diabetes WA employees, which increased from 2.9 years to 3 years, while staff turnover decreased from 20.2% to 11.5%.
- The number of staff members grew from 71 to 78 in the last 12 months, with a total FTE increase of 8.5.
- Volunteers completed 1,505 hours of unpaid work, comprising a combination of Board member consultation, general office and camp support.

Over the last 12 months the HR team supported the Diabetes WA staff group with the following achievements:

- The innovative promotion of organisational Salary Sacrifice Benefits (the ability to salary package up to $15,900 of tax free benefits as a result of accessing the FBT Exemption) saw staff uptake increase from 66% to 78%.
- Continual improvement in Workplace Health & Safety (WHS) practises led to the implementation of initiatives and procedures to ensure the workplace is comfortable, healthy and safe.
- The creation of a customised employee information database facilitated improved accuracy and efficiency in updating, monitoring and reporting on employee information. This electronic system is continually developed to suit operational requirements and is an integral tool to support HR’s growth and development as the organisation increases in size.
- Organisation-wide telephone and customer service training was conducted to improve levels of service to members, West Australians with diabetes and external stakeholders, as well as improve on internal team communication.
- A recruitment database was implemented to efficiently and consistently document organisational recruitment costs. For the past 12 months HR was successful in attracting high quality applicants with a 96% success rate in securing the preferred candidate.
- The induction program for new staff has been further developed to facilitate the best start possible, with additional categories including divisional overviews, a manager-specific WHS induction and a program suitable for volunteers, contractors and students.

There are currently 1.7m Australians living with diabetes – yet only 1.1m know they have diabetes.
Financial Report

In the 2013-14 year, Diabetes WA continued to maximise the use of its annual revenue for the benefit of its current members and West Australians with diabetes while ensuring the Association’s sustainability and longevity into the future.

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<td>Overall Surplus/Deficit</td>
<td>$122,763</td>
<td>$151,149</td>
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<td>Revenue from Operating Activities</td>
<td>$7,070,800</td>
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<td>Net Assets</td>
<td>$3,316,594</td>
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Diabetes WA achieved an overall surplus of $122,763 in 2013-14 against a planned budgeted surplus of $77,684. This is the third consecutive year that Diabetes WA has budgeted for and then achieved a modest surplus.

Revenue generation

Diabetes WA continues to derive the majority of its revenue from State and Australian Government contracts, which fund the delivery of services to people with, or at risk of developing, diabetes. These contracts include the administration of the NDSS in WA (accounting for $3,652,396 revenue) and projects funded by the WA Department of Health (accounting for $1,135,137 revenue) such as My Healthy Balance program, Get on Track Challenge, Living with Diabetes, DESMOND and DIAL. Diabetes WA also recognised a new income stream of $161,967 derived through a partnership with Foodbank of Western Australia (Inc) to deliver an adolescent food literacy program as part of the Healthy Children’s Initiative funded by the National Partnership Agreement on Preventative Health. This partnership will continue to 30 June 2015. It also managed the NDSS National Marketing Project which accounted for a further $395,047 of funding.

Following the success of the 2014 raffles and involvement in the HBF Run for a Reason event, fundraising income increased 6% from $330,453 to $349,512 and sponsorship income increased from $4,727 in the prior year to $55,000. There was a slight decrease in revenue from membership subscriptions (down 2% to $352,455), which reflects current market trends away from paid membership as more information becomes freely available on the internet and the not-for-profit sector continues to grow and dilute the ability to obtain donation income. These observations further strengthen Diabetes WA’s strategies relating to long-term funding contracts and other sources of untied revenue generation.

To secure government funding, Diabetes WA consults with the Department of Health in line with the Delivering Community Services in Partnership Policy. Diabetes WA’s finance team, under the scrutiny of the FARM Board subcommittee, ensure contract funding is properly acquitted and reported on to relevant government bodies.

Balance sheet

Net assets at 30 June 2014 were $3,316,594, which is a 4% increase on last year’s position. Diabetes WA remains liquid with a 1.93:1 current ratio (2013: 1.66:1) and cash and cash equivalents at 30 June 2014 was $3,177,181 of which $739,541 are restricted funds in that they represent prepaid government funding in relation to contract delivery or are held for otherwise specified purposes (for example, as directed by a donor). The remaining reserves will be used to further our mission.

Protecting our funds

Funds are spent in accordance with Diabetes WA’s Financial Authorisation policy, which has been approved by the Board and aims to ensure all expenditure:

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

Transparent financial reporting

Diabetes WA’s financial statements are audited by BDO and a copy of the audited financial statements are available to members on request. Please call Neil Slater on 9436 6237 or email neil.slater@diabeteswa.com.au