Diabetes WA is the peak body for diabetes in Western Australia (WA). We offer services, education and support to those living with, and at risk of, diabetes across 2.5 million square kilometres.

The 2014-15 financial year - our 50th year - has been one of our busiest and best yet, and we are proud to showcase the work we do.
The picture of diabetes

124,000 people are currently living with diabetes in WA.

2017 is the year diabetes is predicted to become the leading cause of disease burden in our state.

30 per cent of people in hospital today will be there with diabetes-related complications.

28 West Australians are diagnosed with diabetes every day.

DIABETES BY TYPE: Western Australia, June 2015

- Type 2: 87%
- Type 1: 10%
- Gestational and other: 3%

Our 79-strong team comprises of staff in the areas of:

- Community Relations and Marketing: 12%
- Corporate Services: 12%
- Directorate: 12%
- Health Services: 12%
- 68%

Who we are

OUR TEAM

We employ some bright minds at Diabetes WA including:

- A team of credentialled diabetes educators and dietitians
- Health promotion practitioners
- Marketing and public relations specialists
- An accounting and financial team
- Business operations and development staff
- Logistics coordinators
- Support staff

By nature we are also passionate about the diabetes cause. Almost half of us are directly affected by diabetes, with a spouse or close family member with the condition.
OUR BOARD

Diabetes WA exists as a not-for-profit organisation. Our operations are governed by a Board of eight passionate volunteer Directors to ensure we meet all legal and moral responsibilities and requirements that come with sound corporate governance.

“I’ve had type 1 diabetes for the past 43 years so I’m interested in how we can create an environment that caters for a condition that will increasingly affect society.”

Gary Walton on why volunteering as a Diabetes WA Board member is important to him.

Board meetings

- The Board met **seven** times.
- The Finance, Audit and Risk Management Committee met **six** times. Attendees: Gary Walton, Dr Moira Watson, Janelle Marr and Dr Alan Wright.
- The Governance Committee met **six** times. Attendees: Andrew Burnett, Dr Moira Watson, Jim Dobbs and Tony Lester.
The health services team is our biggest and is primarily responsible for our core business: delivering health programs and services to the growing number of people living with, and at risk of developing, diabetes across WA.

**DIABETES PREVENTION**

In 2014–15, we delivered a suite of type 2 diabetes prevention programs across the state. Here are some of the key activities and outcomes achieved over the year.

**My Healthy Balance**

This free, self-paced online lifestyle program has been developed by dietitians, diabetes educators, nutritionists and health promotion professionals based on the latest scientific evidence.

Since the website was re-launched in November 2014, 659 Western Australians have undertaken the program. Participants spent from 4 to 12 weeks improving their health knowledge, nutrition, and physical activity.

The program saw:
- An 83.3 per cent increase in the number of participants meeting vegetable intake recommendations
- A 33.3 per cent increase in the number of participants meeting physical activity recommendations
- A 9.1 per cent increase in the number of participants meeting fruit intake recommendations


**Get on Track Challenge**

Harnessing the power of peer motivation, this unique health promotion initiative pits teams against each other to win a virtual long distance race. The team who logs the most daily physical activity levels and fruit 'n' veg intake wins.

From the website re-launch in February 2015 there has been:
- 370 Western Australian participants
- Over 247,000 kilometres travelled
- A 96.4 per cent increase in the number of participants meeting vegetable intake recommendations
- A 38.2 per cent increase in the number of participants meeting fruit intake recommendations
- An 18.3 per cent increase in the number of participants meeting physical activity recommendations


**HealthSmart Solutions**

This is WA’s only corporate health provider run by a peak health body, offering evidence-based programs proven to directly impact and advance the health of workers.

- 31 workplaces participated
- 84 sessions presented including:
  - 13 cooking demonstrations
  - 71 healthy lifestyle presentations


**Fuel Your Future**

Presented in conjunction with Foodbank WA, Fuel Your Future aims to improve food literacy among adolescents.

The program involves school or youth centre-based cooking and nutrition education workshops, with a supporting website and suite of take-home resources.

96 adolescents across 11 sites participated in the program, resulting in:
- 90 per cent wanting to change the way they eat
- 80 per cent improving their overall ability to cook
- 70 per cent improving their knowledge of how to judge the quality of food
- 70 per cent improving skills for food preparation and planning meals


**Workplace POWER**

Launched in February 2015, workplace-based Preventing Obesity Without Eating like a Rabbit (or Workplace POWER) is an evidence-based initiative specifically designed for men in the workplace.

Pilot programs found participants lost on average four to five kilograms on the 12-week program.

DESMOND: Walking Away from Diabetes
This year we also launched a new program for those at risk of developing type 2 diabetes including those diagnosed with gestational diabetes. DESMOND: Walking Away from Diabetes is a three-hour program that covers how to reduce the risk of developing diabetes including healthy food choices, portion sizes, exercise and physical activity.

www.desmondaustralia.com.au

DIABETES MANAGEMENT
The everyday management of diabetes greatly influences the risk of developing long-term complications, so much of our work supports people to manage and live well with their condition.

Our diabetes management services are strongly focussed on quality assurance; we always take an evidence-based approach to our services and evaluation is integral part of what we do.

Individual support
As diabetes is a complex and ever-changing condition - no two cases are the same - individual support is an essential part of our overall service offering. Over the year our health services team provided:

- 166 brief face-to-face interventions.
- 229 face-to-face diabetes management consultations.
- 2,117 telephone consultations.
- 12,862 hits received to the online resources pages on our website.

“Calling DIAL was the best conversation I have had about my diabetes since I have been a diabetic, which is 20 years.”

Customer feedback
Diabetes Information and Advice Line
Group education

In 2014–15 we provided a comprehensive range of education programs to 1,692 people living with diabetes across the state, as well as 2,570 health professionals and support workers.

General education, such as blood glucose monitoring technique workshops and expert speaker seminars.

- 242 participants benefited

Type 1 diabetes-specific education, including the DAFNE program (or Dose Adjustment For Normal Eating), and insulin pump information sessions.

- 291 participants benefited

Nutrition-based education including cooking demonstrations and shopping tours.

- 449 participants benefited

Self-management focused initiatives including the Living With Diabetes and DESMOND programs.

- 710 participants benefited

Training and education for support workers caring for people with diabetes in day-care centres, schools and aged care facilities.

- 871 participants benefited

Education and training for health professionals including diabetes educators, dietitians, nurses, pharmacists and other allied health professionals.

- 1,699 participants benefited

DESMOND: a case study in excellence

DESMOND, or Diabetes Education and Self-Management for the Ongoing and Newly Diagnosed, is an evidence-based group education program designed to equip people with the skills to confidently manage their condition.

This year, we hit a milestone: 1,000 people have now benefitted from the program. Our evaluation shows DESMOND increases participants’ understanding and positive perceptions around diabetes. After participating in DESMOND:

- 25 per cent no longer felt that their diabetes is puzzling or mysterious
- 93 per cent felt they understood their diabetes
- 98 per cent believed there is a lot they can do to control their symptoms

Being the Australian licensee of the DESMOND program, our mission is to train external health professionals to deliver the program to areas that we can’t get to. 120 DESMOND educators are now trained to deliver the program across Australia. In the past year:

- 23 external DESMOND programs were delivered in WA as a result of our DESMOND facilitator approach
- 14 health professional training events were held across Australia and New Zealand.
Priority populations

We are committed to providing tailored services to groups of West Australians that are at a higher risk of developing diabetes and its associated complications.

Aboriginal health

One in three Aboriginal and Torres Strait Islander people will develop type 2 diabetes. To combat this issue, we delivered a range of programs and services including:

One
New dedicated Aboriginal health website.

15 community events attended including Ngurra Kujungka and the annual Desert Dust Up festival.

20 ‘Yarn Up About Diabetes’ sessions delivered, utilising the hands-on Feltman teaching aid.

118 health professionals attended our annual Aboriginal Health Forum.

173 people participated in 15 events and programs.

4,805 Gary Goanna health promotion resources distributed.

Strong Culture: A Road to Good Health grants

In 2014–15 we provided 10 ‘Strong Culture: A Road to Good Health’ grants across WA, totalling $23,535. The grants helped schools, community groups and healthcare facilities to provide community-led health promotion programs, including:

• Bush tucker excursions led by Aboriginal elders
• School vegetable garden and chicken coup
• Excursions to swimming lessons, marathon training and hiking

Programs were implemented across the state, as shown, right.

Telehealth program

Delivered through a partnership with the WA Country Health Service’s Southern Inland Health Initiative (SIHI), Diabetes WA provides diabetes education and support services through video-conferencing technology to people in regional and rural WA, where local diabetes education services do not exist or are difficult to access.

20 clinical appointments were provided in the Wheatbelt and Great Southern regions, since the first consultation in March 2015.

43 health professionals also received upskilling relating to diabetes education and management through the initiative.

“The support I got prompted me to be more careful about managing my condition. I became more interested in my own health, and the service cost me nothing except a better insight into taking my own health care seriously!”

John, Telehealth program participant.

Culturally and linguistically diverse groups

Diabetes is a significant issue for many people from non-English speaking backgrounds. Over the year 182 individuals from culturally and linguistically diverse groups attended a Diabetes WA program including:

• a six-week Cantonese Living with Diabetes program
• two Chinese cooking demonstrations
• three hands-on Feltman sessions, including with the Poljulu Community Association.
NATIONAL DIABETES SERVICES SCHEME

The National Diabetes Services Scheme (NDSS) is an initiative of the Australian Government that provides a range of services and subsidised products for people living with diabetes.

Diabetes WA administers the NDSS in WA. Our key achievements this year include:

- **1,606** people engaged through 31 community events to support those registered on the NDSS.
- **2,275** individual support and education services provided including:
  - equipment assistance
  - referral information
  - self-management advice
  - dietary and lifestyle advice
  - NDSS process queries.
- **10,397** instances where pharmacies or aged care facilities received diabetes education and information services.
- **54,675** visitors to Diabetes WA’s NDSS pharmacy portal for information and support.
- **112,097** hard-copy educational resources were distributed.
- **449,186** NDSS products distributed through the warehouse.

Community relations

In 1965, a group of people affected by diabetes met to discuss how Western Australians with the condition could be better supported. From that meeting 50 years ago, the Diabetic Association of Western Australia was born, now known as Diabetes WA.

In 2015, we celebrated our 50th anniversary by exploring and sharing the story of how we became the peak body for Diabetes WA. The ‘Celebrating 50 Years’ was a strong theme across much of our communications.

The Walker Family

Motivated by their three-and-a-half-year-old son Ean, who was diagnosed with diabetes in 1961, Ken and Betty Walker were behind the establishment of Diabetes WA.
MARKETING
A key role of the marketing team lies in ensuring we have a strong and open line of communication with our stakeholders, including all people with diabetes in Western Australia.

We also work to increase awareness, and advocate for, diabetes through community groups and the wider media.

Our key achievements:

- 78 pieces of key media coverage including television, radio, trade and specialist publications, and newspapers
- 1,687 Twitter followers
- 4,729 Facebook followers, a 20% increase over the year
- 51,600 copies of Diabetes Matters magazine produced
- 79,202 Facebook “likes”, comments and shares
- 113,276 individual e-newsletter campaigns distributed
- 209,611 pages viewed on Diabetes WA website

World Diabetes Day
On World Diabetes Day 2014, we produced and distributed a video for awareness and fundraising purposes.

The YouTube video was shared far and wide and has been viewed over 2,500 times. We also directly raised $2,934, which equals $1.17 raised per view.

Six landmarks around Perth were lit blue that night: the Bell Tower, Council House, Parliament House, the University of WA’s Winthrop Hall, the State Theatre Centre of WA and Fremantle Prison.

The new WA Diabetes Standards were also launched, providing Australian-first standards of consistent, sustainable and evidence-based services to people with, and at risk of, diabetes in WA. We worked with the WA Department of Health and the Endocrine Network to develop this important initiative.

COMMUNITY RELATIONS
Our community relations team is dedicated to working with everyday West Australians to increase awareness of diabetes. Key achievements included:

- 500 people from 19 workplaces, community groups and centres attended one of our Speak Out sessions to learn about diabetes and how it can be prevented.
- 160 parents attended our highly successful parent information night, hosted in conjunction with Princess Margaret Hospital.
- 20 independent diabetes-related support groups in WA - with approximately 300 participants-assisted
- 11 community events attended, coming in contact with approximately 570 individuals.
Youth events

Kids’ Camps
Supported by Lotterywest and run in conjunction with Princess Margaret Hospital, our kids’ camps allow children living with type 1 diabetes the confidence to self-manage their condition while making friends for life. 72 kids attended two camps over the year, ranging from nine to 12 years old.

“I found out that lots of people have diabetes like me and I’m not alone.”

Kids’ camper

Leeuwin adventures
We funded two teenagers to experience the Leeuwin Ultimate Challenge, a five-day adventure for young people aboard a tall-ship, sailing in a safe, fun and supportive environment.

“Bayley has not stopped talking about his Leeuwin trip and we are so proud that he has discovered that no matter how difficult his diabetes can be, he can overcome it and take care of himself. We are truly thankful to Diabetes WA for facilitating this most wonderful experience.”

Jenny, Mum to Bayley, 17

High school presentations
We conducted three sessions for high school students with classmates who have type 1 diabetes, presented by a diabetes educator and the Western Warrior’s Matt Dixon.

Membership
There are 10,967 Diabetes WA members including 514 new members this year, who ensure our vital programs and support continue to run effectively within the community. $332,162 was raised through membership fees this year.

74 per cent are concession members, so for $26 a year they receive:
• Quarterly editions of Diabetes Matters magazine
• Special discounts and promotions on various goods and services including optometry, life and travel insurance, hearing aids, footwear, estate planning services and gym memberships
• Discounted or free attendance at educational workshops
• Membership to the discount buying service, ShopRite
• Discounts on diabetes-related products

A special thanks to the 1,185 Diabetes WA members who helped us raise $39,256 by offering a small donation (average $33.13) when renewing their membership.

Our volunteers
In addition to our paid staff, we rely on a group of committed volunteers who provide executive and office support.

1,123 hours of office support and 134 hours of executive Board work was volunteered, totalling $43,032 in paid-staff value.
Fundraising
$1,039,285 was raised by over 2,500 generous donors.
This year, we had 34 fundraisers holding community events and initiatives to raise funds for Diabetes WA including:

- 1000 burpee challenge
- Quiz night
- Charity soccer match
- Bogan bingo
- High tea
- Fremantle half marathon
- Tin shaking on Barrow Island
- Go-kart race
- Navrang Indian Festival

Where each $ came from ($ millions):

- 3.9  State Regen. Contracts
- 1.7  Membership & Fundraising
- 1.4  Community Engagement
- 1.4  Business Development
- 0.5  Other Revenue
- 0.4  Other Revenue

Where each $ was spent ($ millions):

- 6.3  Diabetes Operations
- 0.55  Other
- 0.3  Other
- 0.2  Other
- 0.05  Other
- 1.9  Other
Continued growth with decreasing overheads

Our financial performance over time is a testament to responsible financial management, with increasing revenue and a decreasing proportionate overhead spend. Surpluses have remained low and steady, with revenue going straight back into program and service delivery.

A closer look at income

2014-15 saw an increase in our overall surplus, which included a large bequest and a large one-off donation.

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<th>2012-13</th>
<th>2013-14</th>
<th>2014-15</th>
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<tr>
<td>Overall surplus</td>
<td>$31,490</td>
<td>$122,763</td>
<td>$193,432</td>
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<td>Revenue from operating activities</td>
<td>$6,340,473</td>
<td>$7,059,000</td>
<td>$7,853,911</td>
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<td>Net assets</td>
<td>$3,193,831</td>
<td>$3,316,594</td>
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Protecting our funds

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

Funds are spent in accordance with our 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 our programs for people with diabetes
- represents value for money

A copy of the audited financial statements are available to members and to the public on request.

Please call (08) 9325 7699 or email info@diabeteswa.com.au for further details.
Thank you

We sincerely thank the many organisations and individuals who have supported us in 2014-15. A full list of those who we’d like to make special mention of is available in our online version of this report.


*The WA Country Health Service’s Southern Inland Health Initiative is made possible by the State Government’s Royalties for Regions program.