2015 - 2016
Annual Review

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Our mission

Diabetes WA is the voice for all Western Australians who are living with, at risk of or affected by diabetes.

We inform, educate and support thousands of Western Australians, helping them to better manage - and where possible, prevent - diabetes.

Our mission focuses on four key areas:

1. Provide a range of services that make living with diabetes easier.
2. Provide knowledge and programs that create a healthy and informed community, with the goal of preventing type 2 diabetes.
3. Advocate for all people with diabetes and engaging greater understanding and support in the community for people with diabetes.
4. Support research that leads to new programs and improved treatments, which will enable people with diabetes to enjoy more freedom in their lives.

We are here to help individuals and families navigate the life-long health journey that begins with a diagnosis of diabetes.

Our team

Our team is a dynamic group of individuals, dedicated to the cause of improving the lives of those affected by diabetes.

For many of us, that cause is also a personal one. Almost half of us are affected by diabetes in some way, whether that be living with the condition or caring for a spouse or loved one with the condition.

In 2015/16, we employed an average of 79 individuals in the areas of:

- National Diabetes Services Scheme: 45%
- Corporate services: 10%
- Community relations and marketing: 25%
- Executive: 11%
- Health services: 10%

The 2015/16 financial year was another strong year for Diabetes WA.

Our consumer program and service portfolios continued to develop and grow in response to increased consumer demand, particularly for diabetes education and support services.

Diabetes WA now provides services to consumers across the State, delivering programs via face-to-face forums and teleconferencing to those in regional and remote areas. Last year our Diabetes Telehealth for Country WA service provided more than 500 consultations.

Our hardworking team has also achieved a number of firsts and reached several important milestones in 2015; we hosted the inaugural Diabetes WA Excellence Awards as part of our 50th anniversary celebrations, launched our new regional event, Reconnect with Diabetes, and ran our first-ever camp for teens with type 1 diabetes.

Our service expansion has been matched by continued efforts to refine and develop the efficiency and effectiveness of our operations. For the sixth consecutive year, we budgeted for and then achieved a modest operating surplus. By pursuing strong financial governance now, we continue to ensure that Diabetes WA has the future capacity to grow and develop.

Contract revenue from the Western Australian Department of Health and the Australian Department of Health increased 29% to $1,631,467 - up from $1,265,455 in 2014/15. This total does not include the funding we received as part of the National Diabetes Services Scheme (NDSS). Under these contracts, Diabetes WA delivered services aligned with the self-management of diabetes and the prevention of type 2 diabetes.

A new $138,340 contract for the period 1 March 2016 to 30 June 2017, was awarded from the Western Australian Department of Sport and Recreation for the employment of a full-time coordinator to manage the ActiveSmart project in the Wheatbelt.

Income from retail sales, consulting activities and delivering our courses such as DESMOND, the Smart series and workplace training increased 10% to $567,003 - up from $513,284 in 2014/15.

Such activities have increased our revenue that is not tied to service agreements, allowing our organisation greater flexibility to use funds to best meet our members’ needs.

Changes to the NDSS and the way we deliver products did however present challenges.

Throughout 2015/16, with Commonwealth changes to the Pharmaceutical Benefits Scheme (PBS) impacting the NDSS, our executive team spent many hours reviewing and negotiating the terms that will govern the operation of the NDSS into 2020.

Our team was determined to ensure that no one living in Western Australia was disadvantaged by the new arrangements, and I am pleased to say that in this we have succeeded. Diabetes WA will continue as a special Access Point to provide crucial diabetes products and services to those living in rural and remote areas. The new NDSS contract took effect on 1 July, 2016.

Looking to the future, our executive team is currently updating our strategic plan. This plan will set out where Diabetes WA is headed over the next five years and is focused on what new opportunities exist for us. I know that our team – together with our experienced board - will set a direction for our organisation that will see it grow and flourish and serve our community for many decades more.
Diabetes WA is a WA incorporated Association, governed by a Board of eight voluntary directors who are legally responsible and accountable for governing and controlling our organisation.

The role of the Board is to ensure that Diabetes WA achieves its goals and, in the pursuit of these goals, meets all of the legal and moral responsibilities and requirements of good corporate governance.

The Board meets regularly and scrutinises strategic, management and operational reports provided by the CEO.

Board meetings
In the 2015/16 financial year:
• the Board met six times
• the Finance, Audit and Risk Management Committee met six times
• the Governance Committee met five times.

“I have two brothers-in-law who have type 2 diabetes, so I understand the impact it can have on a person’s life, and the lives of their family.

For me, joining Diabetes WA was an opportunity to not only to raise awareness of how healthy lifestyle choices can reduce the risk of type 2 diabetes, but also raise awareness of the services and resources that can help those already with a diabetes diagnosis to better manage their condition.

As a board member, I am keen to use my professional networks to the advantage of Diabetes WA, and I’ve already begun that by sourcing pro bono legal assistance and marketing advice for the organisation.”

Mary Anne Stephens, Diabetes WA’s newest Board member.

Our Board

Dr Moira Watson (PhD)
President
Moira has served on our Board for 10 years, and has held the role of President since 2009. She also sits on the Board of Diabetes Australia Limited and is a delegate to the International Diabetes Federation (Western Pacific Region).

Paul Vivian
Vice-President
Paul was elected to the Board in 2010 and has been Vice-President since 2011. He is currently General Manager (Products and Pricing) for Bankwest. He has more than 20 years of experience in financial services management roles both in Australia and internationally.

Andrew Burnett
Secretary
Andrew was elected to the Board in 2009 and is the current Board Secretary and chair of the Governance Committee. He is Of Counsel at Squire Patton Boggs and has more than 30 years of experience in workplace law.

Gary Walton
Treasurer
Gary joined the Board in 2010 and is the Board Treasurer and chair of the Finance, Audit and Risk Management Committee. He is a chartered accountant and consultant and was previously CEO of the WA Football Commission. Gary has had type 1 diabetes since he was 12 and has experienced the many challenges of diabetes management.

Tony Lester

Jim Dobbs

Mary Anne Stephens

Dr Alan Wright

Tony joined the Board in 2011. He is a founding partner of the WA executive search and selection firm, Lester Blades. With more than 25 years in executive level recruitment, Tony has been exposed to the operations and activities of many companies in the private, public and not-for-profit sectors in Australia. Tony has type 1 diabetes as does one of his children.

Jim joined the Board in 2011. He has more than 30 years’ experience in health care. His passion for the field has also seen him take international roles with development and aid organisations.

Mary Anne joined the Board in 2015. She has more than 25 years’ experience in the financial services sector in Australia and the United States. Much of her recent experience has been in senior leadership roles within both insurance and not-for-profit organisations.

Alan joined the Board in 2012. He is a general practitioner with extensive experience in the management of diabetes. He is passionate about opportunistic preventive care, particularly within the setting of men attending their GP.
One of our ultimate goals is to prevent the growth of type 2 diabetes. This is not unrealistic.

We know that a healthy lifestyle can go a long way in preventing a diagnosis of type 2 diabetes later in life. And it’s never too late to make a change - there is strong evidence that even people who are at high risk of developing type 2 diabetes can prevent or delay onset of the condition by participating in physical activity and adopting healthy eating habits.

We work hard to educate the wider community about preventing type 2 diabetes, and provide them with opportunities and support to choose a healthier lifestyle.

In 2015/16 we delivered a suite of type 2 diabetes prevention programs.

**My Healthy Balance**

www.myhealthybalance.com.au

Designed by experts, this free, online program is designed to equip participants with the knowledge and confidence to make informed decisions about their health, and encourage them sustain a healthy lifestyle in the long term.

In 2015/16 we had 569 new participants sign up to the program. As well as meeting their recommended daily fruit and vegetable intake goals, a significant proportion of participants stepped up their physical activity levels.

Participant physical activity levels before and after the challenge showed a 62% increase in the number of people who completed the recommended amount of weekly physical activity.

**Walking Away**

Walking Away from Diabetes is a free, interactive group education workshop for people who are at risk of developing type 2 diabetes. Part of the DESMOND suite, this short program is designed to help people explore and understand their risk of developing the condition, and how they can reduce that risk.

In 2015/16 we ran 13 Walking Away sessions, reaching 64 participants.

“I would like to say thank you to Diabetes WA for allowing me to attend the Walking Away session and learn about the importance of how to shop, meal portions and exercise. Being on the borderline - I have impaired glucose tolerance - I really like to know what to do and how I can ‘walk away from diabetes’.”

Walking Away from Diabetes participant.

**Get On Track Challenge**

www.getontrackchallenge.com.au

Harnessing the power of competition, this free, online program pits teams against each other in a long-distance race around a virtual track.

Participants and their team mates are encouraged to complete the recommended 150 to 300 minutes of physical activity per week and eat their two serves of fruit and five serves of vegetables per day. How much activity the team does and how many team members eat their fruit and vegetables determines how quickly the team progresses along the virtual track.

Diabetes WA coordinates several official challenges every year. In 2015/16, a total of 2,245 people - making up more than 1,200 teams took part in one of our challenges, racking up an impressive 662,816 (virtual) kilometres.

Importantly, we know that the competition had an impact on people’s lifestyle choices. Examining participant results before and after the challenge, we found there was:

- a 107% increase in the number of participants eating the recommended daily amount of vegetables
- a 45% increase in the number of participants eating the recommended daily amount of fruit
- a 35% increase in the number of participants getting the recommended amount of weekly exercise.

Last, but not least, the proportion of participants within a healthy body mass index range increased from 46.5% before the challenge to 51.3% afterwards. This represents an increase of 10% in the number of participants within a healthy weight range.
SHED-IT

Launched in January 2016, SHED-IT is a low-cost weight loss program designed by men, for men. The program teaches participants all about the science of long-term, sustainable weight management.

SHED-IT is a self-directed program that uses logbooks, pedometers and weekly emails to help men lose weight without entirely giving up the things they love. On average, participants lose between 4 to 5kgs over the course of the 12-week program.

Since January this year, 78 men have participated in the SHED-IT program - 15 were trial participants and 63 paid for the program.

Preliminary data from some of our trial participants shows successes in key areas:

- 62.5% lost at least 4kgs by the end of the 12 week program
- 33.3% reduced their soft drink consumption.

Case study: Frank Kiss

Frank Kiss, 54-years-old, decided to try the SHED-IT program after his GP suggested that he needed to lose some weight and control his diet to reduce his risk of type 2 diabetes.

‘My GP suggested that my key health stats, such as weight and blood pressure, were heading into type 2 diabetes territory. Family and friends suggested I needed to do something and it wasn’t until I read up on the science-based approach that SHED-IT takes that I was motivated to try it, as most other options were the various popular ‘fad diets’.

I have reduced my intake of carbs and sugars, such as fruit juices, bread/wheat products, pasta and rice. In some cases drastically. The resulting weight loss from this change in diet has led to me having a more active lifestyle.

The most noticeable physical changes have been loss of weight around my middle. I have gone from around 108kg to 97.5kg and lost about 10cm off my waist. I have more energy generally and mentally, I feel better about myself.

At this point in time, I can readily see myself continuing with the lessons and habits I have learned throughout the program. In fact, since I finished the program a few months ago, I have kept it up and lost an extra 4kg.

I am proud of taking the first step to join the SHED-IT program and of having the willpower and motivation to stick with it. I am also proud of the resulting weight and waist circumference loss, as a measurable consequence of the program, and the lifestyle changes.

The hardest part was taking the first step. My weight and fitness issues have been around for a number of years. Once I got past the first week of getting used to doing measures, I got into the swing of the program and am happy with the results.”

Case study: Qube Bulk

In late 2015, Qube Bulk (part of the Qube Holdings Group, a diversified logistics and infrastructure company) began the Workplace POWER program, after acknowledging that staff health and wellness was an essential part of a successful business.

Responding to statistics that painted an unhealthy picture of port and transport workers, and to encourage their employees to adopt a healthier lifestyle, Qube Bulk trialled Workplace POWER at their Geraldton site.

Over the 12-week program, Qube’s employees took a self-directed path using the skills they learned in the initial group information session. By following the program and making small changes to their lifestyle, participants lost an average of 5kgs each. Two stand-out participants lost 19kgs and 9kgs respectively, and the whole team made significant lifestyle changes.

HealthSmart Solutions

www.healthsmartsolutions.com.au

HealthSmart Solutions is WA’s only corporate health provider run by a peak health body, with all profits going back into the programs and services offered by Diabetes WA.

The HealthSmart team draws together qualified health professionals with extensive experience who can provide credible, highly engaging and innovative health prevention and education programs to WA workplaces.

In 2015/16 the HealthSmart team visited 19 workplaces and delivered a range of programs including Toolbox Talks, ShopSmart presentations and CookSmart demonstrations.

HealthSmart Solutions is also the vehicle through which Diabetes WA delivers one of its most exciting products: Workplace POWER.

Workplace POWER

Workplace POWER (Preventing Obesity Without Eating like a Rabbit) is an innovative, workplace-based weight loss program, targeting male workers. It uses a face-to-face information session, a DVD and supplementary resources to educate men about healthy eating and physical activity.

Workplace POWER is easy to use and has delivered outstanding weight loss results. In 2015/16 we delivered Workplace POWER to five workplaces, taking in 44 participants.

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```plaintext
| Before: Average weight 101.6kgs |
| Post program: Average weight 92.6kgs |
| Before: 0% eating 2 serves of fruit |
| Post program: 75% eating 2 serves of fruit |
| Before: Average BMI 33 |
| Post program: Average BMI 30.1 |
| Before: Average sitting time 600 mins per day |
| Post program: Average sitting time 480 mins |
| Before: 2 standard drinks per day |
| Post program: 12 drinks per day |
| Before: Average of 5.3 fatigue rating |
| Post program: Average 4.8 fatigue rating |
```
Management

Learning how to manage diabetes - or that of a loved one - is a daunting task, and one that presents new and unexpected challenges.

But we know that those who do their best to manage the condition give themselves the best chance of living a full and healthy life, free of some of the complications that diabetes can cause.

Our diabetes management services are strongly focused on equipping people with the knowledge, skills and confidence to manage and live well with diabetes. We take an evidence-based approach to our work, making sure we deliver the most up-to-date and most effective programs and services.

Individual services

Diabetes is a personal and complex condition, meaning no two cases are ever the same. That is why individual support is such an integral part of what we do. In 2015/16 our health services team provided:

- **MealSmart**: 31 sessions, 254 attended
- **CarbSmart**: 14 sessions, 141 attended
- **ShopSmart**: 13 sessions, 123 attended
- **Classroom ShopSmart**: 9 sessions, 50 attended
- **FootSmart**: 12 sessions, 56 attended
- **MeterSmart**: 11 sessions, 43 attended

**196 brief interventions**

**608 face-to-face diabetes management consultations**

**2,389 telephone consultations**

Group education

Meeting others living with diabetes and learning more about your condition together can be an extremely positive experience. That is why we run a range of group education programs that not only help people learn about diabetes, but also help them connect with others in a similar position.

**Smart programs**

Our comprehensive suite of Smart programs are designed to help people better manage their diabetes and health, with each program focusing on one particular aspect of healthy living.

In 2015/16 our Smart programs once again proved popular, we ran 90 Smart programs, providing knowledge and skills to 667 participants.

**MealSmart**: 31 sessions, 254 attended

**CarbSmart**: 14 sessions, 141 attended

**ShopSmart**: 13 sessions, 123 attended

**Classroom ShopSmart**: 9 sessions, 50 attended

**FootSmart**: 12 sessions, 56 attended

**MeterSmart**: 11 sessions, 43 attended

In recognition of the increasing up-take of the Smart programs, we have begun investigating ways in which they can be improved, so they are of maximum benefit to those who attend.

**DAFNE**

Dose Adjustment for Normal Eating (DAFNE) is a group program designed for adults with type 1 diabetes. DAFNE equips participants with strategies to self-manage their insulin doses, exercise, illness and alcohol intake more safely.

Results show that DAFNE participants have:

- improved HbA1c
- reduced occurrence of severe hypoglycaemia
- increased dietary freedom

In 2015/16 we ran six DAFNE sessions with a total of 25 participants, helping people with type 1 diabetes to improve their quality of life.

**Living with Diabetes**

Living with Diabetes is an interactive six week program that examines type 2 diabetes in a series of modules. The interactive sessions look at everything from balanced eating and physical activity to foot care and medications.

Living with Diabetes is also delivered in Mandarin and Cantonese.

In 2015/16 we ran nine Living with Diabetes programs, helping 89 people with type 2 diabetes to improve their diabetes self-management.
DESMOND - Building on our success

DESMOND - Diabetes Education and Self-Management for the Ongoing and Newly Diagnosed - is a group education program designed to support people with type 2 diabetes.

Based on a curriculum that guides rather than directs, DESMOND allows participants to develop their own personal understanding about what diabetes means for them. This approach has seen demand for the program steadily grow over the past three years, both among participants and among professionals who wish to deliver the program to their own clients.

The cornerstone of our DESMOND programs are the ‘newly diagnosed’ and the ‘foundation’ modules. Newly diagnosed is for those who have had a diagnosis for less than a year, and foundation for those who have had a diagnosis for more than a year.

Last year we ran a record 67 DESMOND sessions, equipping 437 participants with the skills and knowledge to successfully manage their condition.

Importantly, we know that DESMOND works. Our own evaluations show that in 2015/16, nearly half of participants surveyed reported moderate success in achieving set goals, and more than a third reported significant success. Set goals ranged from eating healthier and increasing physical activity to improved management of HbA1c and better footcare.

In 2016 researchers assessed the DESMOND Foundation program and reported that participating in a program led to a significant decrease in diabetes distress. Using a validated diabetes distress scale, researchers determined that after attending a DESMOND program, participants – on average – halved their levels of distress around issues such as food and eating, treatment plans and low blood glucose levels.

Sharing the DESMOND philosophy

As the Australian licensee of the DESMOND program, we are committed to training other health professionals so they can deliver DESMOND to their own patients and clients. Last financial year we trained 74 new DESMOND facilitators at seven different sessions.

We also ran two DESMOND study days, providing ongoing training and support to 10 DESMOND facilitators. In addition our DESMOND quality development pathway is ensuring the program’s fidelity is maintained - in 2015/16 we had 12 facilitators successfully complete mentoring and accreditation.

Our commitment to sharing this program means there are now DESMOND facilitators in New South Wales, Victoria, Tasmania and even New Zealand.

DESMOND in Aboriginal communities

In 2015/16 we continued to investigate how to adapt DESMOND for Aboriginal audiences.

With grants from the Western Australian Department of Health, Diabetes WA extended trials of this modified DESMOND program, running nine sessions in Aboriginal communities around the State. A total of 54 people benefited from these sessions.

As with the traditional DESMOND model, Diabetes WA also trains external facilitators to deliver this modified version of DESMOND to Aboriginal communities. In 2015/16 we trained 24 facilitators who, in conjunction with Diabetes WA, delivered 21 sessions. Throughout 2015/16, 130 Aboriginal people benefited from these sessions.

In addition, Diabetes WA is currently training Aboriginal health workers to become DESMOND facilitators and deliver the program in Aboriginal communities. Phase 1 of the training was delivered in Northam and Bunbury in February 2016. A total of 13 Aboriginal health workers have undertaken this training.

Over the last year, Diabetes WA has partnered with a number of health services across WA to assist in the delivery of DESMOND for Aboriginal people. Through these partnerships, Diabetes WA has taken on feedback and recommendations for adapting the program to meet the needs of Aboriginal people living with type 2 diabetes.

DESMOND in the regions

In Western Australia, DESMOND is now delivered from the Kimberley to the Great Southern - the uptake in rural areas is now higher than ever.

In 2015/16 we worked with local health professionals to identify barriers that prevented people in rural areas from participating in DESMOND programs.

As a result Diabetes WA has begun offering greater administration and promotional support to those running DESMOND in the regions. We began sending out program letters, emails and text messages to all those living with type 2 diabetes in the relevant area, and we also provide the program materials for course participants.

Some regional DESMOND facilitators identified that they did not have many opportunities to deliver the program and no longer felt confident in their ability to do so. To remedy this, we hosted two free DESMOND study days in target regions, enabling facilitators to refresh their knowledge of the curriculum. We also began making our own DESMOND facilitators available to co-deliver the program in some areas.

The feedback generated by our added support has been overwhelmingly positive. Regional DESMOND sessions are now filling up and, in the Wheatbelt, the program is so popular that the majority of sessions currently have waiting lists.
Telehealth

Diabetes Telehealth for Country WA is the first state-wide diabetes telehealth service for people in rural and remote parts of Western Australia where diabetes education services are limited or non-existent.

This service began in March 2015 and demand for has steadily grown in the last financial year. Our evaluations have demonstrated the benefits of this service, and feedback from both clients and health professionals has been full of praise.

In 2015/16 the Diabetes Telehealth service:

- received 366 referrals
- provided a service on 570 individual occasions
- saved more than 57,000kms of travel

Our educators are passionate about the advice and support they offer, and take care to ensure clients understand the information being given. They spend as much time with the client as needed - 56% of all telehealth sessions run for between 40 and 60 minutes.

Our evaluations show that clients are happy with the service. Our client survey shows:

- 53% made changes to their diabetes management after interacting with the service
- 78.9% believe the telehealth service is as good as a face-to-face consultation
- 80% believe the educators are helpful, supportive and provide clear information
- 88.4% would recommend the service to someone else
- 89.5% believe the service has saved them time and money

“it was really good. It was handy because it’s just across the road and I didn’t have to worry about going anywhere which is good for the country because it’s a nuisance having to travel to different places.”

Telehealth participant.

Upskilling health professionals

Along with educating clients, Diabetes Telehealth for Country WA also provides education and other upskilling opportunities for health professionals, allowing them increase their capacity to assist people living with diabetes in rural and remote areas.

In 2015/16 we provided 24.5 hours of education and training via the telehealth service, reaching 554 health professionals across the State.

Our evaluations showed our sessions were very well received. Our survey of health professionals showed that as a result of attending one of our sessions:

- 84.7% felt their diabetes knowledge increased
- 87.6% felt better informed to help clients manage their diabetes
- 91.5% would recommend the service to other health professionals

“i am a practice nurse who regularly gives advice and guidance to people with both type 1 and 2 diabetes. Having up-to-date informative sessions like today assist in making my role fulfilling and allow me to impart the best-practice and evidence based information.”

Attendee at Diabetes Update for Health Professionals study day.

Training for professionals

Diabetes WA offers a number of training opportunities to assist health professionals and other community members support people at risk of, living with and affected by diabetes.

We provide crucial training courses, study days and workshops to keep professionals updated with the latest knowledge and best practice in this area.

In 2015/16 we delivered:

- 212 training sessions for health professionals, attended by 1,126 participants
- 48 training sessions to schools and child care centres, attended by 1,231 staff
- 4 training sessions to aged care facilities, reaching 41 staff
- 2 study days for health professionals, attended by 55 participants
- 2 training sessions to workplace, attended by 104 staff

Diabetes WA also visited 165 GP practices, delivering information sessions to health professionals on the programs and services offered by Diabetes WA and the NDSS. These sessions were very well-received and often led to early registrations in our health professional training events.

As well as individual sessions, our training team hosted a booth at the General Practice Conference and Exhibition in July 2015, giving us the opportunity to interact with around 200 local GPs.

All of this training for professionals is in addition to that provided under our DESMOND and Diabetes Telehealth training programs, detailed in other sections.

“[The Diabetes WA presenter] was engaging and held our attention, she was very enthusiastic and easy to listen to. She obviously has an extensive knowledge base and clinical expertise that she brought to the audience.”

Attendee at Diabetes Update for Health Professionals study day.
Aboriginal Health

One in three Aboriginal and Torres Strait Islanders will develop type 2 diabetes. It is for this reason that Diabetes WA invests in programs and projects developed specifically for this population.

In 2015/16 our dedicated Aboriginal Health Team undertook a number of activities designed to raise awareness of the condition among Aboriginal and Torres Strait Islander communities.

Highlights of their work include:

- attending 14 community events, such as the Desert Dust-Up and the Ngurra Kujungka Sports Carnivals
- delivering 12 Yarn Up sessions
- hosting the fourth annual Aboriginal Health Forum, attended by 93 health professionals
- distributing a total of $7,151 to Aboriginal community programs under the Strong Culture grant program.

Measuring our success

One of the key ways in which we support people living with diabetes is through our various group education programs.

We want to ensure these programs are as effective as possible, helping participants to make real improvements to the way they manage their diabetes. For this reason, Diabetes WA is proud to be involved in the development of the NDSS National Evaluation Framework.

The project is funded by the NDSS through Diabetes Australia, but is managed and coordinated by Diabetes WA’s research and evaluation team.

The project involves developing a set of national quality standards for diabetes structured group education and an accompanying evaluation framework for all programs and services delivered with NDSS funding. The end goal is to ensure all programs and services are relevant to the person with diabetes (that is, person-centred), consistent, evidence-based and of a high quality.

Establishing the National Evaluation Framework has been no small undertaking. Our team has worked with other diabetes organisations around the country and a panel of experts, seeking their input and feedback on the processes and reporting tools that will underpin the standards and evaluation framework. We also looked to diabetes education standards set by international organisations and drew evidence-based guidance on evaluation tools and processes from the literature.

The DESMOND Foundation program was the first of Diabetes WA’s programs to be assessed under the National Evaluation Framework, and it performed well against the standards. Based on this, and on outcomes, we know we are delivering a program that genuinely helps people to understand and self-manage their type 2 diabetes.

Looking forward, Diabetes WA is keen to make sure all of its programs are held up to these standards and we are advocating for the standards to be adopted more widely. Work is now underway to assess – and where necessary, improve – the Smart series.

National Diabetes Services Scheme

The 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 Western Australia.

The past financial year has been a busy time for our NDSS team. Along with providing our usual level of service that the diabetes community has come to expect, our team has also been involved in readying our organisation and Access Points around the State for the transition to the new NDSS arrangements.

The NDSS team has also been involved in the ongoing training and upskilling of health professionals, including GPs, nurses and pharmacists.

In 2015/16 our NDSS team

- processed 9,713 new NDSS registrations
- delivered 13,229 replacement registration cards
- ran four information sessions on insulin pumps, reaching 120 people, as well as one glucose management session, reaching 15 people
- supported 526 Access Points in preparation for the transition to the new NDSS arrangements
- provided information sessions to 165 GP practices, reaching 533 GPs
- provided training to 800 pharmacists and assistants within NDSS Access Points
- welcomed 2,285 visitors to our online portal for Access Points
- distributed more than 220,000 hard-copy education resources
- distributed more than 483,000 NDSS products via our warehouse facility.

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Membership

Our members are at the heart of everything we do here at Diabetes WA. Without their continued support we could not offer our vital programs and services to the wider community.

In 2015/16, Diabetes WA had 10,112 members, including 561 who joined us during the year.

Membership fees generated $308,364. A special thanks must be made to the 1,613 members who helped us to raise an additional $34,865 by offering a small donation – averaging around $21 – when they renewed their membership.

For their annual fee, our members receive:

- quarterly editions of Diabetes Matters
- special discounts and promotions on various goods and services including optometry, footwear, life and travel insurance, estate planning services and gym memberships
- discounted or free attendance at educational workshops
- ShopRite membership, a discount buying service
- discounts on diabetes-related products through the Diabetes WA shop

Our volunteers

As a not-for-profit organisation, Diabetes WA relies heavily on our volunteers for a number of activities and programs. Our volunteers are our advocates and ambassadors, reflecting our values and helping us to make the most of our funding.

In 2015/16, our volunteers gave us 125 hours of executive Board work and 1,258 hours of office support, equivalent to $57,406 of paid staffing hours.

Community relations

As the peak body for Western Australians affected by diabetes, our team is dedicated to working with everyday people to raise awareness of diabetes.

In 2015/16, we spent great deal of our time getting out into the community:

- hosting nine Speak Out sessions, educating 370 attendees on type 2 diabetes and how it can be prevented
- hosting two parent information sessions in partnership with Princess Margaret Hospital, with more than 235 people attending one or both of the sessions
- launching our new Reconnect with Your Diabetes event in regional areas, helping nearly 60 people in Geraldton and Bunbury revisit and reconnect with their diabetes and local diabetes services
- supporting 20 independent diabetes-related support groups, helping roughly 300 group members.

Overall we attended 26 major events, including the EveryWoman Expo, the Gluten-free Food and Healthy Living Expo and the Dowerin Field Day.

50th Anniversary celebrations and the Diabetes WA Excellence Awards

In 2015 Diabetes WA celebrated its 50th Anniversary, marking five decades of service to the Western Australian community. We spent much of the year sharing our story across various communication platforms and media channels.

As part of the celebrations, we hosted the inaugural Diabetes WA Excellence Awards to acknowledge the valuable contribution of individuals and organisations who have dedicated their lives, skills and time to assisting people living with diabetes.

More than 130 people attended the awards ceremony at the Fremantle Maritime Museum. Winners were announced in 10 categories, recognising fundraisers, volunteers, health professionals, community leaders and businesses.

In 2015 Diabetes WA had 10,112 members, including 561 who joined us during the year.

Membership fees generated $308,364. A special thanks must be made to the 1,613 members who helped us to raise an additional $34,865 by offering a small donation – averaging around $21 – when they renewed their membership.

For their annual fee, our members receive:

- quarterly editions of Diabetes Matters
- special discounts and promotions on various goods and services including optometry, footwear, life and travel insurance, estate planning services and gym memberships
- discounted or free attendance at educational workshops
- ShopRite membership, a discount buying service
- discounts on diabetes-related products through the Diabetes WA shop

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Supporting our kids

A diagnosis of type 1 diabetes is a life-changing event – even more so if it occurs at a young age. We work hard to support these young people and help them to develop the confidence to manage their condition.

Leeuwin adventures

This year we funded two teenagers to experience the Leeuwin Ultimate Challenge, a five-day sailing adventure aboard a tall ship.

In November 2015, Diabetes WA helped Georgia Egan and Kirsten Thomson to take part in the unique challenge. Not only did the girls learn some unique skills, such as climbing the rigging and sailing a ship, they also both managed to scale the 30m mast!

The girls felt this was a life-changing experience, and have come away with more confidence and a strong new friendship with each other.

“I feel as if I have gained so much from this opportunity and it has helped me to be more grateful for how fortunate I am.”

Georgia Egan

“I believe the lessons I have learned will stay with me for the rest of my life.”

Kirsten Thomson

Kids’ camps

Supported by Lotterywest and run in conjunction with Princess Margaret Hospital, our kids’ camps provide children with type 1 diabetes an environment in which they can learn more about their condition, gain confidence in managing it, and explore their independence.

It is also a wonderful opportunity for them to make friends with other children living with diabetes.

In 2015/16 we ran two kids’ camps - a Wild West-themed camp for 9 to 10-year-olds and a Superhero-themed camp for 11 to 12-year-olds.

“When I was first diagnosed I was scared and felt like I couldn’t do anything anymore. When I came to camp I realised diabetes doesn’t have to stop you and there are others who are experiencing the same thing.”

Tess, January 2016 Kids Camper

Teen Camp

In July 2015, Diabetes WA ran its first ever camp for teens in partnership with the Telethon Type 1 Family Centre. This has been one of our goals for many years – in the past parents and young people have expressed disappointment that there were no camps for young people with type 1 diabetes over the age of 12.

The five-day camp took place in the Wheatbelt town of Kulin, and hosted 30 teens aged 13 to 16 years old. The teens were kept busy each day playing sports activities and team-building games, while the nights were filled with fun and laughter as they took part in a MasterChef challenge, quiz night, and talent show.

The aim of the camp was to provide a forum where teens could come together, feel less isolated, share experiences, and make new friends.

Everyone involved gave the camp a huge thumbs up, with campers, staff and volunteers alike giving us rave reviews.

“Thank you so much for the chance to meet new friends, play new games and not even have to worry about my diabetes. I don’t always get the chance to feel free from my diabetes but this camp helped a lot with that.”

Conner, 13

“The amount of friends I made on this camp is just fantastic - knowing that other people are going through the same thing as me really helps my self-esteem. Overall the camp has been loud, fun and crazy with lots of dancing, games and friends. It’s been a great life experience.”

Alanah, 13

“This has been such a fantastic life-changing experience for all of us, we’ve all grown and learnt so much. Know that your actions have had an impact, a hugely positive impact.”

Tamsyn, 15
Fundraising

Diabetes WA relies on the generosity of Western Australians whose donations enable us to carry out our mission.

In 2015/16, fundraisers and donors raised $968,980 through a variety of activities and campaigns. Our key fundraising event of the year, the HBF Run for a Reason, generated $315,27 in donations.

A special mention must go to Ian Anderson, whose quiz night in November 2015 marked the tenth year in a row that he has hosted the event and raised funds for Diabetes WA. In total Ian has raised more than $37,000 for us in the last decade.

This year we also received an in-kind donation from the All Ford Day Committee, which allowed us to drive away a Ford Kuga SUV. This car has given our diabetes education team the opportunity to deliver more services to our country clients.

Around the State we had a number of fundraisers staging events to benefit Diabetes WA. Some of these included:

- Lovers and Toreadors Spanish Cabaret Show
- Jungle Body Kanga exercise classes
- Fremantle half marathon
- Little Athletics Carnival canteen
- Hip-hop DJ sessions
- No Tie Day

We also undertook our own fundraising activities, hosting the annual Corporate Lunch, running three raffles, selling entertainment books and organising several online appeals.

At Diabetes WA we aim to raise awareness about diabetes and the impact it has on people living with the condition. To reach this goal, our communications team employs a number of different strategies to foster and maintain a strong and open dialogue with our stakeholders.

Diabetes Matters

Diabetes Matters is our popular members’ magazine. Each quarterly edition is full of helpful information on diabetes prevention, management and research.

In 2015/16 we distributed 47,800 copies of Diabetes Matters.

Our magazine is distributed to our members, plus GPs, health professionals, libraries and local governments across Western Australia. We also hand out Diabetes Matters at major events and expos.

Our seven e-newsletters are designed to match the interests of different readers, whether they be living with diabetes, choosing a healthy lifestyle or working in a diabetes-related profession.

In 2015/16 we sent out 538,763 e-newsletters to 47,664 subscribers.

Importantly, our flagship e-newsletters continue to grow in popularity:

- Talking Type 2 subscribers stand at 26,237, an increase of 6.3% over the course of the year.
- The T1DE subscribers stand at 4,912, an increase of 5.4% over the course of the year.
- DIALOG subscribers stand at 1,495, an increase of 25% over the course of the year.
In the News

Social media
We work hard to embrace and harness the opportunities that social media brings and keep busy pinning, posting, sharing and tweeting to reach as many people as possible.

Throughout 2015/16 our communications team strived to raise the profile of our organisation in the eyes of the general public. By fostering strong working relationships with key journalists and media organisations, our team was able to secure excellent coverage for major Diabetes WA events and ensure our experts were featured in news articles about health, nutrition and diabetes.

In 2015/16 Diabetes WA featured in:
• 109 news articles in community, trade, WA and national publications
• 19 Letters to the Editor in community, WA and national publications
• multiple television and radio slots on metropolitan and rural radio stations, including an entire segment on Channel 7’s Today Tonight program
• an advertising campaign for Diabetes Telehealth for Country WA that ran on GWN.

In 2015/16 our work in building a good relationship with The West Australian newspaper brought us significant dividends, with journalists contacting our experts on a regular basis to contribute to major feature articles. As a result, Diabetes WA was mentioned in two feature articles in the Mind & Body section, six feature articles in the H+M section and one feature article in the ED! section.

In the News

Website
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Across all of our platforms we have gained more followers this year, particularly in our two key social media platforms we now have:
• 2,185 Twitter followers, up 22.7% on last year
• 5,843 Facebook followers, up 13% on last year.

We aim to make our social media posts as interesting and as relevant to our readers as possible. We had a number of high impact posts last year; some examples are included below:

Website
Our website is one of the main channels through which people find out about our organisation and the services we can offer.

Last year, we had 49,582 users visit our site 73,453 times. Each user spent nearly three minutes on the site, visiting an average of 2.87 pages per visit. Overall, our website received 210,748 page views in 2015/16.

In recognition of the importance of our website as a key communication channel, in 2015/16 we embarked on a project to overhaul and refresh our website. The new website simplified navigation and improved content, allowing for an enhanced user experience. It was launched on 30 June, 2016.

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#iwishpeopleknew
This year we marked World Diabetes Day with an ambitious awareness raising campaign that harnessed all of our online resources.

Focusing on what life is like for people living with all types of diabetes, the campaign comprised 10 different videos. The main video featured people living with diabetes all over the State sharing their thoughts, while the nine others featured longer interviews with people about their lives with diabetes.

The main video was watched 5,100 times via YouTube and Facebook, while the top ranking individual interview with Maggie Dent was watched 3,300 times.

Overall, the campaign videos were viewed just over 13,700 times.
A closer look at income

In 2015-16 our overall surplus included a large one-off donation. To secure government funding, we consult with the Department of Health in line with the Delivering Community Services in Partnership Policy. Our finance team, under the scrutiny of the FARM Board sub-committee, ensure contract funding is properly acquitted and reported on to relevant government bodies.

Continued growth with decreasing overheads

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

Next year we are budgeting for a decrease in revenue due to a reduction in Commonwealth funding for the distribution of product under the NDSS, which has resulted in the organisation undergoing a major restructure.

Protecting our funds

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 the public on request. Please call (08) 9325 7699 or email info@diabeteswa.com.au for further details.
Diabetes by Numbers

120,782 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% of people in hospital today will be there with diabetes-related complications.

27 West Australians are diagnosed with diabetes every day.

DIABETES BY TYPE:

Western Australia, June 2016

- **Type 2**: 88%
- **Gestational and other**: 9%
- **Type 1**: 28%
- **Insulin required**: 72%
- **No insulin required**: 28%

Thank you

We sincerely thank the many organisations and individuals who supported us in 2015/16. A full list of those who we would like to make special mention of is available on our website. Visit diabeteswa.com.au/about-us/our-board/annual-review/