



strokefoundation

**Stroke Foundation**

Annual Review  
2015



Stop stroke. Save lives. End suffering.  
[www.strokefoundation.com.au](http://www.strokefoundation.com.au)

#fightstroke

# Patrons and Board

## Patron-in-Chief

His Excellency  
Sir Peter Cosgrove  
AK MC (Retd)  
Governor General of  
the Commonwealth  
of Australia



## Patrons

Mr David Brownbill AM  
Sir Gustav Nossal AC  
Lady Southey AC

## Board

The honorary Board includes business, research, medical and consumer representatives.

## President

Professor James Angus AO  
Professor Richard Larkins AO (retired 5 May 2015)

## Vice Presidents

Ms Christina Tonkin  
Mr Paul Leeds

## Treasurer

Mr Paul Shanley

## Directors

Associate Professor Julie Bernhardt (retired 5 May 2015)  
Associate Professor Bruce Campbell  
Ms Rosemary Cummins (appointed 29 May 2015)  
Mr Michael Hill  
Professor Richard Lindley (retired 5 May 2015)  
Ms Jennifer Muller  
Mr Ryan O'Hare  
Ms Dawn Oldham  
Professor Amanda Thrift  
Ms Irene Trethowan  
Ms Karen Vernon

## Chief Executive Officer

Ms Sharon McGowan (appointed 1 February 2016)  
Dr Erin Lalor (resigned 11 December 2015)

## Company Secretary

Mr John Buchanan

In February 2016 Ms Sharon McGowan was appointed as the new Chief Executive Officer. Sharon joins the Stroke Foundation with a wealth of experience in health management most recently as Executive Director Communications and Community Relations at Melbourne Health and previously in senior roles at Benetas and the Australian Red Cross Blood Service.

## Clinical Council

Associate Professor Bruce Campbell, Chair  
Professor Richard Lindley, Chair (retired 5 May 2015)  
Associate Professor Julie Bernhardt  
Dr Tammy Hoffman  
Dr Timothy Kleinig  
Associate Professor Simon Koblar  
Professor Christopher Levi  
Dr Annie McCluskey  
Professor Sandy Middleton  
Dr Michael Pollack

## Consumer Council

Mr Michael Hill, Co-Chair  
Ms Jennifer Muller, Co-Chair  
Ms Karen Bayly  
Ms Brenda Booth  
Ms Julie Collins (appointed 11 March 2015)  
Mr John Damrow (retired 2 February 2015)  
Mr Richard Haley  
Ms Eleanor Horton  
Mr Jamie Hurst  
Ms Belinda Lister (retired 2 February 2015)  
Mr Adrian O'Malley  
Ms Rebecca Schmidt (appointed 11 March 2015)

## Finance, Investment and Risk Committee

Mr Paul Shanley, Chair  
Ms Rosemary Cummins (appointed 29 May 2015)  
Mr Peter Fekete  
Mr Ryan O'Hare (retired 1 December 2015)  
Ms Irene Trethowan

## Governance and Nominations Committee

Professor James Angus AO, Chair  
Professor Richard Larkins AO, Chair (retired 5 May 2015)  
Mr Paul Leeds (appointed 10 September 2015)  
Ms Christina Tonkin  
Ms Irene Trethowan

## Research Advisory Committee

Associate Professor Julie Bernhardt, Chair  
Professor Christopher Levi  
Professor Richard Lindley  
Professor Amanda Thrift

## Auditors

RSM Bird Cameron

# From the President and Chief Executive Officer



The year 2015 marked a new chapter for the Stroke Foundation. President Professor Richard Larkins retired and Chief Executive Officer (CEO) Dr Erin Lalor stepped down to pursue a new career path. We would like to acknowledge their enormous contribution to the organisation. During their tenure the Stroke Foundation flourished and became the leading voice for stroke and for stroke survivors.

This report is a testament to their achievements. It reflects the organisation's activities and successes not just in 2015 but over the past decade. As incoming President and CEO we are honoured to join the Stroke Foundation as we conclude the current strategy and begin looking to the future.

In 2015 we focused on understanding the needs and priorities of our stakeholders which reaffirmed the organisation's direction and ensured efforts are dedicated to areas which will make the greatest impact on stroke.

Highlights included increased community awareness of stroke, prominence of stroke and the Stroke Foundation in the media, innovations in the treatment of stroke and the care of stroke survivors, and increased recognition within government of the human and economic impact of stroke. Around 50,000 people joined the Fight Stroke campaign to advocate to Federal Government for improvements to stroke treatment and care.

There is still much to do. The 2015 National Acute Stroke Audit demonstrated gaps in stroke treatment and care that continue to cost lives, devastating families and burdening our health system.

Our vision for a world free from disability associated with stroke can only be achieved with the support of the community, health professionals and government. We know that being a strong voice for stroke relies on awareness, recognition and connection. Over the past year we asked our community about the Stroke Foundation, our role, our messaging and how best we can meet the needs of the stroke community. This research will shape the Stroke Foundation's focus now and into the future.

It was with this insight and support that the Stroke Foundation launched the innovative tool *enableme*. This free online resource was developed for stroke survivors and caregivers to help with the 'how' of life after stroke. *enableme* connects users to information and services when and where they are needed. One of the most inspiring elements of the tool is the online community which grows every day with users sharing their experiences and practical tips on life after stroke.

In 2016 we will launch a dedicated online platform called InformMe - a 'one stop shop' for health professionals working in stroke. This new tool will provide stroke care

information, clinical guidelines and quality data in an easy to access format. Australian researchers are the brains behind the development of some of the latest breakthroughs in stroke treatment and care. However, access to their expertise is often limited to those located in the city. InformMe will help remove these barriers and we believe represents a world first.

In 2016 the Stroke Foundation celebrates 20 years since it began to focus solely on stroke. It is also 20 years since the Coalition of Australian Governments recognised stroke as a national health priority. During this time we have seen increased investment in stroke units and better data collection on stroke care at a State level but there has been no funding for a national action plan for stroke.

There are 450,000 Australians living with the effects of stroke today. The statistics are frightening but the real tragedy is the human cost, the lives lost and the families devastated by a disease which is largely preventable and treatable. In 2016 we are calling on Australian Governments to fund a national action plan on stroke – it is time for stroke.

Lastly, we'd like to thank our loyal community of donors, volunteers, foundations, companies and private benefactors for their support. There are many others who should be mentioned but please accept this Annual Review as our recognition of the many Australians who are committed to working with us to save lives, stop stroke and end suffering.

A handwritten signature in black ink, appearing to read 'Sharon McGowan'.

Sharon McGowan  
Chief Executive  
Officer

A handwritten signature in black ink, appearing to read 'James Angus'.

Professor James Angus AO  
President

"I would like to take this opportunity on behalf of current and past Boards, staff members and the broader stroke community to sincerely thank outgoing Board members Paul Leeds and Michael Hill for their contribution to stroke over many years.

Lastly I extend a huge thanks to outgoing CEO Dr Erin Lalor. Over the past 13 years Erin established a strong Foundation growing it to a nationally sustainable organisation. Erin, you have helped thousands of Australians and your contribution will be felt long into the future. Thank you."

Professor James Angus, AO

# 1

## Build profile/ raise awareness

During 2015 the Stroke Foundation continued its efforts to raise its profile and the profile of stroke in the community. Building profile and raising awareness is key to our vision of a world free from disability and suffering caused by stroke.

### Stroke Foundation in the media

Stroke Foundation campaigns had greater success in the media in 2015 than ever before, surpassing the number of items generated previously and resulting in significant community reach. During 2015 the Stroke Foundation generated almost 4000 individual media mentions, reaching an audience of around 150,000,000 – many Australians on more than one occasion.

A major achievement for the organisation was again Channel 7's 'The Morning Show' dedicated support of Australia's Biggest Blood Pressure Check. This was built on by a focused local campaign. Media activity surrounding Australia's Biggest Blood Pressure Check almost doubled from the previous year generating more than 1,100 individual media mentions, taking stroke awareness and prevention messages to more than 13 million Australians.

Other major media coverage for the Stroke Foundation and stroke included:

- The launch of the *National Stroke Audit: Acute Services 2015* generated media coverage on Channel 7, Channel 9, Channel 10 and ABC nationally. There was also significant coverage across radio networks.
- Stroke advocate Chris Bath and stroke featured on Studio 10 during Stroke Week.
- Launching *enableme* with stakeholder events across the country and targeted specialist publications.

Below: Associate Professor Bruce Campbell addresses media at The Royal Melbourne Hospital.



- World Stroke Day media activities generated more than 40 individual media mentions reaching more than three million people.

These major media activities were built on by more locally focused opportunities delivered via Stroke Week, Stride for Stroke, Stroke Awards, *Know your numbers* and more.

The Stroke Foundation also engaged influential advocates such as Chris Bath, Alice 'in Frames' Zaslavsky, Sam Frost and Dennis Shannahan to help spread the stop stroke message.

In addition the Stroke Foundation was recognised for Outstanding Achievement in the Australian Charity Awards and was a national finalist in the Australian Marketing Institute Award.



### National Stroke Week

National Stroke Week 2015 ran from 14–20 September and the key message was *Take the challenge* to:

- Be aware of what stroke is, how to recognise stroke and what to do.
- Live healthy to reduce the risk of stroke.
- Get a regular health check.

### National Stroke Week snapshot



More than 2,000 awareness activities including information stalls, morning teas, talks from survivors, health checks and personal or team challenges.



Almost \$12,000 was raised for Stroke Foundation during the week.



More than 900 individual media stories were generated during the week.



Over 12 million Australians received the stroke awareness message.

State-based launch events built on the National Stroke Week activities with great success. These included:

- New South Wales event at Bankstown Lidcombe Hospital with a health check activation and a FAST bus.
- Tasmanian launch at Blundstone Arena in partnership with WorkSafe Tasmania and officiated by State Health Minister, the Honourable Michael Ferguson.
- Western Australian launch of *enableme* at Fiona Stanley Hospital rehabilitation unit.
- In Queensland almost 700 community and pharmacy sites took part in health checks as part of *Know your numbers*.

## Health check program

In the past two years alone the Stroke Foundation has delivered more than 400,000 free health checks with almost 100,000 Australians at risk of stroke being referred to their doctors. Many lives have been saved.

During 2015 the Queensland Government funded *Know your numbers* program undertook more than 60,000 opportunistic checks in pharmacies and community settings providing blood pressure, cardiovascular disease and diabetes risk assessments. A 25 percent increase on the number of checks carried out in 2014. Increasing the number of checks enabled the team to focus on reaching those in the community needing stroke information most. This included partnering with Aboriginal and Torres Strait Islander organisations, primary health networks and reaching out to the vulnerable, socially disadvantaged and homeless people across the state.

This year also marked the conclusion of the New South Wales Government funded *Know your numbers* program. Almost 180,000 New South Wales residents are more aware of their stroke risk thanks to the four-year program.

Health checks during Australia's Biggest Blood Pressure Check and Stroke Week also built on these activities.

## Increasing recognition

This year the Stroke Foundation commenced a project to ensure our brand is highly engaging and elicits active support from fundraisers, volunteers, advocates and others to raise funds to support our mission to stop stroke, save lives and end suffering. For the Stroke Foundation to succeed in its vision and strategic plan we must be able to engage the community and key stakeholders in the stroke message and the need for action on stroke.

To do this we engaged the services of the PUSH Collective, an experienced brand agency. Workshops, in-depth interviews, online surveys and focus groups were conducted during the project with donors, consumers and members of the public.

Working closely with our stakeholders during 2016, we will begin to roll out new messages and a visual identity to better position the Stroke Foundation as we advocate, prevent, improve treatment practices, provide support and raise the awareness of stroke.

## Conferences

Further establishing itself as a thought leader, the Stroke Foundation had a significant presence at conferences over the year. This included presenting Stroke 2015 – the combined annual meeting of the Stroke Society of Australasia and SMARTSTROKES, numerous digital and health professional conferences. In total the Stroke Foundation presented more than 23 times at conferences in 2015.

## *enableme* launched

A highlight across the organisation in 2015 was the launch of *enableme*. This free online resource and community was developed for stroke survivors, their families and supporters to help with the 'how' of life after stroke.

*enableme* was officially launched at a stakeholder event in Melbourne in partnership with the Bupa Health Foundation. The stroke community, including survivors, carers and health professionals joined with corporate supporters at the event. Building on the official launch, localised stakeholder celebrations were held in Sydney, Perth, Hobart, Launceston and Brisbane.

## Stroke Foundation online

The Stroke Foundation continues to lead the way in digital platforms for stroke survivors and health professionals. Building on the launch of *enableme*, the Stroke Foundation put in place the foundations for a new health professional tool InformMe, project managed the build of the Australian Stroke Data Tool (AuSDaT) which was used in the 2015 Acute Stroke Services Audit and launched a more interactive organisation website.



Almost  
**60,000**  
resources downloaded



Over  
**14,000**  
highly engaged social  
community members

# 2/3 Engaging audiences and Focused program delivery

The Stroke Foundation is determined to provide all stroke survivors and carers with information and support to access the necessary resources to assist in their best possible recovery and improve their quality of life post stroke.

2015 marked the inception of StrokeConnect. StrokeConnect brings together a range of Stroke Foundation programs and activities. It allows us to focus our efforts where they will have the most impact and be agile in their delivery – aligning our activities and maximising resources for the benefit of the stroke community. It also allows us to support survivors across their life-after-stroke journey.

The Australian stroke community is as diverse as its needs. As the voice of stroke in Australia the Stroke Foundation aims to represent and support this community with a broad range of resources, services and support mechanisms. Partnering and collaborating with stroke survivors, carers and health professionals is central to this success. To stop stroke, save lives and end suffering we must be part of the community we represent and support.

## StrokeConnect

Stroke survivors and their carers are at the heart of StrokeConnect.

### My Stroke Journey

Around 13,000 stroke patients benefited from My Stroke Journey during 2015. The packs provide stroke survivors

and their carers with vital information and links people with ongoing support through StrokeConnect. A total of 180 acute hospital and rehabilitation sites have adopted the resource benefiting from education and support in their treatment and care.

During the year the Stroke Foundation conducted a review of the resource, consulting with a range of health professionals and stroke community members. The result is a renewed resource for release in 2016.

### StrokeConnect Follow Up

Through StrokeConnect Follow Up the Stroke Foundation aims to ensure all survivors and carers are followed up post discharge, are provided with advice about services, resources and information they need to achieve their best recovery possible.

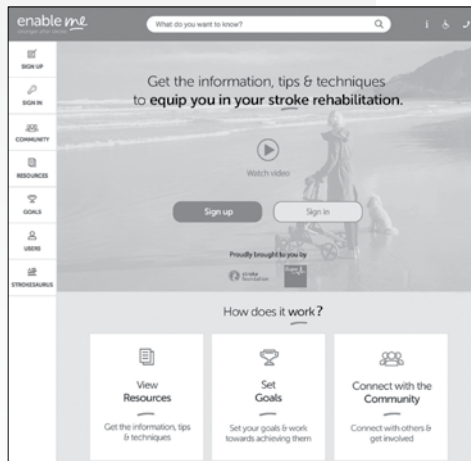
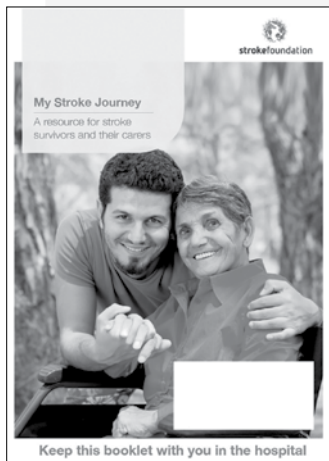
During 2015 the Stroke Foundation began planning for a national roll-out of this service. With funding support, the Stroke Foundation will further these plans in 2016.

This service is currently operating in Queensland, supported by the State Government with great success. In 2015 it benefited 900 stroke survivors and carers across the State. Learnings from this delivery will be applied to the planned national roll-out to start in New South Wales and Victoria during 2016.

### StrokeLine

During 2015 StrokeLine responded to almost 3000 individual enquiries by phone, email and social media providing vital information, advice and referrals to stroke survivors, their families, carers and health professionals.

*The StrokeLine team are pictured below.*



## enableme

The launch of the new, innovative and world leading tool *enableme* was a highlight of 2015. This amazing, free online resource and community was developed for stroke survivors, their families and supporters to help with the 'how' of life after stroke.

It includes:

- Resources, fact sheets and videos on a wide range of practical topics impacting life after stroke.
- A community forum to ask questions and share experiences with other stroke survivors and carers.
- A tool to set and track goals to recovery.

In its first year *enableme* attracted almost 1,600 registered users, with more than 36,000 visitors. Almost 160,000 pages of the site have been utilised providing vital information to users when and how they need it.

*enableme* has been established with the generous support of foundation partner Bupa Health Foundation and ongoing support from The Ian Potter Foundation and Perpetual Trustees.

In building *enableme* we asked stroke survivors, their families and carers what they wanted and needed. Accessibility was a key theme from the feedback. *enableme* has a number of features to ensure it is accessible to everyone at anytime including stroke survivors with vision and communication issues. This innovative platform also adapts to meet the needs of its user.

## InformMe

The Stroke Foundation continues to deliver the most relevant, evidence-based, peer-reviewed, education training modules for health professionals. Learning from the success of *enableme*, My Stroke Journey and ongoing consultations with health professionals, we began development of a new platform to supersede eStroke. InformMe was developed in 2015 to provide a 'one stop shop' portal for busy health professionals working in stroke.

It brings together the clinical guidelines, audit data and quality improvement activities with training and resources. InformMe will launch in early 2016.

## Stroke Awards

The 2015 Stroke Awards recognised the amazing work and commitment of stroke survivors, carers and health professionals in our community.

In total there were 60 entries in this year's Awards. All were of an extremely high standard.

Award winners were:

### **Creative Award – David Roland**

Stroke survivors in the community who are actively pursuing creative achievements.

### **Fundraiser of the Year Award – Michael Scott**

Fundraiser for the Stroke Foundation through the *Do it 4 Stroke* program.

### **Life After Stroke Award – Wendy Lyon**

Stroke survivors, carers, and volunteers who are making a big difference to the lives of survivors and raising awareness of their needs.

### **Stroke Care Champion Award (in conjunction with the Stroke Society of Australasia) - Dr Rohan Grimley**

Health professionals and social care professionals who have demonstrated a long term commitment of at least five years in the field of stroke.

## Research

With the help of our supporters, the Stroke Foundation kick-started eleven ground-breaking stroke research projects through its annual grants program. More than \$312,000 was provided to Australian researchers, underpinning new investigations and supporting future leaders in stroke.

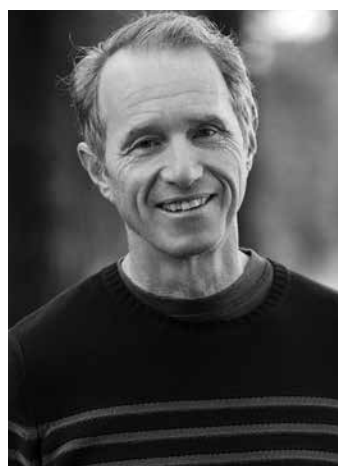
The Stroke Foundation Research Program aims to support and translate high quality research that will lead to changes in practice, policy and knowledge resulting in prevention of stroke and improved quality of life for stroke survivors, their families and/or carers. In 2015 the Stroke Foundation set out a new research strategy to guide the allocation of funding to researchers to undertake new work in the short term and to also plan the focus for future efforts.



Wendy Lyon



Dr Rohan Grimley (right)



David Roland



Michael Scott

## Addressing diverse stroke needs

The Stroke Foundation is continuing its commitment to address the stroke needs of Aboriginal and Torres Strait Islander people and those from culturally and linguistically diverse backgrounds.

During the year we began to implement learnings from the cultural audit of the organisation conducted in 2014. These included:

- Cultural diversity and cultural competency training for staff and members of the Board.
- Publishing the cultural competency framework.
- Introducing Acknowledgement of Country to meetings and events.
- Partnering with appropriate external organisations.

Implementation of the audit's recommendations will continue into 2016.

## Connecting with regional and rural Australians

The Stroke Foundation now has firm foundations for spreading vital stroke awareness and prevention information in rural and regional areas. During 2015 two pilot programs were conducted and evaluated spreading FAST messages and delivering local free health checks.

### FAST Pilot program – Warrnambool and Wagga Wagga

The Regional FAST pilot program, supported by funding from The Ian Potter Foundation, concluded in 2015 and found recognition of FAST messages had increased almost two-fold among the community.

Through the pilot local champions were recruited, volunteering to assist the Stroke Foundation in spreading the FAST message. A regional tool kit was also developed including posters, wallet cards, a DVD, bookmarks and stroke-related materials.

## Stroke Week – Health check pilot

The Stroke Foundation conducted a pilot program during 2015 Stroke Week linking local community groups in regional and rural areas to deliver health checks and preventative health information. With the support of Medtronic, community groups and service clubs were recruited and provided with a kit to walk them through the process of running a health check or stroke awareness program.

## Consumer and Clinical Councils

Key to Stroke Foundation's work are the Consumer and Clinical Councils. The Councils' members are committed and dedicated volunteers who bring the perspective of consumers and health professionals to the organisation sharing their experience, knowledge and expertise.

During 2015, we farewellled Stroke Foundation Clinical Council Chair Professor Richard Lindley. Professor Lindley provided an invaluable contribution to the organisation over his years as Chair of the Clinical Council. Associate

## Our stroke community

### Emma Gaffy

Emma was just 19 when her life was changed forever by stroke. One minute, Emma was a journalism student, striding along in high heels and short skirts, dreaming of a job on Vogue magazine. The next, Emma was wondering why her arm was numb and she could no longer speak.



**“ National action for stroke prevention, awareness and education is urgently needed because this terrible disease does not discriminate. It affects both the very young and the old, the wealthy and the not so wealthy, male and female. Approximately 1000 Australians will suffer a stroke each and every week. That's a terrifying number. We need to reduce that number by taking action now. ”**



*With the support of Medtronic, the Stroke Foundation cow was a huge hit at the 2015 Stroke Conference.*

Professor Bruce Campbell has stepped into the Clinical Council Chair role. An award-winning neurologist, A/Professor Campbell is recognised locally and internationally for his work including emergency stroke treatment and imaging.

We also farewellled founding members of the Consumer Council Belinda Lister and John Damrow. Both made an invaluable contribution in shaping Stroke Foundation's programs and projects. Full-time carer Julie Collins and stroke survivors Rebecca Schmidt, Richard Haley and Jennifer Muller joined the Consumer Council.



# 4

## Consolidate and grow revenue

In 2015 more than 100,000 amazing supporters and volunteers joined the Stroke Foundation in our vision of a world free from disability and suffering caused by stroke. Supporters came from all walks and stages of life, some were individuals, others were companies and organisations. People came from all areas of the country and the way they choose to back the Stroke Foundation is as unique as them. Together we worked towards one common goal to stop stroke, save lives and end suffering.

Because of you the Stroke Foundation could:

- Raise awareness about stroke prevention.
- Deliver vital information and support to stroke survivors, carers and health professionals, ensuring it was available at the right time in the right way.
- Support the improvement of stroke care by developing systems and tools to monitor and improve care.
- Fund important research which will lead to improved treatment and care for people affected by stroke.
- Build strong partnerships to strengthen the impact of our work.

We want to express our heartfelt thanks to all our supporters and volunteers for your time, expertise and funding of the Stroke Foundation in 2015. Thank you for choosing to be part of the Stroke Foundation – we could not do it without you.

### Corporate

The Corporate Partnerships program has opened doors to like-minded organisations and reaffirmed established partnerships. It has enabled the Stroke Foundation to further its vision through the delivery of important programs and campaigns to the community. Highlights of 2015 included Australia's Biggest Blood Pressure Check, again partnering with Chemmart Pharmacy to deliver the community events and also partnering with BizHealth Consultants to expand into workplace health checks. This activity was also supported by Omron. Chemmart declined to be part of the 2016 event, however, the Stroke Foundation was excited to secure Priceline Pharmacy to be involved and BizHealth Consultants will continue its commitment focused on workplaces.

Building on this *enableme* was launched with the support of Bupa Health Foundation, Medtronic supported Stroke Week stroke awareness activities in regional areas and

Bayer and nib Foundation supported the evaluation and update of My Stroke Journey. nib has also committed to support the roll out of My Stroke Journey and piloting StrokeConnect Follow Up in New South Wales in 2016.

We sincerely thank our sponsors and corporate partners for their support in 2015 and look forward to a long and mutually beneficial partnership in years to come.

### Supporters include:

Alamay Pty Ltd  
 Brennan IT  
 Charter Hall Property Group  
 Charities Aid Foundation  
 Count Financial Limited  
 J.J. Richards & Sons Pty Ltd  
 Online Innovative  
 Rio Tinto  
 Tony Finneran  
 Wealthplan

### Special thanks to:



## Our stroke community

### Michael Scott

Being on a push bike for 11 days straight doesn't make it onto too many people's bucket lists. But according to Michael Scott nothing beats the feeling of being out on the bike raising funds and awareness for the Stroke Foundation. Michael is the father of Olive, Olive suffered a stroke just hours after she was born.



“ The ride was incredibly tough, but Olive has shown her strength again and again so it was time for me to show mine.

Olive's stroke turned our world upside down. Those first few hours as we watched her suffer through seizures and countless resuscitation attempts were extremely distressing. As parents stroke is the last thing you think you'll have to cope with in the hours following your child's birth. If this ride can play a part in helping other families avoid the pain and confusion we went through then all the training sessions, sore muscles and early mornings were well and truly worth it.



## Stride for Stroke

More than 1000 amazing individuals took up the challenge to Stride for Stroke during November. The aim was to get fit, have fun and raise much-needed funds and awareness for the fight to stop stroke. This was the second year the Stroke Foundation held the campaign and the number of participants more than tripled and funds raised more than doubled to \$200,000. Collectively participants walked more than 60,000 kilometres.



## Gifts in Wills

During 2015 we learnt that, once again, many of our most dedicated supporters had taken the thoughtful decision to include a gift to the Stroke Foundation in their Wills.

Every gift in a Will we receive, no matter what its size, is making an invaluable contribution towards reducing the devastating impact stroke has on Australians, their families and their friends.

The Stroke Foundation was fortunate to receive gifts from the following wonderful supporters who had so thoughtfully included gifts in their Wills before they sadly passed away or who had given their living bequest to help our work whilst they are still with us:

Sarah Auld	Nancy Jury
Barry Baker	John Lawler
Jean Bazely	Olwyn Little
John Bliszczyk	Margaret Mandelson
Gerald Bowden	Myra Martin
June Breadsell	Mrs Matheson
Nola Therese Bren	Leslie Maurer
Joan Campbell	Pamela McCarthy
Norman Clapham	Bede Peadon
Agnes Clark	Charles & Joan Robinson
Margaret Cox	Geoffrey Rogers
John Lawrence De Yong	Thelma Ryan
John & Margot Dean	Charles Saker
John Faulkner	Anna Schaepman
Dorene Fagg	Peggy Smart
Betty Frazer	Elizabeth Truman
Robin Furniss	Judith Tuffley
Reginald Geary	Sherry Vandenberg
Patricia Gwyther	Paul Vertes
Mary Hayes	George Vigori
Edith Ingle	Pamela Wadeson
Marjorie Jenkins	Joyce Wickham
Coral Jones	

We are truly grateful for the thoughtful gifts from each and every one of these generous people. Stopping stroke is going to take longer than our own lifetimes. Their final gift will help to save lives and fight against stroke long into the future.

Throughout 2015 we also learnt 101 of our current supporters had updated their Wills and taken the opportunity to remember the Stroke Foundation amongst their other favourite charities.

*Left: Stride for Stroke participants Team Coast Stroke Busters*

## Major Gifts, Trusts and Foundations

Trust and foundation support for the Stroke Foundation this year was the strongest in our history. We received major multi-year grants from Perpetual Trustees, Ian Rollo Currie Foundation and The Ian Potter Foundation.

The Stroke Foundation increased its focus on developing relationships with grant-making organisations during 2015. This has included inviting influencers to be part of a range of Stroke Foundation activities, ongoing communications and hosting a 'Women in Stroke' event at Evans & Partners on World Stroke Day. Response to the increased levels of engagement has been positive with the Stroke Foundation and external organisations benefiting.

Imagine a world free from stroke – our significant supporters are making it happen by partnering with the Stroke Foundation. Together we are finding the causes and best treatment for stroke through research and providing survivors, carers and families with the support they desperately need through programs like *enableme*. Thank you to the following major donors for making our work and our vision possible:

Mrs Rita Andre  
Miss Pamela Bailey  
Dr Margaret Baird  
Ms Lynette Barnett  
Mrs & Mr Barbara & Ian Butler  
Mr Raymond Corrigan  
Ms Jeanette Craven  
Mr John Davies  
Mrs Sue Donovan and Mr John Gilder  
Mrs BM Dungavell  
Mr James Ellwood  
Mrs Beverly Fairlie  
Ms Julia Farrell  
Mr & Mrs David Fry  
Mr & Mrs Giorgio & Dianne Gjergja  
Mr Joseph Glover  
Ms Jean Grierson  
Dr Michael Gronow  
Mr & Mrs Bill & Alison Hayward  
Ms Jessica Hore  
Mrs Marianne Kloss  
Pat La Manna OAM Cancer/Stroke Research Legacy  
Mrs Marianne Moglia  
Mr Olaf O'Duill  
Ms Mary (Dora) O'Sullivan  
Ms Catherine Pfeffer  
Ms Marlene Phillips  
Mr Daniel Potts  
Miss Jane Rich



*Women in Stroke event panellist, Dawn Oldham.*

Ms Jill Ross-Perrier  
Mr Bruce Saint  
Mrs Doreen Scott  
Mrs Dianne Shakespeare  
Ms Virginia Stevenson  
Ms Jill Tilly  
Ms Wendy Tonkin  
Mr & Mrs Gregory & Marguerite Vaughan  
Mr Ian Webster  
Dr Keith Wilkinson  
Mrs Jean Williamson  
Australian Communities Foundation  
Bell Charitable Fund  
Duchen Family Foundation Pty Ltd  
Equity Trustees  
Gandel Philanthropy  
Rob Meree Foundation  
O'Donohue Family Foundation  
Annie & John Paterson Foundation  
Perpetual Ltd  
Henry Pollack Foundation  
The Ian Potter Foundation  
The Russell Foundation Pty Ltd  
Trust Company as part of Perpetual Ltd – The Fred P Archer Charitable Trust  
Bruce Wall Trust  
Wheatley Family Foundation

2016 will mark 20 years since stroke was made a national health priority by Australian Health Ministers. Despite this recognition there has never been funding for a coordinated national plan of action to reduce stroke.

The number of stroke units has grown, there has been increased coordination of clinical advice through development of state clinical networks and major breakthroughs in lifesaving treatment. However, there remains a huge variation in care quality and thousands of Australians are not receiving the care known to save and improve lives after stroke.

There is a significant opportunity to reduce the impact of stroke; to improve the quality of care provided by the hospital system; to ensure quality of care across urban and regional areas; and to give all survivors the support and information they desperately need after their stroke. As the voice of stroke in Australia, the Stroke Foundation is taking this vital message to Government at all levels.

### Fight Stroke

The Stroke Foundation's grass roots activist community grew to more than 60,000 Australians in 2015. The Fight Stroke community stood with us to advocate to the Federal Government to fund a national action on stroke.

The Stroke Foundation implemented a new strategy through Change.org – an online petition to recruit supporters to the campaign. This was highly successful with the number of supporters signing up to the campaign increasing from 11,000 to 60,000.

Fight Stroke members and stroke survivors, Neville Kerr and Alison Armstrong, championed this activity. Neville and Alison encouraged others to join them in calling on the Federal Health Minister to fund the Stroke Foundation's StrokeConnect Follow Up program, to provide stroke survivors with the support they need following stroke. Alison and Neville presented their petitions to the Assistant Health Minister, the Honourable Ken Wyatt at a parliamentary event in Canberra. This led to an invitation for Alison Armstrong to meet personally with the Federal Health Minister, the Honourable Sussan Ley in her electorate.

The ongoing aim is to empower members with the relevant knowledge and skills to successfully advocate to government from within their own community. The more active we are the better chance of increased government support for stroke.

### National Stroke Audit: Acute Services 2015

The *National Stroke Audit Acute Services Report 2015*, released by the Stroke Foundation, revealed acute stroke care and services in this country have stagnated. Despite significant advancements in the treatment and care guidelines for acute stroke and the best efforts of health professionals and hospitals, the Audit found many patients were continuing to miss out on best practice care. Patients were suffering poorer outcomes and even death as a result.

Key findings of the Audit included:

- Of the 87 hospitals with stroke units surveyed 16 reported they had no medical stroke lead, 11 had 24/7 endovascular (clot retrieval therapy) and just one qualified as a comprehensive stroke service.
- On leaving hospital almost half of patients were discharged with no care plan and one-third of patients were discharged with no secondary prevention medication.
- Almost 20,000 of the 30,000 stroke patients in this country were denied access to the full benefits of stroke unit care.
- The number of ischemic stroke patients receiving life saving clot-busting drugs remained static at seven percent - no improvement over the last four years.
- Australia was found to be falling well behind international benchmarks in stroke treatment and care despite this country being home to some of the world's leading minds in stroke.

The report also demonstrated it did not have to be this way. There was significant opportunity for improvements across the country through tailored strategies which can impact on the quality of care provided. For this to succeed effort is required from all Australian governments.

The *National Stroke Audit Acute Services Report 2015*, provides a robust and representative snapshot of acute stroke care services in Australia.

It is the only report of its kind in Australia tracking the performance of Australia's stroke care against best practice guidelines; the Acute Stroke Services Framework 2015 (the Framework) and for the first time the Australian Commission on Safety and Quality in Health Care (ACSQHC) Acute Stroke Clinical Care Standard. In addition the Audit highlights changes that have occurred over the previous cycles of the National Stroke Audit, which commenced in 2007.

## Update of Clinical Guidelines for Stroke Management

With the support of health professionals and the broader community the Stroke Foundation was pleased to see advocacy efforts result in the Federal Government committing \$600,000 to fund a comprehensive update of the National Clinical Guidelines for Stroke Management. The National Health and Medical Research Council (NHMRC) will also support the guidelines.

Development of updated stroke clinical guidelines will provide certainty and support for stroke clinicians to deliver the most up-to-date evidence-based stroke care for Australian patients and help to reduce the impact of stroke on the community. It will also reduce the financial burden of stroke on the health system by improving outcomes.

## Acute Stroke Clinical Care Standard

The Stroke Foundation played a key role in the development of a new Acute Stroke Clinical Care Standard that will improve the early assessment and management of patients with stroke. Launched by the Australian Commission for Safety and Quality in Health Care in July, this new Standard provides a guide for clinicians and health services to provide high quality care, and support stroke survivors, their families and carers from the onset of symptoms to the start of rehabilitation. It enhances the Clinical Guidelines for stroke management which defines evidence-based best practice stroke care.

## Alliances

The Stroke Foundation is a member of a range of advocacy and policy alliances that align and assist in furthering our vision of a world free from the disability and suffering caused by stroke including:

- Australian Stroke Coalition.
- Australian Chronic Disease Prevention Alliance.
- National Vascular Disease Prevention Alliance.
- National Aged Care Alliance.

## The Australian Stroke Data Tool (AuSDat)

The Stroke Foundation continued to work with the Australian Stroke Coalition, Australian Clinical Stroke Registry (AuSCR), national and international programs to enhance the application and delivery of stroke data and quality improvement in stroke care.

AuSDat – an electronic web management tool that harmonises the collection and use of high quality standardised data for patients hospitalised with stroke or transient ischemic attack (TIA) – was utilised for the first time during the 2015 National Stroke Audit. Work on the tool is continuing with further enhancements in 2016.

## Local advocacy

Advocacy activities continued during 2015 with Executive Officers having an increased role in their state during 2015. State Government elections were held across the country providing opportunities to connect and be heard.

Highlights included:

- Presenting the 2015 National Stroke Audit results to all Australian Health Ministers.
- Stroke Week engagement – 38 federal members of parliament got involved including 10 speeches in parliament.
- Engaged 30 members of parliament in Australia's Biggest Blood Pressure Check.
- Successfully negotiating a 12-month extension in funding from the Queensland Government for the *Know your numbers* program and three years additional funding for StrokeLink – integrated data collection and quality improvement for stroke in the State.
- Successfully partnering with The Heart Foundation Victoria to introduce cardiovascular disease elements to the Victorian State Government's Victorian Life! Program.
- Commitment by the Western Australian Government to a follow up service for stroke survivors.
- Joining the Tasmanian Government's newly established Clinical Advisory Group.
- Strengthening relationships with the New South Wales Government.
- Engaging with SA Health (South Australian health department) on their Transforming Health reform.
- Attending the inaugural meeting of Australian Capital Territory non-governmental health organisations alliance with the possibility of joint advocacy opportunities.
- Advocating for Northern Territory participation in the Stroke Foundation's National Audits.

## International Voice

The Stroke Foundation is actively involved in amplifying the global voice of stroke. Former Chief Executive Officer Dr Erin Lalor continued in her role as chair of the World Stroke Campaign during 2015. The World Stroke Campaign aims to increase awareness of the causes of and signs of stroke, sending a unified message across the globe that many strokes are preventable, treatable and beatable. In addition the Stroke Foundation provides expertise and experience to the development of international stroke guidelines and establishing growing stroke support organisations across the globe.

## Submissions

In addition to work through our alliances the Stroke Foundation contributed 26 individual submissions to varying consultation processes in 2015. This included:

- Appearing before the House of Representatives Standing Committee on Health to provide further evidence to the Inquiry on Chronic Disease Prevention and Management in Primary Health Care.
- Tobacco and Other Smoking Products (Extension on Smoking Bans) Amendment Bill.
- Fast Choices Kilojoule Labelling Discussion Paper.
- Senate Select Committee on Health focusing on Indigenous Experience of Health Related Services.
- Numerous State Government submissions around health reform and the better design and implementation of stroke services.

## 6

## Build a nationally sustainable organisation

During 2015 there was continued focus on implementing measures to secure the organisation's future. This included planning for its growth, developing program plans and implementing efficiencies. An area of significant focus for 2015 was the development and implementation of three-year program plans in line with the Strategic Plan.

### People and Culture

With the organisation approaching its vision with a renewed focus in 2015 the health, wellbeing and engagement of staff remained a priority. A Staff Engagement Survey highlighted the teams' commitment to the Stroke Foundation (87 percent), its mission (89 percent) and a high level of work satisfaction (82 percent). The Stroke Foundation results compared well against other not-for-profit organisations, as well as against benchmarks set in the same internal survey conducted in 2013. Other pleasing results were flexibility, work life balance and wellness. An opportunity for improvement highlighted was career progression. Strategies are being considered in response to this with the aim of facilitating more employee development and building organisational and cross-divisional capacity.

The health and wellness program continued with new vigour. Lunchtime education sessions tailored to the teams' needs and capitalising on internal skills were very popular.

There was also continued success with internal recruitment services; a total of 30 new members joined the team over the 12 months. This is proving to be more efficient and effective than our previous outsourced arrangements.

The renewed focus on the strategic plan, emphasis on collaboration and communication can be felt across the organisation. The team is better connected and stronger, reflecting the success of this approach.

### National organisation

The Stroke Foundation cemented its commitment to being a national organisation working towards one vision in 2015 by bringing team members together in one location.

The gathering provided an opportunity for team members to connect one-on-one as well as in groups, sharing experience, expertise and getting to know one another. A series of workshops, presentations by the stroke community and social activities were held with an emphasis on sharing information on the organisation's renewed focus.

### Environment

The Stroke Foundation continued to work to ensure the organisation's environment and resources support its activities and direction now and into the future.

This included renovations of the Melbourne office, securing additional space in the Western Australian office, and information and communication technology updates. Video conferencing equipment was installed and team members trained in maximising this new technology to improve communication across teams.

The Stroke Foundation also began a review of its stakeholder management systems, aiming to bring together multiple systems into one service that would see the Stroke Foundation better connected to the stroke community and building its capacity into the future to further improve communication.

### Framework implementation

During 2015 we established frameworks for stakeholder engagement, cultural competency, organisational performance monitoring, program development and evaluation.

New Community Engagement Coordinator positions were established in Tasmania, Western Australia, New South Wales and Queensland. The sole focus of these positions is engagement with the local stroke community.

The Performance and Evaluation team, established in 2014, worked across the organisation to ensure Stroke Foundation programs and activities were evidence-based, of a high quality, efficient and effective. Evaluations of the FAST pilot, the Acute Stroke Audit, Stroke Connect Follow Up and *Know your numbers* were all conducted internally.

### Volunteer strategy

Volunteers make an enormously valuable contribution to the Stroke Foundation. During 2015 the Stroke Foundation began implementing its new volunteer strategy, strengthening the organisation's approach to volunteers. The purpose of volunteer engagement at the Stroke Foundation is to increase capacity of the organisation and for volunteers to be engaged as an active part of achieving our mission. We ended the year with 194 volunteers, including StrokeSafe Ambassadors, Board and Council members, administration, media and operations.

# Financial performance

## Financial performance

	2015 (\$'000)	2014 (\$'000)	2013 (\$'000)	2012 (\$'000)
<b>Revenue</b>				
Community support – non-bequests	7,135	8,455	8,598	8,601
Community support – bequests *	1,619	1,021	12,083	1,001
Government support	3,245	5,568	4,528	3,523
Corporate, trust and foundation support	1,857	1,645	686	439
Product merchandise	26	71	31	34
Interest	357	335	130	134
<b>Total revenue</b>	<b>14,239</b>	<b>17,094</b>	<b>26,056</b>	<b>13,732</b>
<b>Expenses</b>				
Programs and operations	7,121	9,552	7,666	6,650
Income development **	5,348	4,980	5,321	4,345
Governance and sustainability	1,283	1,240	1,120	1,347
Research	500	575	480	450
Advocacy	644	471	357	240
<b>Total expenses</b>	<b>14,896</b>	<b>16,818</b>	<b>14,944</b>	<b>13,032</b>
<b>Surplus/(deficit) from ordinary operations</b>	<b>(657)</b>	<b>276</b>	<b>11,112</b>	<b>700</b>
Gain/(loss) on restatement of investments to fair value	(62)	340	803	369
Other investment income	724	816	298	232
<b>Total Other</b>	<b>662</b>	<b>1,156</b>	<b>1,101</b>	<b>601</b>
<b>Net surplus</b>	<b>5</b>	<b>1,432</b>	<b>12,213</b>	<b>1,301</b>

## Financial position

<b>Assets</b>				
Cash and cash equivalents	5,751	6,017	7,440	5,239
Trade and other receivables	720	428	403	478
Inventory	-	5	11	6
Financial Assets at Fair Value *	15,549	16,450	15,722	3,958
Plant and equipment	281	350	198	273
Intangibles	954	293	-	-
<b>Total assets</b>	<b>23,255</b>	<b>23,543</b>	<b>23,774</b>	<b>9,954</b>
<b>Liabilities</b>				
Payables	861	1,158	851	868
Provisions	1,651	1,647	3,617	1,993
<b>Total liabilities</b>	<b>2,512</b>	<b>2,805</b>	<b>4,468</b>	<b>2,861</b>
<b>Total equity</b>	<b>20,743</b>	<b>20,738</b>	<b>19,306</b>	<b>7,093</b>
<b>Ratios</b>				
Direct fundraising expenditure to income ***	20.0%	15.4%	10.8%	17.1%
Administration expenditure to income	8.6%	6.9%	4.2%	9.6%
<b>Normalised 2013 ratios (excluding significant bequest)</b>				
Direct fundraising expenditure to income ***	-	-	18.6%	-
Administration expenditure to income	-	-	7.2%	-

### Notes

\* A significant bequest that included a parcel of securities (\$10.9 million) was bequeathed to the Foundation during 2013

\*\* Includes major developmental investment into a donor acquisition program

\*\*\* Does not include expenditure associated with major developmental investment

Income in the calculation of ratios includes Other investment income

# Our stroke community

## Associate Professor Bruce Campbell

Clinical Council Chair  
A/Professor Bruce Campbell and his team carried out world-class research here in Australia – the EXTEND-IA study. The result – combining a new treatment called stent thrombectomy with clot-busting drugs – dramatically improves the success in removing



blood clots and restoring flow back to the brain. This new treatment enhances lives, saves brain and reduces the burden of disability for survivors and their loved ones.

The Stroke Foundation was part of a consortium who funded the trial, as part of the ongoing research program.

**“ In 89 percent of patients blood flow to the brain was restored when the clot removal therapy was used compared with 34 percent of patients who had standard clot-dissolving therapy alone. The addition of stent thrombectomy to standard clot-dissolving treatment led to 71 percent of patients returning to independent living, compared with 40 percent in the standard treatment group. This is an extremely impressive outcome given these patients had the most severe forms of stroke and dramatically reduces the burden of disability. ”**

## Neville Kerr

Five years ago Neville Kerr had five strokes in one day. One minute Neville was a successful banker with a growing small business and the next minute he was in hospital battling for his life. Following the stroke Neville lost his business and fell into a black hole.



**“ When I left hospital and got home to my family, I struggled to recover and suffered many hidden disabilities because I was given very little information or support. When I finally connected with the Stroke Foundation I discovered I wasn't alone and since then I've gotten stronger every day. I know if I'd been phoned by the Stroke Foundation soon after getting home my recovery would have been so much quicker. It's a safety net that guarantees no one will fall between the cracks and I'm determined to see the Federal Government get behind StrokeConnect Follow Up. ”**

*Front cover image:*

*Stroke survivor Jenny Ferrier and her husband Jim, registered users and community members of enableme.*

*Photo © Chris Crerar*

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