



Parkinson's  
Victoria  
1981 - 2011

30  
PROUD  
YEARS  
OF SERVICE

# ANNUAL REPORT 2010-2011



# ABOUT Parkinson's Victoria

## OUR VISION

A world without Parkinson's.

## OUR MISSION

That all people living with Parkinson's have access to comprehensive and relevant services, encouraging independence and improved quality of life.

## OUR VALUES

Our values underpin everything that we do.

We are:

- Sensitive to the needs of people living with Parkinson's.
- Accountable to our stakeholders and transparent in the way we do business.
- Innovative: Valuing new ideas, knowledge, experience and research.
- National in outlook, committed to an effective, vibrant, national organisation.

## OUR SERVICES

Parkinson's Victoria is the peak body representing the needs and interests of people living with Parkinson's in Victoria.

Through our multi-disciplinary team of health professionals we provide a range of support services to assist in managing the condition, improve quality of life, and to reduce the impact of Parkinson's on individuals, families and the wider community.

Specific services include:

- Information and advice (through the provision of telephone counselling, fact sheets and information kits, website, resource library and newsletters), and referrals to health specialists.
- Help in accessing government assistance schemes and support.
- Peer support through affiliated Support Groups.
- Professional education of the health sector.

We are also active in the areas of community education, advocacy, research and community awareness.

## OUR PEOPLE

### Patron

The Governor of Victoria

### Board members 2010/11

Royce Pepin, *President AM, MBE, GCSJ, Ph.C*

Kate Brown, *Vice President*

Peter Walker, *Chairperson Finance Committee*

Fred Van Ross

Mary Jones

Peter Raymond

Brendan Lourey

### Staff members as at 30 June 2011

Ann Burgess, *Chief Executive Officer*

Ian Hosking, *Finance Officer*

Catherine Watson, *Community Development Worker*

Victor McConvey, *Parkinson's Nurse Consultant*

Breanna Wotherspoon, *Health Promotion Officer*

Dianne Rayner, *Client Services Officer*

Judith Mooney, *Marketing and Fundraising Coordinator*

Jo Berthelemy, *Event Assistant/Volunteer Coordinator*

Denise Perkins, *Administration Officer*

Lesley Speirs, *Database Officer*

Anne Atkin, *Volunteer Librarian*

Pam Fox, *Volunteer Administrative Assistant*

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## HUMBLE BEGINNINGS

*Dr Margaret Mead once famously said that "a small group of thoughtful people could change the world. Indeed, it's the only thing that ever has". How true is that for Parkinson's Victoria?*

In late 1980, the first ever meeting of Parkinson's Victoria, then known as the Parkinson's Disease Association, was held with 18 attendees. This determined group ran their first television advertising campaign in 1981 to increase public awareness and then went on to source funding for the years 1981 to 1984.

By 1984, three staff were employed and support groups were running in Whittlesea, Geelong, Ringwood, Glenroy, Bentleigh, Heidelberg, Sunshine, Caulfield, Moe and Swan Hill. Lack of recurrent funding was a problem as staff could only be employed for one year at a time. In 1996, there was a big breakthrough, when the Department of Human Services provided \$36,000 for three years' funding for a telephone helpline.

Around this time, the original logos were exchanged for the new nationally accepted tulip logo. The Parkinson's tulip was a cultivar created by a Dutch horticulturist who had named the tulip in honour of Dr James Parkinson. The tulip is used internationally by most Parkinson's groups.

Today, Parkinson's Victoria has 47 support groups, 2 young onset groups and an income of \$1,446,662. We educate, advocate and support. We fund research to find a cure and to improve quality of life.

***This year we mark 30 years, thanks to that small group of thoughtful people.***

# PRESIDENT'S Report



This has been our 30th year anniversary and never has our mission been more important to the organisation and the people we serve.

With that aim in mind, we started the year by creating our “rolling” **Five Year Strategic Plan** (an outline is on page 5).

I am pleased to report that this past financial year has been one of development, innovation and achievement in line with this plan.

In July 2010, we saw the culmination of two years of advocacy when the **Parkinson's Clinician Project** with Western Health - initially established as a demonstration project - was funded by government, and there is now a dedicated movement disorder clinician in the West.

In August, 130 physiotherapists attended our inaugural physiotherapy seminar. Keynote speaker was Dr Robert Lansek and evaluations were excellent. We continued with the annual Recently Diagnosed Seminar, with 60 attendees and the **Understanding Parkinson's Allied Health and Nursing Study Day**, with 120 attendees.

We organised our second **Parkinson's Unity Walk** in August, with 1900 Walkers and \$77,00 was raised. We received praise for organising a fun, family day - a day which significantly lifted public awareness of Parkinson's.

In September, we hosted **The Pearls of Wisdom Parliament House Fundraising Dinner**, with the support of The Honourable Peter Hall MLC, and it was most successful. Guests met with Members of Parliament to highlight the challenges of living with Parkinson's.

Catherine Watson, a member of our Health Team, was assisted to attend the **World Parkinson's Congress** in Glasgow and made contact with Young Onset groups in Europe.

In November, we conducted the inaugural two-day **National Young Onset Conference**. The event highlighted that young people are keen to connect with others who are living with Parkinson's.

Also in November, two significant fundraising events were hosted on our behalf: **The Spring Valley Golf Club** raised \$11,000 through its **Charity Golf Day**. **The Tulip Ball** was again conducted by Jo Hill and Julie Sewell and raised \$36,000. We thank all persons involved with such generosity.

In December, we received the generous **Sheila Marshall bequest**, which will enable us to undertake the **Sheila Marshall Biennial Lecture Series**, commencing in 2013.

In early 2011, we worked with Outlook Financial Solutions to develop a three-part online series on financial planning for people with Parkinson's.

In March this year, we farewelled Glenn Mahoney who served in such an outstanding manner as Chief Executive Officer for 6 years. We acknowledge and thank Glenn for his sound management, service innovations and financial stewardship. We welcomed Glenn's replacement, Ann Burgess.

Our Health Team assisted over 2000 people on the telephone help line and provided community education to more than 1300 members of the community.

We will continue to exceed our government-funded targets as the demand for services increases.

There is nothing as powerful as hearing firsthand what it is like to live with Parkinson's and to further public awareness we rely on our wonderful Ambassadors. They delivered a total of 66 presentations; equivalent to one presentation every four working days.

Parkinson's Victoria was a winner in the **Aged Care and Community Support, Community Service Award**, a Rotary Southbank initiative. In the SACS Leadership Victoria Awards, Judith Mooney, a member of our staff, won an award for her leadership in fundraising.



Royce Pepin

We received assistance from more than 275 wonderful volunteers.

I am proud and pleased to report Parkinson's Victoria completed the 2010/2011 financial year in a sound financial position with a solid surplus. I refer you to the abbreviated Audited Annual Financial Statements on page 6 of this report. Thank you to all the donors, event participants and fundraisers who assist us each year. Your generosity is overwhelming and appreciated.

In June we moved from Kingston Road, Cheltenham, our home for the past 14 years to 8b Park Road, Cheltenham, and can now offer the community greater accessibility to our services.

We gratefully acknowledge those who have made significant donations to support research and we have embarked on a number of research programs. We continue to support the **Parkinson's Victoria Research Register** and we are currently finalising **“The Essence Project”** with **Monash University, Southern Academic Primary Care Research Unit**, with Dr Craig Hassad as Principal Researcher.

We are also entering a Research Partnership with the **National Health and Medical Research Council**, and we continue to financially assist the **Victorian Brain Bank**.

At this Annual General Meeting we say farewell to two of our dedicated Board Members: **Kate Brown** and **Mary Jones**. Both have given outstanding service to the organisation and community, which extends over three elected terms on the Board. We thank and recognise Kate and Mary for their untiring dedication and service to Parkinson's Victoria.

This is my final year as President and Chairman of the Board. Over the past six years I have enjoyed the opportunity to serve Victorians living with Parkinson's, their carers and families. It has been a privilege for me to serve in this role.

I would like to extend a warm thanks to the Board, the staff, particularly to both Chief Executive Officers, our Ambassadors and volunteers who support Parkinson's Victoria each year and I wish everyone success in their future endeavours.

*Royce Pepin AM, MBE, GCSJ, Ph.C.*

# INCREASING NUMBERS Increasing need

*In 2007, Access Economics prepared the first report 'Living with Parkinson's disease: Challenges and positive steps for the future'. Based on data collected in 2005, the report provided Australian-specific information on the economic costs of Parkinson's.*

In 2011, **Deloitte Access Economics** conducted further research to provide a current context. The news is not good, but not surprising, given the limited government investment during this time. The report highlights that an increasing number of Australians are living with Parkinson's, and that Parkinson's will continue to be associated with significant and increasing health system, lost productivity and other costs.

The report advises that, at a minimum, there are 64,000 Australians living with Parkinson's; 52% male and 48% female. In the total Australian population, 283 per 100,000 people have Parkinson's and in the population aged over 50, it is 857 per 100,000.

Based on these estimates, approximately **one in every 350 people in Australia is living with Parkinson's** and the incidence will continue to increase with population ageing.

Whilst most people are diagnosed past the age of 65 years, some are diagnosed as young as 30 years.

The **2011 Deloitte Access Economics** report also notes that limited progress has been made in relation to the recommended Positive Steps, outlined in the 2007 report. There has been no improvement in the provision of movement disorder clinicians, access to surgery, pharmaceuticals, physiotherapy, respite and palliative care.

*At Parkinson's Victoria, we continue to advocate for improved service delivery and support for people with Parkinson's, increased public awareness and an end to the stigma associated with the condition.*



Many supporters, like Suzanne Rangan (above), literally got "moving to make a difference", donning Team Parkinson's gear and hitting the road for a fun run. Photo: mosaicphotography.com.au



Volunteers served up hundreds of sausages at three Bunnings Sausage Sizzles and raised almost \$5000

We collected \$11,289.90 in loose change from city and suburban train commuters during our bi-annual tin rattles

# STRATEGY 2015: Working as one



Our Strategy to 2015 provides a clear plan for our work over the next four years. It covers **all we do**.

The **why we do** is straightforward; we want all people living with Parkinson's to have access to comprehensive and relevant services encouraging independence and improved quality of life.

The **how we do** is being sensitive to the needs of people living with Parkinson's, being accountable to our stakeholders, and innovative in our service delivery.

The **what we do** is work to the Key Result Areas and Actions, identified in the plan.

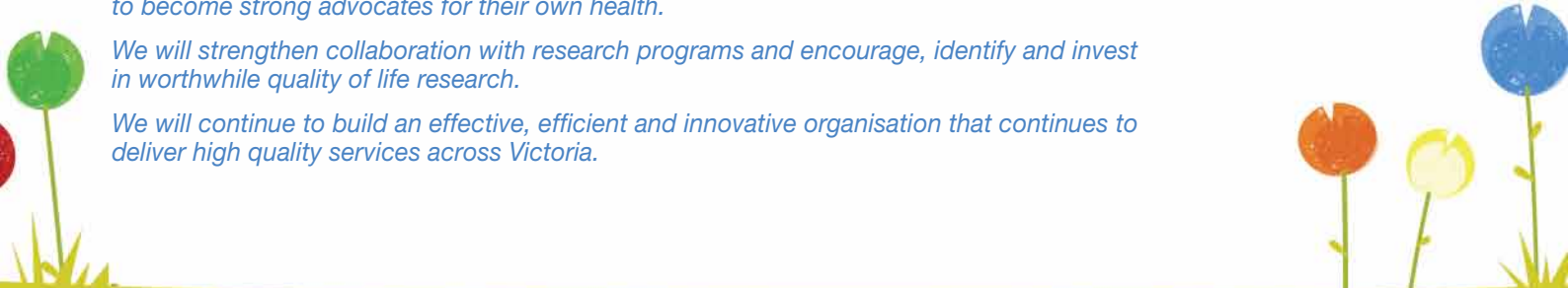
Key Result Area	Actions
<b>Support and Services available to all people living with Parkinson's.</b>	<p><b>EDUCATE</b> - health professionals to improve their knowledge of Parkinson's</p> <p><b>INCREASE</b> - the number of support groups in Victoria</p> <p><b>EXPAND</b> - partnerships with rural and regional health services</p> <p><b>ENSURE</b> - our services are based on best practice</p>
<b>Increase in Public Awareness</b>	<p><b>INCREASE</b> - the public's awareness of Parkinson's and the role of Parkinson's Victoria</p> <p><b>ENSURE</b> - that Parkinson's Victoria is recognised as a credible and expert voice by the Government and the general public</p> <p><b>REDUCE</b> - the stigma associated with Parkinson's</p>
<b>Advocacy which results in better services, improved treatments and quality of life</b>	<p><b>ADVOCATE</b> - for an expansion and improvement of existing services</p> <p><b>ADVOCATE</b> - for a Movement Disorder clinic in each health region of Victoria</p> <p><b>ADVOCATE</b> - for research relevant to people living with Parkinson's</p>
<b>Advance Parkinson's Research</b>	<p><b>TARGET</b> - research into prevention and treatment outcomes</p> <p><b>COLLABORATE</b> - with agencies such as Monash and Melbourne Universities and Florey Neuroscience Institutes</p> <p><b>FUND</b> - research programs for both medical and social research</p>
<b>Financial Sustainability</b>	<p><b>INCREASE</b> - net revenue from non-government sources</p> <p><b>INCREASE</b> - Non-government revenue to \$2 million by 2015</p> <p><b>INCREASE</b> - revenue from trusts</p>
<b>Excellence in Corporate Governance</b>	<p><b>COLLABORATE</b> - with corporates and donors to increase revenue</p> <p><b>BUILD</b> - an effective, efficient and innovative organisation that people want to work for and do business with</p> <p><b>MAINTAIN</b> - best practice governance and reporting</p>

*In 2012, we will enter Year 2 of our Strategic Plan. We intend to advocate strongly for a Movement Disorder clinic in each region, particularly in rural and regional areas.*

*We aim to build opportunities for local peer support and to up-skill support group members to become strong advocates for their own health.*

*We will strengthen collaboration with research programs and encourage, identify and invest in worthwhile quality of life research.*

*We will continue to build an effective, efficient and innovative organisation that continues to deliver high quality services across Victoria.*



# FINANCIAL Report

Parkinson's Victoria Inc. Abridged  
Financial Statements 2010/11

## STATEMENT OF INCOME AND EXPENSES FOR THE YEAR ENDED 30 JUNE 2011

### INCOME

#### OPERATING

Ambassador	5,377
Donations	171,096
Education	55,057
Events / fundraising	249,406
Grants – government	208,798
Grants – other	3,300
In memoriam donations	47,478
Memberships and subscriptions	36,196
Merchandise and product sales	18,789
Other income	645
Sponsorship	2,418
	798,560

#### NON OPERATING

Bequests	531,314
Interest	108,409
Profit on sale of fixed assets	1,653
Project income	-
Research donations	6,726
Trusts and foundations	-
	648,102

**TOTAL INCOME** **1,446,662**

### EXPENDITURE

#### OPERATING

Advertising – other	1,682
Advertising – staff	25,302
Ambassador expenses	451
Annual leave	24,425
Audit fees	6,321
Awareness week expenses	1,988
Bank – merchant fees	2,407
Board expenses	538
Books and publications	805
Building maintenance and cleaning	6,631
Catering	2,560
Computer software and hardware expenses	5,798
Computer maintenance	7,668
Depreciation	20,678
Education expenses	25,444
Equipment and equipment hire	608
Event fundraising	135,137
Facility hire	3,333
Insurance	1,343
Internet services	5,363
Legal fees	950
Long service leave	(3,539)
Membership Parkinson's Australia	1,416
Membership expenses	-
Merchandise and product sales	5,999
Miscellaneous	2,015
Motor vehicle	7,031
Motor vehicle – lease	2,835
Parkinson's Australia	29,981
Payroll expenses	-
Photocopier maintenance	2,559
Postage and courier	19,763
Printing and stationery	50,305
Public relations	4,000
Rent	17,160
Salaries and wages	438,534
Staff amenities	1,133
Sponsorship	-
Subscriptions	802
Superannuation	35,386
Support group expenses	825
Telephone and facsimile	11,201
Theft expenses	524
Training	3,200
Travel and accommodation	13,939
Volunteer costs	2,119
Work cover	7,122

#### NON OPERATING

Project expenses	
Research project	27,215
Victorian Brain project	6,000
Moving expenses	10,345
Painting with Parkinson's	5,000
Shepparton Support Group	818
YPH expenses	49,378

**TOTAL EXPENDITURE** **983,120**

**SURPLUS / (DEFICIT)** **463,542**

## STATEMENT OF FINANCIAL POSITION

### 2011

#### CURRENT ASSETS

Cash and Cash Equivalents	1,991,941
Trade and Other Receivables	3,334
Inventories	13,670
Other Current Assets	63,595
<b>TOTAL CURRENT ASSETS</b>	<b>2,072,540</b>

#### NON-CURRENT ASSETS

Property, Plant and Equipment	68,781
<b>TOTAL NON-CURRENT ASSETS</b>	<b>68,782</b>

**TOTAL ASSETS** **2,141,321**

#### CURRENT LIABILITIES

Trade and Other Payables	161,231
<b>TOTAL CURRENT LIABILITIES</b>	<b>161,231</b>

#### NON-CURRENT LIABILITIES

Trade and Other Payables	7,763
<b>TOTAL CURRENT LIABILITIES</b>	<b>7,763</b>

**TOTAL LIABILITIES** **168,994**

**NET ASSETS** **1,972,327**

#### EQUITY

Members Funds	1,474,265
Research Funds	498,062

**TOTAL MEMBERS' FUNDS** **1,972,327**

## STATEMENT OF RECOGNISED INCOME AND EXPENDITURE FOR THE YEAR ENDED 30 JUNE 2011 MEMBERS FUNDS

Balance at 1 July 2010	1,222,279
Surplus / (Deficit) for the year	251,986

**Balance as at 30 June 2011** **1,474,265**

## STATEMENT OF RECOGNISED INCOME AND EXPENDITURE FOR THE YEAR ENDED 30 JUNE 2011 RESEARCH ACCOUNT

Balance at 1 July 2010	286,506
Surplus / (Deficit) for the year	211,556

**Balance as at 30 June 2011** **498,062**

## STATEMENT OF RECOGNISED INCOME AND EXPENDITURE FOR THE YEAR ENDED 30 JUNE 2011 TOTALS

Balance at 1 July 2010	1,508,785
Surplus / (Deficit) for the year	463,542

**Balance as at 30 June 2011** **1,972,327**

*Our recurrent government funding represents only 14.4 percent of our total income this financial year.*

*We rely on donations, bequests and other forms of income in order to fund our services. In this year, bequests of \$531,314 provided a welcome addition to our income. While we encourage people to remember Parkinson's Victoria in their will, we cannot rely on this as a regular income stream. Our aim is to increase community support and recurrent government funding in order to meet increasing demand.*

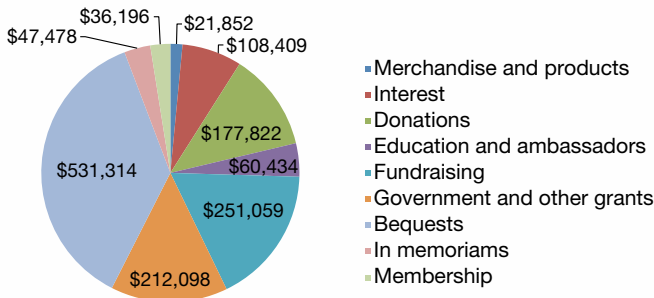
Full audited accounts are available to Members upon request.

# FINANCIAL Sustainability

## TOTAL INCOME

Parkinson's Victoria receives income from a variety of sources, as you can see in Table 1.

Table 1 Income



## Income

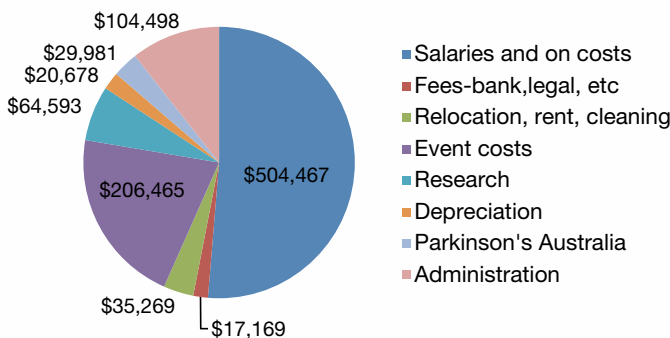
In this year, bequests provided \$531,314. While we encourage people to remember Parkinson's Victoria in their will, we cannot rely on this as a regular income stream. Our aim is to increase community support and recurrent government funding in order to meet increasing demand.

Our second largest source of income came from donations, from generous individuals, organisations and businesses that wrote a cheque or ran an event like the Tulip Ball or Jump for Parkinson's, or participated in the Melbourne Marathon, Run Melbourne and Team Parkinson's events.

Other income of \$252,000 was generated from fundraising events.

Government income provided \$212,100 to support our 1800 helpline. Over the next five years, we would like to increase the government revenue and increase our non government revenue to \$2 million.

Table 2 Expenditure



## Expenditure

As shown in Table 2 Expenditure, there are significant costs associated with delivering our services. Our largest expense is salaries and on costs like superannuation.

The next largest expense of \$206,465 is for costs associated with all the events and education that we offer each year. A total of \$64,593 was allocated to research programs. To support Parkinson's Australia, we provided \$29,981.

*In the next five years, we will increase our funding of medical and social research and collaborate more often with corporate partners.*



Ambassadors, including Anne Atkin and Program Coordinator, Peter Raymond (above), shared their personal journey of living with Parkinson's with a number of community groups, social clubs, school students and others.



# OUR Work

*This year has been busy for our dedicated team of health professionals. Between them, they provide support, information and education to the Parkinson's and wider communities, as well as health and allied health professionals.*

## HIGHLIGHTS FROM THE YEAR 2010/11

- Over 2400 requests for information, support and referrals were responded to via the Infoline, email and face to face visits
- Our website received 110,500 visits
- Parkinson's Television videos were viewed 8,000 times
- 120 new supporters joined our **Facebook** community
- We presented to 80 support group meetings, this equates to over 1328 group members
- 60 **Professional In Service Days** were delivered at hospitals, community health centres and aged care facilities, equating to education of 1400 nursing and allied health staff
- Education and information was delivered to more than 1,000 members of the community and health professionals through major Parkinson's Victoria events held across the state



*During the inaugural Young Onset National Conference, workshops, including Art and Creativity as Therapy, gave attendees the chance to meet people and experience something that might assist them in managing or coping with Parkinson's.*

The most popular way to thank our staff was chocolate! Our team enjoyed over 21kg of chocolate treats from grateful support groups and others.

## HEALTH TEAM - MAJOR EVENTS, PROJECTS AND INITIATIVES:

- Coordinating and hosting the inaugural **National Young Onset Conference**
- Conducting **Allied Health Professional Development days** in Melbourne and Bendigo
- Coordinating a dedicated **Physiotherapy and Parkinson's Seminar**
- Delivering **GP Educational events** across the state: Bendigo, Berwick, Warrnambool, Ringwood, Albany
- Conducting the annual **Recently Diagnosed – Parkinson's Seminar**
- Hosting major Community Seminars in Frankston and Dandenong and a specific seminar in Ringwood on **Deep Brain Stimulation Surgery for Parkinson's**
- Conducting a full-day workshop for **Support Group Leader Training**
- Initiating the **Parkinson's Tai Chi group** and hosting a Parkinson's Tai Chi course for instructors
- A new initiative saw medical students complete their community-based placement at Parkinson's Victoria. The students re-visited the Get it on Time concept and produced a training video for medical students.
- Catherine Watson and Victor McConvey attended the **World Parkinson's Congress** in Glasgow; Victor also attended the **Movement Disorder Congress** in Toronto, and Catherine attended the **Progressive Supranuclear Palsy (PSP) International Gathering and Symposium** in London.
- With Outlook Financial Solutions, factsheets, online videos and a seminar were introduced.
- New technologies (**Skype**) were used to facilitate access to our education events by people unable to attend in person.
- Parkinson's Victoria worked closely with the Young @ Park support group to launch a website specifically for the Young Onset community.



*Parkinson's Unity Walk brought the community together, reassuring people living with Parkinson's that they are not alone.*



# MARKETING Update



*Our marketing team has 5 key priorities:*

- *Raising vital income*
- *Connecting with those who want to support*
- *Creating avenues for involvement*
- *Increasing our network of supporters*
- *Raising awareness*

*We undertake a broad range of activities to achieve these goals.*

Each year, we need to raise approximately \$1.25 million to meet the gap between income and expenditure, and the shortfall between government funding and need.

We are extremely grateful for the generosity and loyalty of our supporters in helping to raise these funds.

We also work closely with individuals who want to put their passion into action by actively fundraising through an initiative of their own.

Throughout 2010/11 members of the community raised funds and donations by:

- Requesting donations in lieu of gifts at birthdays, anniversaries and weddings
- Jointly running or cycling thousands of kilometres
- Holding garage sales
- Hosting special events including Party for Parkinson's, movie nights, live music concerts, cake stalls, art exhibitions, fitness events, and a gala ball
- Jumping from a plane
- Opening their homes and gardens
- Getting creative and selling cards, woollen garments, artwork and music CDs

We were also fortunate to have the generous support of many organisations and businesses, who donated proceeds from revenue or from a special event, and who applied for grants on our behalf to fund the purchase of equipment. Supporters include:

- Spring Valley Golf Club
- Kingston Charitable Trust
- National Seniors Association, Mentone
- Treloar Roses
- Charity Greeting Cards
- Church of Christ Southern Community
- Alias Wines

Special thanks to sponsors of our 2010 Parkinson's Unity Walk:

- |                          |                               |
|--------------------------|-------------------------------|
| ■ BankMecu               | ■ Outlook Financial Solutions |
| ■ Hawaiian Airlines      | ■ Hawaii Tourism              |
| ■ The Langham, Melbourne | ■ Outrigger Luana Waikiki     |
| ■ Great Southern Rail    | ■ Novartis                    |
| ■ Australian Senior      | ■ Monet Press                 |

Many of our activities and the efforts of our supporters attracted significant media attention.

As we mark 30 years of service to the community, we are grateful to all those who have shown their support in various ways.

Looking forward, with the release of new statistics that show increasing prevalence, costs and impact of Parkinson's on Victorian families, we realise we are heading into our most challenging time yet.

Our commitment to those living with Parkinson's is certain, and despite the challenges, we are resolved to step up and meet the needs of the Parkinson's community.

The Marketing team continues to explore avenues and opportunities to engage with supporters in order to deliver on Key Result Areas, outlined in our Strategic Plan. Our key priority is to raise funds.

We also need to raise awareness of our organisation and to promote it as widely as possible so that the people who need us, know about us. We also know that the more widely recognised we are the more funds we are likely to raise. Businesses in particular are more likely to support an organisation that has a high public profile.

We believe our role is to create opportunities for the Parkinson's community to come together in a positive way. We also believe it is our responsibility to create meaningful ways for the community to learn about Parkinson's, engage with those living with Parkinson's, to connect with us and to show their support, including making a financial contribution.

We are committed to creating a program of engaging activities and events - and where applicable to ensure these are financially successful. We will do this by continuing to initiate, explore, facilitate and respond to opportunities.

We are excited about building on our successful program of initiatives and continuing to work in partnership with you, our loyal supporters and the wider community.



*People from all generations enjoyed the 4km Parkinson's Unity Walk; a wonderful chance to chat with friends, new and old.*

# OUR Ambassadors

*Every year, our Ambassadors play a unique and vital role in supporting our efforts to raise awareness and understanding of Parkinson's in the wider community. In sharing their personal journey with audiences, young and old, they shed light on this mysterious condition, de-bunking myths and misconceptions. At the same time, their story – in words, actions and attitude – affirms that life can and does go on with Parkinson's.*

**Ambassador Coordinator and Presenter, Peter Raymond reports on the continued impact of our Ambassador program.**

Once again, it is my pleasure to report on the activities of our dedicated Ambassadors who “spread the word” about Parkinson's and who so conscientiously represent Parkinson's Victoria.

Over the past 12 months, wearing their distinctive blue shirts and armed with brochures and booklets, 14 Ambassadors have presented to more than 2600 Victorians. Their three-fold message is consistent, whether they use a laptop and projector, posters and cartoons, or simply their own words: This is MY story. This is Parkinson's. This is Parkinson's Victoria.

Of the 66 organisations we visited, 30 were outside the Melbourne metropolitan area and eight required the support of an interpreter.

In 2010/11, we conducted a targeted promotional campaign to the Greek community and this resulted in a high number of presentations, with most requiring an interpreter.

One in three Ambassador presentations is to service clubs, such as Probus, Rotary and Lions, and we remain indebted to the platform provided by these influential organisations.

It is not so long ago that these clubs were the only audience we enjoyed. Today, however it is nothing for an Ambassador to speak to medical students, aged-care staff, community workers, school students, church groups and non-English speaking senior citizens.

Our Ambassadors are all volunteers who give their time and it is not uncommon for an Ambassador to drive across town or even out of town to deliver their presentation.

Ambassadors are not only “public speakers”; they are often called upon for media interviews and photos, often at short notice.

*If you would like to explore the idea of becoming an Ambassador, please contact us.*

*There are other ways you can support the Ambassador Program: Keep an eye out for opportunities for our Ambassadors to speak. Perhaps your school, church, business or club conducts a guest-speaker program? A language other than English is not a problem. We would love to be invited!*

## OUR 2010/11 AMBASSADORS

Anne Atkin ~ Judy Phelan ~ Jen Chaput  
 Peter Raymond ~ Kieran Donlan ~  
 Andrew Suggett ~ Mel Dougherty  
 Fred Van Ross ~ Jill Goss ~ Christine Van Ross  
 Jacinta Hurley ~ Ric Webster ~ Angela Page

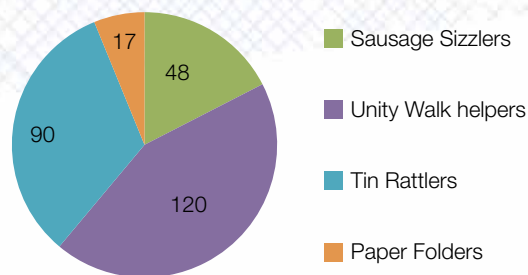
**In 2010/11, presentations by our Ambassadors resulted in donations to the value of \$5377.**

# 1000 HOURS OF Volunteers

*Throughout 2010/11, we were fortunate to have the enthusiastic and selfless assistance of hundreds of volunteers without whom our events would not have been possible.*

In total, 275 supporters volunteered their time, across a broad range of activities.

- 120 were involved in Parkinson's Unity Walk
- 90 assisted during our 2 annual train station “tin rattle” campaigns
- 48 sizzled sausages at Bunnings stores
- 17 helped with administrative tasks in our office.



“Thanks heaps!  
 Can't wait for  
 the next one!”  
 Steven

“Congratulations to the magnificent Team. As always, you prepare, organise, keep us well informed, and it's “all systems go” on the day without any fuss. It was great to be a part of it all,”  
 Marion

“It was an absolute pleasure to help out. I could have been there all day!”  
 Shyan

# SUPPORTING Research



*Parkinson's Victoria funds a wide range of clinical and non clinical research.*

In the last year, we partnered with the National Health and Medical Research Council to set up a **Transition from Research into Practice** scholarship. We have committed \$50,000 to this scholarship. We continued to fund the **Florey Neuroscience Institutes Parkinson's Victoria Research Registry**. This records blood samples from people with Parkinson's as well as a control group (people without Parkinson's) to provide comparisons for researchers.

Parkinson's Victoria also contributes funds to the **Victorian Brain Bank Network** which has been providing brain tissue for other researchers such as **University of Melbourne, Monash University and the Mental Health Research Institute**.

This year we also committed to fund the Southern Academic Primary Care Research Unit at Monash University. Dr Craig Hassed will run a 26-week program where people living with Parkinson's will be trained in mindfulness therapies and then assessed to measure quality of life improvements.

## HOW YOU CAN SUPPORT RESEARCH

Your donation can assist us to fund research that may one day lead to a cure for Parkinson's. You can leave a bequest in your will by simply including the following wording:

I give to Parkinson's Victoria Incorporated the sum of \$..... and/or the following property.....  
to be used for the general purposes of Parkinson's Victoria Inc or for allocation to research which the organisation is funding. I direct that a receipt in writing from the authorised officer of Parkinson's Victoria Inc shall be deemed proof of payment.

**For more information about remembering Parkinson's Victoria in your will, contact Ann Burgess, CEO, (03) 9581 8700 or aburgess@parkinsons-vic.org.au**

## OUR Supporters

*We gratefully acknowledge all those who generously supported Parkinson's Victoria with a financial and in-kind donation\*.*

### Bequests

The Estate of the late Mrs Betty Doreen Brock  
The Estate of the Late Lorna Nance Cooke  
The Estate of the Late Sheila Marshall  
Joe White Bequest  
Stella Margaret Hansen  
The Estate of the Late Marie Lillian Monckton

### Endowment Fund

The Betty Brock bequest  
The Sewell Family

### Donors \$4,000+

Miss Mary Kentish

### Donors \$3,000+

Mr Barry Williams

### Donors \$2,000+

Shepparton Parkinson's Support Group  
Rotary Club of Oakleigh  
Mrs Yvonne Sullivan  
Mrs Deirdre Collier  
Ms Nerissa Mapes

### Donors \$1,000+

Miss Margaret Bain  
Miss Fiona Lourey  
Ms Bethwyn Todd  
The Salvation Army Warragul  
Mr Johathan Dods  
Mr George Dore  
Alphington Bowls Club  
Bombardier Transportation Australia P/L  
Mr & Mrs Harold & Margaret Jarvis  
Rotary Club of Glenferrie  
Warragul Parkinson's Support Group  
Mr & Mrs Paul & Elizabeth Atkinson  
Mr Robert Buckle  
Mr Peter Craig  
Mr Stuart Cumming  
George Fethers & Co Trading Pty Ltd  
Guinness Peat Group (Australia) Pty Ltd  
Mr Warwick Hall  
Pearson Australia Group  
PSP Australia Support Group  
St Andrew's Opportunity Shop  
Xtrata Coal Qld  
Mr & Mrs Colin & Angie Carter

**Unity walk generated  
\$325,000 in free  
media and publicity  
– equivalent to 11 full  
page advertisements  
in the Saturday AGE**

\*Covers period 1 July 2010 – 30 June 2011. Unfortunately, due to the overwhelming number of supporters, we are unable to list them all here. Individual, corporate and organisational supporters are acknowledged throughout the year in our member newsletter Signpost.

# HOW You can help

*You can share in Parkinson's Victoria's vision for a world without Parkinson's and partner with us to make a positive difference in the lives of thousands of families throughout the year.*

We rely on your support to provide real and practical services to young and older people living with Parkinson's. Together we can lighten the load for Victorian families.

## Pathways for giving

**Giving today:** Make a donation. Every year we gratefully receive donations from the community, individuals, organisations, and corporate Australia.

Direct financial support - by way of donations - provides immediate resources for Parkinson's Victoria to apply wherever the need is greatest.

Donations may be made on a one-off basis, in response to our annual appeals, in lieu of gifts or flowers for special occasions, or as a regular gift at a time of your choosing.

**Giving forever:** Leave a bequest in your will. You can remember Parkinson's Victoria in you will and leave a legacy beyond your lifetime to support our work.

**Giving Time:** Volunteers make a unique and significant contribution to our work and to the community.

Individuals and employees assist at special events, fundraising activities and with essential administration tasks.



*Our annual Thanks a Bunch celebration gave us a chance to acknowledge our community of supporters for their wonderful contribution to our work; volunteers, support group leaders, fundraisers, corporate supporters and sponsors, Team Parkinson's members and Ambassadors.*

## Pathways for building community

There are a number of ways you can get involved with our work.

- Subscribe to receive **Steps**, our bi-annual donor newsletter, ensuring you are kept up to date on news, initiatives and special events.

We believe it's important for you – our valued supporters - to know what we've been up to and how your past support has been put to use. **Steps** is our way of sharing news and updates with you, and reassuring you that your contribution is making a real difference. Contact our marketing and fundraising coordinator on (03) 9581 8700.

- Become a member. Our members are the heart of our organisation. They add strength and volume to our voice as they join us in the fight to make a positive difference in the lives of people living with Parkinson's.

When you become a member, you'll also become part of a unique and supportive community.

Members receive regular communication about news, information and advocacy initiatives from Parkinson's Victoria, your representative in the community and public arenas.

- Attend one of our fundraising events. Whether it's a Parkinson's Victoria movie night or Unity Walk or one of our supporter-events, this is a great way to have fun while showing your support. You can also sponsor an event!
- In-kind support from corporate Australia and employers can be used to enhance our fundraising efforts and support our everyday work. You can help with resources, materials, goods and services to assist our office infrastructure or as event and incentive prizes for special events.

*Whether you are a caring individual or a caring organisation, there are many ways that you can help us support people with Parkinson's and their families.*

*From making a donation to getting involved in a Parkinson's Victoria event, to organising your own fundraising activity or organising company involvement; every dollar raised will make a real and vital difference to the families we support.*



*St Kilda's renowned floral bed "said it with flowers", when the Parkinson's Victoria logo literally grew before our eyes in 2011, proving to be a novel way to raise awareness with city visitors and tourists.*