

Making a difference with your help...



Our focus is your vision

Annual Report 2006-2007

Contents

Chief Executive Officer and Chairman's Report	I
Highlights of 2006-2007	3
The Macular Degeneration Foundation	5
Our Patron	
Our Board	
Our National Research Advisor	
State Chairs	
Committees	
- Audit & Risk Committee	
- Medical Committee	
- Client Services Committee	
Chief Executive Officer	
Staff	
Volunteers	
Support Group	
About the Macular Degeneration Foundation	II
Vision	
Values and Guiding Principles	
Objectives	
History	
Meeting our Objectives	13
Education	
Awareness	
Research	
Support Services	
Representation	
Fundraising	
Best Practice Management	
Financial Report	33
Thank you to everyone	35
Helping the Macular Degeneration Foundation	36



Macular Degeneration

Macular Degeneration (MD) is the leading cause of blindness* and severe vision loss in Australia.

Macular Degeneration affects one in every seven Australians over 50, and the incidence increases with age. It is primarily but not necessarily associated with ageing and is commonly called Age-Related Macular Degeneration or AMD. It is a disease with multiple aspects which affects the quality of people's lives and their independence.

The macula is the central part of the retina, the light-sensitive tissue at the back of the eye. It is responsible for a person's ability to read, recognise faces, drive and see colours clearly. Macular Degeneration causes progressive macular damage resulting in loss of central vision.

People who are over 50, those who smoke or have smoked and those who have a family history of Macular Degeneration are most at risk of developing the disease.

The Macular Degeneration Foundation is the national peak body committed to working on behalf of the entire Macular Degeneration community, specifically those with the disease, their families and carers.

The Foundation's Key Messages

- Have your eyes tested and make sure the macula is checked.
- Don't smoke.
- Keep a healthy lifestyle, control your weight and exercise regularly.
- Eat a healthy well-balanced diet. Limit your intake of fats, eat fish two to three times a week, eat dark green leafy vegetables and fresh fruit daily as well as a handful of nuts a week.
- In consultation with your doctor, consider taking a zinc and antioxidant supplement.
- Provide adequate protection for your eyes from sunlight exposure, especially when young.
- Any difficulty with vision should not be dismissed as part of "just getting older" as early detection is vital in saving sight.
- Use an Amsler Grid daily to test for symptoms of MD.

* Legal Blindness

Chairman and CEO Report

The 2006/2007 financial year continued to see the Foundation's objectives realised and to move closer to reducing the incidence and impact of Macular Degeneration in Australia.

This year the Foundation consolidated and improved existing programs and expanded into new areas.

Thousands of people were able to learn about Macular Degeneration, especially in country areas, ensuring people living in regional Australia had the opportunity to have face to face contact with the Foundation.

The MD Awareness Week 2007 was held from 25 June to 1 July 2007. The week was a great success with extensive media coverage and the establishment of a new relationship with the National RSL. Information and materials were sent Australia-wide to Optometrists, Ophthalmologists, Orthoptists, Health Care Professionals, Pharmacies, RSL branches and sub branches, War Widows Guild of Australia, Legacy, NSW Libraries and Parliamentarians.

One of the key areas of growth is the website with over 72,000 visits in 2005/2006, growing 83% to over 132,000 this year. This highlights the impact of the awareness programs and the website becoming the information source of choice. It is possible the younger, more technology-savvy population is enquiring about MD as our awareness campaigns increase in effectiveness. It highlights the importance of continued investment in the website.

This year two fundraising dinners were held with the major one being the highlight of the MD Awareness Week 2007; bringing together supporters, partners, sponsors and the eye care industry.

Special major projects undertaken throughout the year promoted the key messages of the Macular Degeneration Foundation including the screening of a Community Service Announcement in cinemas across Australia. Our thanks go to Luxottica Retail Group and the AMD Alliance International for their support of this project.

During AMD Alliance Week, 18 September to 24 September 2006, the Foundation took part in a global outreach campaign, joining forces with beyondblue to highlight the significance of depression and the little-known psychological effects of AMD.

Our Governance processes continue to be strengthened. As the Foundation grows, risk processes, risk management and in-built checking mechanisms become even more important. The Board of Directors along with Committees met throughout the year to provide strategic direction and oversee the work of the Foundation. Our year, as always, has had its challenges but the expertise and support of the MD Foundation Board has been invaluable in seeking resolution and good outcomes for the people we serve.

The generosity and support from our supporters and partners was again outstanding, with the inclusion of the Vincent Fairfax Family Foundation, the Profield Foundation and local libraries throughout NSW enabling the implementation of the Navigator Library Access Project.

Our sincere thanks to the Foundation's Patron Ita Buttrose AO, OBE who gives her time, energy and expertise to the Foundation's activities throughout the year. A special thanks to the past Chairman and Director Ms. Leslie Lofthouse, for her commitment and outstanding contribution to the Foundation; all Board and Committee Members and the staff who work to ensure the delivery of quality services and excellent outcomes.

The Foundation appreciates and thanks our donors, supporters, partners and sponsors including the NSW and Federal Governments, Novartis Ophthalmics, Blackmores, Allergan, Quantum Technology, HumanWare, Alcon, Macquarie Bank, Optometrists Association Australia, Royal Australian and New Zealand College of Ophthalmology, Goldman Sachs JBWere, Luxottica Retail Group, Vincent Fairfax Family Foundation, Profield Foundation, Vision 2020, Mallesons Stephen Jacques, Audio-Read, AMD Alliance International and Bluedesk.



Elizabeth Carr



Julie Heraghty

A special thanks to all of the low vision service providers across Australia as well as other Foundations and Associations with whom we work closely to deliver comprehensive services for clients.

Thank you to Ernst and Young who so generously give their time and expertise as our auditors.

No organisation can exist without the support of the people it serves and we thank sincerely the entire Macular Degeneration Community, patients, families, friends and carers for their continued support. A special thanks to the individuals who donate to the Foundation to ensure our services can continue along with the many volunteers who become valued friends of the Foundation. Without this support we cannot exist.

Elizabeth Carr

Chairman
BA (Hons) UWA,
MPA Harvard University

Julie Heraghty

Chief Executive Officer
BA DipEd

Highlights of 2007

“The number of visits to the MD Foundation website increased by 83%”

Education

- Increased attendance at Education through Public and Community Programs as well as Expos and Conferences across Australia.

2006: 9,884

2007: 11,916

Increase: 21%

Awareness

- An increase in visits to the MD Foundation website

2006: 72,530 visits

2007: 132,947 visits

Increase: 83%

- An expanded MD Awareness Week Project with a potential audience reach of over 7 million people.
- An Annual Fundraising Dinner established as a key event in MD Awareness Week.

Support

- Maintained telephone support to the community through the helpline, averaging 36 calls a day.
- An increase in the number of people on the mailing list to receive information.

2006: 13,450

2007: 18,651

Increase: 39%

- An increase in the number of Information kits provided to the public.

2006: 6,202

2007: 8,577

Increase: 38%

Client Services

- Introduced the Navigator Library Access Project (NLAP) in NSW with 703 expressions of interest from people with MD.
- In the first year of its publication by the Foundation a total of 20,201 copies of *Low Vision – A Guide* were distributed to Health Care Professionals and members of the public.
- Preliminary review of the subsidy levels across Australia for low vision aids and adaptive technology.



Research

○ Review of Key Messages

The Foundation reviewed all key messages and related research under the guidance of the Foundation's Medical Committee and the National Research Advisor, Professor Paul Mitchell.

○ The Tracker

The Macular Degeneration Foundation research project, *The Tracker*, was completed. This project presented an evaluation of education as well as information on awareness, diagnosis and management of MD.

○ Project Vision

The Macular Degeneration Foundation commenced a nationwide research project titled *Project Vision* to ascertain the experiences, needs and extent of knowledge about the disease among the MD community in Australia.

Representation

○ Lucentis

The Foundation worked to support Lucentis, a treatment for Wet MD, being listed by the Therapeutic Goods Administration (TGA) in March 2007 and then successfully placed on the Pharmaceutical Benefits Scheme (PBS) from 1 August 2007.

○ AMD Alliance International

The MD Foundation was invited to take a position on the Executive Committee of AMD Alliance International, working with international organisations across the world to fight Macular Degeneration.



The Macular Degeneration Foundation



Our Patron

Ita Buttrose - AO, OBE

Ita is one of Australia's most admired businesswomen and an accomplished communicator advising corporate as well as community and welfare organizations. She has a wealth of experience across a broad range of industry sectors. Ita combines many roles as social commentator, businesswoman, journalist, author and professional speaker. She was made an Officer in the Order of Australia for her services to the community particularly in the area of public health education.



Our Board

Elizabeth Carr, Chairman – BA (Hons) UWA, MPA Harvard University

Elizabeth Carr was an inaugural Board member of the MD Foundation and in October 2006 accepted the position of Chairman.

She has had 20 years experience in the inter-relationship between employee productivity and the applications of technology to increase profitability in the IT & Finance Industries. Elizabeth has a passionate interest in the growing inter-dependence of the private, public and community (people) sectors and undertook a Masters degree at Harvard University, focusing on issues of governance, accountability and strategic policy in this area.

Elizabeth is also a Council member of Kambala Anglican School for Girls and Honorary Vice-President of the International Management Organisation.



Leslie Lofthouse, Past Chairman - FAICD

Leslie Lofthouse is currently Chairman of Job Futures and Adept Executives. She has had a long and successful career in the Travel industry, during which time she was CEO and Deputy Chairman of ITG and served on many Industry Advisory Boards. In 2000, Leslie was inducted into the Businesswomen's Hall of Fame, an initiative of the Australian Businesswomen's Network which celebrates the achievements of Australia's inspiring business women.

Leslie was a Director of Australian Federation of Travel Agents (AFTA), SpineCare Foundation and United Travel Agents Group (UTAG). She founded and publicly floated the Internet Travel Group, now part of Flight Centre.

Leslie resigned from the Board as a Director and Chairman in December 2006 after serving two and a half years on the MD Foundation Board. The Foundation is highly appreciative of the enthusiasm, expertise and commitment which she brought to the Foundation.



Ashley Chapman, Deputy Chairman - CPA, MACS

Ashley Chapman retired in 2004 after a career in information technology spanning over forty years.

His experience includes fifteen years with IBM in a variety of roles covering systems engineering, programming and education. Industry experience included banking and finance, airline, distribution and government utilities.

After leaving IBM he became a partner in a CPA firm and then in 1978 he founded Management Control Systems Pty Ltd, a company specialising in the development and marketing of financial systems for the distribution and manufacturing industries both in Australia and overseas.



Dr. Paul Beaumont - FRACS, FRANZCO

Dr. Paul Beaumont is a founding Director of the Macular Degeneration Foundation and served the first Chairman's term. He is a regular speaker at international conferences and trains doctors worldwide in his approach to Macular Degeneration. His clinic has been a pioneer in intensive counselling for patients with Macular Degeneration.

He is a past Chairman of the NSW Division of the Australian and New Zealand College of Ophthalmologists and of the Committee of Chairmen of the Australian College.

Dr. Beaumont is the chair of the Medical Committee and NSW State Chairman for the Macular Degeneration Foundation.



Barry Clarke - PNA

Barry Clarke is a qualified accountant, current Director and past President of the Royal Society for the Blind in South Australia. He also serves on the Client Advisory, Finance, and Investment Committees for the Royal Society for the Blind of SA.

In 1990 he retired from his position as General Manager of the Police Credit Union in South Australia due to the early onset of Macular Degeneration. However, after a period of rehabilitation he returned to the workforce and went on to establish and successfully develop Mortgage Find as a national mortgage broking business. Having now sold this business, he retired in 2005 to spend more time on his personal and investment interests.



Dr Jim Runciman - FRACS, FRANZCO, FAAO

Dr. Jim Runciman is a fellow of the Royal Australian and New Zealand College of Ophthalmologists and the Royal Australasian College of Surgeons.

Appointed to the Macular Degeneration Foundation Board in 2003, Dr. Runciman is a leading retinal ophthalmologist and principal of the Adelaide Eye Centre.

He is the current Vice President of both the Royal Society for the Blind of SA and State Chair for the Macular Degeneration Foundation in South Australia.

The Macular Degeneration Foundation, cont.



Dr. Peter Herse - DipAppSc, PhD, FAAO

Dr. Peter Herse practiced optometry for a number of years in Australia and Kenya. He entered academic life in 1984 and has held appointments in a number of optometry schools around the world, the most recent being as Senior Lecturer at the University of NSW. He has been a Councillor for the Optometrists Association of Australia. He is a Fellow of the American Academy of Optometry and has a strong interest in international eye care. He has helped establish a number of low vision clinics in Sydney and around the world. He is a consultant optometrist for Vision Australia and a member of the International Society for Low Vision Research and Rehabilitation. He left academic life in 2007 and is currently Director of the Luxottica Institute of Learning in Sydney.

Dr Herse is Chairman of the Client Services Committee for the MD Foundation.



Peter Reid - BA, LLB

Peter Reid has practised as a lawyer since 1970 specialising in the energy and resources sector. He served as an Australian diplomat for seven years, spent nine years as the Senior Exploration Counsel for Esso Australia Ltd and the past 20 years in private legal practice specialising in energy and resources law. He has been a frequent speaker at international conferences and was voted by his colleagues as one of the world's leading resources lawyers in 2002, 2004 and 2007. In 2004 he established his own legal practice, Energy and Resources Lawyers Pty Ltd.

He also serves as a member of the Centennial Park Consultative Committee and is an Area Co-ordinator for Neighbourhood Watch.

Mr. Reid served as Chairman of the Governance Committee for the MD Foundation.



John McCarroll - B.Ec, SDIAM

John is a Director with Goldman Sachs JBWere Private Wealth Management division. John has more than 27 years experience in the Australian Finance industry both in Australia and Europe. John is a Director of the Australian Stockbrokers Foundation. The Foundation holds two industry related functions each year and distributes the proceeds to 10 different charities. John holds a Bachelor of Economics from Monash University (Vic) and is a SDIAM member.

Paul Rogan - FCPA, BBus

Paul is a senior executive with more than twenty years experience in the financial services sector both in Australia and United Kingdom. He is currently the Chief Financial Officer of Challenger Financial Services Group and is a Director of its subsidiaries. He has served as an Executive Director on subsidiary boards of the National Australia Bank and MLC group, including as CEO of the Wealth Management operations in the UK and MLC Building Society.

He is also a past Chairman of the Victorian Building Society Association and past Counsellor on the Association of Australian Permanent Building Societies.

Mr. Rogan is Chairman of the Audit and Risk Committee for the MD Foundation.





Peter Brown

Peter Brown has spent thirty years in advertising and communication. He worked in London in consumer advertising and New Product Development before moving to Sydney in 1988, becoming Creative Director of a major healthcare agency. In 2005 Peter started his own company, spanning both consumer and healthcare advertising.

Suellen Tapsall - BA, MA, FAIM

Suellen Tapsall is the Director of the AIM.UWA Business School Alliance, a strategic Alliance between the Australian Institute of Management WA and the UWA Business School, which provides senior executive leadership and organisational development programs and services.

A former journalist (print and broadcast) who moved into academe in the 1990s, Suellen worked at Queensland University of Technology and Murdoch University in a variety of academic leadership and management roles. Co-author of three journalism books and a number of major research reports, Suellen's expertise and research interests include technology policy, theories of journalism, borderless education and social and economic impacts of the Internet. Suellen is the current national president of the Journalism Education Association. She was diagnosed with myopia-related Macular Degeneration in 2001 and continues to be active in journalism education and research nationally and internationally.



National Research Advisor

Professor Paul Mitchell - MBBS MD PhD FRANZCO FRACS FRCOphth FAFPHM

Paul Mitchell is a medical retinal specialist and Professor of Ophthalmology at the University of Sydney, and Director of Ophthalmology for the Sydney West Area Health Service. His clinical work focuses on the management of AMD, diabetic and other vascular retinopathies and on systemic diseases and their effects on the eye. His research has targeted the epidemiology of eye disease and clinical aspects of retinal diseases.

He has made significant contributions in the fields of public health and ophthalmic epidemiology via the landmark Blue Mountains Eye Study (BMES), the first large Australian population-based study of age-related eye disease, already yielding almost 300 international publications including in the New England Journal of Medicine (NEJM). The study examined prevalence, incidence, risk factors and impacts of the key causes of vision loss, vascular events, hearing, nutrition and other findings of systemic-ocular links, and key impacts of visual impairment on independent living and quality of life.

He has published nearly 400 peer-reviewed scientific papers and supervised 19 completed PhD students. He had two listings in the recent '100 most cited papers in ophthalmology', the only non-U.S. author with multiple listings.

He was awarded the 2004 Association of International Glaucoma Societies (AIGS) award for research into the epidemiology of glaucoma. He has served on many organisations and was elected in 2007 as the Trustee for the Clinical and Epidemiologic Research section of the Association for Research in Vision and Ophthalmology (ARVO).

He is a clinical examiner for the Royal Australian and New Zealand College of Ophthalmologists, and teaches medical retina in a fellowship program at Westmead Hospital. He regularly conducts instructional courses at major meetings, including RANZCO, APAO, AAO and ARVO.

Paul Mitchell has a strong interest in the application of evidence-based medicine in ophthalmology, particularly in the field of new therapies for Age-related Macular Degeneration.

The Macular Degeneration Foundation, cont.

State Chairs

New South Wales - Dr. Paul Beaumont
South Australia - Dr. Jim Runciman
Victoria - Dr. Wilson Heriot

Queensland - Dr. Amanda Greaves
Tasmania - Dr. Nitin Verma
Western Australia - Dr. Tim Isaacs

Committees

Governance Committee

Mr. Peter Reid - Director and Chairman of the Governance Committee
Ms. Leslie Lofthouse - Director and Chairman of the Board (June to December 2006)
Ms. Elizabeth Carr - Director and Chairman of the Board (December 2006 – June 2007)
Mr. Ashley Chapman - Director and Deputy Chairman of the Board
Ms. Julie Heraghty - Chief Executive Officer

Audit and Finance Committee

Mr. Paul Rogan - Director and Chairman of Audit and Finance Committee
Ms. Leslie Lofthouse - Director and Chairman of the Board (June to December 2006)
Ms. Elizabeth Carr - Director and Chairman of the Board (December 2006 – June 2007)
Mr. Ashley Chapman - Director and Deputy Chairman of the Board
Ms. Julie Heraghty - Chief Executive Officer

Audit and Risk Committee

In April 2006 the Governance and Audit and Finance Committee combined to become the Audit and Risk Committee with the following Directors serving on the Committee:

Mr. Paul Rogan - Director and Chairman of Audit and Risk Committee
Ms. Elizabeth Carr - Director and Chairman of the Board (December 2006 – June 2007)
Mr. Ashley Chapman - Director and Deputy Chairman of the Board
Mr. Peter Reid - Director
Ms. Julie Heraghty - Chief Executive Officer

Medical Committee

Dr. Paul Beaumont - Director	Dr. Alex Hunyor (Jnr)
Dr. Amanda Greaves	Dr. Jim Runciman - Director
Dr. Nitin Verma	Dr. Wilson Heriot
Dr. Alex Harper	Dr. Tim Isaacs
Ms. Julie Heraghty - Chief Executive Officer	

Client Services Committee

Dr. Peter Herse - Director and Chairman of the Client Services Committee
Mr. Ashley Chapman - Director and Deputy Chairman of the Board
Mr. Barry Clarke - Director
Mr. Peter Reid - Director
Ms. Suellen Tapsall - Director
Mr. Peter Brown - Director
Ms. Julie Heraghty - Chief Executive Officer

Chief Executive Officer

Julie Heraghty (Secretary) - B.A Dip Ed

Julie Heraghty is the Chief Executive Officer of the Macular Degeneration Foundation. She spent over seven years as a Policy Advisor to NSW State Ministers across three major portfolios. Her career began as a secondary school teacher and she later qualified as a registered psychologist working in schools with students, teachers and parents. Julie has served as a Director and Manager in major Government Departments across Education and Training, Fair Trading and Infrastructure, Planning and Natural Resources. She has also served in Local Government as Deputy Mayor and has worked voluntarily for many charitable causes.

Staff

The staff is the frontline for service delivery for the Foundation and clients have many opportunities to meet and talk with staff to learn about Macular Degeneration. This can be through attendance at education sessions; when calling the Foundation on the helpline; working as a volunteer or visiting the low vision display area in the Sydney Office. There are eight officers employed in the National Office covering education and awareness, marketing and public relations, client services, research, finance and administration.

Volunteers

Volunteers are an integral part of the Macular Degeneration Foundation, supporting the objectives of the Foundation through the contribution of time and expertise in many different areas of work. Opportunities exist for volunteers in a wide array of areas and training and support is given to ensure volunteers have a rewarding and enjoyable experience.

Support Groups

The Macular Degeneration Foundation in the main refers clients to existing support groups run by major agencies for the blind and vision impaired.

The MD Foundation operates the Hobart Support Group in Tasmania which meets regularly to provide a forum for mutual support, understanding and friendship to share problems and experiences about Macular Degeneration and visual impairment.



About the Macular Degeneration Foundation

Our Vision

“To reduce the incidence and impact of Macular Degeneration in Australia”

Values

The Macular Degeneration Foundation’s Board, Committees, State Chairs, members, staff and volunteers have common shared values and commitments towards people with MD and these commitments underpin the Foundation’s Strategic Plan. These common **values** are:

Respect

Respect for the dignity of the person

Compassion

Concern, support and understanding

Integrity

Trustworthiness, honesty, loyalty, reliability and the highest standard of ethical behaviour in an environment of total quality care

Competency

Focus on effective, appropriate, high-quality care in the advocacy for and administration of services for people with Macular Degeneration, their families and carers

Guiding Principles

The Foundation’s work as a charity aims to meet the real needs of the people it represents and as such operates in the best interest of its client; the MD community. It engages and depends upon the active support of volunteers, individuals and organisations and is guided by the following principles:

Access and Equity

The Foundation is committed to equity of access to treatments, care and rehabilitation

Knowledge

The Foundation values its knowledge and continues to develop expertise, drawing on its own and others’ experience

Social Justice

The Foundation pursues social justice and works to empower the MD Community and strive to oppose any disadvantage they may be experiencing

Investment

The Foundation invests in the future by using resources and knowledge to improve the future of the MD community and to undertake this task, is committed to strengthening the Foundation, the people and practices

Change

The Foundation is persistent in pursuing change and works creatively to make a real difference for the MD community

Consideration

The Foundation respects the client and all those with whom it relates in the meeting of its objectives. The Foundation treats others with respect at all times

Participation

The Foundation encourages the active participation of families, friends and communities



Acceptance

The Foundation values and celebrates diversity in the membership and in activities. It provides guidance and support for all people with MD, their families and carers in a non-discriminatory, ethical manner

Standards

The Foundation will uphold the highest ethical standards in its daily work and its relations with all related parties

Appreciation

The Foundation appreciates the contribution of governments, volunteers, advocates, other non-government organisations, staff and others both within and outside the organisation who work for the common good of the MD community

Partnerships

The Foundation will value support and work with all partners including the medical profession, corporate and allied health care professionals in order to improve the quality of life of all people with Macular Degeneration

Our History

The Macular Degeneration Foundation was formed in 2001 by those who felt there was a real need for an Australia-wide organisation that was primarily patient driven.

Over the years the Foundation has grown as the peak body, working to reduce the incidence and impact of the disease in the Australian community through *Education, Awareness, Research, Support Services and Representation*.

The Foundation appreciates the contribution of so many dedicated people - Doctors, Health Care Professionals, patients and supporters who have been part of this history contributing their time, money and expertise throughout the last six years.

Our Objectives

The key objectives of the Foundation are to represent the interests of the MD community by providing:

Education

provide accurate, specific, current and ongoing information

Awareness

to increase awareness of Macular Degeneration

Research

to support and pursue research

Support Services

to facilitate access to relevant support and support services

Representation

to advocate for the best interests of the MD community

Through:

Fundraising

to provide income from fundraising

Best practice in management

to ensure best practice in Management

Meeting our Objectives

Education

Our Objective

To educate about Macular Degeneration by providing accurate, specific, current and ongoing information

The Program

The MD Foundation was established with a NSW Government Grant provided by South East Area Health Service in 2001. The ongoing support from the NSW Government has enabled NSW to be the first State to implement a comprehensive education program and reach thousands of people especially in regional NSW.

In 2005 the MD Foundation received a four year Federal Government grant through the Department of Health and Ageing. This grant has enabled the education program to expand to include capital cities and regional areas in all States and Territories. The project was implemented in January 2006 and the results of the comprehensive evaluation of the project show its continued success.

What do we do?

Public Education Sessions are held at the Foundation's initiative. This provides an opportunity for the Australian community to learn about Macular Degeneration including the symptoms, risk factors, management and treatment. The sessions also cover the low vision services and aids available to help people maintain independence and quality of life. People on the MD Foundation's mailing list are invited to the session in their area, invitations and posters are also sent to local Ophthalmologists, Optometrists, General Practitioners, Pharmacies, Health and Community Services, retirement villages and local clubs and groups. Advertising is placed in local newspapers and press releases are sent to local media including print, radio and television.

People in cities, regional towns and isolated communities welcomed the MD Foundation with great enthusiasm and expressed gratitude for the face to face contact provided at the education sessions.

A total of 105 sessions were held nationally with over 4,341 attendees who provided valuable feedback about the education program.



Community Education Sessions are held in NSW on invitation from community groups such as aged care organisations, retirement villages, and service clubs eg Rotary and Probus, vision impaired support groups, church groups, nursing homes, aged care facilities and hospitals. All requests from community organisations for the year were accommodated. Information packs and evaluation forms were handed out at each session.

The MD Foundation was invited to 58 sessions and spoke to 2,970 attendees.

The MD Foundation provides all attendees at public and community education programs with a comprehensive information pack which includes detailed Fact Sheets, an Amsler Grid, *Low Vision – A Guide* and an MD brochure.

In 2007 the Foundation provided 8,577 information kits to the public and 12,709 MD Foundation resources to Health Care Professionals.

Who do we work with?

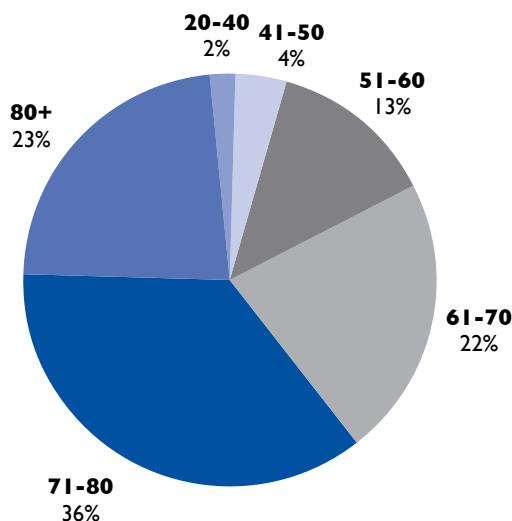
Various low vision providers and partners across Australia are invited to each State to attend, speak and provide information for distribution or displays of material at education sessions across Australia. Partners include:

- **Australian Hearing**
- **Association for the Blind of WA**
- **Canberra Blind Society**
- **Commonwealth Carelink Centre**
- **Glaucoma Australia**
- **Guide Dogs NSW/ACT**
- **Guide Dogs Queensland**
- **Guide Dogs Association of SA and NT Inc.**
- **Guide Dogs Victoria**
- **HumanWare**
- **Local Councils**
- **Optometry Association Australia**
- **Quantum Technology**
- **Queensland Blind Association**
- **Royal Guide Dogs Association of Tasmania**
- **Royal Society for the Blind SA**
- **Vision Australia**
- **Vision 2020**

What does our evaluation show?

Our Education Sessions

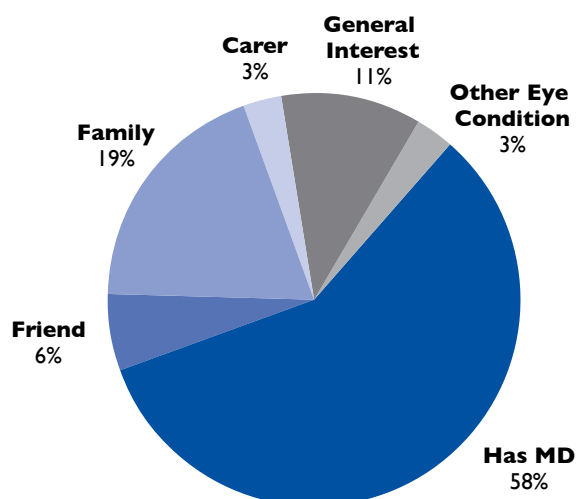
Is the Foundation reaching those in the 'at risk' group?



Yes. The great majority of attendees (81%) were between 61-90 years of age.

Reasons for Attending an Education Session

Is the Foundation reaching those with Macular Degeneration?



The majority of attendees had Macular Degeneration, followed by those with a family member with Macular Degeneration.

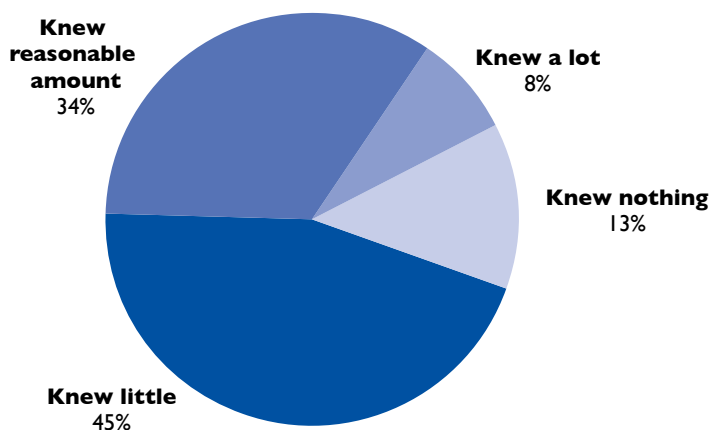
Knowledge of MD before attending an Education Session

Is the Foundation measuring the effectiveness of information given through education sessions?

Yes. The Foundation measured the amount of knowledge the attendee felt they had before and after an education session and there was a significant difference.

Before the Session

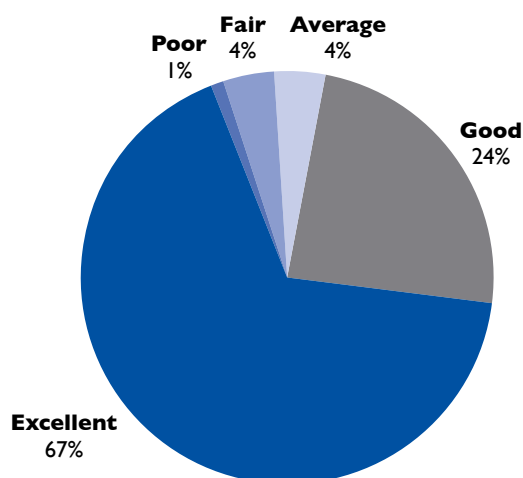
Before the education session, the majority of attendees claimed that they knew nothing or a little about Macular Degeneration.



Knowledge of MD after Attending an Education Session

After the Session

After the session, 89% of attendees believed they had a good or excellent understanding of Macular Degeneration.



Across the country

Northern Territory

"I wish to thank the Macular Degeneration Foundation for such exceptional information extended to us in Darwin, NT. The facts were explained and you answered all of my questions regarding Macular Degeneration. Thank you for your continued support."

Robert – Darwin, NT

Western Australia

"Thank you for holding an education session in Fremantle, Western Australia. Congratulations on such an informative, educational and extremely professional presentation on Macular Degeneration."

Dianne – Fremantle, WA

South Australia

"I am so grateful to the Foundation for providing me with a solid base that I can count on. The education session was wonderful. I left the session feeling hopeful, which was the first time since I was diagnosed with Macular Degeneration that I've felt like that. I really felt like there is hope for me out there."

Vivienne – Glenelg, SA

Tasmania

"Thank you so much for improving my knowledge of Macular Degeneration. The speaker was very informative at a level that I understood."

Jacqueline – Davenport, TAS

Where did we go?

COMMUNITY EDUCATION

Service Clubs

Orana
Probus
Rotary
Legacy
Country Women's Association
Zonta Group

Church Groups

Order of Eastern Star
Baptist Church
Friendship Club
Uniting Church
Croatian Catholic Church

Retirement Villages

Turramurra
Blacktown
Epping
Castle Hill
Kincumber
Randwick
Hunter's Hill

Senior's Associations

Willoughby
Harbord
Narrabeen
Rose Bay

Dee Why
Gymea
Menai
Chatswood
Panania
Blacktown

Vision Impaired Groups

Dee Why
Mosman
Maitland
Sydney
Carlingford

Harbord
Wollongong
Aged Care & Hospital
Newtown
Riverwood
Carramar
Liverpool
North Sydney
Marsfield

PUBLIC EDUCATION

NEW SOUTH WALES

Belmont
Broken Hill
Bondi
Bomaderry
Bega
Bermagui
Batemans Bay
Byron Bay
Bathurst
Cowra
Coffs Harbour
Cootamundra
Coonamble

Deniliquin
Dee Why
Gosford
Gunnedah
Griffith
Kurri Kurri
Kiama
Largs
Leeton
Liverpool
Lismore
Muswellbrook
Mudgee
Mittagong
Nelson Bay
North Ryde



Queensland

"I attended the seminar in Aspley which was excellent. I took my father who has Macular Degeneration. It gave him the opportunity to learn more, and helped me to understand my dad's condition."

Laura – Aspley, QLD

New South Wales

"The session at the club on Thursday was excellent – I'm still thinking about the presentation. I am impressed with the Foundation's publications and can see your work going from strength to strength."

Bill – Gosford, NSW

Australian Capitol Territory

"Your talk was appreciated, your explanations were easy to understand and everybody left the meeting feeling that the mystery of Macular Degeneration was finally explained."

Roselyn – Belconnen, ACT

Victoria

"Congratulations to the Foundation once again on an excellent presentation and overview of Macular Degeneration. I have attended two sessions in the last six months and have found them to be very rewarding."

Lester – Melbourne, VIC

New Lambton
Orange
Penrith
Port Macquarie
Queanbeyan
Scone
Sanctuary Point
Sutherland
Tweed Heads
Toronto
Tumut
Taree
Ulladulla
Wollongong
Young
Yass

NORTHERN TERRITORY

Darwin
Katherine

WESTERN AUSTRALIA

Esperance
Rockingham
Mandurah
Bunbury
Busselton
Fremantle
Scarborough
Victoria Park

SOUTH AUSTRALIA

Mount Barker
Gawler
Seaford
Blackwood
Goolwa
Elizabeth
Campbelltown
Port Adelaide
Glenelg
Cowell
Port Augusta
Whyalla

TASMANIA

Hobart
Huonville
Burnie
Devonport

VICTORIA

Shepparton
Mornington
Wyndham Vale
Bendigo
Ballarat
Bacchus Marsh
Geelong
Morwell
Warragul
Preston

Malvern
Dandenong

ACT

Belconnen
Tuggeranong

QUEENSLAND

Elanora
Gold Coast
Wynnum
Caboolture
Kingaroy
Dalby
Toowoomba
Eight Mile Plains
Aspley

Jindalee
Nerang
Charters Towers
Ayr
Townsville
Ingham
Innisfail
Atherton
Mossman
Cooktown

Meeting our Objectives

Awareness

Our Objective

To increase awareness of Macular Degeneration

The Program

Macular Degeneration Awareness Week

Macular Degeneration Awareness Week was held from Monday 25 June to Sunday 1 July 2007. The Awareness Week consisted of a direct mail out to Health Care Professionals and a national public relations campaign.

The objectives of the Macular Degeneration Awareness Week campaign were to:

- Raise awareness of the disease in general
- Encourage people (especially those over the age of 50) to have their eyes tested and to ensure the macula is checked
- Make people aware of the strong genetic risk factor associated with MD
- Promote diet and lifestyle changes to reduce the risk of MD
- Promote the importance of early detection in order to save sight
- Promote the urgency of referral given recent changes to treatment options
- Promote the work of the MD Foundation

In 2007 a partnership was developed between the MD Foundation and the National Returned Services League (RSL). Promotional materials were created as well as a new Community Service Announcement for television and radio with the theme "How much of the family will you see in the future?"

A first ever Galaxy Poll was undertaken in February 2007 and provided the key statistics used throughout the media campaign. The results showed that 78% of Australians claimed to have never had their macula checked and in the highest risk group (the over 50s age group), 60% claimed to have never had their macula checked. The Galaxy poll showed that there is a critical need to continue and expand our awareness program.

The results of the 2007 MD Awareness Week campaign were highly successful, with the key messages reaching a potential audience of over 7 million Australians through print media, radio and television. This increased dramatically from the media reach during the 2006 MD Awareness Week.

In the 2007 campaign, materials were mailed out to Health Care Professionals, Veteran organisations, Parliamentarians and NSW libraries. The feedback received from these sources also indicated a highly successful campaign. Telephone calls, website visits and materials ordered increased dramatically from MD Awareness Week 2006.

Events held during MD Awareness Week 2007 included the MD Foundation Annual Fundraising Dinner (Friday 29 June) and a Hobart MD Awareness Week Expo (Saturday 30 June), hosted by the Tasmanian Support Group. The expo had a variety of speakers and organisations such as Royal Guide Dogs Tasmania and a representative from the Commonwealth Carelink Services and Respite Centres.

The Australian Electoral Commission and the Tasmanian Electoral Commission also attended, spoke to guests about new E-Voting machines and demonstrated how the machines work for the vision-impaired.

The MD Foundation sincerely thanks major sponsors Blackmores, Novartis Ophthalmics, Optometrists Association Australia and Bluesdesk for again ensuring the success of the MD Awareness Week 2007.



Campaign Highlights

- The number of reorder forms increased by 106% from the 2006 campaign
- The number of telephone calls to the 1800 helpline increased by 250%
- Live segment on Sky News to promote MD Awareness Week
- Live cross during Channel 7 weather segment
- For the first time the MD Foundation targeted the Veteran organisations RSL, Legacy and War Widows Guild to reach this vulnerable audience and highlight the key messages about MD and eye health
- Over 12,400 information kits were distributed in the direct mail out
- Media coverage during MD Awareness Week increased to over 7 million people across Australia, compared to the 1.05 million people reached in the 2006 campaign
- Woman's Day magazine ran a one page feature on Macular Degeneration and ways to reduce your risk of the disease
- The MD Foundation Annual Fundraising Dinner was held on the evening of Friday 29 June as the highlight of MD Awareness Week

The Program

Public Relations & Advertising

The MD Foundation had a busy year, strengthening its profile through targeted public relations and responding to important issues relating to the MD community.

A targeted campaign was established for each education session across Australia focusing on local media. Advertisements were placed in local print media and complemented by editorial. Radio networks played news grabs and interviews, while various television stations aired mentions and interviews across Australia.

**Macular Degeneration
causes blindness.
Are you at risk?
I know I am.
– Ita Buttrose**



AMD Alliance Week 2006

A White Paper was launched in Australia in conjunction with the 2006 AMD International Awareness Week, September 18 to 24, 2006. This coincided with the start of a global outreach campaign to raise awareness of the little-known psychological effects of AMD.

As a result, the Macular Degeneration Foundation in Australia and beyondblue: the national depression initiative, joined forces in an effort to highlight the significance of depression associated with Macular Degeneration.

The media activity during the week had excellent results. Key coverage achieved included: The Sun-Herald – Health report, Vicdoc e-newsletter, Medical Observer, news headlines on 2UE, 2SM and 6PR radio outlets, as well as two live-to-air interviews on ABC radio. Sky News conducted an extensive interview with Dr. Paul Beaumont on Monday 9 October as a health news feature, highlighting the White Paper and issues surrounding MD.

The Foundation thanks Directors Ms. Leslie Lofthouse, Dr. Paul Beaumont and Ms. Suellen Tapsall for being the public faces of this campaign.

Cinema Campaign

The MD Foundation commenced the screening of a Community Service Announcement (CSA) in different cinemas across Australia to raise awareness of Macular Degeneration in Australia. This was achieved with support from Luxottica Retail Group and AMD Alliance International.

A powerful image using the Australian flag depicted the vision loss experienced by a person with MD. This campaign also aimed to encourage the Australian community to have their eyes tested and to be sure the macula is checked.

The CSA was screened 298 times in 43 cinemas across Australia in metropolitan areas and regional areas such as Queensland and South Australia, reaching an audience of 134,498 people nationally.



Quitline Campaign

In March 2007 the MD Foundation welcomed the introduction of a new set of warnings printed on tobacco products across Australia. There were seven new messages introduced onto tobacco products, including the crucial message that "Smoking Causes Blindness." The MD Foundation distributed a media release to welcome this message and to emphasise the effect smoking has on eye health.

7:30 Report on Treatments for Wet AMD

The ABC Program The 7.30 Report ran a national story on MD in September 2006, titled "Patients Hail New Sight-Loss Treatment." The program focused on Anti-VEGF treatments with an interview with MD Foundation Director Dr Paul Beaumont. The story was a catalyst in accelerating the journey to have Lucentis (treatment for Wet MD) ultimately being made available on the Pharmaceutical Benefits Scheme. The story was national and generated a great volume of calls to the Foundation.

Attendance at Major Exhibitions and Conferences

A range of exhibitions and conferences were attended by MD Foundation staff. These included:

- Guide Dogs Expo in Brisbane
- Canberra Blind Society Overview Expo
- Brisbane Optometry Expo
- Melbourne Seniors Lifestyle and Retirement Expo
- Queensland Vision Expo
- Albury Vision Australia Low Vision Day
- Nowra Men's Health Seminar
- Live Life Seniors Expo Windsor
- NSW Doll Fair Blacktown
- Healthy Ageing Expo Bankstown
- Leading Practice Aged Care Symposium Parkes
- Sydney Lifestyle and Seniors Expo Rosehill
- Royal Australian New Zealand College of Ophthalmologists

These events are an opportunity to promote the Foundation's key messages and services to both the community and Eye Health Care Professionals. Information packs are provided and staff members are available to talk to attendees.

Community Action Days

Community Action Days are an opportunity for the Foundation to encourage the public to have their eyes tested and to make sure the macula is checked. Eight action days were held across malls, shopping areas, transport nodes and local community centres where brochures were handed out to members of the public.

Community Services Organisations Campaign

The Foundation promoted key messages on Macular Degeneration through community service organisations' magazines by inserting brochures and through advertisements. A total of 37,500 mail outs were made to community service organisations in order to raise awareness of Macular Degeneration. A special community project was undertaken with Sydney Rotary.

“The Macular Degeneration Foundation provided me with such a kind and caring service. They alleviated my fears, correctly advised me and were very informative. I am deeply grateful for your help so far.”

— Marion, NSW



Meeting our Objectives

Research

Our Objective

To support and pursue research

The Program

Research plays an integral part in helping the Foundation meet its commitment to the Australian MD Community. The Foundation donates to external groups for research, as well as undertaking client-based research on Macular Degeneration.

Review of Key Messages

The Foundation reviewed all key messages and related research under the guidance of the Foundation's Medical Committee and the National Research Advisor Professor Paul Mitchell. This ensures all information provided on Macular Degeneration is current and researched based.

Facts And Figures

The Foundation also reviewed and updated its statistical information given new research and produced a *Facts and Figures* leaflet which has been made available on the website.

Project Vision

The MD Foundation commenced a nationwide research project titled *Project Vision* in February 2007. The ultimate objective of the project is to ascertain the experiences, the needs and the extent of knowledge about the disease among the MD community in Australia.

Project Vision focuses on four key issues which are central to gaining a clear insight into MD in Australia:

- Diagnosis and awareness of the disease
- Management and monitoring of the disease
- Access and use of low vision services and low vision aids
- Evaluation of the MD Foundation's services

A cross-sectional survey has been designed to address the research objectives of the project. A systematic stratified random sample of 3,500 people will be surveyed. The questionnaire has been developed to be administered via mail and telephone. The results of this research are due early 2008.

The Tracker

In 2006 the MD Foundation undertook a research initiative titled *The Tracker* which presented an evaluation of the education program as well as information on awareness, diagnosis and management of MD. The report aimed to establish whether attending an education session influenced a person's understanding of the Foundation's key health messages. The Key Findings were produced in August 2006.

Key Findings and Actions from *The Tracker* Research

○ Education

Outcome:

Attending an education session increases awareness of the Foundation's key messages about disease management and risk reduction along with the respondents' knowledge of the Foundation's services.

Action: Ongoing education with an emphasis on disease management and risk reduction is an important service to the community.

○ Friends, Family and General Interest

Outcome:

One-third of people claim to have not had their macula checked.

Action: Continue to educate about the importance of having the macula checked through public relations and awareness campaigns.



○ Patient Awareness and Diagnosis

Outcome:

When asked 33% of people with MD did not know if they had Wet or Dry MD. Optometrists are playing an increasing role in diagnosis.

Action: Emphasise the importance of knowledge of disease type through education and awareness. Continue to educate all involved about the importance of understanding MD.

○ Patient Lifestyle

Outcome:

40% of people with MD have smoked, 95% quit before diagnosis. One-third of respondents can no longer drive and the majority of people with MD have retired.

Action: Continue to emphasise the anti-smoking message. The Foundation continues to undertake activities that support rehabilitation, quality of life and independence.

○ The Foundation

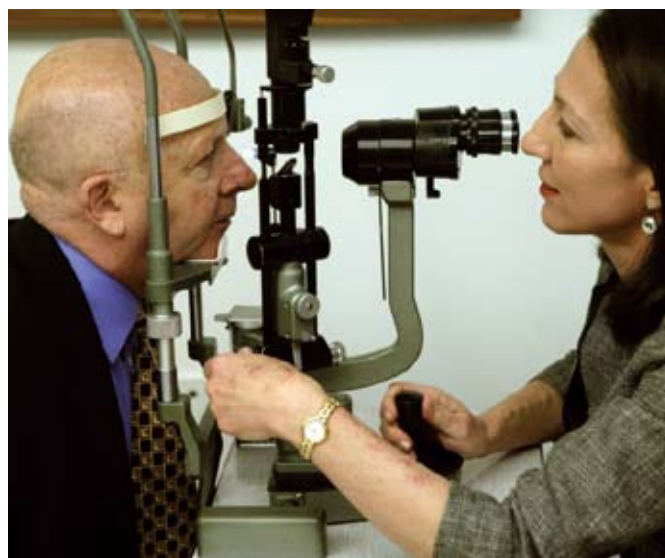
Outcome:

73% of respondents were aware of the range of services provided by the Foundation and 91% had not accessed the website. Education, the newsletter, support and research are the desired services in the future.

Action: Continue to work to meet the needs of those with MD. Create awareness of the Foundation's services. Ensure the Foundation provides the services requested by the MD community.

Research and the MD Foundation Website

The Research and Reports section of the Foundation's website provides links to scientific, social and government reports related to Macular Degeneration.



Meeting our Objectives

Support Services

Our Objective

To facilitate access to relevant support and support services

How do we communicate with our Clients?

The MD Foundation Helpline A frontline service

A range of calls are received on the MD Foundation helpline including people who have been recently diagnosed and are in need of information or answers on general questions, as well as callers responding to media activity and articles in the Foundation's newsletter. The callers frequently express their thanks and relief to have a free-call helpline for information and support. The staff at the MD Foundation provide all the time necessary to answer each caller. The helpline is a key component of the service delivery to clients with an average of 36 calls per day in 2006/07.



Publications

○ Newsletter

The free quarterly newsletter focuses on relevant issues affecting the MD community. The newsletter provides continued support and updated information on MD projects and new research.

Newsletters are distributed to people on the MD Foundation's mailing list. In 2006/07 there was a 39% increase in people on the mailing list, totalling 18,651.

○ Low Vision – A Guide

Low Vision – A Guide was published by the Foundation and launched during MD Awareness Week 2006. The booklet provides information on relevant low vision agencies and support services. It provides answers to some key questions often asked by people with low vision, their family and friends. The resource has been made available for professionals and the MD Community free of charge. As a service to others, the guide is generic so that it can be used for all patients with low vision.

There has been a continued growing demand for *Low Vision – A Guide* from the MD Community since its release. The Foundation is currently in the third print run of the publication and plans to add further information on mobility and depression in the fourth print run.

○ Fact Sheets

The Foundation continued to update and revise the Fact Sheets to ensure accuracy and currency. They contain information for the MD Community and Health Care Professionals. The information is also available in CD format for Health Care Professionals.



○ Wet Treatment Options Fact Sheet

The Foundation continued to update and expand the Wet Treatment Options Fact Sheet in response to the changing treatments relating to Wet MD. This was undertaken under the supervision of the MD Foundation Medical Committee. The Fact Sheet was again promoted through the MD Newsletter and made available through the website.



○ Information Kits

Comprehensive Information Kits are one of the main avenues for providing information about Macular Degeneration to the community. The information pack includes a magnetised Amsler Grid; detailed Fact Sheets; *Low Vision – A Guide*; and a general brochure. The information packs have been made available by calling the helpline; at Australia-wide education sessions; at expos and conferences as well as on the MD Foundation website.



The MD Foundation Website

The MD Foundation's website continued to be a powerful information tool, with website hits increasing dramatically from 2005/06. The Foundation continued to improve and enhance the content and layout of the site. The website was promoted through all of the Foundation's materials as well as in the television Community Service Announcement broadcast during and following MD Awareness Week.

In the past year 132,947 people visited the Foundation's website. This is an 83% increase on the number of visits in 2006/07.

Special Projects

○ Navigator Library Access Program (NLAP)

Following on from the successful Australia-wide trial of the project Books in the Sky, the *Navigator Library Access Project (NLAP)* is a unique Client Services project which was implemented by the Foundation in 2007. The project has received an overwhelmingly positive response from the Macular Degeneration community and NSW libraries.

The NLAP is designed to help those with Macular Degeneration who have difficulty reading to access new audio technology through their local library. The technology is called a Navigator. It is a hand-held portable device that reads aloud books, magazines and newspapers.

The Foundation has developed partnerships with various NSW libraries who are now lending Navigators to library members who have Macular Degeneration.

The initial evaluation of the project has reported very positive results and access to the Navigator is having a direct impact on helping the elderly vision-impaired across NSW maintain quality of life and independence.



Meeting our Objectives: Support Services, cont.

○ **Audit of Low Vision Aids and Adaptive Technology**

A preliminary audit undertaken by the MD Foundation found that access and affordability of low vision aids and adaptive technology varied widely across States and Territories in Australia.

Special Services

○ **Sydney Office Low Vision Area**

The Foundation's Sydney office displays a range of low vision equipment including optical magnifiers, daily living aids and adaptive technology. Visits to this area have increased as the MD community becomes increasingly aware of the services the MD Foundation provides. Patients can view the display and discuss any of their questions or concerns with the friendly Foundation staff.

○ **The Hobart Macular Degeneration Support Group**

The Support Group held meetings throughout the year with special events for their attendees. They also held an MD Awareness Week Expo at the conclusion of Awareness Week, which included guest speaker Dr. Nitin Verma and received television, print and radio coverage.

○ **Western Australia**

Western Australia established a Committee under the Chair of Western Australian MD Foundation Director, Ms Suellen Tapsall. The group are working to increase the Foundation's work in WA in education and awareness.

○ **Low Vision Aids, Adaptive Technology & Education Sessions**

At education sessions throughout the year, the Foundation made available the opportunity for a range of low vision aids and adaptive technology to be viewed by attendees.

“I was particularly impressed with *Low Vision – A Guide*, where people are encouraged to access appropriate support services and specialist advice.”

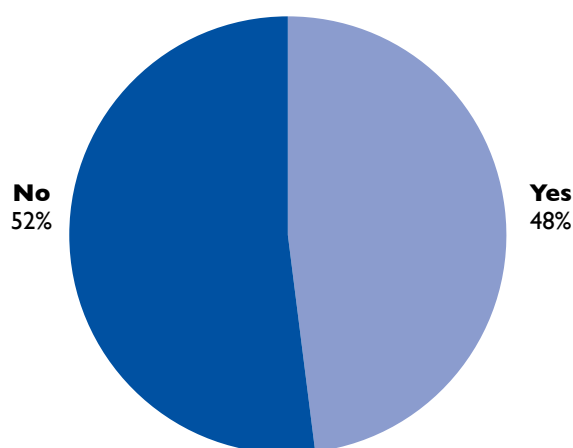
*- Major General Bill Crews
AO (Rtd) National President
of the RSL*



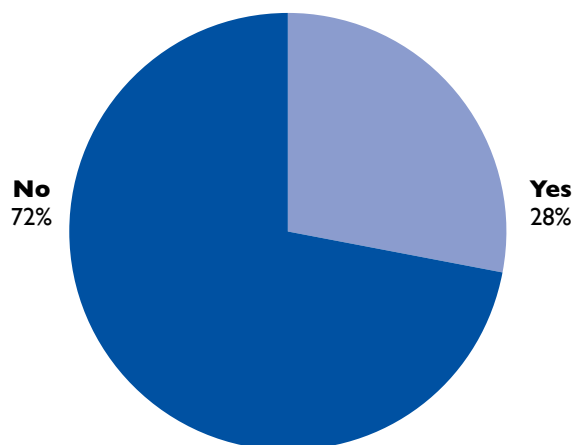
Use of Low Vision Aids

Did the education sessions highlight the options of low vision aids and technology available for people with low vision??

Attendees who are currently using Low Vision Aids



Attending an Education Session increased likelihood of accessing Low Vision Aids in the future



Prior to the education session, 57% of attendees reported that they were not currently accessing low vision aids. However, after the education session 83% of attendees reported that there was an increased likelihood of accessing low vision aids.

Meeting our Objectives

Representation

Our Objective

To advocate for the best interests of the MD community

Working on Behalf of our Clients

Treatments

The Macular Degeneration Foundation strongly supported and advocated for the speedy listing of Lucentis on the Pharmaceutical Benefits Scheme (PBS).

In January 2006 the Chief Executive Officer wrote on behalf of the MD Foundation's Medical Committee to the Federal Minister for Health and Ageing The Hon. Tony Abbott stating:

"It is critical that the significance of ranibizumab (Lucentis) be flagged with the Government and that processes are put in place now to ensure that patients have access to this treatment quickly."

Dr. Paul Beaumont appeared on behalf of the MD Foundation on National TV on the ABC 7.30 Report on 4 September 2006 to emphasise the importance not only of registration of the drug with the Therapeutic Goods Administration (TGA), but also the significance of Pharmaceutical Benefits Scheme (PBS) listing.

On 1 March 2007, Lucentis was approved by the Therapeutic Goods Administration and subsequently listed on the Pharmaceutical Benefits Scheme.

The Foundation sincerely thanks all those who supported the efforts in ensuring that this sight saving treatment for Wet Macular Degeneration is accessible and affordable.

Special thanks go to Dr. Paul Beaumont and the Foundation's Medical Committee for their leadership, drive and determination.

Low Vision Aids and Adaptive Technology

In March 2007 the MD Foundation began the process of alerting Governments to a major problem with accessibility and affordability of Low Vision Aids and Adaptive Technology across all States and Territories.

The Foundation wrote to the Prime Minister to alert the Federal Government to the issues facing the blind and vision impaired and requested that the Federal Government take a lead role in facilitating a discussion on a more equitable, practical and co-ordinated approach across Australia with the co-operation of all States and Territories.

A request was also made for the matter to be urgently placed on the Agenda at the Community Disability Services Ministerial Advisory Committee on 25 July 2007 and that a formal report and action plan for a solution to this issue be an outcome of the meeting.

The Foundation continues to pursue the issue.

International

The CEO represented the MD Foundation at the AMD Alliance International meetings throughout the year ensuring that the Foundation has a strong international presence. The Foundation was invited to join the Executive Committee as well as continuing to hold the position of Asia Pacific lead for Australia, Singapore, Hong Kong and New Zealand.



National

The CEO represented the Foundation at the Vision 2020 Member Forum meetings in Adelaide and Canberra where members and stakeholders had the chance to meet and work together on key aspects of eye health. Vision 2020 Australia was established in October 2000 and is a joint initiative of the World Health Organisation and the International Agency for the Prevention of Blindness. The organisation undertakes, amongst other roles, advocacy on eye health matters.

Famous Faces

Ita Buttrose continued in her role as the Patron of the MD Foundation during 2007. Her personal representation of the disease and her popularity as a famous and well recognised Australian identity has contributed enormously to helping the Foundation achieve its goals. Ita also played an important role as a key spokesperson during MD Awareness Week 2007, and attended both MD Foundation Annual Fundraising Dinners. As the highlight of the 2007 Fundraising Dinner, Ita interviewed two of the MD Foundation's volunteers who have MD in a casual interview on their lives and experiences with Macular Degeneration.

Meeting our Objectives

Fundraising

Our Objective

To provide income
from fundraising

The Programs

Over the year the Foundation has been fortunate to receive support from many different areas including two MD Foundation Annual Fundraising Dinners, donations, corporate sponsorship and government grants.

Government Funding

The NSW Government and the Federal Government both provide key financial support across all programs, especially for education.

The NSW Government Grant is a key component of our Government funding being the original source of support for the Foundation in July 2002.

In the 2006 Federal budget, the Foundation was given a four year grant through the Department of Health and Ageing, which enabled a massive expansion in the national education program. The Foundation has continued the expanded program in 2007 and evaluation results clearly show that there was a high impact across Australia from the program.

Foundations, Donations and Bequests

The Foundation has gratefully received donations from generous supporters including The Profield Foundation and the Vincent Fairfax Family Foundation. The Doll Collectors of NSW generously supported our work. Donations were also received as a result of the quarterly newsletter. The Foundation gratefully received several bequests.

Corporate Sponsorship

Corporate sponsorship is an integral part of the support for the Foundation. The Foundation acknowledges and thanks all sponsors and supporters, especially our long standing partners Blackmores, Novartis Ophthalmics and Quantum Technology. A special thanks to Blackmores who have contributed over \$1.3 million since 2002. In addition, our sincere thanks go to Allergan, Quantum Technology, HumanWare, Alcon, Macquarie Bank, Optometrists Association Australia, Royal Australian and New Zealand



College of Ophthalmology, Goldman Sachs JBWere, Luxottica Retail Group, Vision 2020, Mallesons Stephen Jacques, AMD Alliance International, Bluedesk and Audio-Read.

The Foundation looks forward to working with its existing and new sponsors in the coming year.

Annual Fundraising Dinner 2006

The Annual Fundraising Dinner was held on World Sight Day, 12 October 2006, at the Shangri-La Hotel Sydney. The Hon. Malcolm Turnbull MP, Parliamentary Secretary to the Prime Minister, attended the dinner as a guest speaker on the night and well known actor and comedian Ms. Jean Kitson generously donated her time to be Master of Ceremonies for the evening.

Annual Fundraising Dinner 2007

The Annual Fundraising Dinner was held on Friday 29 June 2007 at the Shangri-La hotel, Sydney. The Dinner was the highlight of MD Awareness Week. Popular television newsman Mr. John Mangos was Master of Ceremonies. Guest speaker Don Rowe, NSW RSL State President, represented the National RSL and spoke about the valued partnership formed between the RSL and the Foundation.

The highlight of the evening was Sister Margaret Gannon and Mrs Janet Waters being interviewed by Foundation Patron Ita Buttrose. They spoke about the impact of MD on their lives, their positive attitude and the support which enables them to maintain independence and quality of life.

The Foundation thanks the individuals, businesses and corporations for their generous donations and the dedicated and hardworking staff and volunteers who worked tirelessly to make these events a success.



Meeting our Objectives

Best Practice Management

Our Objective

To ensure best practice in management



The Programs

Good Governance

The Macular Degeneration Foundation has a strong experienced and representative Board reflecting and representing the needs of the MD Community. The Board reflects the diversity in the MD community including people living with the disease or who have a relative with the disease, ophthalmologists, optometrists and people who bring to the governing body special skills in a vast array of areas.

The Board met quarterly in 2006/07 and conducted a major Strategic Planning Day in April 2007. The Directors reviewed, strengthened and focussed on the following areas:

- The Mission and Objectives
- Outcomes and Achievements
- The Financial History
- The Constitution
- A 3 year Strategic Plan
- The Structure of the Foundation
- Organisational Growth
- Policy Development
- Risk Management

The following Committees met regularly with the Chief Executive Officer as part of good governance throughout the year:

- Audit and Risk Committee
(formerly two committees – Governance Committee and Audit and Finance Committee)
- Medical Committee
- Client Services Committee

Professional Development of Staff and Directors

The Foundation provided a range of professional development courses for staff and Directors to attend to ensure that technical knowledge is maintained, new skills developed and an opportunity to learn with colleagues and peers in an industry that demands constant review. A special staff development day was organised on the topic of depression with Lifeline providing training to staff in this important area.

Memoranda of Understanding (MOU)

The Foundation works with many parallel agencies that service the blind and vision impaired. Many are invited to speak at the Foundation's education sessions. The Foundation also includes respective information leaflets in the information kits to attendees. Many agencies are part of the referral service that MD Foundation staff use in assisting and supporting people with Macular Degeneration. Memoranda of Understanding acknowledge each organisation's role and formalise in a simple, clear and concise way the positive relationship and co-operation existing between the parties to ensure the best delivery of services to the MD Community.

These have been established with the following:

- Glaucoma Australia
- Royal Guide Dogs Association of Tasmania
- The Royal Australian and New Zealand College of Ophthalmologists (RANZCO)
- Vision Australia
- Royal Society for the Blind SA
- Orthoptic Association of Australia NSW Branch

Financial Report

Profit & Loss	2007 \$'000	2006 \$'000
Revenues		
Government grants	407	395
Corporate support	353	346
Donations & fundraising	438	240
Sponsorships	539	506
Investment income	63	41
Total revenue	1,800	1,528
Expenses		
Education	590	437
Awareness	239	207
Research	114	104
Support & Services	210	42
Representation	41	31
Fundraising	148	99
MDF administration	208	236
Total expenses	1,550	1,156
Net Surplus	250	372

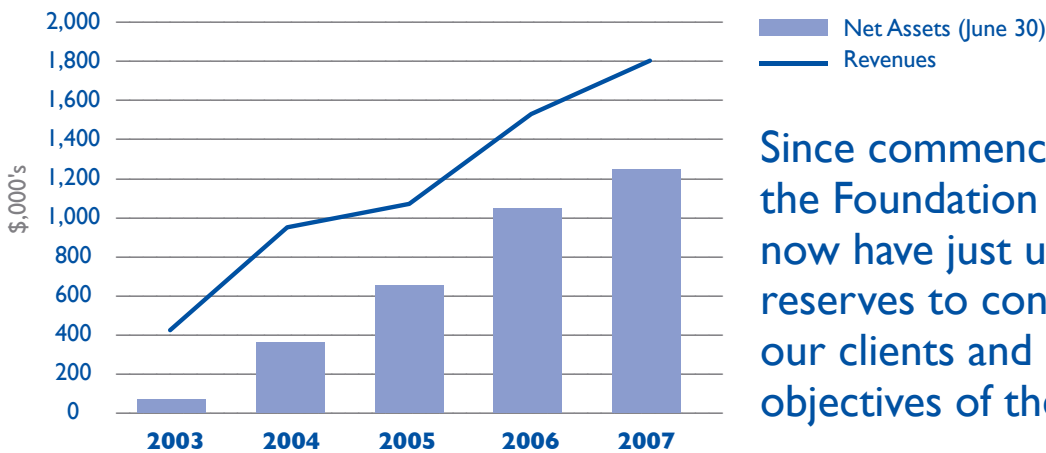
Balance Sheet (as at 30 June)	2007 \$'000	2006 \$'000
Assets		
Cash & cash equivalents	574	986
Investments	759	0
Trade & other receivables	118	155
Property, Plant & Equipment	78	48
Total Assets	1,529	1,189
Liabilities		
Trade & other payables	220	142
Provisions and other liabilities	35	22
Total Liabilities	255	164
Net Assets¹	1,274	1,025

1. The Directors have set aside \$250,000 (2006: \$150,000) within the Net Assets to support future MDF research initiatives

The information above has been extracted from the audited Financial Statements of the Macular Degeneration Foundation for the year ended 30 June 2007 and presented in a management reporting format.

The audited Financial Statements can be obtained on the Macular Degeneration Foundation website or by contacting the Foundation on 1800 111 709.

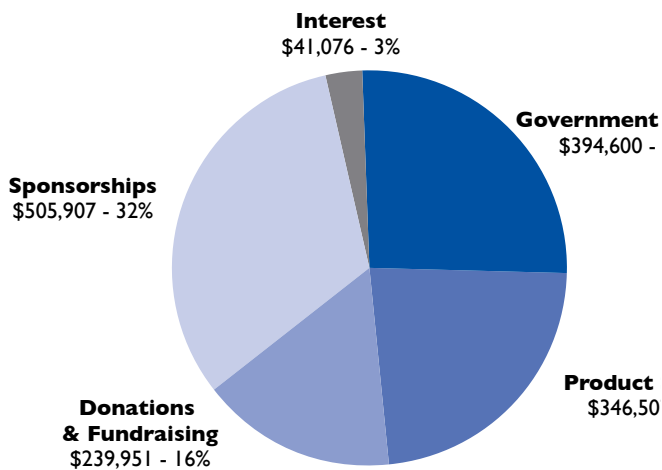
5 Year Financial Summary



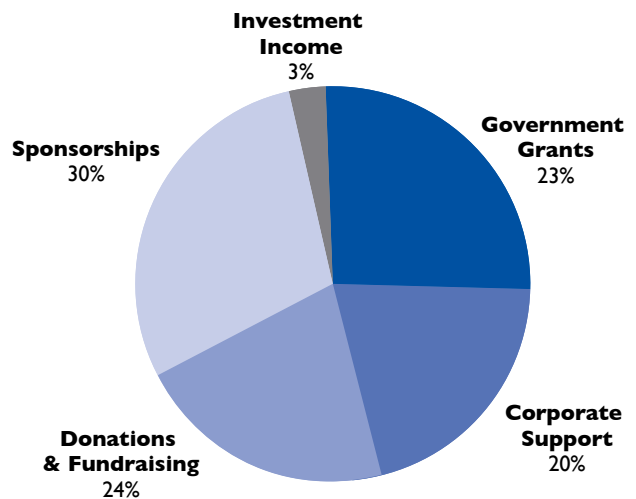
Since commencing in 2001 the Foundation has grown to now have just under \$1.3M in reserves to continue to support our clients and pursue the objectives of the Foundation.

Revenue Sources

2005-2006 (\$1.53M)

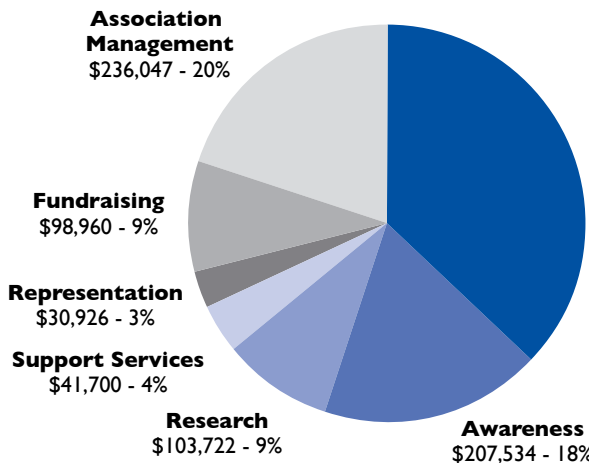


2006-2007 (\$1.80M)

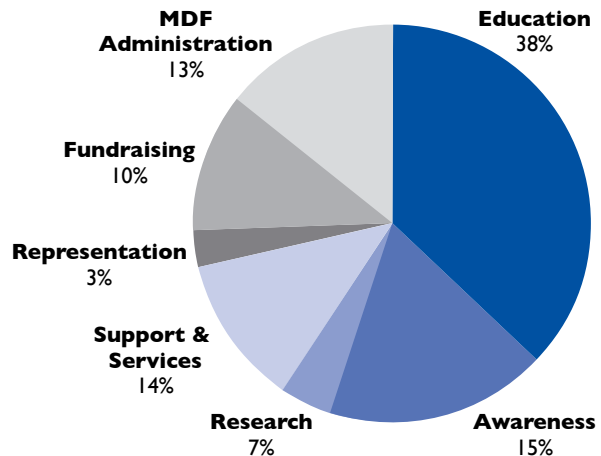


Expenditures

2005-2006 (\$1.16M)



2006-2007 (\$1.55M)



Thank you to everyone



The Foundation would like to thank all of its valued sponsors, donors, volunteers and supporters for their assistance this year. Without your support the education, the awareness programs, the services, and the research could not be undertaken. The generosity, kindness, good works and spirit of giving shown by so many is appreciated and highly valued.

The support of generous individuals, corporations, Foundations and organisations allows the Macular Degeneration Foundation to continue and expand to meet its objectives and realise its vision of reducing the incidence and impact of Macular Degeneration in Australia.

Supporters, Sponsors and Partners

A special thanks to all of the low vision service providers and agencies for the blind across Australia; and Foundations and Associations with whom we work closely to deliver comprehensive services for clients.



Australian Government
Department of Health and Ageing

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ALLERGAN

**OPTOMETRISTS
ASSOCIATION AUSTRALIA**

Audio-Read

**Quantum
TECHNOLOGY**



**Goldman Sachs
JBWere**

**LUXOTTICA
GROUP**

Humanware™

ERNST & YOUNG
Quality In Everything We Do

Alcon®
The Specialist Eye Care Company

bluedesk

**Profield
FOUNDATION**

WORKING TECHNOLOGY
Computers • Networks • Service • Support

**Macquarie Bank
Foundation**



**AMD
ASSOCIATION INTERNATIONAL**

Vincent Fairfax Family Foundation

see clear
CREATE DEVELOP INSPIRE

WEBER SHANDWICK
WORLDWIDE

MALLESONS STEPHEN JAUQUES

Helping the Macular Degeneration Foundation



How can you support us?

Make a Donation

Making a donation can help the Foundation achieve its goals and support the Macular Degeneration community. All funds contribute towards the aim of the Foundation in reducing the incidence and impact of Macular Degeneration. A donation can be made by phoning the Foundation 1800 111 709. Every donation makes a real difference.

Sponsors

As the Macular Degeneration Foundation implements a range of programs across Australia, sponsorship opportunities exist for organisations that wish to support this valuable work. Information on sponsorship opportunities is available by contacting the Foundation's Marketing and Public Relations Officer on 02 9261 8900 or email info@mdfoundation.com.au



Leave a Gift

Planning an estate not only allows for the provision of family and loved ones but also gives the opportunity to support causes that are close to one's heart. Leaving a bequest can make a lasting impact on generations to come. A bequest will be acknowledged by the Foundation or if the donor wishes, can be made anonymously.

Information regarding bequests is available by contacting the Foundation's Marketing and Public Relations Officer on 1800 111 709.

Volunteering

The Foundation relies heavily on the important work contributed by the volunteers.

There is the opportunity to make friends, make a difference and be a part of the MD Foundation staff team. There are many different areas of work from helping in the Sydney office with the organisation of education sessions, mail, packing, fundraising committee work or data entry. The Foundation is always grateful for assistance in many of the different areas of work to be undertaken. Information on volunteering is available by contacting the Foundation on 1800 111 709.

Corporate Partnerships

There are many opportunities for corporations to support the work of the Foundation. The Foundation welcomes new corporate partnerships which can support the activities of the Foundation in education, awareness, support services and research.

Community Fundraising

The Foundation welcomes contributions from the fundraising activities of community and service organisations, schools and clubs.

*The Macular Degeneration Foundation is a registered charity.
All donations over \$2 are tax deductible



Our focus is your vision

**Macular Degeneration
Foundation**

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