



Growing stronger
with your help...

Annual Report 2007-2008



Our focus is your vision

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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 macula 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 (MDF) is a charity. It is the national peak body committed to working on behalf of the entire Macular Degeneration community, specifically those with the disease, their family and carers.

Eye Health Checklist

- ☐ 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, and 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 2007/2008 financial year once again continued to see the Foundation's objectives realised and move closer to reducing the incidence and impact of Macular Degeneration in Australia.

This year the Foundation expanded existing programs and initiated some exciting new projects which take the Foundation to new heights in awareness and education.

Again thousands of people were able to learn about Macular Degeneration across the country including regional Australia where they were able to have face to face contact with the Foundation. An education officer located in Western Australia was appointed and the subsequent interest generated in education and awareness has been remarkable.

The MD Awareness Week 2008 was held from 25-31 May 2008 and was a great success. A national public relations campaign saw significant pick-up of the press release resulting in media exposure to over 15 million people. In addition, an extensive direct mail initiative led to the Australia-wide distribution of around 13,000 MD Awareness Week information packs to Optometrists, Ophthalmologists, Orthoptists, Pharmacies, Libraries and Parliamentarians.

The highlight of MD Awareness Week was the Annual Fundraising Dinner held on Friday 31 May at the Hilton Hotel, Sydney. Special guests included Senator the Hon. Jan McLucas, Parliamentary Secretary to the Minister for Health & Ageing, MD Foundation Patron, Ita Buttrose and the internationally renowned architect Jan Utzon who spoke about his father and the impact MD has had on his father's life and that of the Utzon family.

In the lead up to MD Awareness Week, the Foundation undertook the first ever paid TV advertising campaign. It was a pilot program which ran for four weeks in April/May 2008 in the Adelaide and Newcastle areas. The project was highly successful and our thanks go to Novartis for their support of this initiative which has the potential to expand and make a real difference in the fight against this disease in Australia.

Special major projects undertaken throughout the year included the MD Foundation Veteran Project providing information sessions for the Veteran community in NSW, Queensland, and Victoria. The Foundation is grateful to the National RSL and in particular to the National President Major General William J Crews AO (Retd) and State Presidents for their support of the project.

The Foundation also began a concentrated effort to reach health professionals including General Practitioners and Optometrists, Ophthalmic Practice Managers, Ophthalmic Nurses and Orthoptists. This was achieved through conventions & exhibitions, direct mail and speaking at major conferences. The Foundation also undertook a training program for our future professionals in partnership with the University of NSW School of Optometry and Vision Science, providing over sixty year 4 optometry students a half day training session at the Foundation's office.

The Foundation will soon embark on a major initiative to educate General Practitioners about Macular Degeneration. This has come about via a grant from the Federal government that focuses on GP education. Over a two year period the Foundation will develop education materials which will be piloted in NSW and then rolled out to other States. This project has again highlighted the great contribution provided by government and the recognition of the MD Foundation's role in the delivery of support and services to health professionals.

We completed Project Vision II, our ongoing social research project, and learnt a great deal about our MD community, how they manage the disease, what impact it has on their life and the critical needs of patients, their family and carers. The Foundation will use the outcomes of the research to help guide its services and activities to help support the MD community. Our thanks go to Blackmores for their continued support of this important research.

Our research also extended to the continuation of the Galaxy Poll research which was undertaken in December 2007. The focus was on the link with work and views on ageing and severe vision loss. The poll revealed that, while most people believe that blindness and severe vision loss would dramatically impact their life, surprisingly few were taking the simplest of steps of an eye examination to help reduce their risk of developing Macular Degeneration. Furthermore Australians wrongly believe that severe vision loss is simply a part of getting older. There is clearly still a great deal of work to be undertaken to increase awareness and understanding of this disease.

Resources and services to our clients reached even greater levels with the development of new publications and the broadening of our reach to new communities through relationships with such groups as the Council on the Ageing (COTA) and a targeted focus on retirement villages. The



Elizabeth Carr

highlight was the production of a new publication **Family, Friend & Carer – A Guide**, which followed on from our first publication **Low Vision – A Guide**. The publication was funded by the NSW Department of Ageing, Disability and Home Care (DADHC) and launched in Seniors Week by NSW Minister for Ageing and Disability Services, the Hon. Kristina Keneally. In addition, the Foundation had translated into five languages (Arabic, Chinese, Greek, Italian, and Vietnamese) two key publications to help ensure the MD message reached non-English speaking communities.

The MD Foundation now represents the Australian MD community on the world stage after being formally voted on to the executive of AMD Alliance International, the peak body representing the interests of the MD community worldwide.

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 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.

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 our staff and volunteers who work to ensure the delivery of quality services and excellent outcomes.

The generosity of our supporters and partners was again outstanding, with the Vincent Fairfax Family Foundation extending its support to enable isolated rural communities to have access to our Navigator Library Access Project. The Foundation is also grateful for the continuing support of the Profield Foundation and was deeply saddened at the loss of its benefactor Mr Ross Field.

The Foundation appreciates and thanks our donors, supporters, partners and sponsors including the NSW and Federal Governments, Novartis, Blackmores, Allergan,



Julie Heraghty

Quantum Technology, Optometrists Association Australia, Royal Australian and New Zealand College of Ophthalmology, Vincent Fairfax Family Foundation, Profield Foundation, Mallesons Stephen Jacques, Ernst & Young and bluesdesk.

The Foundation would like to extend a special thank you 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.

A special thank you to Ernst & 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 2007-2008

Education

- Continued increase in Education session attendance though national Public and Community seminars.

2006/07: 11,916

2007/2008: 19,684

Increase: 65%

- Implementation of the Veteran Community Education Program.

Awareness

- A highly successful MD Awareness Week resulting in a massive increase in media audience Australia wide.

2006/2007: 7 million

2007/2008: 15million

Increase: 114%

- First ever paid TV Campaign with a potential reach of over 1.4 million people in the 55+ target audience

- Increased exposure through the website.

2006/2007: 132,947

2007/2008: Over 170,000

Increase: 28%

- Increased contacts at expos and conferences.

2006/2007: 4,605

2007/2008: 10,945

Increase: 138%

- Over 135,000 MD information kits distributed across Australia.

- Increased community contacts through community action days.

2006/2007: 1,705

2007/2008: 4,041

Increase: 137%

Support Services

- Over 10,500 calls, an average of 42 calls per day, were made to the MD Foundation helpline.

- Number of people on the MD Foundation database receiving regular communications increased.

2006/2007: 18,000

2007/2008: 23,000

Increase: 28%

- Publication and distribution of a new resource, *Family, Friend & Carer – A Guide*.

- The *Navigator Library Access Program (NLAP)* expanded to be available in almost one third of NSW libraries in both metro and regional areas.

- Translation of key publications into 5 languages prompted an expansion of the Education program to *Culturally and Linguistically Diverse (CALD)* communities.

Research

- Completion of major social research project, *Project Vision II*, which examined the experiences of those with Macular Degeneration and their families.
- Supported key research projects with University and research centres.

Representation

- Supported major new treatment for wet Macular Degeneration being listed on the Pharmaceutical Benefits Scheme.
- Initiated a major campaign to Government promoting access and equity for all Australians to low vision aids and technology.
- Represented the MD Foundation at an international level on the executive of the AMD Alliance International.



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 organisations. 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 of 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), MPA

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 is focused on the growing inter-dependence of the private, public and not-for-profit sectors and undertook a Masters degree at Harvard University, specialising on issues of governance, accountability and strategic policy in this area. Elizabeth is currently a consultant at Macquarie Group.

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



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.



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.



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. 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 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.

The Macular Degeneration Foundation



John McCarroll – B.Ec, SDIAM

John is a Director with Goldman Sachs JB Were Private Wealth Management division. John has more than 28 years experience in the Australian Finance industry both in Australia and Europe. John is a Director of the Australian Stockbrokers Foundation which 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.



Peter Reid – BA, LLB

Peter Reid has practised as a lawyer since 1972 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. He has been a frequent speaker at international industry and professional 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. In 2006 he was appointed a non-executive director of Mosaic Oil NL an ASX listed company where he serves as the Chairman of its Governance, Nomination and Remuneration Committee.

Mr. Reid served as the inaugural Chairman of the Governance Committee of the MD Foundation before it was incorporated into the current Audit and Risk Committee.



Paul Rogan – BBus, FCPA

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.



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.



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

State Chairs

New South Wales:	Dr. Paul Beaumont - Director
Queensland:	Dr. Amanda Greaves
Victoria:	Dr. Wilson Heriot
Tasmania:	Dr. Nitin Verma
South Australia:	Dr. Jim Runciman - Director
Western Australia:	Ms. Suellen Tapsall - Director

Committees

Audit and Risk Committee

Mr. Paul Rogan - Director and Chairman of the Audit and Risk Committee
Ms. Elizabeth Carr - Director and Chairman of the Board
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 and Chairman of the Medical Committee
Dr. Amanda Greaves
Dr. Alex Harper
Dr. Wilson Heriot - Director
Dr. Alex Hunyor (Jnr)
Dr. Jim Runciman - Director
Dr. Nitin Verma
Dr. Dimitri Yellachich
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. Peter Brown - Director
Mr. Barry Clarke - Director
Mr. Peter Reid - Director
Ms. Suellen Tapsall - Director
Ms. Julie Heraghty - Chief Executive Officer

Chief Executive Officer

Julie Heraghty (Secretary) – BA DipEd

Julie Heraghty is the Chief Executive Officer of the Macular Degeneration Foundation and has 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's helpline; working as a volunteer or visiting the low vision display area in the Sydney Office. There are eleven full-time equivalent staff responsible for 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 provided to ensure volunteers have a rewarding and enjoyable experience. In 2007/2008 the volunteer workforce reached 43 people. Many volunteers have MD in various stages, and others are touched by it in some way such as via a family member, friend or carer.



About the Macular Degeneration Foundation

Our Vision

To reduce the incidence and impact of Macular Degeneration in Australia

Our Values

The Macular Degeneration Foundation's Board, Committees, State Chairs, members, staff and volunteers have common shared values and commitments towards those 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 family and carers.



Our 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 strives 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. In undertaking this task, it 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 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 - health care professionals, patients and supporters who have been part of this history contributing their time, money and expertise throughout the last seven years.

Our Objectives

The Foundation has five key objectives:

Education

Provide accurate, specific, current and ongoing information

Awareness

Increase awareness of Macular Degeneration

Research

Support and pursue research.

Support Services

Facilitate access to relevant support services.

Representation

Advocate for the best interests of the MD community.

These objectives are realised through:

Fundraising

Provide income from fundraising

and

Best Practice in Management

Ensure best practice in management

Meeting our Objectives

Education

Our Objectives

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

What do we do?

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.

In June 2007 the MD Foundation received an eighteen month grant from the Department of Veterans Affairs to focus on the education of the Veteran community in three States - Queensland, NSW and Victoria.

Education of the Public

Education sessions provide 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.

The MD Foundation provides all those attending an education session with a comprehensive information pack which provides detailed information about Macular Degeneration and information on support services. All participants are asked to complete an evaluation form.

The MD Foundation provided over 9,900 information kits at education sessions.

Public Education Sessions

Public Education Sessions are held at the Foundation's initiative. 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. In 2006/2007 people in cities, regional towns and isolated communities again welcomed the MD Foundation with great enthusiasm and expressed gratitude for the opportunity to have personal contact with the Foundation and for the information provided at the education sessions.

A total of 138 sessions were held nationally with over 5,500 attendees.

Community Education Sessions

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.

The MD Foundation was invited to 83 sessions and spoke to over 3,100 attendees.

Veteran Education Project

The MD Foundation was awarded a grant by the Department of Veterans Affairs in 2007 to provide 40 MD information sessions to the Veteran community in Queensland, NSW and Victoria. The Foundation is grateful to the National RSL and in particular to the National President Major General William J Crews AO (Retd) for his support of the project. The Foundation expresses its sincere thanks to State Presidents from NSW, QLD and VIC who have given the MD Foundation great help and guidance.

In Stage 1 of the Project the MD Foundation conducted 14 sessions with over 620 people in attendance.



Education of Professionals

General Practitioners

MD Foundation staffed an information booth for three days at the General Practitioners Convention & Exhibition (GPCE) held in Sydney in May 2008. Approximately 1,800 General Practitioners attended. The Foundation held a "Meet the Experts" session for GPs at the Exhibition where Foundation Patron Ita Buttrose interviewed MD volunteers Sister Margaret Gannon and Janet Waters on the topic, living with MD.

In April 2008 the Foundation began participation in a GP "SamplesPlus" program whereby GPs request an information pack on MD. Over 10,000 kits will be distributed by the end of the campaign in late 2008.

Eye Health Professionals

The MD Foundation for the first time extended its work with eye health professionals (Ophthalmologists and Optometrists) to include Practice Managers, Ophthalmic Nurses and Orthoptists by providing resources and addressing conferences throughout the year.

Optometry Students

The MD Foundation, in partnership with the University of NSW School of Optometry and Vision Science, provided 62 fourth year optometry students a comprehensive half day training session.

Who do we work with?

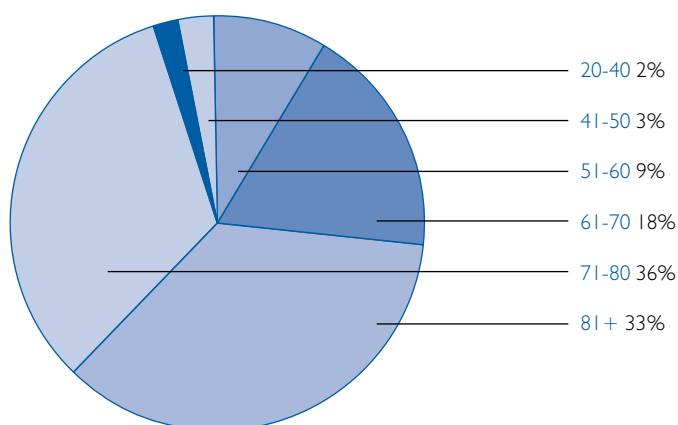
In delivering education programs across Australia the MD Foundation works with a range of organisations for the blind and vision impaired, low vision equipment providers, government agencies and community organisations. Our thanks go to the following:

- Aged and Disability Service Australian Greek Welfare Society Victoria
- Association for the Blind of WA
- Australian Greek Elderly Citizens Club of Oakleigh Victoria
- Canberra Blind Society
- Chinese Association of Victoria
- COASIT Victoria - the Association of Senior Italian Citizens Club of Victoria
- Council Of The Ageing (COTA) NSW
- Council of the Ageing (COTA) WA
- Commonwealth Carelink Centre
- Glaucoma Australia
- Greek Pensioners Association Etsia Victoria
- Greek Orthodox Welfare Association of WA
- Guide Dogs NSW/ACT
- Guide Dogs Queensland
- Guide Dogs Association of SA and NT
- Guide Dogs Victoria
- Italo-Australian Welfare and Cultural Centre
- Local Councils
- Local Libraries
- NSW Department of Ageing, Disability and Home Care (DADHC)
- Optometry Association Australia
- Quantum Technology
- Queensland Blind Association
- Rotary NSW
- Royal Australian and New Zealand College of Ophthalmologists
- Royal Guide Dogs Association of Tasmania
- Royal Society for the Blind SA
- St Basil's Aged Care Services
- University of NSW School of Optometry
- Victorian Arabic Social Services
- Vietnamese Community in Australia (Victorian chapter)
- Vision Australia
- Vision 2020
- Visitech

Achieving our goals in education

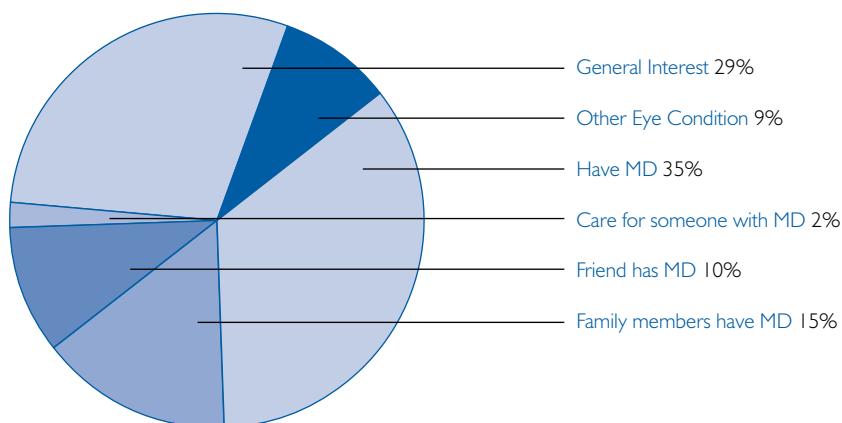
Q. Is the Foundation reaching those in the 'at risk' group in education sessions across Australia?

A. Yes. The great majority of attendees (87%) were between 61-90 years of age and constitute the at risk group for Macular Degeneration.



Q. Is the Foundation reaching the target audience?

A. Yes. Both the MD community and those wanting to learn about the disease in general attended. 62% of attendees at education sessions across Australia either had Macular Degeneration, was a family member, a friend or a carer. 29% had attended to learn about the disease for general health education.

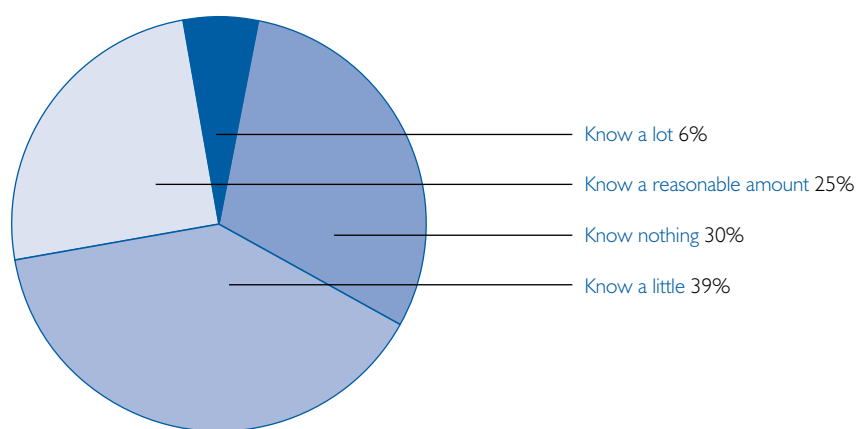


Q.Is the Foundation measuring the effectiveness of information provided through education sessions?

A. 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.

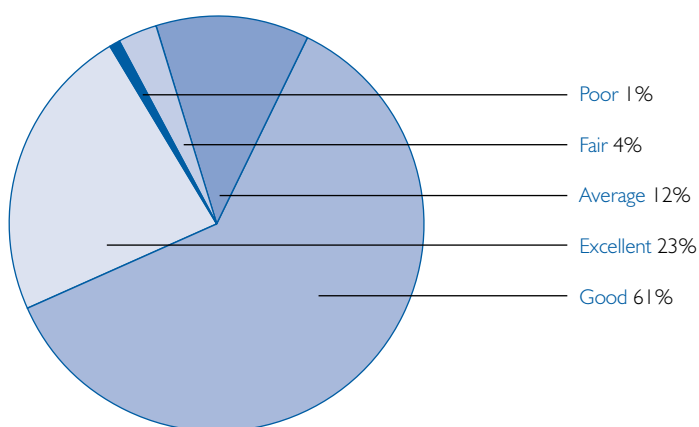
Before the Education Session

Before the education session, the majority (69%) of attendees claimed to know nothing or just a little about Macular Degeneration.



After the Session the Education Session

After the session, 84% of attendees believed they had a good or excellent understanding of Macular Degeneration.



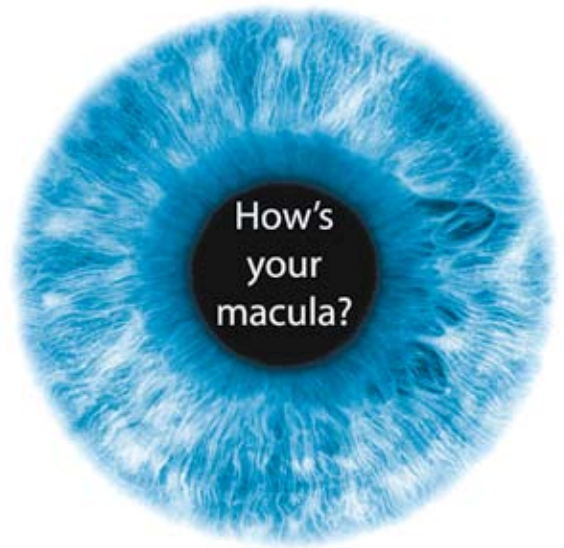
MD Across Australia

Where did we go?

COMMUNITY EDUCATION				
SERVICE CLUBS NSW/WA Legacy Inner Wheel Club Probus Lions Club Legacy/War Widows Rotary Soroptimist CHURCH GROUPS NSW Turramurra Glenfield Narrabeen Denham Court Dee Why Beverly Hills Maroubra Sydney City Campbelltown St Marys WA Bull Creek	SUPPORT GROUPS NSW Wollongong Bondi Junction Sutherland Canley Vale WA West Perth Cottesloe Coolbellup Perth City VISION IMPAIRED GROUPS NSW Mosman Epping Lindfield Smithfield Rosebay Bankstown RETIREMENT VILLAGES NSW Mosman	North Parramatta Eastwood Penshurst Allambie Heights Waitara Bowral Yowie Bay Castle Hill WA Bull Creek Kingsley Dianella Kallaroo Menora St Louis Estate Como SOCIAL CLUBS NSW Liverpool Jannali Allawah Merrylands Fairfield Epping Daceyville Prairewood	WA Nollamara Nedlands Forrestfield Midland Maylands Osborne Park COMMUNITY CARE GROUPS NSW Crows Nest Miranda Newtown Epping WA Cottesloe Perth SENIORS GROUPS NSW South Hurstville Gladesville Merrylands Woollahra Sans Souci Prairewood	Guildford Wollongong Epping Moorebank Fairfield Greenfield Park Peakhurst Turramurra WA Noranda Riverton Midlands Bull Creek Halls Head South Perth Hillarys Palmyra Victoria Park HEALTH CARE PROFESSIONALS NSW Penrith Epping WA Fremantle

“Excellent presentation and a wonderful caring approach.
Thank you.”





“I wish to thank the presenter of this session for her excellent way of explaining MD. And thanks to the MD Foundation.”

VETERAN EDUCATION		
NSW Bexley Gosford South Hurstville Tweed Heads Wollongong	QLD Cairns Hervey Bay Innisfail Maryborough	VIC Ballarat Geelong Shepparton

PUBLIC EDUCATION				
NSW Albury Armidale Ballina Bankstown Basin View Bellingen Bondi Bourke Bowral Brookvale Cabramatta Casino Coffs Harbour Condobolin Cooma Cooranbong Corowa	Dee Why Dubbo Forbes Glenn Innes Gosford Goulburn Grafton Hornsby Inverell Kempsey Leeton Lightning Ridge Lismore Merimbula Mildura Miranda Moree Narooma	Narrabri Nelson Bay Newcastle North Nowra Orange Parkes Penrith Port Macquarie Raymond Terrace South West Rocks Sutherland Sydney City Tamworth Taree Thirlmere Tweed Heads Unanderra	ACT Canberra Monash Deakin Farrer Garran QLD Kirra Brisbane Caloundra Rockhampton TAS Hobart Marion	VIC Wangaratta Brunswick Springvale Bulleen Airport West Box Hill Brunswick Broadmeadows Oakleigh WA Perth Leederville Floreat Mandurah

Meeting our Objectives

Awareness

Our Objectives

To increase awareness of Macular Degeneration

What Did We Do?

Macular Degeneration Awareness Week 2008

Macular Degeneration Awareness Week was held from Sunday 25 May to Saturday 31 May 2008. Over the past five years a National Awareness Week campaign has been a major part of the Foundation's awareness activities.

The campaign's central theme for 2008 was "How's your Macula?" used on promotional materials and a new Community Service Announcement (CSA) for television.

The Awareness Week consisted of a direct mail campaign to healthcare professionals and a national public relations campaign. Campaign materials were distributed across Australia to ophthalmologists, optometrists, orthoptists, pharmacies, health food stores, community health centres, libraries and parliamentarians.

The objectives of the MD Awareness Week campaign for 2008 were to:

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

A national Galaxy Poll was again undertaken in December 2007 and focussed on the link with work and views on ageing and severe vision loss. The poll revealed that more than half of the Australian workforce believe that blindness and severe vision would dramatically impact their life by limiting their ability to work and leaving them socially isolated and financially insecure. However, surprisingly few were taking the simplest step of an eye examination to help reduce the risk of developing Macular Degeneration. Furthermore Australians wrongly believe that severe vision loss is simply a part of getting older.

Campaign Highlights

The 2008 MD Awareness Week campaign was highly successful, with the key messages reaching a potential of over 15 million Australians through print media, radio and television which was a 114 % increase on 2007/2008

- A Community Services Announcement (CSA) played across television networks from April to May 2008
- Television coverage was secured on The Morning Show (Seven Network) and on Ready, Steady, Cook (Southern Cross Ten Network)
- Major coverage in MiVision (a key trade publication for optometrists), Australian Good Taste, Canberra Times, Body+ Soul Sunday Telegraph, New Idea, That's Life, Fifty-Plus News, New Choices for Retirement Lifestyle Options, Diabetes Today, Australian Senior Newspaper, Living Well, Australian Pharmacist and the Australian Journal of Pharmacy
- Over 13,000 information kits were distributed in a direct mail-out to healthcare professionals and community organisations
- The number of reorders for resources increased by 63% from the 2007 campaign, distributing over 36,000 items to Health Care Professionals.

- Approximately 250,000 Medicare cheques were issued during the week which contained the message: "Have your eyes tested and make sure the macula is checked."
- The MD Foundation Annual Fundraising Dinner was held on the evening of Friday 30 May as the highlight of MD Awareness Week

The MD Foundation sincerely thanks major sponsors Blackmores, Novartis, Optometrists Association Australia (OAA) and Bluedesk for again ensuring the success of the MD Awareness Week 2008. Thanks also to Weber Shandwick for their ongoing added support as the MD Foundation's Public Relations company.

Famous Faces

Ita Buttrose continued her outstanding work of promoting the cause of MD across Australia as the Patron of the MD Foundation. Her personal representation of the disease and her popularity as a famous Australian identity has contributed enormously to helping the Foundation achieve its goals.

Jean Kittson is a multi-talented performer and writer and one of Australia's best known and most popular comedians, amusing audiences in theatre and print, on radio and television. Jean has spoken on Macular Degeneration for the Foundation at many events and activities giving a humorous and personal look at the real impact of the disease on the family.





Public Relations and Marketing

The MD Foundation again strengthened its profile through targeted public relations campaigns and responding to important issues relating to the MD community. Advertising and editorial, and other media sources generated a potential audience reach of over 33.3 million people nationally during 2007/2008.

General Editorial

Editorial highlights in the year included major articles on Macular Degeneration in the following:

- Connections Magazine (NSW)
- COTA, WA Newsletter
- Healthy & Heartwise Magazine
- Seniors Card E-Newsletter
- Teachers Federation Health Newsletter
- War Widows Guild Digest

Education Program Advertising and Editorial

A targeted campaign was established for each public education session across Australia focussing on local media. Advertisements were placed in print media and in many cases complemented by editorial. Radio networks played news grabs and interviews, while various television stations aired mentions and interviews across Australia. Accessing ethnic media was a great initiative and resulted in our first interviews on ethnic radio. Posters were also sent for display in libraries, local community centres and key promotional locations.

Pilot TV Advertising Campaign

The MD Foundation undertook its first ever paid TV advertising campaign. The project was a pilot trialled in the Adelaide and Newcastle areas. The Foundation evaluated the pilot project by measuring the changes in patient flows to optometrists. The results showed that TV advertising in

prime time was highly successful with optometrists recording an increase in patients specifically requesting an examination of their macula over the four week period of the campaign. In addition, a cross section of the database was surveyed with over 90% being overwhelmingly positive about the advertising and expressed the strong view to see the advertising continued.

Exhibitions

The MD Foundation secured stands at major exhibitions and provided a very public presence for the Foundation. Information kits were distributed and staff members were available to talk to attendees. Expos and exhibitions attended were:

- Active Mind Active Body Expo, NSW
- Brisbane Retirement and Life Expo, QLD
- Canberra Retirement and Lifestyle Expo, ACT
- Coffs Harbour Disability Expo, NSW
- Condobolin Garden Fair, NSW
- Easter Show Sydney, NSW
- Evening Just for Men, NSW
- Fairfield Seniors Week Expo, NSW
- General Practitioners Convention & Exhibition (GPCE), NSW
- India Australia Friendship Fair, NSW
- Melbourne Retirement and Lifestyle Expo, VIC
- Optometry Association Australia Expo, QLD
- Optometry Association Expo, VIC
- Quantum Expo Batemans Bay, NSW
- Quantum Expo Wollongong, NSW
- Sydney Retirement and Lifestyle Expo, NSW



Wellness at Work

The Foundation initiated a program, Wellness at Work, to provide information on MD to the work place. Almost 7,000 brochures as well as electronic information was provided to Rio Tinto.

Pharmacy TV

The MD Foundation Community Service Advertisement was distributed nationally through Pharmacy TV, which aired in pharmacies and surgeries during October 2007. The potential audience reach was over 9 million people.

Community Action Days

Community Action Days are an opportunity for the MD Foundation to convey directly to the public one of the Foundation's key messages "to have the 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. Thanks goes to our volunteers who assisted Foundation staff at many of the community action day locations.

One of the most successful community action days was held at Martin Place Sydney in May as a key activity of MD Awareness Week. Over 3,000 lunch time city workers and shoppers received an MD brochure and a sample bag containing lutein-rich kiwi fruit. Thanks goes to Zespri Kiwi Fruits for providing 3,000 free sample bags of kiwi fruit for distribution at the event. The Sydney Fish Markets were also an ideal awareness raising venue for Macular Degeneration and four community action days highlighted the importance of diet and nutrition. Thanks to the Sydney Fish Markets for their support.

Community Service Outreach

Over 28,000 Macular Degeneration information brochures were inserted in newsletters through major community organisations including Inner Wheel, Council on the Ageing WA, NSW Seniors Clubs along with the *Tasmanian Farmer* Newspaper

MD Foundation Branding

The MD Foundation maintained its branding and corporate identity through use of the style guide established in 2007. The Foundation also added the new branding and marketing message 'How's Your Macula?' A new MDF t-shirt for branding recognition was designed and produced for staff for use at major events.



Meeting our Objectives

Research

Our Objectives

To support and pursue research

What Did We Do?

Project Vision II

The MD Foundation completed a year-long nationwide research project titled *Project Vision II* in June 2008. Participants were sourced from the MD Foundation database with a random sample of 2,000 people. The objectives of the project were to ascertain the experiences, needs and extent of knowledge about the disease among the MD community in Australia.

The project focussed on three key issues which are central to gaining a clear insight into MD in Australia with the following outcomes:

1. Diagnosis and awareness of the disease

- Respondents mainly learnt about MD through personal contact. Those with MD learnt from a health care professional and those without MD learnt from family and friends.
- 83% with MD have a vision check at least once a year, usually by an ophthalmologist.
- 78% have MD of which 33% reported that they have 'Wet' MD.
- 22% of those who have MD reported having a family history of the disease.
- 27% were not aware of any family history of the disease.
- Almost all of those who have MD (97%) informed their families that they have developed the condition. They encouraged their family to take precautions against MD, such as regular eye checks, dietary changes, taking supplements, stopping smoking and wearing sunglasses.
- 87% of those with MD are aware of the AREDS (Age Related Eye Disease Study) formula supplements.

2. Management and monitoring

- Half of those who have MD (46%) visit their health professional, usually a specialist, at least once every six months. The majority feel they communicate well with their doctor.
- 25% of those with MD are not aware of steps they can take to slow the progress of the disease.
- Information on management of the disease is usually provided by an eye specialist or the MD Foundation.
- 83% of those with MD are aware of the Amsler Grid, while 60% use this management tool.
- 37% of those with MD have seen phantom images.
- 81% of those with MD experience frustration with their condition and 28% experience continual frustration.

3. Access to and use of low vision services and aids

- Only 50% of those who have MD and require low vision services have access to these services. This low level of penetration is mainly due to a lack of awareness.
- 61% with MD use a visual aid of some kind, usually a hand-held magnifier.
- Where subsidies for low vision aids and services are concerned, those who have MD fall into three equal groups. One third receives a benefit of some kind, one third is ineligible and the remaining third is unaware of the subsidies which are available.



Monash University Accident Research Centre

The Foundation supported the Monash University research project which examined driving performance among individuals with some vision impairment. The study was conducted by a large team of researchers from Monash University Accident Research Centre, the Centre for Eye Research Australia and the Royal Victorian Eye and Ear Hospital. The outcome will be used to develop safety strategies to assist drivers.

The Fight Retinal Blindness Research Project

The Fight Retinal Blindness Research Project aims to investigate and evaluate the clinical effectiveness, cost effectiveness and safety of the emerging therapies for treatment of macular degeneration, with the cumulative aim of developing strategies to reduce the incidence of retinal blindness in the Australian community. The MD Foundation supports the project as a member of the Project Advisory Committee.

University of NSW School of Optometry and Vision Science

The Foundation is supporting the UNSW School of Optometry and Vision Science and the Home Modification Information Clearinghouse with a study on how those with Macular Degeneration cope in the home. The study will be used to identify successful home modifications for those with central visual impairment.

Research and the MD Foundation Website

The Research web pages of the Foundation's website is continually updated with links to current scientific, social and government reports related to Macular Degeneration.



Meeting our Objectives

Support Services

Our Objectives

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. These include calls from those recently diagnosed and in need of information or answers to 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 in having a free-call helpline for information and support. The helpline is a key component of the Foundation's service delivery to clients.

In 2007/2008 there was an average of 42 calls per day to the Foundation helpline.

Newsletter

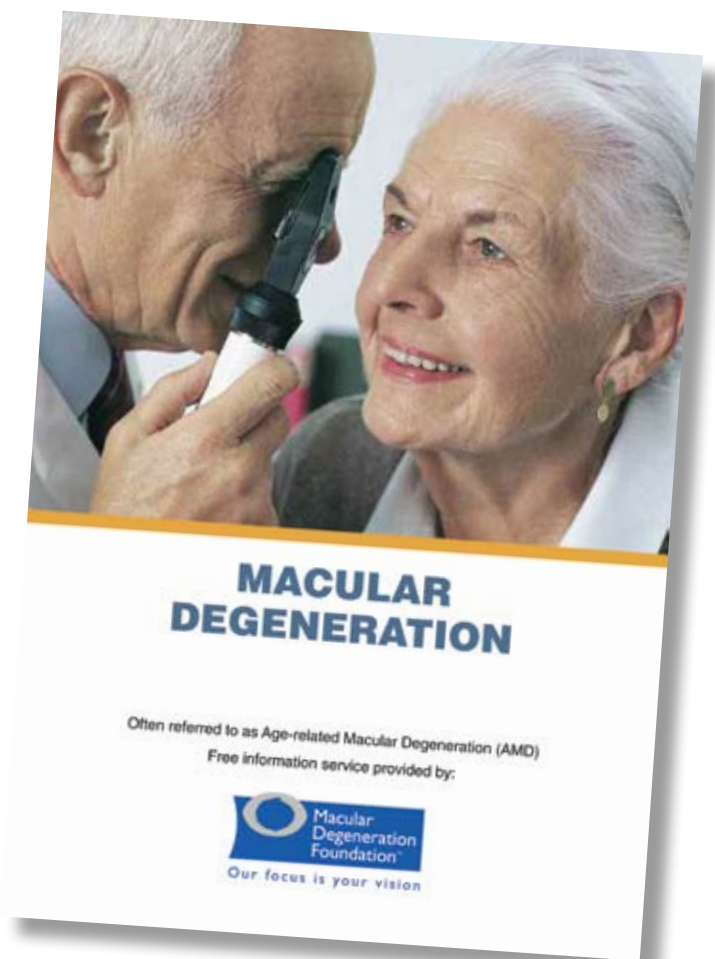
The Foundation's quarterly newsletter focuses on relevant issues affecting the MD community. It provides updates on MD projects and new research and remains a vital communication and education link with the MD community.

In 2007/2008 a total of 60,000 newsletters were distributed.

Information Kits

Comprehensive information kits are one of the main avenues for providing information about Macular Degeneration to the community. The information kit includes: the *Macular Degeneration information booklet*, *Amsler Grid*, *Low Vision - A Guide* and a *Wet Treatment Options* fact sheet. The information kits are available by calling the helpline, at Australia-wide education sessions, at expos and conferences as well as through the MD Foundation website. Resources for health professionals can also be ordered online.

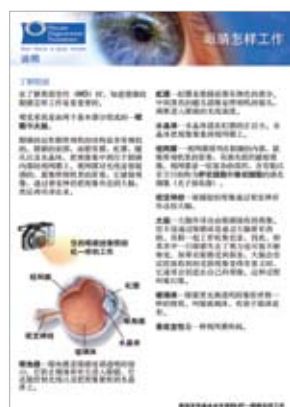
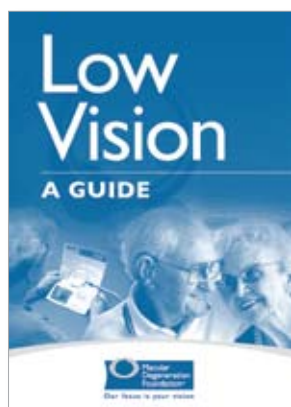
In 2007/2008 over 135,000 information kits were distributed across Australia.



MD Foundation Website

The MD Foundation website continued to be a powerful information tool and further updates were undertaken to 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 around MD Awareness Week. The website was also upgraded to allow for online donations.

There were 170,294 website visits in 2007/2008 - an increase of 28%.

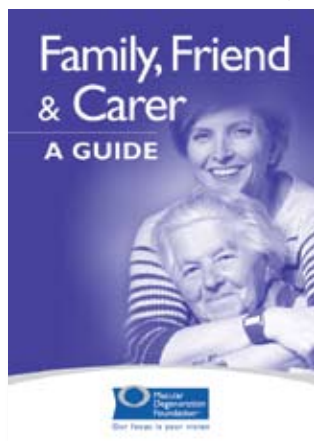


New Publications

Family, Friend & Carer – A Guide

Family, Friend & Carer - A Guide was launched on 10 April 2008 at NSW Parliament House during Seniors Week by NSW Minister for Ageing and Disability Services, the Hon. Kristina Keneally. This new guide recognises the outstanding contribution of family, friends and carers of those who are blind or have low vision and the need for support in their vital work.

Family, Friend & Carer - A Guide provides vital information on where to access help and support, and also offers strategies on how to deal with the important role of being a carer. While



Macular Degeneration is the leading cause of blindness and severe vision loss in Australia, *Family, Friend & Carer - A Guide* has been produced to be used by carers of patients with all types of vision impairment. The response from carers and low vision agencies has been highly positive and the demand for the resource has been outstanding.

Key Publications in 5 languages

The Foundation for the first time embarked on the important task of having key publications translated and printed into five languages – Arabic, Chinese, Greek, Italian and Vietnamese. The publications have been used extensively in education sessions and have provided an excellent basis for the expansion into Culturally and Linguistically Diverse (CALD) communities in 2008/2009 underpinning the theme “blindness is the same in any language”.



Review of Key Publications

Wet Treatment Options Fact Sheet

The Foundation continued to update and expand the *Wet Treatment Options* fact sheet in response to new treatment relating to Wet MD. This was undertaken under the guidance of the MD Foundation Medical Committee. The fact sheet was again promoted through the Foundation newsletter and made available through the mail and the website.

7,700 Wet Treatment Options fact sheets distributed in 2007/2008.

Low Vision - A Guide

Low Vision – A Guide was published by the Foundation and launched during MD Awareness Week 2006. It provides those with low vision information and helpful advice as well as a directory of resources. The guide can be used for patients with all types of vision impairment.

AMD Booklet

The original booklet on AMD was produced in the early days of the Foundation and proved to be very popular, especially with health care professionals. The Foundation rewrote and refreshed the booklet and it is one of the most requested publications.

New Amsler Grid

Enclosed in each AMD booklet is a tear-out magnetised Amsler Grid for placement on the fridge and thus encouraging regular use. This was redesigned, enlarged and updated and is now a far more user-friendly tool.

“I think the Navigator is great! You can take it with you wherever you go. It also makes the time go faster and also with the sound of voices you don’t feel as if you are alone. I am pleased that I am one of the many people with MD who will benefit”.

Mavis from Sutherland

Special Projects

Navigator Library Access Program (NLAP)

Following successful implementation of the *Navigator Library Access Project* (NLAP) by the Foundation in NSW in early 2007, the program expanded to accommodate more regional areas, and provide professional development and support for librarians. The Navigator is a hand-held, portable device that reads aloud books, magazines and newspapers. NLAP is a unique and valuable Client Services project and is designed to help those with Macular Degeneration to access audio technology through their local library. The Foundation has developed partnerships with around one third of NSW libraries who lend Navigators to library members who have Macular Degeneration. Over 390 people have access to Navigators through this project.

The project was evaluated in December 2007 and received an overwhelmingly positive response from the MD community and NSW libraries.

87% of participants said that the Navigator program had improved their quality of life.

93% rated their enjoyment of the reading experience with the Navigator program as good or excellent.

48% of participants stated that they now read more.

The Foundation thanks the Vincent Fairfax Family Foundation and the Profield Foundation who have been outstanding supporters of the Navigator Library Access Program.





Special Services

Low Vision Display and Information Days

The MD Foundation responded to requests for information on low vision aids and technology by initiating a series of low vision open days at the Foundation's Sydney office. This enabled the latest technology to be viewed and used. There were opportunities to hear how those with MD use aids and technology to enhance their quality of life and their independence. Presentations were given by Guide Dogs, Vision Australia and other low vision providers. The project is being considered for expansion in other States.

Sydney Office Low Vision Area

The Foundation's Sydney office displays a range of low vision equipment including 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 are able to learn about the aids and technology, experience the equipment and discuss any of questions or concerns with Foundation staff.

The Hobart MD Support Group

The Support Group held meetings throughout the year supported by the MD Foundation.

Education on Low Vision Aids

The Foundation's education sessions across Australia teach attendees about the options available for low vision aids and technology. Attendees at the education sessions complete an evaluation form on access and use of low vision aids. They were asked:

Q. Do you currently use low vision aids eg magnifiers, talking clocks etc?

53% reported that they did not use a low vision aid.

Q. Are you in need of low vision aids, but have not accessed them before today?

40% felt they needed a low vision aid, but had not accessed them.

Q. Did you come here today to look at low vision aids?

48% attended the education session specifically to look at low vision aids.

Q. Has coming to this session increased the likelihood of you accessing low vision aids in the future?

73% said the likelihood of them accessing low vision aids in the future had increased.

Meeting our Objectives

Representation

Our Objectives

To advocate for the best interests of the MD Community.

Treatments

The Macular Degeneration Foundation strongly supported and advocated for the speedy listing of Lucentis, a sight-saving treatment for wet Macular Degeneration, on the Pharmaceutical Benefits Scheme (PBS). In March 2007 it was approved by the Therapeutic Goods Administration (TGA) and subsequently listed on the PBS in August.

The then Federal Minister for Health and Ageing the Hon. Tony Abbott announced the listing of Lucentis at Sydney Eye Hospital. The MD Foundation was invited to speak by the Minister as the peak body and voice of the Macular Degeneration community in Australia.

Australia led the world in the speed of access to the treatment ensuring its accessibility and affordability. The Foundation sincerely thanks all those who supported the efforts of the Foundation.

Unfortunately access to the treatment in the public hospital system has been spasmodic across Australia and the Foundation has made strong representation to specific State Governments and the Federal Government in order to have treatment for wet MD available in public hospitals. The Foundation will continue to advocate on behalf of the MD community on this important issue.

Low Vision Aids and 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 Technology across all States and Territories.

The Foundation wrote to the then Prime Minister the Hon. John Howard to alert the Federal Government to the issues facing the blind and vision impaired in relation to accessibility and affordability of Low Vision Aids and Adaptive Technology. The Foundation 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 support 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 in July 2007 and that a formal report and action plan be an outcome of the meeting.

The Foundation undertook a preliminary audit relating to the access and affordability of three major low vision aids across Australia. This audit showed gross inconsistencies and revealed that where you lived could determine the level of access and assistance. The Foundation, with the support of the MD community, alerted the Federal Government to the gross inequity across the states in terms of affordability of low vision aids and technology for the blind and vision impaired.

The Foundation is continuing the campaign to ensure this matter stays on the Federal Government agenda and that a speedy resolution can be achieved.



National Representation

○ **30th Royal Australian and New Zealand College of Ophthalmology Annual Scientific Congress - November 2007**

The Congress provided an outstanding program of keynote addresses, courses, symposia and papers covering all aspects of ophthalmology and was led by world experts in the field. The latest research and best practices on Macular Degeneration were covered in a world class scientific congress.

○ **Improved access to Audio Descriptive in electronic media - June 2008**

The MD Foundation added its voice to the call for improved access to Audio Descriptive in the electronic media. The Foundation made a submission to the Federal Government Enquiry on Access to Electronic Media for the Hearing and Vision Impaired.

The enquiry is being conducted by the Department for Broadband, Communications and the Digital Economy. It is considering the issue of access to television, cinema and downloadable media. In particular it is looking at audio description for the blind and vision impaired and captioning for the deaf and hearing impaired.

○ **Vision 2020 - December 2007, March 2008**

The CEO represented the Foundation at the Vision 2020 Member Forum meetings where members and stakeholders had the chance to meet and work together on key aspects of eye health. Vision 2020 Australia is a joint initiative of the World Health Organisation and the International Agency for the Prevention of Blindness.

○ **Charities and Community Sector Conference - Panel discussion- June 2008**

The CEO represented the Foundation on a panel discussion with special guest Senator Ursula Stephens – (Parliamentary Secretary for Social Inclusion and the Voluntary Sector), and Paul O'Callaghan (Australian Council for International Development) at the Charities and Community Sector Conference titled "How the government and third sector can work together."

○ **Representing the interests of the MD community to Government**

Throughout the year meetings were held with various Departments, Ministers and Government officials to ensure that all were aware of Macular Degeneration and various issues and needs of the MD community. This was especially important prior to the Federal election so that all understood the needs of the vision impaired and the elderly community in this country.



Prior to the Federal election meetings were held with:

- Chief of Staff to the Federal Minister for Ageing
- Shadow Minister for Health Promotion (Federal)
- Senior Policy Advisor to the Federal Minister for Health
- Federal Senators
- Senior Advisor to the Federal Shadow Minister for Health
- Assistant Federal Minister for Community Services
- Federal Shadow Minister for Disabilities and Ageing
- Deputy Section Head Department of Families, Housing, Community Services and Indigenous Affairs
- Operations Director Health Policy and Clinical Reform WA Department of Health
- NSW Minister for Ageing and Minister for Disability Services

Post election meetings:

- Federal Minister for Ageing
- Senior Policy Advisor to the Federal Minister for Health
- Parliamentary Secretary for Disabilities

NSW Vision & Falls Working Group

The Foundation was represented on the NSW Vision & Falls Working Group which brought together optometrists, orthoptists and various low vision providers with the NSW Falls Prevention program under the leadership of NSW State-wide Ophthalmology Service. The working group were able to exchange ideas and resources. The Foundation has incorporated falls prevention into education and awareness programs.

Memoranda of Understanding

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. 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 and concise way the positive relationship existing between the parties to ensure the best delivery of services to the MD Community. MOUs are established with:

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

The Macular Disease Patient Charter supports patients receiving the very best care and treatment possible.

International Representation

AMD Alliance International Board Meeting – May 2008

The CEO represented the MD Foundation at the AMD Alliance International meeting in May 2008 where the MD Foundation was re-elected to the Board of the Alliance ensuring that the Foundation has a strong international presence. The Foundation was formally invited to join the Executive Committee and continued to hold the position of Asia Pacific lead.

AMD Alliance International is the peak international body generating awareness and understanding of Age-related MD; promoting the importance of education, early detection, knowledge of treatment and rehabilitation options, and improving the quality of life of individuals affected by the disease.

Macular Disease Patient Charter

The Macular Disease Patient Charter was developed by the AMD Alliance International and is strongly supported by the MD Foundation in Australia. The patient charter is a “bill of rights” providing an essential road map for those living with macular disease written by patients, for patients. It is essential that MD be considered in health sector policy development and in public health programs. There are four essential cornerstones in the Charter: prevention and cure; timely diagnosis; universal access to proven treatment; and holistic care and support.

Retina Hong Kong

The MD Foundation was pleased to host the President of Retina Hong Kong Mr King-ping Tsang and his colleagues at the Foundation's Sydney office. This enabled both organisations to share work programs and exchange ideas and viewpoints on Macular Degeneration.

World Ophthalmology Conference Hong Kong – June 2008

The CEO attended the world Ophthalmology Conference in Hong Kong in June 2008 where world leaders in the study of Macular Degeneration and other eye diseases met to present the latest in research and treatments in ophthalmology.



Meeting our Objectives

Best Practice Management

Our Objectives

Ensuring best practice in management

A Dedicated and Experienced Board

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 2007-2008 and conducted a major Strategic Planning Day in April 2008 setting a clear strategic direction to maintain and grow the Foundation.

A Strong Committee Structure

The following Committees met quarterly working with the CEO as part of good governance and management throughout the year:

- **Audit and Risk Committee:** oversees and enhances the credibility of financial reporting, external audit, risk management, internal control frameworks and reviews related party transactions.
- **Medical Committee:** provides medical expertise, guidance and advice to the Foundation on all medical matters related to macular degeneration.
- **Client Services Committee:** oversees and enhances the ability of the MD Foundation to provide the highest quality of service and product to meet the needs of the clients.

A Committed Staff Team

The MD Foundation appointed a General Manager as part of the growth in the organisation and to address the need to provide an increased level of support to the Foundation. An education officer was appointed in Western Australia where new relationships and stronger education and awareness activities have been implemented.

A Trained Staff Team

Staff attended a range of professional development courses to ensure that technical knowledge is maintained and new skills developed.

Staff continued to expand their knowledge on MD via a special lecture series conducted by a leading ophthalmologist that included: biology of the eye, MD physiology, new MD treatments, and nutrition and supplements. Training was also provided on low vision aids and technology, depression and the psychological impact of low vision. In addition, staff visited major low vision agencies and had the opportunity to be involved in clinical and training sessions.



Evaluating the MD Foundation

Are we doing a good job?

Over 2,000 people on the MD Foundation database were surveyed to evaluate the level of satisfaction with the Foundation's services. It is important for the Foundation to be providing services to the MD community that are relevant and are of a high standard. Most people surveyed became aware of the MD Foundation through their health care professional or family and friends and mainly approached the Foundation for information and support.

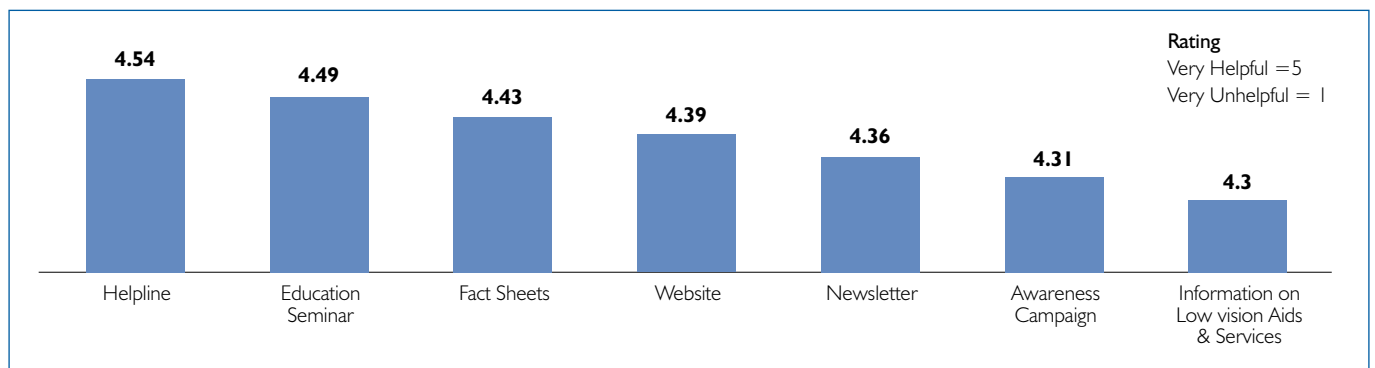
Is the Foundation rated highly by the users?

The results showed a very high level of satisfaction with the Foundation by the MD community. 94% of all those surveyed rated the Foundation as good (46%) or excellent (48%).

Is the Foundation providing a good service to the MD Community?

The results showed a very high level of satisfaction with the Foundation's individual services. The average rating out of 5 for all services was 4.4

RATINGS OF THE MD FOUNDATIONS SPECIFIC SERVICES



What more can the Foundation do to reflect the wishes of the MD community?

When asked "What more could the Foundation do for those with Macular Degeneration?" the strongest recommendations from those interviewed were:

- ☐ Increasing awareness of the disease
- ☐ Seeking more Government assistance
- ☐ Finding a cure or a means of preventing MD

Financial Report

PROFIT & LOSS (FOR THE YEAR ENDED 30 JUNE)

	2007-2008 \$'000	2006-2007 \$'000
Revenues		
Government Grants	473	407
Corporate Support	481	353
Donations & Fundraising	487	438
Sponsorships	775	539
Investment Income	57	51
Total Revenues	2,273	1,788
Expenses		
Education	321	590
Awareness	552	239
Research	143	114
Support Services	321	210
Representation	70	41
Fundraising	121	148
MDF Administration	243	208
Total Expenses	1,771	1,550
Net Surplus	502	238

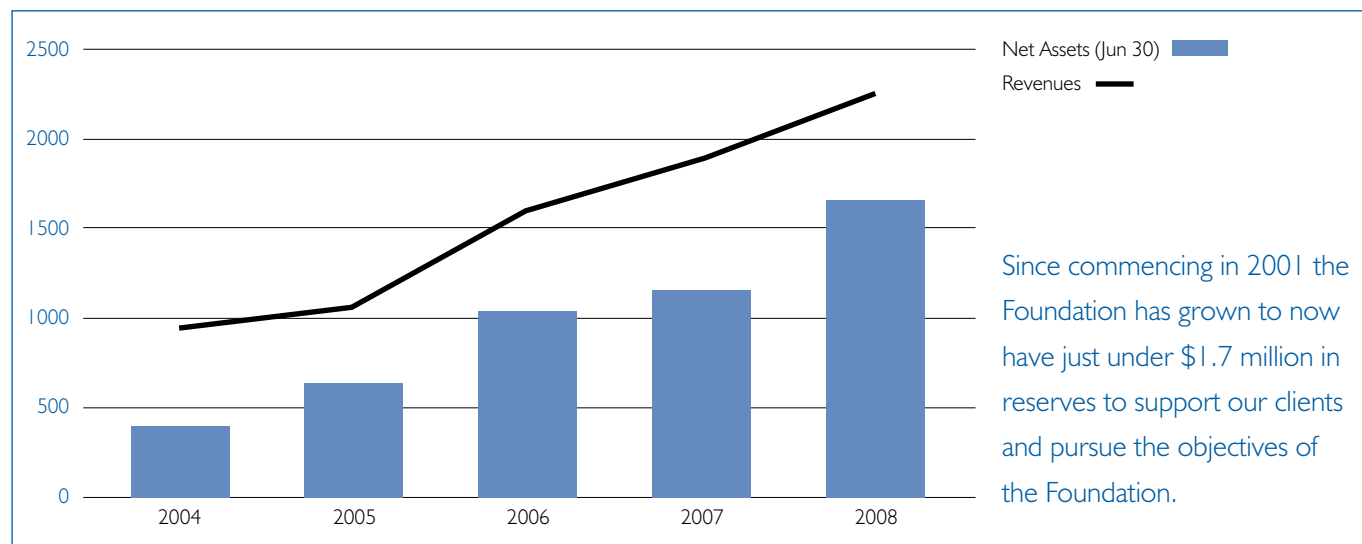
BALANCE SHEET (AS AT 30 JUNE)

	2007-2008 \$'000	2006-2007 \$'000
Assets		
Cash & cash equivalents	869	574
Investments	673	759
Trade & other receivables	272	118
Property, Plant & Equipment	80	78
Total Assets	1,894	1,529
Liabilities		
Trade & other payables	173	220
Provisions and other liabilities	40	35
Total Liabilities	213	255
Net Assets¹	1,681	1,274

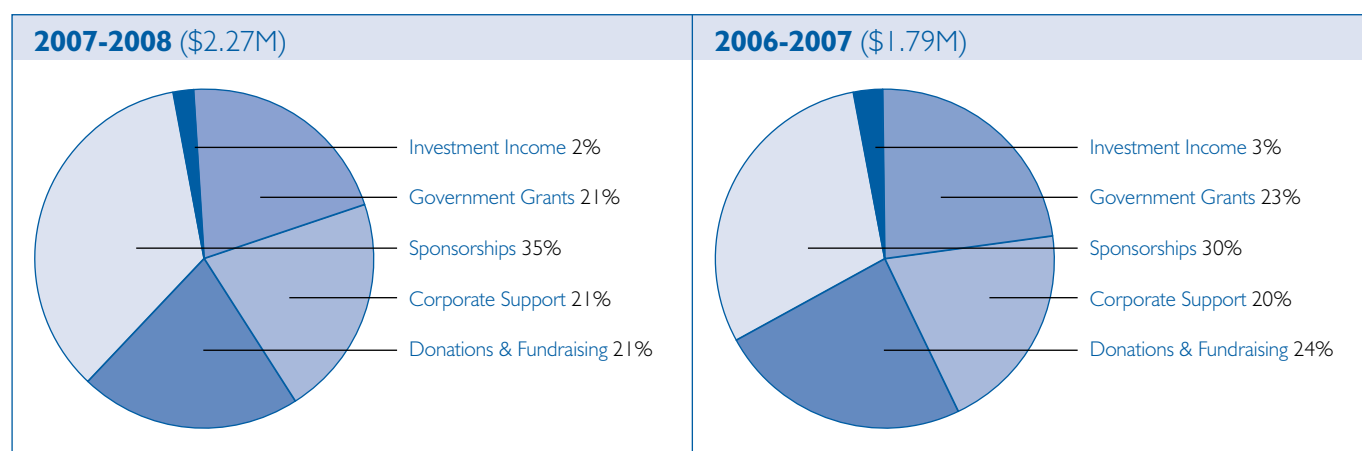
1. The Directors have set aside \$400,000 (2007: \$250,000) within the Net Assets to support future MDF research initiatives

The information above has been extracted from the audited Financial Statements of the Macular Degeneration Foundation for the year ended 30 June 2008 and presented in a management reporting format. The audited Financial Statements can be obtained free of charge on the Macular Degeneration Foundation website or by contacting the Foundation on 1800 111 709.

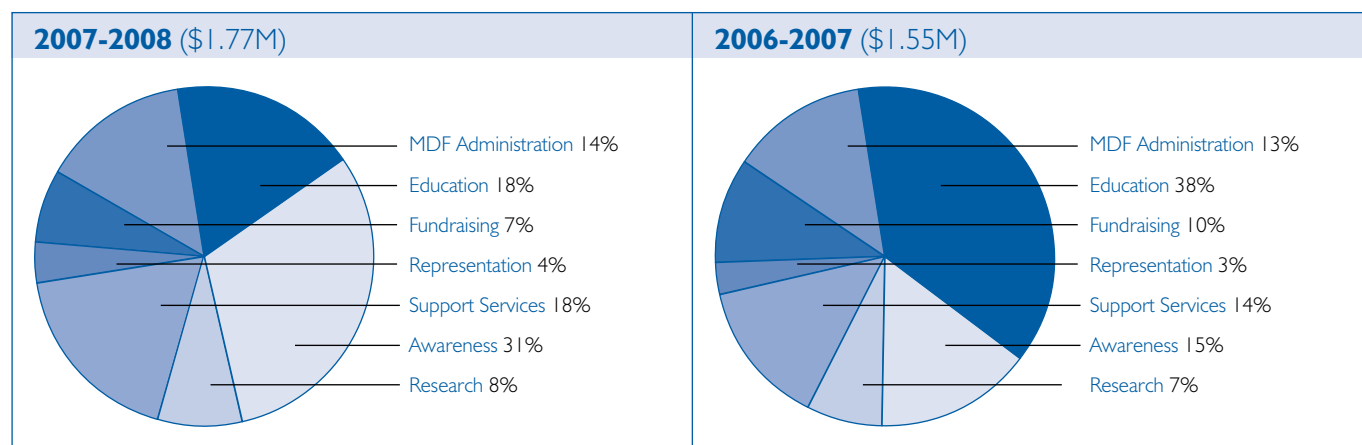
5 YEAR FINANCIAL SUMMARY (\$000s)



REVENUE SOURCES



EXPENDITURES



Meeting our Objectives

Fundraising

Our Objectives

Providing income from fundraising

How Is Income Generated?

Government Funding

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

○ **NSW Government - South Eastern Sydney & Illawarra Area Health Service**

The NSW South Eastern Sydney & Illawarra Area Health Service NGO Grant is a key component of our Government funding being the original source of support for the Foundation in July 2002. The MD Foundation is highly appreciative of the support of the NSW Government.

○ **NSW Department of Ageing, Disability and Home Care**

The Department has provided funding to the MD Foundation enabling the production and printing of a major publication *Family, Friend and Carer – A Guide*.

○ **Federal Department of Health and Ageing**

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 education program. The Foundation has continued the expanded program in 2007/2008 and our evaluation results clearly show that there was a high impact across Australia from the program.

○ **Federal Department of Health and Ageing**

The MD Foundation was awarded a two year Federal grant in June 2008 under the Eye Health Demonstration Grants program to undertake a project involving professional development in the area of Macular Degeneration for General Practitioners.

○ **Department of Veteran Affairs**

In June 2007 the MD Foundation received an eighteen month grant from the Department of Veterans Affairs to focus on the education of the Veteran community in Queensland, NSW and Victoria.





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, Novartis, Blackmores, Allergan, Ernst & Young, Mallesons Stephen Jacques, Bluedesk, Quantum Technology, Weber Shandwick and Audio-Read. Welcome to Visitech and a thank you again to Johnson and Johnson for their support.

Foundations

The Foundation is indebted to the generosity of the Vincent Fairfax Family Foundation and the Profield Foundation who have been outstanding supporters of major programs in 2007/2008. Our thanks also to Paint-a-Rainbow Foundation who have again supported our work.

Partners

Our sincere thanks go to Optometrists Association Australia (OAA) and the Royal Australian and New Zealand College of Ophthalmology (RANZCO) for their ongoing working relationship and their support.

Donations

The Foundation relies on the generosity of individual donors to ensure that services continue and expand to meet the needs of the Macular Degeneration community. The generosity of so many people throughout the year has been remarkable and we thank all for their contribution. This year donations could be made online for the first time.

Bequests

The Foundation was also grateful to receive several bequests. With MD affecting our aging population, it is envisaged that the MD community will increase giving through bequests.



Events

○ **Annual Fundraising Dinner 2008**

The Annual Dinner was held on Friday 31 May 2008 at the Hilton Hotel, Sydney with over 250 people attending. Special guests included Senator the Hon Jan McLucas, Parliamentary Secretary to the Minister for Health & Ageing, MD Foundation Patron Ita Buttrose, and internationally-renowned architect Jan Utzon. Jan is the son of the famous architect Jørn Utzon, who designed the Sydney Opera House in 1967. Jørn has since developed Macular Degeneration, and continues working alongside his son in the refurbishment of the world famous Sydney Opera House.

○ **Roth Gair Charity Golf Day**

On Sunday 3 February, the Lions Club of Forest Hill in Victoria held the inaugural Roth Gair Charity Golf Day with all proceeds from the event going to the Macular Degeneration Foundation. Mr. Roth Gair was a member of the Forest Hill Lions Club and had Macular Degeneration. Our thanks go to Jamie Kennedy and his committed team of helpers, the sponsors and Mr. Bob Shearer for their outstanding efforts in making the day a wonderful success. Lions have long held a reputation of outstanding contribution to eye health causes and the Macular Degeneration Foundation is thankful for the support of such an influential community service organisation.

Thank you

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.

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

Mr Ross Field – a special thank you

Mr Ross Field was a generous philanthropist and great believer in the MD Foundation's work. His support enabled the Foundation to implement the Navigator Library Access Project and establish the much needed position of Client Services Officer. Mr Field was a quiet and humble man who quietly changed the world for others while living with the disease himself. He passed away on June 8 2008. The MD Foundation is forever grateful for the support and confidence he had in our work.



Mr Ross Field

Supporters, Sponsors & Partners



How to help us

How can you help continue the work of the Macular Degeneration Foundation and save the sight of Australians?

Make a much needed 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 on 1800 111 709. Every donation makes a real difference.

Regular Giving

Become a regular giver by donating a set amount each month.

Sponsors

As the Macular Degeneration Foundation implements a range of programs across Australia, sponsorship opportunities exist for organisations that wish to support specific projects.

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.

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.

A Memorial Gift

A memorial gift can be made in the memory of a family member or a friend who has died.

A Commemorative Gift

Commemorate a significant occasion with a gift to the Macular Degeneration Foundation.



Community Fundraising Events

Participate in a local fundraising event with a community service organisation or hold your own fundraiser. The Foundation welcomes contributions from the fundraising activities of community and service organisations, schools and clubs.

Volunteering

The Foundation relies heavily on the important work contributed by the volunteers. Volunteering provides the opportunity to make friends, make a difference and be a part of the MD Foundation team. There are many different areas of work and the Foundation is always grateful for assistance.

To find out more:

Contact the Foundation on 1800 111 709 or email info@mdfoundation.com.au

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



Our focus is your vision

Macular Degeneration Foundation

Suite 302, Level 3, 447 Kent Street
Sydney NSW 2000

Helpline: 1800 111 709

www.mdfoundation.com.au