



Creating a future with your help ...

Annual Report 2011-2012



Our focus is your vision



Nancy's Story

I find life with Macular Degeneration can be frustrating at times. Tidiness and self-discipline are two habits I have had to acquire. Without them, I might spend 10 minutes looking for my pen before I can start to write something down. I am forever getting out my torch for better light.

However, I do realise I can still do most of the things I enjoy. Reading is hard and sewing is impossible but I have been pleasantly surprised at the amount of help and support available to me. This reminds me that I am not the only one dealing with this disease so stop whining Nancy!

My family is very helpful and supportive and I am very lucky to have them in my life. I am grateful to the Macular Degeneration Foundation for all their help and information and their staff who are always lovely to talk to and very thoughtful.

I encourage everyone to share their story with the Foundation because it is a special way to make a difference to our lives.

I was involved in the Vincent Fairfax Family Foundation Project and my photograph was taken! I was happy to be a part of this project as I know that the photos will be used to help tell the story of living well with Macular Degeneration.

Nancy Little
Friend of the Foundation

“I want my children and grandchildren to see a future without Macular Degeneration.” Nancy

Macular Degeneration

Macular Degeneration (MD) is the leading cause of blindness* and severe vision loss in Australia. It affects central vision which is responsible for a person's ability to read, recognise faces, drive and see colours clearly.

One in every seven Australians over fifty is affected in some way 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.

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

It is a disease with multiple aspects which can affect quality of life and independence.

The Macular Degeneration Foundation

The Macular Degeneration Foundation is a charity. It is the national peak body in Australia formed in 2001 by those who felt there was a real need for an Australia-wide MD organisation that was primarily patient driven. The MD Foundation is committed to working on behalf of the entire Macular Degeneration community, specifically those with the disease, their family and carers. The national office is located in Sydney.

Contents

Macular Degeneration	1	Meeting our Objectives	
The Macular Degeneration Foundation	1	○ Education	14
Our Vision	2	○ Awareness	20
Our Values	2	○ Research	30
Our Objectives	2	○ Support Services	36
Our Guiding Principles	3	○ Representation	40
Highlights for 2011-2012	4	○ Best Practice Management	42
Report from the Chairman		Financial Report	44
and Chief Executive Officer	6	Fundraising	46
Our Patron Ita Buttrose	9	Thank You	50
The Macular Degeneration Foundation	10	Working Together	52
○ Our Board	10	Helping the Macular Degeneration	
○ National Research Advisor	12	Foundation	53
○ Chief Executive Officer	13		
○ Committees	13		
○ State Chairs	13		

* legal blindness

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 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 Objectives

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

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 and support services.

Representation

Advocate for the best interests of the Macular Degeneration community.

These objectives are realised through the provision of income from fundraising and ensuring best practice in management.

Our Guiding Principles

The Macular Degeneration 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 Macular Degeneration 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 Macular Degeneration 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 Macular Degeneration community. To undertake 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 Macular Degeneration 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 its membership and in activities. It provides guidance and support for all people with Macular Degeneration, their family and carers in a non-discriminatory, ethical manner.

Standards

The Foundation upholds 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, and all those who work for the common good of the Macular Degeneration community.

Partnerships

The Foundation values, supports and works with all partners including the medical profession, corporations and allied health care professionals in order to improve the quality of life of all people with Macular Degeneration.

The Highlights of 2011-2012

Education

- Delivery of a comprehensive national education program
- 158 education sessions held nationally with over 7,400 attendees
- Distribution of over 7,700 information kits at education sessions
- 98% of attendees rate education sessions as either excellent or good

Awareness

- The Foundation's awareness raising work continued to show outstanding results making the Foundation a world leader in raising awareness of Macular Degeneration
- National TV and radio campaign continued, contributing to awareness in the 50 plus age group reaching 92%
- MD Awareness Week 2012 a great success with estimated media impressions of 49 million, an increase of 58% on the previous year
- The announcement of the Macular Degeneration Foundation Research Grants Program and *Eyes on the Future* Report generated widespread media interest with an estimated 8 million media impressions
- Strong growth of the Friends of the Foundation program enables the Foundation to demonstrate national representation through case studies

Support Services

- The Foundation continued to provide excellent services to clients with 90% of clients surveyed highly rating the Foundation's services
- The quarterly newsletter, a key part of communicating to clients, continued to be read (86%) with 93% of clients rating it as good or excellent
- Annual website visits increase to over 284,000, a 12% increase on 2010-2011 and a 66% increase since measurement began in 2007
- Demand for the free toll Helpline continued with over 12,000 calls in 2011-2012 and approximately 100,000 calls to the Helpline since 2005
- Over 1.4 million individual publications and resources were distributed to the general public and health care professionals

Research

- Her Excellency Ms Quentin Bryce AC, CVO, Governor-General of Australia awarded the inaugural Macular Degeneration Foundation Research Grants to Australia's world renowned researchers at Admiralty House, Sydney on World Sight Day
- The inaugural Blackmores Dr Paul Beaumont Research Fellowship is announced
- Publication of the Macular Degeneration Foundation's Deloitte Access Economics Report *Eyes on the Future*

Representation

- Strongly advocated for the best outcome for people with Macular Degeneration within the federal government's reforms in disabilities and aged care including the National Disability Insurance Scheme and the *Living Longer Living Better* aged care reform package
- Continued the campaign to have government ensure access to and affordability of aids and technologies within disability and aged care systems
- Made strong representations to private health insurers for a rebate for low vision aids and technologies with successful outcomes



Recipients of the inaugural Macular Degeneration Foundation Research Grants

Report from the Chairman and Chief Executive Officer

The 2011-2012 year was the commencement of a new decade of commitment to the vision of the Foundation to reduce the incidence and impact of Macular Degeneration (MD) in Australia.

Building upon the last 10 years of work in education, awareness raising, representation and the provision of client services, the Foundation entered the next decade with a focus on a strong commitment to research. The Foundation is investing in critical research by pre-eminent world experts to help ensure that all Australians can see a future.

The year's research focus began with the publishing and launch of the Macular Degeneration Foundation Deloitte Access Economics Report, *Eyes on the Future*. The report was commissioned by the Foundation and is co-authored by the Macular Degeneration Foundation's National Research Advisor and leading world expert on Age-related Macular Degeneration (AMD), Professor Paul Mitchell. The report is now considered the primary source for the latest and most comprehensive information on AMD in Australia and has also received praise from around the world.

The announcement of the recipients of the inaugural Macular Degeneration Foundation Research Grants Program was the highlight of the year. The Governor-General, Ms Quentin Bryce, announced the recipients at Admiralty House, Sydney, on World Sight Day, 13 October 2011. The Governor-General stated "the work of the Macular Degeneration Foundation is critical in raising public awareness of the disease and slowing its prevalence."

The grant recipients were Professor Paul Mitchell (Millennium Centre for Eye Research, Westmead and the University of Sydney) and Professor Robyn Guymer (Centre for Eye Research Australia). The Foundation was pleased to also announce the inaugural Blackmores

Dr Paul Beaumont Research Fellowship being awarded to Dr Liubov Robman, Senior Research Fellow at the Centre for Eye Research Australia. The Foundation sincerely thanks Blackmores and The Blackmore Foundation for their support for this fellowship which is focused on the dietary and lifestyle impacts on Macular Degeneration.

Our very special thanks go to Foundation Patron, Ita Buttrose AO, OBE, who gives her time, energy and expertise to the Foundation throughout the year and to our Ambassadors, Jean Kittson and Jan Utzon, for their work in supporting our cause. In 2011-2012 the Foundation continued to grow the Friends of the Foundation program which enables those living with MD to share their personal stories on overcoming the challenges of the disease. Many have become media spokespersons appearing on TV, radio and in print, fearlessly advocating for the welfare of the MD community.

Our major sponsors once again enabled us to initiate and implement new projects, and maintain and improve our existing services. Our sincere thanks to all our funders especially the Federal and NSW Governments, Blackmores, Novartis, Bayer, Profiel Foundation and the Optical Distributors and Manufacturers Association (ODMA).

The Foundation continued to be a world leader in raising awareness of Macular Degeneration with significant awareness programs undertaken nationally.

The major component of our awareness work was through the national TV and radio campaign in October and November 2011. The call to action to have an eye test and the macula checked resulted in thousands of Australians making eye health a priority, heeding early detection messages and most importantly the saving of sight. This campaign serves a public health impact beyond MD, with other eye diseases also being detected. Our sincere thanks go to Novartis for their direct investment of \$1.0m (2011: \$2.7m) in the campaign and for their outstanding contribution to eye health in Australia.



Elizabeth Carr, Chairman

The Foundation has now accepted the challenge of addressing the low levels of MD symptom recognition in Australia and has begun planning for raising awareness of symptoms in the next financial year.

Macular Degeneration Awareness Week 2012 was once again a great success and generated significant exposure. The impact of the media campaign continues to increase each year and a new national partnership with Rotary produced an initiative that reached into the community with almost 700,000 brochures and Amsler grids being provided to Rotary members to distribute nationwide. Our sincere thanks go to Novartis, Blackmores, Optometry Association Australia and bluedesk for their ongoing support which enables the week to be held each year.

Representing our clients to government and other agencies to ensure the best outcomes for the Macular Degeneration community was



Julie Heraghty, Chief Executive Officer

a major focus in 2011-2012. The Foundation undertook a concerted campaign to represent the key issues to policy makers and advocated for equity of access to and affordability of treatment and rehabilitation to improve the quality of life of those with MD and their family and carers.

Key aspects of our work are good governance and ensuring we meet the needs and expectations of our Macular Degeneration community. In 2011-2012 we delivered a strong surplus and our financial strength enables us to continue to deliver our programs, plan for the future and grow to meet the increased demand for our services. It also enables us to support our next round of the Research Grants Program. Meeting the expectations of the community we serve is essential and our annual survey of clients found high rates of satisfaction with 90% reporting being satisfied or mostly satisfied with Foundation services.

In September 2011 the Foundation moved to a new office in order to accommodate the needs of a growing organisation and to ensure the efficient and effective delivery of our services. It was our great pleasure to have long term Friend of the Foundation, Jean Morton, officially open the new office and unveil our commemorative plaque.

We appreciate and thank all our donors, supporters, partners and sponsors including governments and government departments, corporations, eye care professionals and their representative bodies, rehabilitation service providers, foundations and associations with whom we work to deliver comprehensive services for clients.

Thank you to our staff and volunteers who work to ensure the delivery of quality services and excellent outcomes. We extend a special thank you to Ernst & Young who so generously give their time and expertise as our auditors. Thank you to all the Macular Degeneration Foundation Board Directors for their guidance, commitment and expertise.

No successful 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 and encouragement.



Elizabeth Carr
Chairman
BA (Hons) UWA
MPA Harvard University
FAICD



Julie Heraghty
Chief Executive Officer
BA DipEd UNSW

Long term Friend of the Foundation Jean Morton officially opened the Foundation's new office and unveiled a commemorative plaque.



“In my role as a Friend of the Foundation I hope to highlight the importance of supporting the work of the Macular Degeneration Foundation so that one day all Australians will be able to see a future without Macular Degeneration.” Jean

Ita's Story

My father was in his mid-eighties when he lost his central vision to Macular Degeneration. It changed his life. As a journalist and author he had always started his day reading a couple of newspapers. Suddenly this was no longer possible.

As a journalist and author myself I couldn't imagine not being able to ever read again. I was as devastated about Dad's fate as he was.

One of Dad's sisters also had MD and their youngest brother was also diagnosed. Fortunately the sight of one of my uncle's eyes has been saved with the help of a treatment for wet MD. This has been a major breakthrough in the management of the disease and my uncle's doctor has been able to stabilise his vision. If only this treatment had been around to help Dad, how happier the last years of his life would have been.

One thing I have noticed is how few people know that a family history of the disease brings with it a high risk of MD. When I tell them that I have a 50 per cent chance of getting it too, most people are usually shocked. My children are equally at risk and consequently we all do some kind of regular exercise, watch our weight and follow the eating program recommended by the Foundation.

I get my macula checked annually and when my ophthalmic surgeon tells me my 'macula is in pristine condition' his words are music to my ears!



Our Patron Ita Buttrose AO, OBE

Ita Buttrose 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 and author. She was made an Officer of the Order of Australia for her services to the community particularly in the area of public health education. Ita is also National President of Alzheimer's Australia and Vice President Emeritus of Arthritis Australia.

Ita has continued her outstanding work as the Patron of the Macular Degeneration Foundation, working tirelessly to promote the cause of Macular Degeneration across Australia. Her contribution and dedication is truly remarkable.

The Macular Degeneration Foundation

Our Board

The Macular Degeneration Foundation has a strong and experienced Board representing the needs of the Macular Degeneration community.



Elizabeth Carr, Chairman - BA (Hons), MPA FAICD

Elizabeth Carr was an inaugural board member of the Macular Degeneration Foundation and in October 2006 accepted the position of Chairman. Elizabeth's focus is the inter-dependence of the private and public sectors in order to enrich the economic and social fabric of Australia and its role in the international community. Elizabeth's background incorporates both the private and public sectors. She has worked in senior executive positions for IBM and Macquarie Group and within senior levels of politics and government in NSW, WA, PNG and the USA.

Elizabeth has been a not for profit board chair and board member for 17 years. She is currently also a Director of the Kokoda Track Foundation, Kambala Anglican School for Girls NSW, and St Marys Anglican Girls School WA. She is a member of the Environmental Protection Authority (WA) and a Director of the Safety, Return to Work and Support Board (NSW) and its associated investment funds.

Elizabeth Carr is the Chairman of the Board and is a member of all committees.



Ashley Chapman, Deputy Chairman - CPA, MACS

Ashley Chapman retired in 2004 after a career in information technology spanning over forty years. His experience includes 15 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, a company specialising in the development and marketing of financial systems for the distribution and manufacturing industries both in Australia and overseas.

Ashley Chapman is the Deputy Chairman of the Board and is a member of the Audit & Risk Committee, the Investment Sub-Committee, the Client Services Committee and the Board Nomination & Evaluation Committee.



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. He has had a particular interest in nutritional epidemiology and 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 Paul Beaumont is the Chair of the Medical Committee and a member of the Research Committee.



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.

Peter Brown is a member of the Client Services Committee.



Barry Clarke - FIPA

Barry Clarke has over 40 years experience in the financial services sector in both executive and chief executive officer roles. He is currently a Director of the Royal Society for the Blind (South Australia) and serves on its Client Advisory Committee and the Finance and Investment Committee. Barry is legally blind, having experienced the onset of Macular Degeneration over 20 years ago, therefore he has a clear understanding of the needs of people with vision impairment.

Barry Clarke is a member of the Client Services Committee and the Investment Sub-Committee.



Richard Grills

Richard Grills is the Managing Director of Designs For Vision, a company which supplies ophthalmic and optometric products throughout Australasia. Prior to founding Designs For Vision in 1978, Richard was a clinical and dispensing optician specialising in visual handicap. He conducted low vision clinics throughout NSW at hospitals and ophthalmic practices. Since 1974 he has been a lecturer in optics at Sydney University. Richard is the Chairman of the Optical Distributors and Manufacturers Association (ODMA) and a Director of the Genetic Eye Foundation.

Richard Grills is a member of the Client Services Committee.



Professor Jill Keeffe - PhD, OAM

Professor Jill Keeffe PhD OAM is head of the Centre for Eye Research Australia (CERA) Population Health Unit at the University of Melbourne and is also the Director of the World Health Organisation Collaborating Centre for the Prevention of Blindness at CERA. She was awarded the Order of Australia Medal for “services to public health particularly in the area of vision testing and as a contributor to the advancement of eye care education and practice”.

Professor Keeffe describes her work as translating research to provide evidence for best practice in eye care and low vision services. A recent focus is in health services research and assessing the establishment and outcomes of innovative models of eye care. She holds the position of First Vice-President of the International Council for Education of People with Visual Impairment (ICEVI), a global initiative seeking to provide education for all visually impaired people throughout the world.

Professor Jill Keeffe is a member of the Client Services Committee.



John McCarroll - B.Ec, GAICD

John McCarroll is a Director at JB Were Ltd - Private Wealth Management. John has more than 30 years experience in the finance industry, initially in Europe and for the past 20 years in Australia. John holds a Bachelor of Economics from Monash University (Victoria), is a Diploma member of the Australian Institute of Company Directors and was a Director of the Australian Stockbrokers Foundation for over 19 years. He is also fluent in German.

John McCarroll is a member of the Investment Sub-Committee and the Board Nomination & Evaluation Committee.



Peter Reid - BA, LLB, FAICD

Peter Reid has practised as a lawyer since 1972 specialising in international law and the energy and resources sector. He served as an Australian diplomat for seven years including a posting to the Australian Mission to the United Nations in New York. He then spent nine years as the Senior Exploration Counsel for Esso Australia and the past 25 years in private legal practice. He is a frequent speaker at international industry and professional conferences. In 2004 he established his own legal practice, Energy & Resources Lawyers Pty Ltd. He has served as a non-executive director of companies in both the private, public and not-for-profit sectors.

Peter Reid is a member of the Audit & Risk Committee, the Investment Sub-Committee and the Client Services Committee.



Paul Rogan - BBus, FCPA, AICD

Paul Rogan is a senior executive with more than twenty five years experience in the financial services sector both in Australia and the United Kingdom. He is currently the Chief Executive, Distribution Product and Marketing, of Challenger Limited 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 Chief Executive Officer 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.

Paul Rogan is the Chair of the Audit & Risk Committee, the Investment Sub-Committee and the Research Committee.



Dr Jim Runciman - FRACS, FRANZCO

Dr Jim Runciman is a fellow and past South Australian State Chairman of the Royal Australian and New Zealand College of Ophthalmologists. Appointed to the Macular Degeneration Foundation Board in 2003, Dr Runciman is a leading ophthalmologist with a special interest in retinal diseases and the support of those with vision impairment. He is a Director of the Adelaide Eye and Retina Centre, has been a Board Member of the Royal Society for the Blind SA since 1995 and is a past President. Dr Runciman is also on the advisory boards of a number of ophthalmic drug companies and is a consultant to Ellex Lasers R&D.

Dr Jim Runciman is a member of the Medical Committee and Research Committee.



Suellen Tapsall - BA, MA, FAIM

Suellen Tapsall is the Director of AIM WA - UWA Business School Executive Education. In that role she successfully and effectively works with public and private sector organisations (in Western Australia, interstate and overseas) to build their individual and organisational leadership capability.

Suellen has extensive experience managing complex multi-stakeholder projects. Her career has been built around communications and stakeholder engagement, working as an academic leader and formerly in journalism and corporate communications. She is a former national president of the Journalism Education Association and has co-authored several books and major reports.

Suellen Tapsall is the Chair of the Client Services Committee and a member of the Research Committee.

National Research Advisor



Professor Paul Mitchell - MBBS, MD, PhD, FRANZCO, FRACS, FRCOphth, FAFPHM

Professor Paul Mitchell is Professor of Clinical Ophthalmology & Eye Health, Westmead Clinical School, Westmead Millennium Institute for Medical Research, University of Sydney. Professor Paul Mitchell is a world renowned 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, through the Westmead Millennium Institute for Medical Research, has targeted the epidemiology of eye disease and clinical aspects of retinal diseases.

Professor Mitchell 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.

Chief Executive Officer



Julie Heraghty - BA DipEd

Julie Heraghty joined the Macular Degeneration Foundation as Chief Executive Officer in 2004. Under Julie's leadership the Foundation has evolved into a robust organisation serving the needs of the MD community. The activities of the Foundation over this time have resulted in Australia becoming a world leader in awareness of Macular Degeneration.

Prior to joining the MD Foundation, Julie spent over seven years as a Policy Advisor to NSW State Ministers, and also served as a director and manager in major government departments. She has served in local government as Deputy Mayor and worked voluntarily for many charitable causes. Her career began as a secondary school teacher and registered psychologist.

Board Committees

Board Committees meet quarterly and work with the Chief Executive Officer as part of good governance and management throughout the year.

Audit and Risk Committee

Mr Paul Rogan - Chairman

Ms Elizabeth Carr

Mr Ashley Chapman

Mr Peter Reid

Investment Sub-Committee

Members of the Audit & Risk Committee form the Investment Sub-Committee along with:

Mr Barry Clarke

Mr John McCarroll

Client Services Committee

Ms Suellen Tapsall - Chairman

Ms Elizabeth Carr

Mr Ashley Chapman

Mr Peter Brown

Mr Barry Clarke

Mr Richard Grills

Professor Jill Keeffe

Mr Peter Reid

Medical Committee

Dr Paul Beaumont - Chairman

Ms Elizabeth Carr

Dr Amanda Greaves

Dr Alex Harper

Dr Wilson Heriot

Dr David Hilford

Associate Professor Alex P Hunyor

Dr Tharmalingam Mahendrarajah

Professor Paul Mitchell

Dr Jim Runciman

Dr Nitin Verma

Associate Professor Dimitri Yellachich

Research Committee

Mr Paul Rogan - Chairman

Ms Elizabeth Carr

Dr Paul Beaumont

Dr Jim Runciman

Ms Suellen Tapsall

State Chairs

State Chairs assist the Chief Executive Officer with representation of the Macular Degeneration Foundation at a state level:

New South Wales: Dr Paul Beaumont

Queensland: Dr Amanda Greaves

Victoria: Dr Wilson Heriot

Tasmania: Dr Nitin Verma

South Australia: Dr Jim Runciman

Western Australia: Ms Suellen Tapsall

Meeting our Objectives

Education

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

What Did We Do?

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

The Foundation provided over 7,700 information kits at education sessions

Public Education

Public education sessions are held across Australia at the Foundation's initiative. People on the 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 centres, 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 2011-2012 people in cities and regional towns again welcomed the 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 52 sessions were held nationally with over 3,400 attendees

Community Education

Community education sessions are presented following an invitation from community groups such as aged care organisations, retirement villages, service clubs such as Rotary and Probus, vision impaired support groups, religious groups, nursing homes, aged care facilities and hospitals. In addition, the Foundation reached out to the Culturally and Linguistically Diverse (CALD) communities including Arabic, Chinese, Greek, Italian and Vietnamese communities by providing education sessions with the use of an interpreter.

The Foundation was invited to 106 sessions and spoke to over 4,000 attendees



Educating Health Professionals

The Foundation provided education and support to health professionals, this included the supply of free resources and presentations at meetings and conferences throughout the year. Professionals included ophthalmologists and optometrists as well as practice managers, ophthalmic nurses, orthoptists, pharmacists, carers and students.

Ophthalmology

The Foundation attended in 2011 the Royal Australian and New Zealand College of Ophthalmologists (RANZCO) Annual Scientific Congress in Canberra. The Foundation Chief Executive Officer was a guest speaker within the orthoptist and practice manager programs, and the Foundation also supplied information to delegates at its exhibition stand and within delegate packs.

Optometry

The Foundation continued to support the optometry profession with the ongoing provision of resources and professional education. The Foundation attended optometry expos nationally which provided the opportunity to engage with both local and international optometrists.

Health Carers

Increasingly the Foundation is reaching out to health and aged care workers in order for Macular Degeneration to be better understood in these sectors. Foundation Education Officers supported the professional development of workers at retirement homes and senior care organisations, and also attended and presented at the major Health, Aged Care and Disability expos in Sydney and Melbourne. This provided the opportunity for health and aged care workers to learn more about Macular Degeneration as well as how the Foundation can support them and their clients.

Sydney Eye Hospital EyeCU

The Foundation has been an active participant in the Sydney Eye Hospital's EyeCU Project group, which has been established to improve access to treatment for wet Age-related Macular Degeneration in the public hospital setting. The Foundation is now on the education working group and provides education support for eye care professionals at the hospital.



Pharmacy

With pharmacists and pharmacy staff being key providers of health information to the community, the Foundation ensures that they are well supported. In addition to resources being distributed nationally to pharmacies for MD Awareness Week, the Foundation also attended and presented at major pharmacy expos where the particular focus was on providing information on the role of the pharmacist in Macular Degeneration care, diet and lifestyle modifications and supplements.

Students of Eye Health

The Foundation continued to support the education of eye health students. Dr Paul Beaumont, Foundation Board Director, provided training to University of NSW optometry students on behalf of the Foundation. This included a lecture series to all fourth year students, and full day surgery observations for all fifth year students. The surgery observation included diagnostic testing, treatment procedures and patient counselling.

The Foundation participated in the UNSW Low Vision Expo which is designed to introduce fourth and fifth year optometry students to the broad array of organisations involved in low vision care. It also supported the education of orthoptist students at the University of Sydney.

Where did we go?

“Truly inspiring and most informative - in one word excellent.”

COMMUNITY EDUCATION		
SERVICE CLUBS NSW Asquith Burwood Dundas Pennant Hills Ryde Seaforth WA East Perth VISION IMPAIRED GROUPS NSW Castle Hill Lindfield Smithfield SENIORS GROUPS NSW Bankstown Bondi Junction Broadway Burwood Camden Castle Hill Chatswood Cherrybrook Corrimal Eastwood Epping Five Dock Forestville Freshwater Gosford Granville Gymea Killara Kingsford Merrylands North Sydney Pennant Hills Penrith Revesby Rose Bay Seaforth Sutherland	Sydney Turrumurra Winston Hills QLD Cleveland Lowood Salisbury VIC Blackburn Rosebud WA Dianella East Perth Kingsley Midland Morley Victoria Park Willagee HEALTHCARE PROFESSIONALS NSW Bankstown Airport Bondi Junction Crows Nest Darling Harbour Gladesville Kensington Lidcombe Neutral Bay North Turrumurra Orange Paddington Padstow Penrith St Leonards Sydney ACT Canberra WA Applecross Perth Shenton Park West Perth	RETIREMENT VILLAGES NSW Baulkham Hills Bondi Carlingford Dural Greenwich Marsfield Mosman Pennant Hills Penrith Round Corner St Ives Taren Point Warriewood West Pennant Hills CULTURALLY AND LINGUISTICALLY DIVERSE (CALD) NSW Auburn Bankstown Cabramatta Chatswood Cherrybrook Eastwood Epping Gladesville Lakemba Lane Cove Lidcombe North Ryde Parramatta Rhodes VIC Collingwood Richmond WA Bull Creek



“This is a critically important education program.”

“Today has given me the knowledge and confidence to become pro-active about my Macular Degeneration. Thank you so much for this session.”



**3,400 people
attended 52 public
information sessions
nationally**

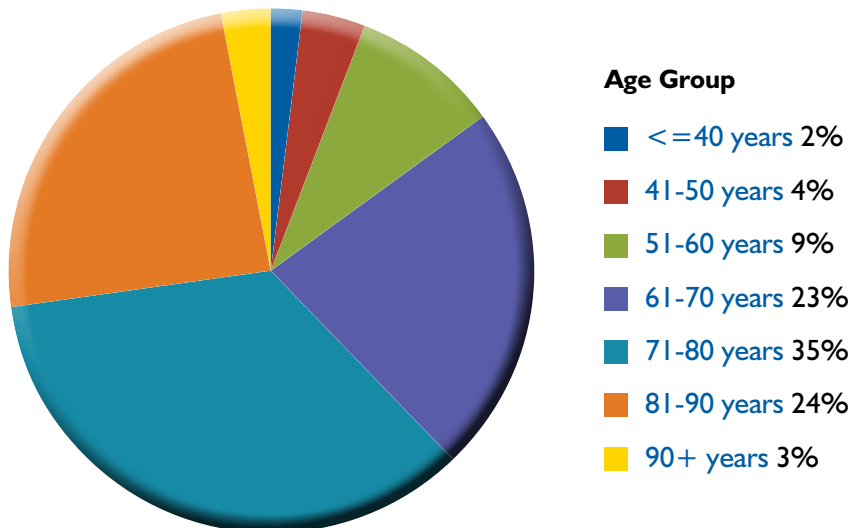
PUBLIC EDUCATION	
NSW Ashfield Bankstown Bowral Brookvale Castle Hill Doyalson Epping Fairfield Gosford West Goulburn Gynea Hornsby Hurlstone Park Hurstville Mosman Newcastle Parramatta Penrith Picton Randwick Rosehill Soldiers Point Swansea Sydney Sydney Top Ryde Toronto Unanderra	ACT Woden QLD Bowen Hills Highfields Red Hill VIC Caulfield East Melbourne Fairfield Norlane SA Richmond Victor Harbor WA Crawley TAS Launceston Sandy Bay NT Darwin

“Very informative and reassuring to one recently diagnosed with wet Macular Degeneration. Thank you so much.”

Achieving our Goals

Target Age Group

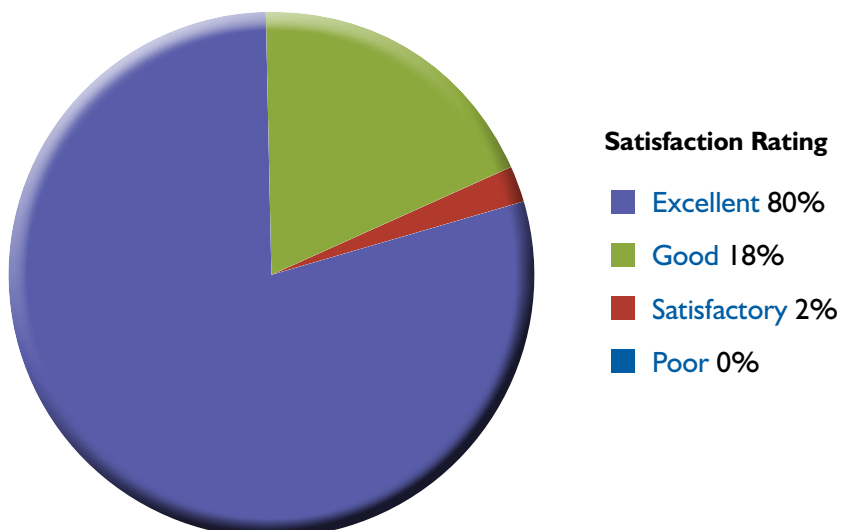
Goal: Ensure education sessions reach target age group of over 50s at-risk category.



Result: 94% of attendees were in the at-risk group (aged 50 plus).

Satisfaction Rating

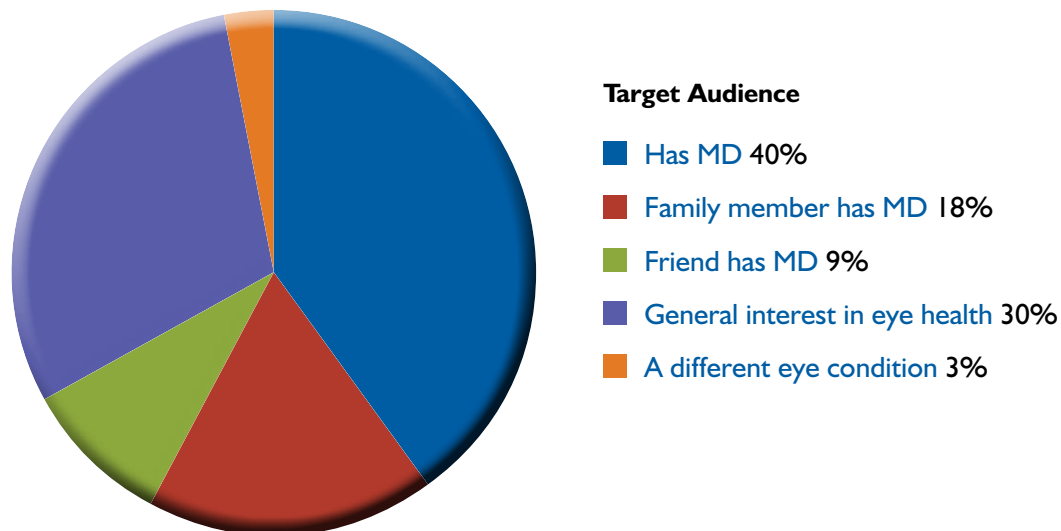
Goal: Attendees to have their expectations met in education sessions.



Result: 98% rated the education sessions as either excellent or good.

Target Audience

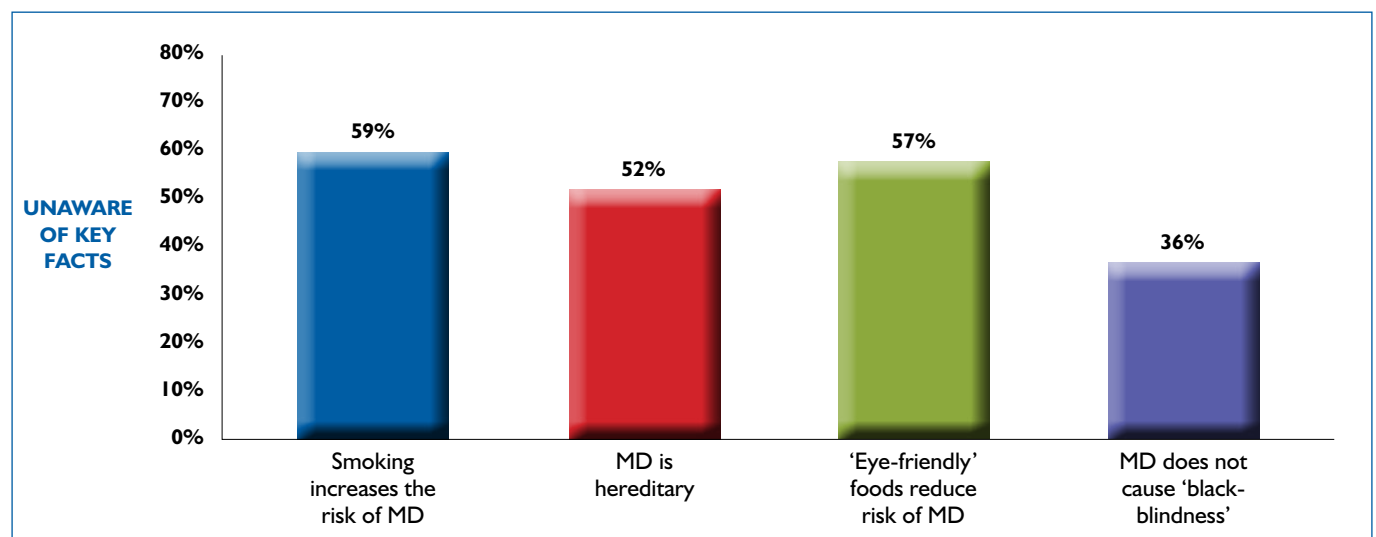
Goal: To reach the Macular Degeneration Community and general public who are at risk.



Result: 58% of attendees had either MD or had a family member with MD.

Knowledge

Goal: To identify key gaps in knowledge and provide education, support and resources.



Result: An average of 51% of attendees were unaware of key messages prior to the education session. This highlights the importance of education sessions on Macular Degeneration.

Awareness

To increase awareness of Macular Degeneration

Australia continues to be a world leader in raising awareness of Macular Degeneration

Since 2007, the Foundation has been tracking awareness of Macular Degeneration in Australia to measure the effectiveness of the Foundation's vast array of awareness campaigns. Increasing awareness of Macular Degeneration has always been a major focus for the Foundation.

A highly focused approach, building upon layers of multifaceted work, has resulted in a massive increase in the awareness of Macular Degeneration in Australia.

In addition, this work and investment in raising awareness has had a multiplier effect in supporting and benefiting allied key health messages, for eye health and other diseases. The Foundation has commissioned eight national Galaxy polls over the last five years to independently measure awareness and the impact of the call to action to "have your eyes tested and macula checked."

The latest polling undertaken in February 2012 highlighted yet again the outstanding results of the national TV and radio campaign and other awareness raising activities.

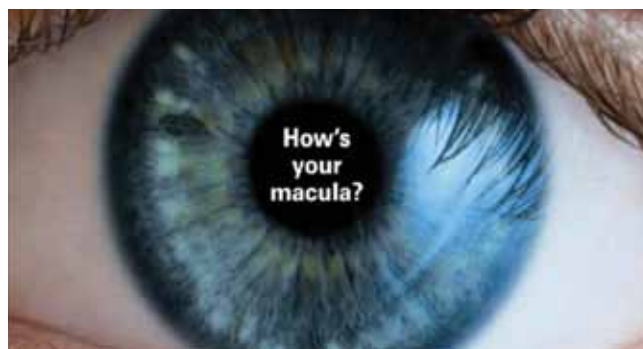
The promotion of the key eye health message of eye testing has supported the Federal Government's national eye health awareness campaign and benefited the Australian eye health sector overall. The allied preventative health messages of healthy diet and lifestyle including nutrition, exercise, healthy living, and anti-smoking messages have supported and promoted key messages contained in the Federal Government's National Preventative Health Strategy.

What Did We Do?

National TV and Radio Advertising Campaign

A multifaceted national advertising campaign, across television, radio and print media has been implemented over the last five years with the primary goal being to ensure those most at risk of Macular Degeneration have their eyes tested and macula checked. The advertising campaign was initiated following a 2007 national Galaxy poll which showed only 47% of Australians were aware of the disease; most thought Macular Degeneration was related to muscles and few people claimed to have had their eyes tested and macula checked.

In 2011-2012 a Macular Degeneration Foundation national television and radio campaign was again implemented in October and November 2011. The results of the campaign were outstanding with awareness of Macular Degeneration (50 plus age group) at 92%, up significantly from 83% in April 2011. In addition, 85% of this age group were aware that Macular Degeneration is an eye disease.



Our sincere thanks go to Novartis for their ongoing outstanding support of this campaign.

Macular Degeneration Awareness Week 2012

Macular Degeneration Awareness Week is an annual event and is a major awareness raising activity for the Foundation. In 2012 MD Awareness Week ran from Sunday 27 May to Saturday 2 June and included media relations, direct mail, electronic promotion, social media, community engagement and education activities.

The 2012 campaign theme was *Keep your family in the picture*. A Galaxy Research survey revealed that Australians significantly underestimated the role family history plays in developing Macular Degeneration.



Media Activities

The Foundation implemented a comprehensive media program to promote MD Awareness Week. Media activities focused on key eye health messages, while highlighting the importance of family history.

National, state and regional print, along with television, radio and online media were targeted, as well as trade and industry publications. There was an estimated 49 million media impressions for the 2012 campaign.

Media highlights included:

- Channel Nine News interview with Foundation Patron Ita Buttrose, National Research Advisor Professor Paul Mitchell and Board Director Dr Paul Beaumont
- Channel 7 Sunshine Coast interview with Chief Executive Officer Julie Heraghty including a screening of the *Merry Musicians* YouTube video
- ABC 702 Sydney interview with Ambassador Jean Kittson
- 6PR WA interview with Medical Committee member Associate Professor Demetri Yellachich
- Extensive ABC radio news grabs
- Print coverage including The Australian, Adelaide Advertiser, Gold Coast Sun, Super Food Ideas, Take 5, B Magazine, along with excellent trade, regional and online coverage.

MD Awareness Week activities achieved great results across the country

- ↑ Resource requests sky rocket with 61,000 additional materials distributed from reorders
90% increase on previous year
- ↑ Foundation's launch into YouTube a great success
Merry Musicians video aired on Channel 7 Sunshine Coast

- ↑ Estimated 49 million media impressions achieved
58% increase on previous year
- ↑ Foundation partners with major service club
Over 700,000 MD brochures and Amsler grids distributed to Rotary clubs nationally

Direct Mail Campaign

A national direct mail campaign was undertaken and over 13,000 information kits were sent to optometrists, ophthalmologists, orthoptists, pharmacies, health food stores, community health centres, libraries and parliamentarians across Australia.

There was strong engagement by direct mail recipients. Of significant note were mentions by MP's in NSW Parliament of both MD Awareness Week and the work of the Foundation.

A number of federal parliamentarians also supported MD Awareness Week via media and twitter. The Hon Mark Butler MP, Federal Minister for Mental Health and Ageing used twitter to promote the week stating "Macular Degeneration is the leading cause of blindness in over 50s. Get your eyes and macula checked during MD Week."

Optometrist's Show their Support

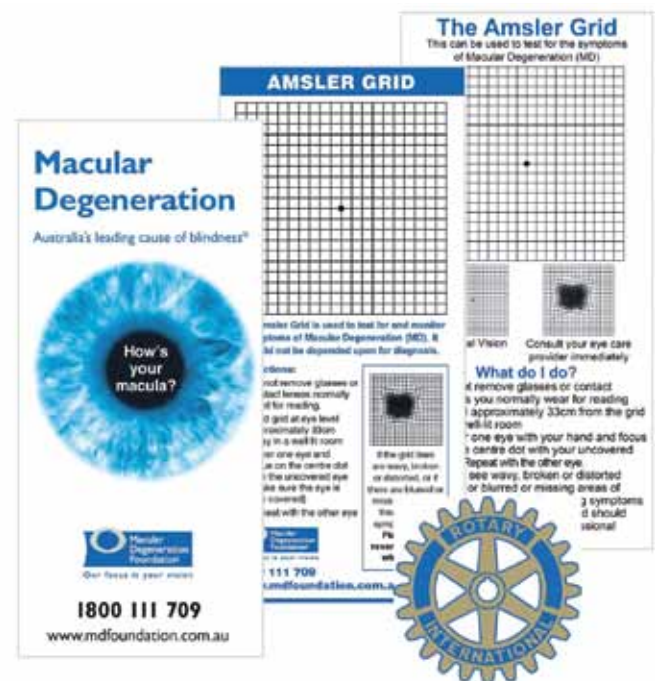
In addition to receiving direct mail kits optometrists nationally were emailed targeted media material in support of MD Awareness Week, via the Optometrists Association Australia, generating strong media coverage at a local level.



Rotary Community Partnership

It has long been a goal of the Foundation to partner with a major service club, and through collaboration with the Rotary Club of Yea, the Foundation welcomed Rotary clubs nationally as a special partner for MD Awareness Week 2012.

This partnership resulted in 350,000 DL brochures and 350,000 Amsler grids being distributed to the 1,120 Rotary clubs Australia-wide. This information was for the education of the 30,000 Rotary members across Australia, with the remainder of material to be distributed within the club's local community.



Education

A series of education seminars, presented by leading ophthalmologists across Australia, were held in support of MD Awareness Week. All were well attended with over 700 guests attending the five seminars.

MD Awareness Week Sydney Action Day

The Foundation held a Sydney Action Day in Martin Place during MD Awareness Week. Foundation staff and volunteers distributed 5,000 information brochures and 5,000 Zespri Gold kiwifruit.

Social Media Activities

The Foundation entered the world of YouTube in 2011-2012 and produced a video featuring the Merry Musicians, an elderly group of musicians who embody the benefits of looking after your eye health.

The Merry Musicians, an amazing group of talented older Australians, agreed to help spread the word about Macular Degeneration with the message, “look after your health, have your eyes tested and macula checked and you too could rock into your 90’s!”

The Merry Musicians teamed up with the Suncoast Social Dancers to record the short video showing vibrant older Australians enjoying life.



Thank you

The support from major sponsors Novartis, Blackmores and the Optometrists Association Australia, along with creative support from bluedesk, is pivotal to the success of Macular Degeneration Awareness Week. Sponsors contributed financially and dedicated their time, support, and expertise to ensure the success of all activities. The Foundation also acknowledges public relations support from Porter Novelli.

Research Announcements

In 2011-2012 some of the most significant projects undertaken by the Foundation were for research, including the inaugural Macular Degeneration Foundation Research Grants Program announcement and the launch of the Macular Degeneration Foundation's report *Eyes on the Future*.

To maximise awareness of these research activities, which are highlighted in detail on page 32 of this annual report, a media campaign was developed. Media secured included metropolitan print media, radio news, health trade, online news and health websites resulting in an estimated eight million media impressions across Australia.

Public Relations and Marketing

Outside of major awareness raising projects the Foundation continued its focus of securing ongoing media coverage across print, radio and online which in 2011-2012 resulted in extensive editorial. A targeted campaign was also established for each public education session across Australia focusing on local media.

Key trade media strongly supported the Foundation's work in raising awareness including Australian Optometry, mivision, Insight and RANZCO ensuring health professionals remained informed of new developments as well as the important work of the Foundation.

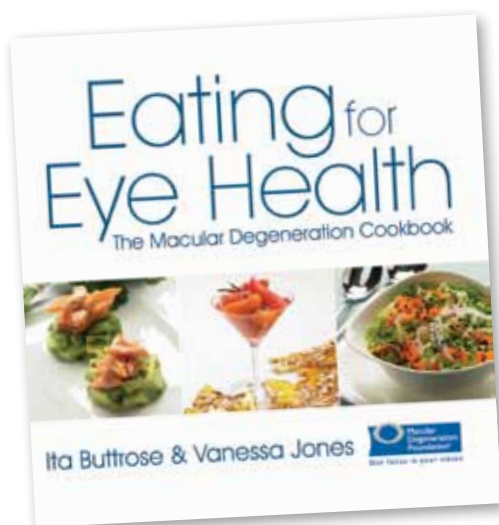
Dame Judi Dench announces she has Macular Degeneration

Crucial to successfully securing ongoing media is the Foundation's ability to comment swiftly on local and international Macular Degeneration issues. In February 2012, Dame Judi Dench announced she had Macular Degeneration. The Foundation followed this announcement with a media release applauding Dame Judi for bringing attention to the disease. This personal story became the media story of the moment and enabled the Foundation to undertake a great deal of media awareness of the disease and highlighting the importance of early detection.



Eating for Eye Health – The Macular Degeneration Cookbook

Following the successful launch in 2009 of *Eating for Eye Health – The Macular Degeneration Cookbook*, co-authored by chef Vanessa Jones and Foundation Patron Ita Buttrose, the cookbook has continued to be an outstanding success and is now in its third print run. It generates awareness of the disease, provides critical eye health information, and is a great way to have Australians eating good eye health foods.



Keep On Driving – Safely

In January 2009, the NSW Minister for Roads officially launched the *Keep on Driving - Safely* project for the Foundation. The project involves an MD brochure being inserted into over one million driver licence renewals per year for five years. The brochure promotes an eye test and macula check and provides a tear-off response card for a Macular Foundation information kit.



- Over 4.7 million inserts have been placed in driver licence renewals
- Over 17,000 information kits requested and fulfilled since January 2009

Exhibitions and Expos

The Foundation attended congresses, expos and exhibitions with information kits on Macular Degeneration, along with providing Foundation staff to talk to attendees and present education sessions. These included:

- The Royal Australian and New Zealand College of Ophthalmologists (RANZCO) Congress, Canberra
- Optometrists Association Victoria Southern Regional Congress, Melbourne
- Optical Distributors and Manufacturers Association (ODMA), Sydney
- Optometrists Association NSW/ACT Super Sunday Conference, Sydney
- The Guild Pharmacy Academy National Convention & Exhibition (NCE), Sydney
- Health, Aged Care and Disability Expo, Sydney, Melbourne
- Retirement & Lifestyle Expos, Sydney, Melbourne, Brisbane
- Seniors Health Expo, Sydney
- Premier's Seniors Week Gala Concerts, Sydney
- Northern Sydney Commonwealth Respite and Carelink Centre Trades Morning, Sydney
- India Australia Friendship Fair, Sydney

Friends of the Foundation

In 2011-2012 the Friends of the Foundation program has grown significantly and has become vitally important in providing the opportunity for those living well with Macular Degeneration to share their story and help others. In addition, the friends are so important in supporting the Foundation's work in advocacy, public relations, social media and fundraising.

The Friends of the Foundation program was designed to capture inspiring stories from across the MD Community. This included stories from those living with Macular Degeneration, carers, family members and health care professionals.

It is a privilege to have so many people willing to share their stories. This includes our Patron Ita Buttrose and Ambassadors Jean Kittson and Jan Utzon.

Vincent Fairfax Family Foundation Photography Project

Vincent Fairfax Family Foundation (VFFF) is a philanthropic organisation that has been invaluable in supporting a number of the Macular Degeneration Foundation's important projects. As part of their 50th anniversary celebrations VFFF generously provided the Foundation with a photographer for a day. The Foundation chose to have photographic portraits taken of seven Friends of the Foundation to illustrate their personal stories.

Through sharing their stories of living with Macular Degeneration they help us tell the Macular Degeneration story with meaning while providing inspiration to others.

Thank you to our Friends of the Foundation Jean and Des Morton, Pat and John Tatham, Jill Falls, James Boon and Nancy Little and family for their involvement.

Pat and John's Story

Pat: Macular Degeneration arrived in my life at the end of 2000. At first I thought nothing of it but after a few weeks I visited our GP who referred me to a specialist. I was told I had lost my central vision in my right eye, and that I would eventually lose central vision in my left eye, which came to pass about 12 months later.

I found losing my independence very difficult. Not being able to drive and do everyday things made life arduous. I have learnt to cope and get on with life. I like to stay positive and know there is always a laugh just around the corner. A recent fun moment was when I joined the neighbours' children in our pool, only to discover I had put my well-corseted swimsuit on inside out. That was a laugh and I am sure there will be more to come.



“We know that each day is a non-repeatable event so we try to make it a fun filled adventure.” John

John: Pat and I aim to make every day an adventure. It was difficult when she started losing her vision but her perseverance has paid off with lots of enjoyable moments.

We both have our own interests and discuss what we want to do in the coming days and then give it our best shot to make it happen. Pat has developed a magnificent garden since developing Macular Degeneration and meets regularly for lunch and music events with friends. Every fortnight she and three of her pals play Mah-jong.

Shopping can be very interesting, particularly if stock is repositioned. This has taught me to keep everything in the same place at home to avoid exasperation.

As books are a source of fulfilment for Pat we go through reviews together and I download whatever she decides on. We keep a library on our hard drive and I load these onto Pat's hand held Navigator regularly.

Laughter is the essential ingredient since Macular Degeneration arrived in our lives. We share our individual happy and fun moments with each other and with others. We know that each day is a non-repeatable event so we try to make it a fun filled adventure.

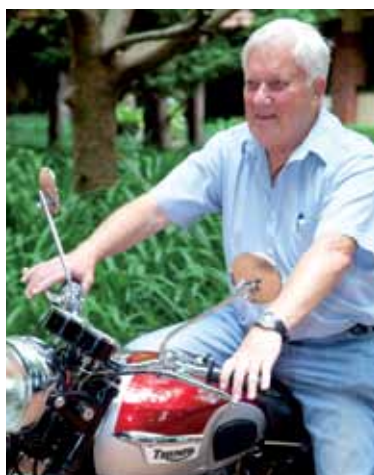


“Even with my vision loss John and I know there is always a laugh just around the corner.” Pat

Introducing some of our Friends of the Foundation ...



"I'm so grateful treatment allows me to keep up my painting." Jill

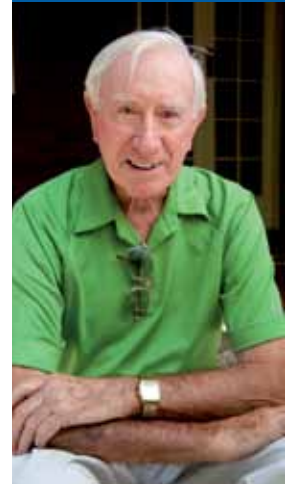


"I can continue to enjoy my vintage motorcycles thanks to treatment - I'm not ready to give up riding just yet!" James



"Taking an interest in everything around me means I can continue to be part of society." Jean

"I'm there to help Jean when she needs it, we're a team." Des



"I want my children and grandchildren to see a future without Macular Degeneration." Nancy



Meeting our Objectives

Research

To support and pursue research

Macular Degeneration Foundation Research Grants Program

The Macular Degeneration Foundation strategic plan for some years has been to donate significant amounts to research to find reasons and answers for this disease.

In May 2011, the Foundation realised this objective and the inaugural Macular Degeneration Foundation Research Grants Program was launched, calling for applications from Australian researchers for projects which would reduce the incidence and/or impact of Macular Degeneration.

The Macular Degeneration Foundation awarded two pre-eminent world leading researchers nearly three-quarters of a million dollars over three years to support critical research into Macular Degeneration.

In addition, the inaugural Blackmores Dr Paul Beaumont Research Fellowship was announced which is generously supported by Blackmores and The Blackmore Foundation.

Her Excellency Ms Quentin Bryce AC, CVO, Governor-General of Australia, announced the recipients at a special event at Admiralty House, Sydney on World Sight Day, 13 October 2011. The Foundation welcomed many guests including the NSW Minister for Health and Minister for Medical Research the Hon Jillian Skinner, along with Foundation Ambassadors Jean Kittson and Jan Utzon.



“The work of the Macular Degeneration Foundation is critical in raising public awareness of the disease and slowing its prevalence. The Foundation, a charity, relies on much community support in spreading the message. It has achieved mighty outcomes during its short existence and Australia is now a world leader in public awareness of Macular Degeneration.”

Her Excellency Ms Quentin Bryce AC, CVO, Governor-General of Australia



The Governor-General Ms Quentin Bryce with grant recipients Professor Robyn Guymer, Professor Paul Mitchell and Dr Liubov Robman

The recipients of the inaugural research grants

Professor Paul Mitchell, Millennium Centre for Eye Research, Westmead and the University of Sydney.

Professor Mitchell is the principal researcher behind the landmark Blue Mountains Eye Study, which is one of the world's largest and most important studies on the incidence and risk factors for Macular Degeneration and other eye diseases.

The aim of Professor Mitchell's new three year research study is to gain a deeper understanding of the risk factor profile of people who are seeking treatment for late-stage Age-related Macular Degeneration (AMD). It will assess the impact of AMD on quality of life, identify the prevalence of the genetic factors specific to AMD and determine the main barriers to accessing treatment.

Importantly, this study will shed new light on the link between modifiable risk factors such as diet, excess body weight and smoking and non-modifiable risk factors such as family history. A key outcome of the research will be an improved ability to identify at an early stage those people who are at a high risk of disease progression.

Professor Robyn Guymer, Head of the Retinal Research Unit, Centre for Eye Research Australia (CERA), Melbourne.

Professor Guymer will be working with co-investigators Professor Greg Hageman from the Moran Centre for Translational Medicine in the United States, and Associate Professor Paul Baird and Dr Chi Luu also from CERA.

Despite the high prevalence of Age-related Macular Degeneration (AMD) in the community, it is still difficult for doctors to accurately determine the risk of vision loss in people with the earliest stages of AMD before symptoms occur. A good test which can reliably predict who is most likely to progress to the more debilitating forms of the disease is still not available.

Professor Guymer's three year project aims to develop and validate a suite of novel, state-of-the-art imaging and functional tests. This will enable earlier diagnosis of AMD and management with diet and lifestyle modifications to ward off vision-threatening complications.

Blackmores Dr Paul Beaumont Research Fellowship

Dr Liubov (Luba) Robman, Senior Research Fellow at the Centre for Eye Research Australia (CERA) was the recipient of the Blackmores Dr Paul Beaumont Research Fellowship. Thanks go to Blackmores and The Blackmore Foundation for funding this 12 month fellowship.

Previous research has found strong associations between particular foods and the risk of Age-related Macular Degeneration (AMD). Dr Robman's new study aims to identify the associations between broader dietary patterns and AMD.

By conducting these dietary patterns, lifestyle and genetic analyses in a large-scale study, it may be then possible to provide more specific personalised advice on how to modify the course of AMD.



Foundation Chief Executive Officer Julie Heraghty addresses guests at Admiralty House



Foundation Ambassador Jan Utzon with Governor-General Ms Quentin Bryce



Marcus Blackmore and Foundation Ambassador Jean Kittson



Foundation Chairman Elizabeth Carr with Professor Helen Beange

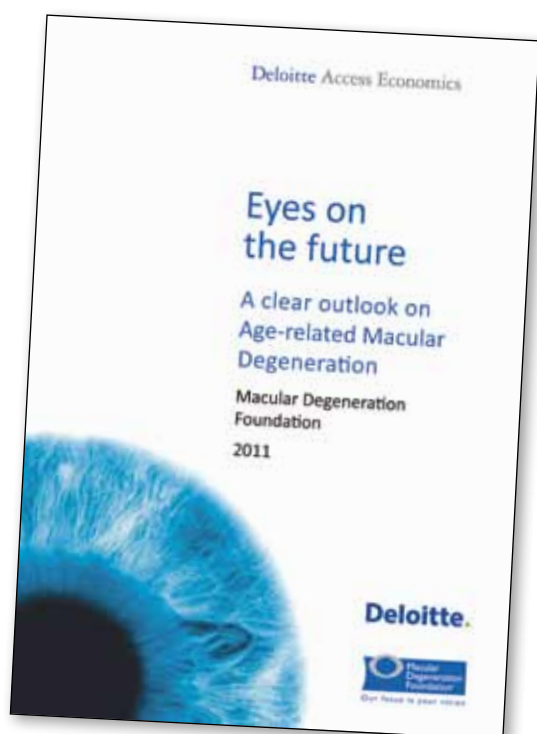


The Governor-General Ms Quentin Bryce with guests

Macular Degeneration Foundation Eyes on the Future Report

In October 2011, the Foundation launched *Eyes on the Future - A clear outlook on Age-related Macular Degeneration*. This major 144 page report details the epidemiology, risk factors and natural history of the disease in Australia as well as providing a comprehensive analysis of the current treatments, rehabilitation, costs, barriers, and issues.

The report has received extensive accolades for its comprehensive and accurate description of the disease and has proven invaluable in representing the facts and figures to such groups as policy makers and media. Special thanks to Professor Paul Mitchell for his outstanding contribution as a co-author of this report.



In 2011-2012 one million people in Australia showed some evidence of Macular Degeneration. This will rise by 70% to 1.7 million people by 2030 in the absence of prevention and treatment measures.
Eyes on the Future 2011

Evaluating the MD Foundation

Are we doing a good job?

Every year, the Macular Degeneration Foundation evaluates its services by surveying a sample of its client-base. In 2011-2012 a questionnaire was sent to over 1,900 of our clients.

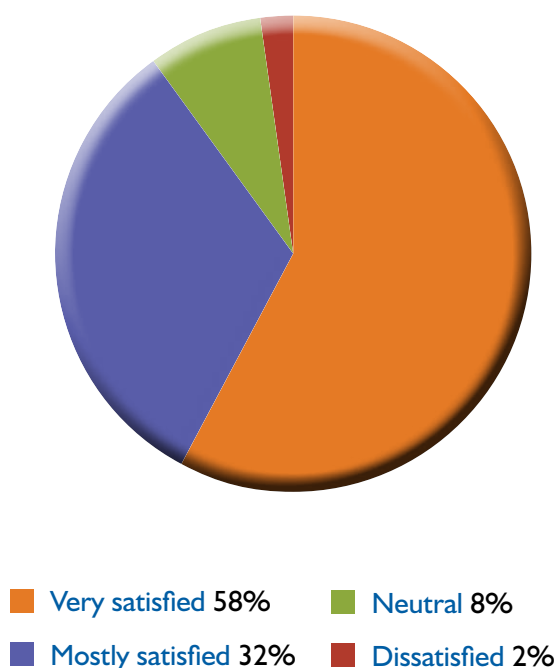
What do our clients think of our services?

The Foundation's flagship services, the 1800 Helpline, newsletter, education sessions and website, were given overwhelmingly positive ratings by clients. Such feedback is highly valuable as it helps guide future service delivery.

How satisfied are our clients?

Clients are highly satisfied with our services. The great majority of respondents (90%) were very satisfied or satisfied with the Foundation's services. The Foundation will continue, as always, to use client feedback to improve services and to do everything possible to support the Macular Degeneration community.

Satisfaction Rating



University of New South Wales - ARC linkage grant

Collaboration between the Foundation and Dr Mei Boon from Optometry and Vision Sciences at the University of NSW, led to a linkage grant application to the Australian Research Council (ARC). This valuable research project aimed to examine various aspects of low vision services in Australia. While this application was unsuccessful, the close working relationship with UNSW has laid the foundation for further collaborations and work in the area of low vision.

Fight Retinal Blindness! Project

The Foundation continued to participate in the Project Advisory Committee of the Fight Retinal Blindness! research project, headed by Professor Mark Gillies from the Save Sight Institute. The project is developing a novel online program for recording patient response to treatment, which is likely to have wide-reaching application for future research projects.

Research Reviews

The Federal Government requested an independent review of health and medical research in Australia in order to recommend a 10 year strategic health and medical research plan for the nation. In addition, the NSW Government also commissioned a strategic review of health and medical research to review the current performance of health and medical research in NSW and recommend a strategic plan for the next ten years.

The Foundation provided input into both reviews highlighting Macular Degeneration and vision loss as emerging challenges. In addition, the need for increased funding of research to match the prevalence of the disease and meeting the enormous challenges and costs as the country ages were highlighted.

Sharing knowledge with the wider community

The Foundation regularly receives requests for details about the latest research into Macular Degeneration treatments and possible cures. In response the Foundation undertakes collection of information, translates complex research into easy and accessible communication forms, and disseminates the latest knowledge about Macular Degeneration to all who are interested.



The Macular Degeneration Foundation produces an annual Research Update

Research e-Newsletter

Each week, the Foundation provides a free service in the form of a Macular Degeneration Research e-newsletter for eye care professionals from around the world. Demand for the e-newsletter has doubled in the last 12 months with over 350 ophthalmologists and allied professionals now receiving the service. The e-newsletter gives a weekly summary of the global peer-reviewed research, keeping recipients fully up-to-date.

Jean's Story

My mother was diagnosed with Macular Degeneration about 15 years ago at which time she wasn't told what it was, she was only told that she would go blind one day and there was nothing she could do about it. Then she was sent home.

Although my mother has lost so much of her ability to do things like reading, which she was passionate about, driving and seeing the faces of her family, she now borrows talking books and is involved in many wonderful groups; bowling for the visually impaired, exercise classes and walking groups. Unfortunately my father has now been diagnosed and I have two uncles who also have Macular Degeneration. I am therefore keenly aware that along with age, your genetics also put you at risk. Consequently I am very concerned about the eye health of my family and care deeply about my children getting the disease.

My key message for everyone is please get your macula checked and if you have someone in your family with Macular Degeneration, contact the Foundation and discuss your situation as they are warm and friendly and give invaluable information and great support. They make a huge difference.



Ambassador Jean Kittson

Jean Kittson is a multi-talented performer, writer and proud Ambassador of the Macular Degeneration Foundation. She is one of Australia's favourite comedians, entertaining audiences in theatre and print, on screen and radio.

Jean is an engaging speaker and gives a personal and wonderful insight into the impact of Macular Degeneration on the family. The Macular Degeneration Foundation is very grateful to Jean for her Ambassadorial work and dedication in promoting the Foundation's important messages.

Support Services

To facilitate access to relevant support and support services

Helpline - a Frontline Service

The Helpline is a key service provided by the Foundation to support the Macular Degeneration community. The Foundation responds to a range of calls but most particularly calls from those living with the disease, their carers and family seeking information, guidance, understanding and support. There continues to be a great demand for phone support with almost 100,000 calls to the Helpline since 2005.

Information Kits

Comprehensive information kits, provided free of charge, are one of the main avenues for providing information about Macular Degeneration to the community. The information kits are available via the Helpline, at Australia-wide education sessions, expos, conferences and the Foundation website. The information kit includes an array of publications and helpful information on subjects related to Macular Degeneration and low vision.

“Many thanks for all your information, it has helped me to cope. The more I can learn the better I can handle this problem.”



“In my dealings with the Foundation I find talking to all your staff the same as making a personal phone call to a friend - and you are my friends. God bless and love to you all.”



Newsletter

The Foundation's quarterly newsletter focuses on issues affecting the Macular Degeneration community. It provides updates on projects and new research and remains a vital communication and education link with the Macular Degeneration community. 93% of clients rated the newsletter as either 'good' or 'excellent' and 86% said it was the most used service.

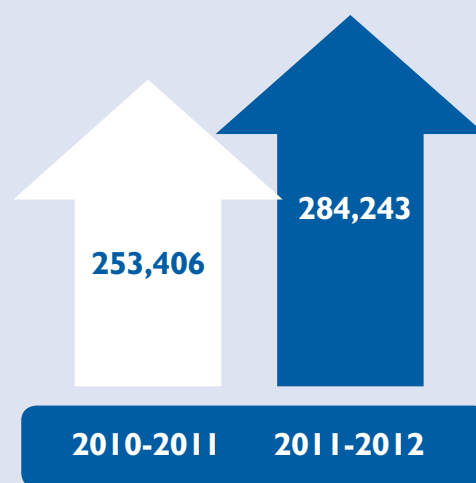
"Thank you MD Foundation for the great newsletters full of information."

Website

The Foundation website continued to be a powerful information tool. The website was heavily promoted during the national media campaigns and through all of the Foundation's materials and usage continued to climb to its highest ever.

In 2011-2012 there were over 284,000 website visits

Foundation's website visits rise 12%



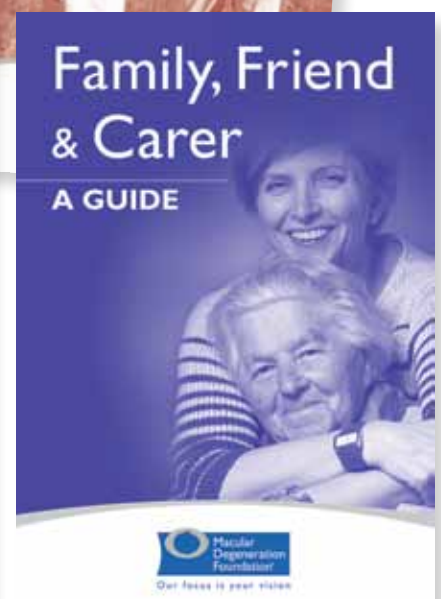
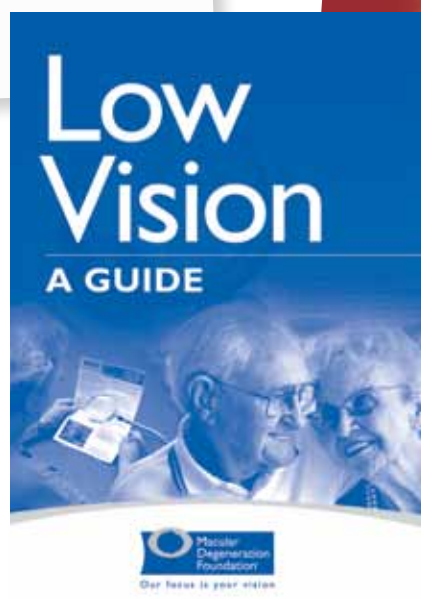
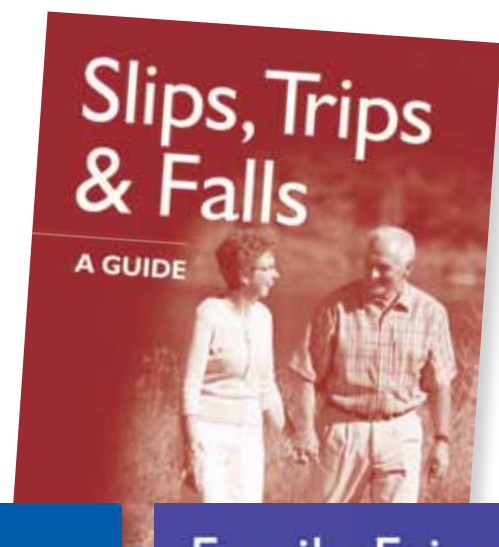
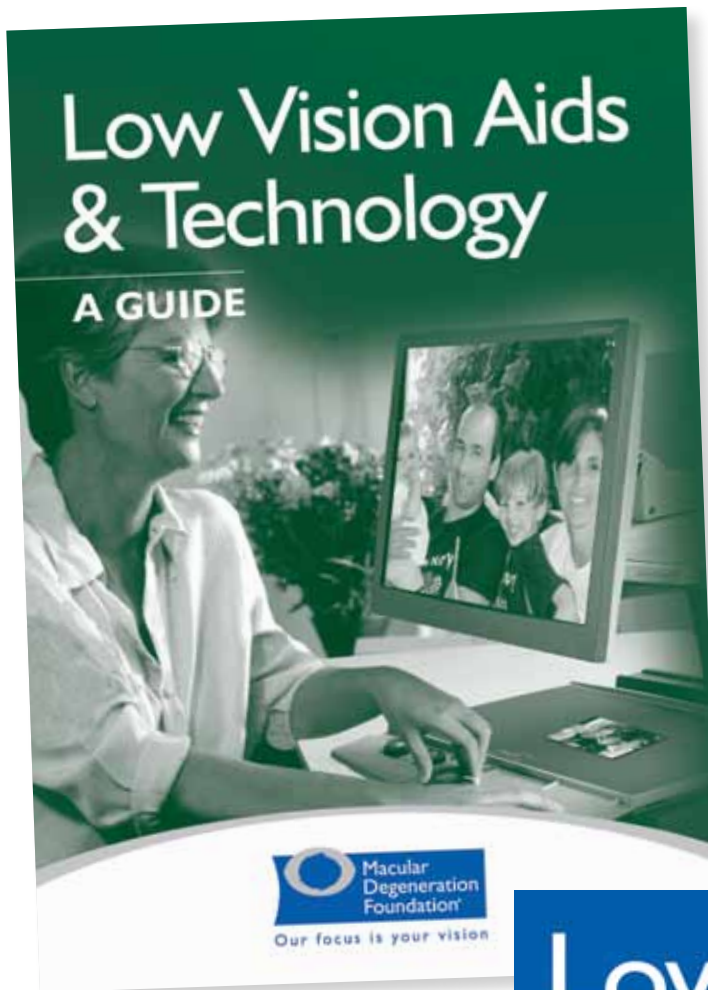
Publications

The Foundation offers a comprehensive range of publications on Macular Degeneration to meet the needs of the MD community. The publications are distributed broadly via both the Foundation's activities as well as via health professionals including optometrists, ophthalmologists, orthoptists, and general practitioners. All publications are updated on a regular basis to ensure information is current and relevant to readers.

Integral to the range of publications is a series of four informative guides:

- **Low Vision - A Guide**
A practical introduction to living with low vision.
- **Family, Friend & Carer - A Guide**
For people providing care to a person with low vision.
- **Slips, Trips & Falls - A Guide**
Practical advice on avoiding falls.
- **Low Vision Aids & Technology - A Guide**
Information on the different types of aids, equipment and technology which assists those with low vision.

In 2011-2012 over 1.4 million individual publications and resources were distributed to the general public and health care professionals.





Fran Cutler and Des Morton inspect the Foundation's low vision display

Special Projects

Navigator Audio Book Program

The Navigator is a hand-held, portable device that reads aloud books and newspapers. The Foundation supports the Macular Degeneration community to access audio books by providing free access to the Navigators via two projects.

The Navigator Library Access Project and the Navigator Home Access Project continue to provide free access to technology that enables the downloading of audio books through a local library or from a website from the comfort of the home.

Low Vision Equipment Display

The Foundation's national office displays a range of low vision equipment including magnifiers, daily living aids and assistive technology. Clients are able to learn about the aids and technology, trial the equipment and discuss their needs with Foundation staff.

Low Vision Information Days

Low vision information days were held in Sydney as well as in regional NSW. These initiatives enabled the latest aids and technology to be viewed and trialled as well as opportunities to hear how those with Macular Degeneration successfully use different skills or equipment to enhance quality of life and maintain independence. Presentations were given by the Foundation as well as Vision Australia, Guide Dogs and Quantum RLV.

Representation

To advocate for the best interests of the MD Community

The Foundation strives to ensure access to and affordability of treatment and rehabilitation in Australia. It is our privilege to be the voice of the Macular Degeneration community.

Fairness for Older Australians Diagnosed with a Disability

In 2011, the Productivity Commission (PC) produced two major reports - *Caring for Older Australians* (8 August 2011) and *Disability Care and Support* (10 August 2011). Both reports were highly relevant to the welfare of the Macular Degeneration community in Australia. *The Disability Care and Support* report found that the current disability support system is underfunded, unfair, fragmented and inefficient. The *Caring for Older Australians* report found that Australia's aged care system has many weaknesses and is not well placed to meet the future challenges associated with an ageing population.

Disability Care and Support: On 10 August 2011, the federal government responded to the PC report announcing the establishment of the National Disability Insurance Scheme (NDIS) to provide all Australians with insurance for the costs of support if they or a family member acquire a disability. This scheme was only applicable to those under 65 years of age.

Caring for Older Australians: On 20 April 2012, the federal government unveiled a package of reforms for a more sustainable and nationally consistent aged care system. The 10 year reform program is to provide older Australians with more choice, control and easier access to a full range of services, where wanted and where needed. Those over 65 years of age with a diagnosed disability were to be serviced in the aged care sector through this reform.

The Foundation has strongly advocated to policy makers throughout this year for equity in terms of access to and affordability of services such as assessment, counselling and the provision of aids and technologies, for those diagnosed after the age of 65 years with a disability from Age-related Macular Degeneration. It is critical that the services required by the Macular Degeneration community be positioned in the right place in both the disability and aged care systems so they are accessible and affordable. The Foundation advocated this position through various forums and representations to ministers and key policy makers.



Foundation CEO Julie Heraghty with the Hon Mark Butler, Minister for Mental Health and Ageing

Access and Affordability - Low Vision Aids and Technologies

Due to the lack of a national subsidy for low vision aids and technologies the Foundation has continued to champion the cause, with successive federal governments, to have this issue addressed and rectified. The issue has now become a part of the disability and aged care reform process, but the Foundation has continued to highlight this matter as a primary area of neglect for those with a vision impairment or blindness. The Foundation's work, to have private health insurance providers include rebates for low vision aids and technologies, did produce some excellent outcomes for our clients with several providers accepting our recommendation for inclusion of a rebate.

Affordability - Treatment

The Foundation monitored closely the federal government's changes in benefits payable by the Extended Medicare Safety Net (EMSN) for out-of-pocket treatment costs for injections for wet AMD and made representations to ensure that proposed changes would have minimal impact on patients. Consequently the vast majority of patients were unaffected by the final changes and the Foundation continues to guide those who may be affected to ensure continuation of treatment.

Access - Treatment

There is a lack of access to treatment for wet AMD in the public hospital system across Australia and it varies from state to state, making access inequitable. The Foundation has been advocating to policy makers at both federal and state levels that the structure of the delivery of health services across the country is impacting upon the access to treatment.

Working Together

In 2011-2012, the Foundation promoted Macular Degeneration as a chronic disease and worked with many organisations to represent the interests of the Macular Degeneration community in the areas of health, ageing, disabilities, mental health and community services including:

- **The National Aged Care Alliance:** Representative body of peak national organisations in aged care, including consumer groups, providers, unions and health professionals, working together to determine a more positive future for aged care in Australia.
- **National Seniors Australia (NSA):** A non-profit organisation that gives voice to issues that affect older Australians.
- **Australian Blindness Forum:** Representing major blindness organisations bringing together both service providers and people who are blind or vision impaired.
- **Blind Citizens Australia (BCA):** Is the united voice of blind and vision-impaired Australians.

- **Vision 2020:** Representative body in eye health bringing together Australian organisations involved in local and global eye care service delivery. The Foundation is represented on the Low Vision and Rehabilitation Committee and Prevention and Early Intervention Committee.
- **Consumers Health Forum of Australia (CHF):** Peak organisation representing the interests of Australian healthcare consumers in order to provide safe, quality, timely healthcare for all Australians.

NSW Health's NGO Advisory Committee:

The Foundation's Chief Executive Officer is a member of the Committee, which facilitates non-government sector input into health policy in NSW, and assists in the administration of NSW Health's NGO Program.

International Representation

- **AMD Alliance International**
AMD Alliance International is the peak international body generating awareness and understanding of AMD. The Foundation's Chief Executive Officer sits on the Board and Executive of the AMD Alliance International holding the position of Secretary.

It was a privilege ... the Chief Executive Officer was honoured to represent the Foundation at the award ceremony of the Quantum Reading Learning Vision 2011 Print Disability Scholarship and Seniors Grant, held at the State Library of NSW.



Best Practice Management

Ensuring best practice in management

A Dedicated and Experienced Board

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

The Board worked closely with the Chief Executive Officer throughout 2011-2012, setting a clear strategic direction to meet the vision and objectives of the Foundation.

A Strong Committee Structure

Committees worked with the Chief Executive Officer as part of good governance and management throughout the year:

- **Audit and Risk Committee:** oversees and enhances the financial reporting, external audit, risk management and internal control frameworks. The Investment Sub-Committee oversees investments
- **Medical Committee:** provides medical expertise, guidance and advice on medical matters related to Macular Degeneration
- **Client Services Committee:** oversees and enhances the ability of the Foundation to provide the highest quality products and services to meet the needs of the clients
- **Research Committee:** provides expertise and guidance in relation to research program development

A Committed Staff Team

Julie Heraghty is the Chief Executive Officer of the Macular Degeneration Foundation and leads a team of 12 full-time (equivalent) dedicated staff responsible for education and awareness, marketing and public relations, support services, research, finance and administration. The national office is in Sydney and provides Australia-wide services.

Professional development of staff is an ongoing priority to help ensure that, through their individual roles, they are able to contribute to the delivery of services to the Macular Degeneration community in the most effective and professional way.

A Dedicated Volunteer Team

Almost 40 volunteers supported the Foundation in 2011-2012 contributing both time and expertise in many different areas of work. Many volunteers have Macular Degeneration in various stages, others are touched by it in some way through a family member or friend, and others volunteer just to support a great cause. The Foundation is fortunate to have the ongoing support of Suncorp and ANZ as part of their corporate social programs. A special acknowledgement goes to the team of Bayer volunteers for a full day of helping the Foundation move to its new office. **Thank you to all our volunteers for your great work.**

New National Office

In September 2011 the Foundation moved to a new national office in order to accommodate the needs of a growing organisation and to ensure the efficient and effective delivery of services. Long term Friend of the Foundation, Jean Morton, officially opened the new office and unveiled a commemorative plaque.



Financial Report

PROFIT & LOSS (FOR THE YEAR ENDED 30 JUNE)

\$000	2012	2011
Revenues		
Government grants	459	527
Corporate support	595	578
Donations/Fundraising	449	762
Sponsorships	1,113	920
Investment income	191	168
Total Revenues	2,807	2,955
Expenses		
Education	294	283
Awareness	658	465
Research	325	173
Support services	499	438
Representation	230	98
Fundraising	94	196
Association management	353	428
Total Expenses	2,453	2,081
Research grants program donations	183	0
Research grants program expenditures	154	0
Net research grants program surplus	29	0
Net Surplus	383	874

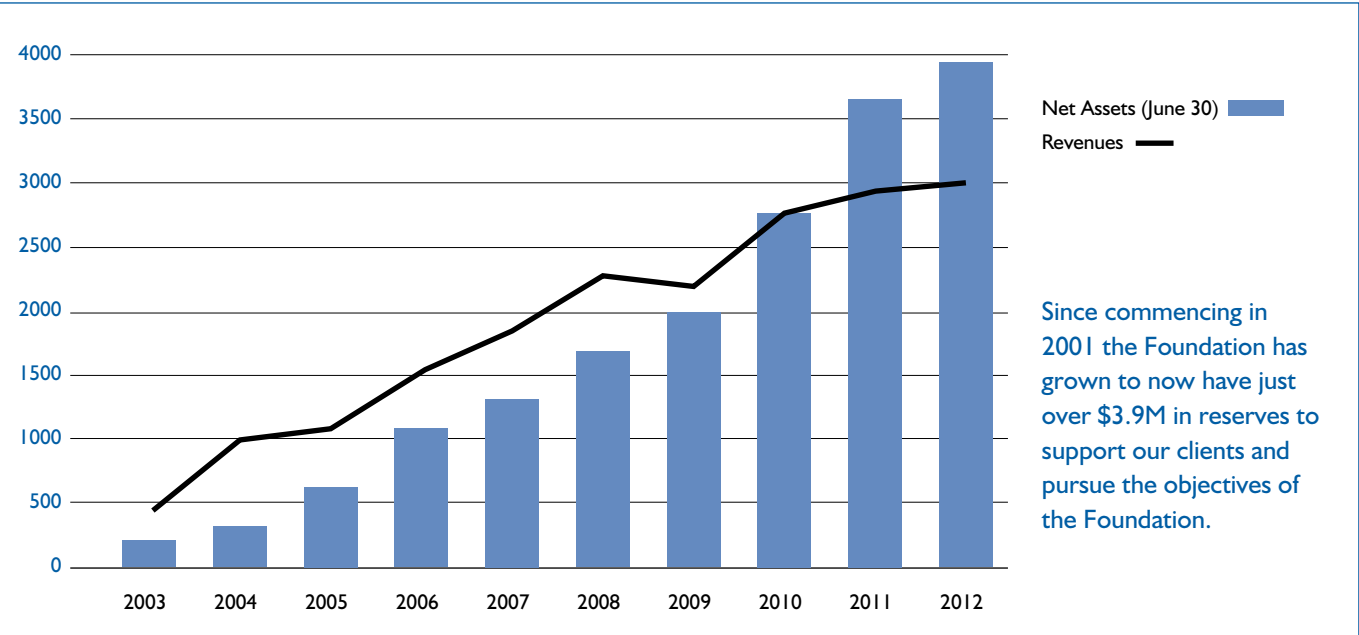
BALANCE SHEET (AS AT 30 JUNE)

\$000	2012	2011
Assets		
Cash and cash equivalents	2,479	1,732
Investments	1,835	1,761
Trade and other receivables	982	329
Plant and equipment	94	22
Total Assets	5,390	3,844
Liabilities		
Trade and other payables	1,408	221
Provisions	22	15
Total Liabilities	1,430	236
Net Assets¹	3,960	3,608

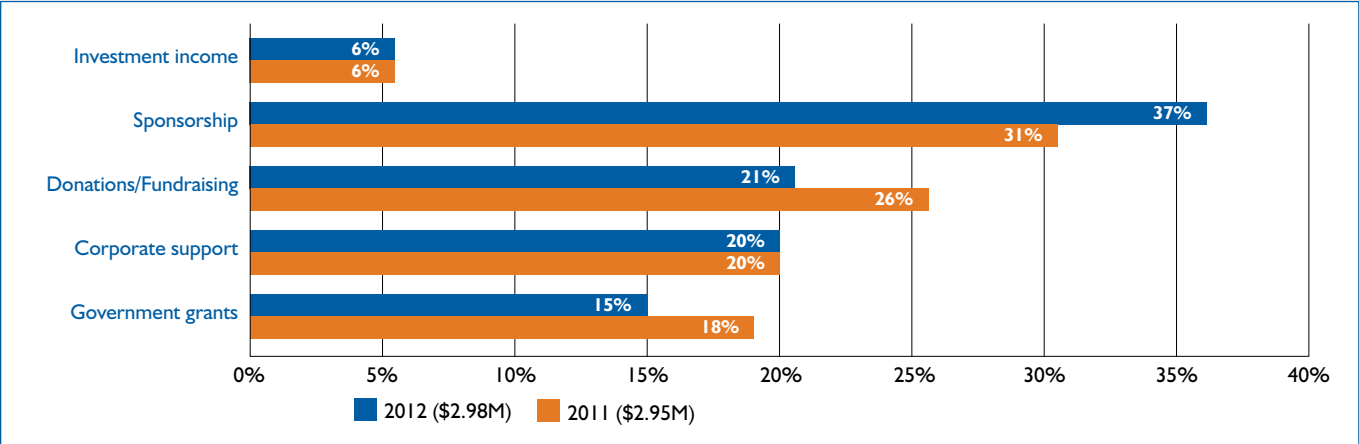
¹The Foundation has \$1,750,000 (2011: \$1,500,000) set aside within the Net Assets to support future Macular Degeneration Foundation research initiatives.

The information on this page was extracted from the audited Financial Statements of the Macular Degeneration Foundation for the year ended 30 June 2012 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.

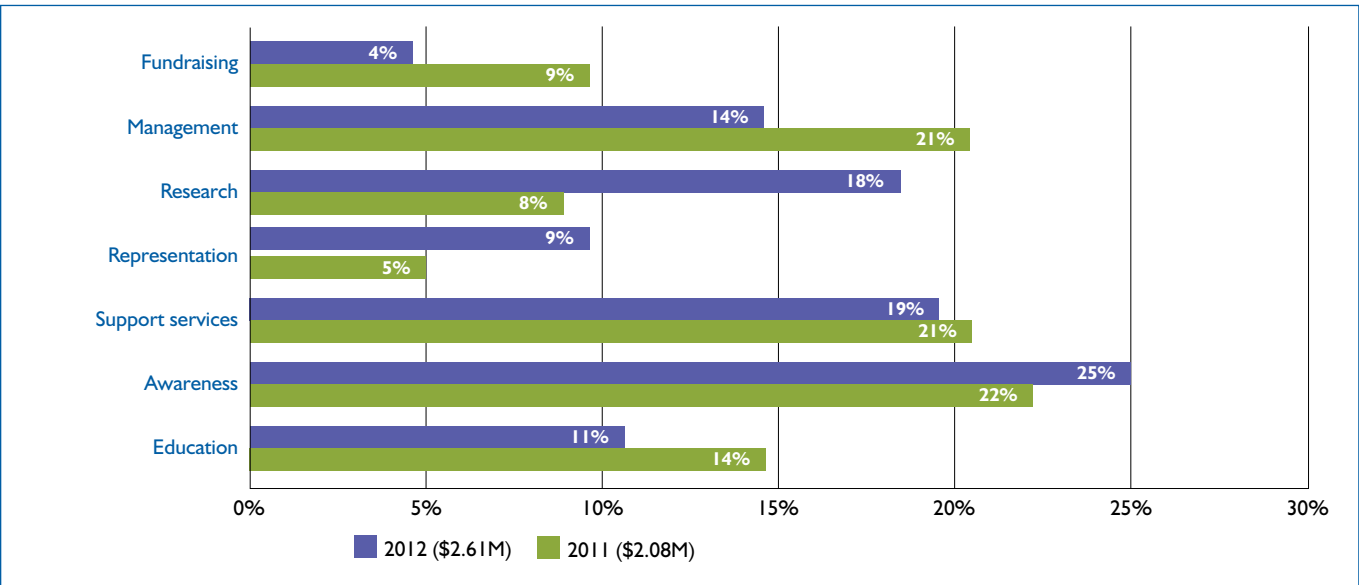
10 YEAR FINANCIAL SUMMARY (\$000)



REVENUE SOURCES



EXPENDITURES



Meeting our Objectives

Fundraising

To provide income from fundraising to support the growth of the Foundation and its services

Government Funding

The federal and NSW governments both provide key financial support across all programs, especially education and awareness. The Foundation is most appreciative of the ongoing support of government.

Department of Health and Ageing

In 2005 the Foundation received its first four year federal government grant through the Department of Health and Ageing. In 2011 the Foundation was advised by the Department that a new flexible funding program required re-application for continuation of its funding. The Foundation was successful in this submission which enabled the national education program to continue.

NSW Department of Health

The Foundation was established with a NSW government grant provided in 2002 by the then South Eastern Sydney and Illawarra Area Health Service. Since then, the ongoing funding from the NSW Government has allowed the Foundation to deliver its comprehensive Macular Degeneration education and awareness programs and provide services to reach thousands of people in NSW, especially in regional and remote areas.

Corporate Sponsorship

Corporate sponsorship is an integral part of the support for the Foundation and thanks go to all sponsors and supporters. The Foundation especially acknowledges major partners Blackmores, Novartis and Bayer for their outstanding commitment to raising awareness and supporting major education, research and client service programs.

Thanks go also to Ernst & Young, Clayton Utz, King & Wood Mallesons, bluedesk and Quantum RLV for their continued support and commitment.

Blackmores

With a shared common value to reduce the incidence and impact of Macular Degeneration in Australia, Blackmores remains a long term supporter of the Foundation's education, research and awareness programs. In addition to its generous ongoing support for the Foundation, Blackmores and The Blackmore Foundation provided funding for a Macular Degeneration research fellowship in recognition of the contribution of Founding Director Dr Paul Beaumont.



Marcus Blackmore, research fellowship recipient
Dr Liubov Robman and Dr Paul Beaumont

Novartis

Novartis has consistently supported the Foundation in a wide range of activities since the Foundation's establishment. In particular, Novartis has supported the Foundation's national TV and radio campaign since 2008, which has resulted in Australia now being a world leader in raising awareness of Macular Degeneration. This contribution to the eye health of the

Australian community is greatly appreciated by the Foundation and the Macular Degeneration community. The Foundation is also grateful for Novartis' support of the *Eyes on the Future* report.



Foundation Chief Executive Officer Julie Heraghty with Novartis Marketing Manager Sweta Ghelani

Bayer

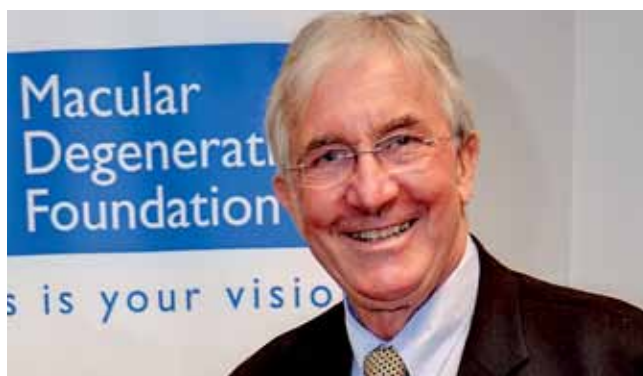
Bayer has in the last two years provided valuable support to a range of initiatives which support the Foundation's client services, awareness and education programs. The strong growth in this relationship has enabled the Foundation to provide support services to many people who require the Foundation's help.



Foundation Chief Executive Officer Julie Heraghty with Bayer HealthCare Business Unit Manager Ashraf Al-Ouf and General Manager Rene Klemm

ODMA

The Optical Distributors and Manufacturers Association (ODMA) is the primary supporter of the Foundation's mEYE World Photographic Competition. The competition introduces Macular Degeneration to a broad audience and reinforces the connection between sight and the visual medium of photography.



ODMA's Chairman Richard Grills

Quantum RLV

Quantum RLV, provider of low vision aids and technologies, is a founding supporter of the Foundation's education programs.

Foundations and Trusts

Foundations and trusts are important to the Foundation and give support across a range of activities. The Foundation especially acknowledges the Profield Foundation and Vincent Fairfax Family Foundation for their support. Thanks also go to the Perpetual Foundation, Davis Hull Foundation and Pierce Armstrong Trust.

Profield Foundation

The Foundation is indebted to the generosity of the Profield Foundation, which has been an outstanding supporter since 2007, and in 2011-2012 gave a commitment for another five-year term. The Profield Foundation's commitment to the Macular Degeneration Foundation has funded our client services including the helpline, publications, awareness and education activities.



Profield Foundation Directors Michael and Angela Field with Foundation Deputy Chairman Ashley Chapman

Vincent Fairfax Family Foundation

Following on from the grant awarded to the Foundation in 2010-2011, the Vincent Fairfax Family Foundation kindly funded a special photographic project, in celebration of their 50th anniversary, which captured the portraits and personal stories of a number of the Friends of the Foundation.

Donations

The Foundation relies on the generosity of individual donors and community organisations to ensure 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.

Bequests

Bequests form an increasingly important part of the Foundation's funding and we are most grateful to those who choose to support us in this way. Bequests can either be directed to support ongoing Foundation programs, or directly to the Foundation's Research Grants Program, reflecting the desire to contribute to finding reasons and answers for this disease.

Community

Clubs NSW

The Foundation is grateful for the support received through the NSW Club Grants scheme. These funds support Foundation projects in local communities.

Rotary

As part of MD Awareness Week 2012 Rotary clubs nationally were involved in educating and raising awareness of Macular Degeneration. A number of clubs also provided financial support including Beecroft, Alstonville and Mirani.

Roth Gair Charity Golf Day

In February 2012 the Lions Club of Forest Hill in Victoria once again held their Roth Gair Charity Golf Day. The late Mr Roth Gair was a member of the Forest Hill Lions Club and had Macular Degeneration. Once again organiser Ian Kennedy and his team of helpers worked tirelessly to make this a truly wonderful event.



Members of the Lions Club of Forest Hill

Everyday Hero / Go Fundraise Events

The Everyday Hero and Go Fundraise websites enable people to raise funds for the Foundation as part of an organised activity such as a fun run or a personal challenge. Friend of the Foundation Tyrone Terpens raised \$2,550 for the Foundation on behalf of his mother Christine by completing his own physical challenge. He called it the '300 in 10 for Macular Degeneration' and involved 300km of swimming and cycling over 10 days.



Tyrone Terpens with mum Christine

Killara Golf Club's Lady Bowlers Bridge Day

Killara Golf Club's Lady Bowlers held a very successful fundraising bridge day in August 2011, which included the Foundation's Chief Executive Officer as guest speaker, raising over \$5,000 for the Foundation.

Jan's Story

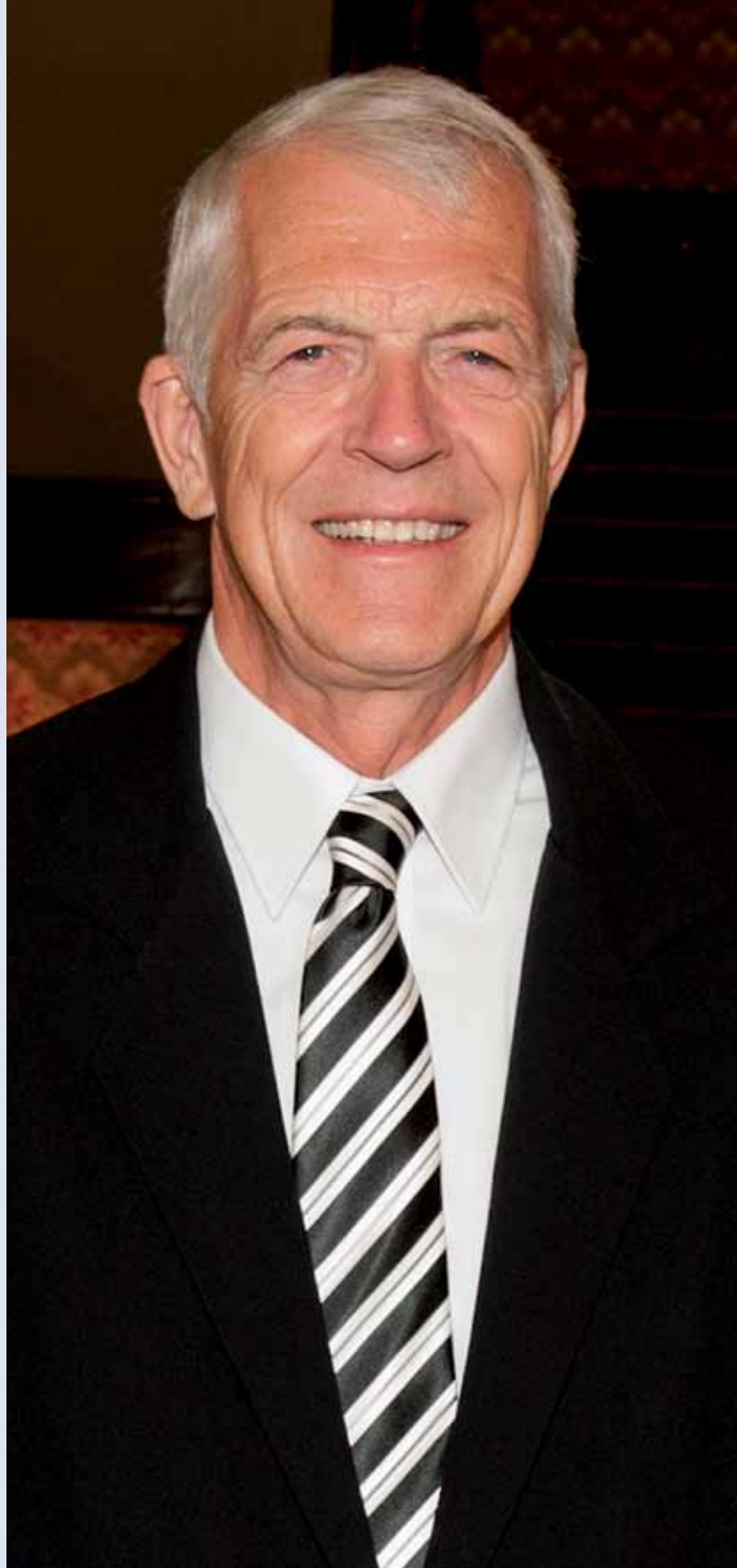
For a considerable part of my life I was blissfully unaware of the existence of the disease known as Macular Degeneration.

When my grandfather, naval engineer and yacht designer Aage Utzon, gradually lost his sight in the late 1960's, it was accepted as something that could be expected when you grew older. Not until my father, Jørn Utzon, began to experience the same symptoms at the turn of the millennium, did the term of Macular Degeneration appear in the vocabulary of our family. Wet Macular Degeneration was the verdict. My father lived with a steady decline of vision in the following years, until his passing in 2008.

My father was able to keep working on projects up until the end of his life. As he and I had been working together for almost 40 years, we had developed an architectural rapport as it were, where his ideas and directives, through my hands, could produce the documents and drawings needed for the refurbishment of the Sydney Opera House.

Because of his analytical approach to his own condition, the rest of the members of our family became acutely aware of the trauma that Macular Degeneration can have on a person's life. As you can imagine I have become very aware of Macular Degeneration, and must accept that I have a hereditary risk of being afflicted with the disease.

I can only urge everyone to have their macula checked, and very importantly, urge our society to make a greater effort to find a cure for this disease, which unnecessarily disables many of our citizens, individuals who, if they could retain their eyesight, with their skills and knowledge could be of great benefit to our society.



Ambassador Jan Utzon

Jan Utzon is a Danish architect and son of famed Sydney Opera House architect Jørn Utzon. Deeply influenced by his father's approach to architecture, Jan worked closely with his father on several prestigious projects up until his passing in 2008. Jan, through his own design practice has undertaken many interesting projects. One of his most successful is the Performing Arts Centre in Esbjerg (1997) with its theatre and concert hall combined with the earlier art museum. Utzon Architects and Johnson Pilton Walker, Architects in collaboration, have explored options to improve the existing Opera Theatre at the Sydney Opera House. The Macular Degeneration Foundation is grateful to have a strong and staunch advocate in Jan, and thank him for agreeing to be a champion for the cause.

Thank You

The Foundation thanks all sponsors, donors, volunteers and supporters for their assistance this year. The generosity, kindness, good works and spirit of giving shown by so many is highly valued. This support allows the Macular Degeneration Foundation to meet its objectives and realise the vision of reducing the incidence and impact of Macular Degeneration in Australia.

Sponsors & Supporting Partners



Thank you to all individual donors, corporate supporters, government and health care professionals for supporting the work of the Foundation to meet our objectives in education, awareness, support services, research and representation.

Special thanks to

- The Office of Governor-General of Australia, Ms Quentin Bryce
- The Royal Australian and New Zealand College of Ophthalmologists
- Optometrists Association Australia
- NSW Department of Transport and Infrastructure
- NSW Club Grants supporting clubs: Bathurst Panthers, Bathurst RSL, Campsie RSL, Dee Why RSL, Euston Bowling and Recreation Club, Hornsby RSL, Illawarra Catholic Club, Moree District & Services Club, Narromine RSL and West Ashfield Leagues Club

- ANZ staff volunteers
- Artarmon Masonic Hall
- bluedesk
- Chester Hill-Carramar RSL Sub Branch
- Cornerstone Media
- Cube
- Davis Hull Foundation
- D&M Research
- Deloitte Access Economics
- Dural Country Club
- ES Wigg
- Fourth Village Providore
- Galaxy Research
- GEON
- Governor Arthur Phillip Lodge No. 12
- HammondCare
- Ian Kennedy
- Italian Affair Committee
- Killara Golf Club Lady Bowlers
- Le Cornu Lewis Hancock Chartered Accountants
- Lions Club of Forest Hill
- Merry Musicians
- mivision
- National Council of Jewish Women of Australia NSW
- OptiMed
- Perpetual Foundation
- Pierce Armstrong Trust
- Portobello Commercial Contractors
- Produce Marketing Australia
- Rotary Clubs nationally
- Suncorp staff volunteers
- Suncoast Social Dancers
- Ted Baker
- The Salon on Asquith
- Voss Design
- Zespri Gold Kiwifruit

Working Together

Who Did We Work With?

In delivering our education and awareness programs the Foundation works with a range of low vision and community organisations.

Our thanks go to:

- Arthritis NSW
- Association for the Blind WA
- Association of Independent Retirees
- Australian Ophthalmic Nurses Association (AONA)
- Beyond Blue
- Centre for Eye Research Australia (CERA)
- Church Seniors Groups
- Community Centres
- Community Health Centres
- Country Women's Association (CWA)
- Culturally & Linguistically Diverse (CALD) groups
- ECHO Australia (WA)
- Guide Dogs NSW/ACT
- Guide Dogs SA/NT
- Guide Dogs Queensland
- Home and Community Care (HACC)
- In-home Care Organisations
- Legacy
- Lions Clubs
- Lions Low Vision Clinic
- Local Government Councils
- National Seniors Association
- NSW Day Surgery Nurses Association
- NSW Falls Prevention (Clinical Excellence Commission)
- Older Women's Network (OWN)
- Optical Distributors and Manufacturers Association (ODMA)
- Optometrists Association Australia
- Orthoptics Australia
- Pharmacy Guild NSW
- Probus Clubs
- Quantum RLV
- Rotary Clubs
- Royal Australian and New Zealand College of Ophthalmologists (RANZCO)
- Royal Guide Dogs Tasmania
- Royal North Shore Hospital Pharmacy Department
- Royal Society for the Blind (RSB) SA
- RSL Clubs
- Retirement Villages and Aged Care facilities nationally
- Save Sight Institute, Sydney University
- Seniors Day Centres
- Sydney Eye Hospital
- University of New South Wales - School of Optometry and Visual Science
- University of Sydney - Discipline of Orthoptics
- University of Technology Sydney (UTS)
- University of the Third Age (U3A)
- VIEW Clubs
- Vision Australia
- Vision Impaired Person Support Groups
- Wrest Point Hobart

Help the Macular Degeneration Foundation

We need your support to help us save sight!

How to Help Us

Donate to Save Sight

Making a donation can help the Foundation achieve its vision of reducing the incidence and impact of Macular Degeneration in Australia. All donations support the many activities undertaken in education, awareness, support services, research and representation. Every donation can help save sight. Joining the Foundation's regular giving program provides a sustainable future for the work of the Foundation.

Donate to Research

The Macular Degeneration Foundation Research Grants Program funds world renowned Australian researchers to find reasons and answers for this disease and ultimately to find a cure.

A Bequest

A bequest can make a lasting impact on generations to come and is gratefully accepted by the Foundation.

Corporate Partnerships

There are many opportunities for partnerships with corporations to support the work of the Foundation in our many activities in education, awareness, support services and research.

Sponsors

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

Community Fundraising Events

The Foundation welcomes contributions from the fundraising activities of community and service organisations, schools and clubs. The Everyday Hero and GoFundraise websites are a way for people to support the Foundation by participating in events to raise funds.

A Commemorative Gift

A donation to the Foundation in lieu of a gift can help commemorate a significant occasion.

A Memorial Gift

A memorial gift can be made in lieu of flowers in the memory of a family member or a friend.

Volunteering

The Foundation welcomes and values volunteers who undertake a range of work to support our activities across Australia.

**To donate or to find out
more contact the Foundation
1800 111 709**

**info@mdfoundation.com.au
www.mdfoundation.com.au**

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

OUR VISION

To reduce the incidence and impact
of Macular Degeneration in Australia



Our focus is your vision

Macular Degeneration Foundation

Suite 902, Level 9, 447 Kent Street
Sydney NSW 2000

Helpline: 1800 111 709

www.mdfoundation.com.au