



Reaching great heights
with your help ...

Annual Report 2009-2010



Our focus is your vision

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.

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* legal blindness

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.

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 MD Foundation's Strategic Plan.

These common values are:

Respect

Respect for the dignity of the person.

Compassion

Concern, support and understanding.

Integrity

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

Competency

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

Our Guiding Principles

The 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 MD community. It engages and depends upon the active support of volunteers, individuals and organisations and is guided by the following principles:

Access and Equity

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

Knowledge

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

Social Justice

The MD Foundation pursues social justice and works to empower the MD community and strives to oppose any disadvantage they may be experiencing.

Investment

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

Change

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

Consideration

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

Participation

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

Acceptance

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

Standards

The MD Foundation upholds the highest ethical standards in its daily work and its relations with all parties.

Our Guiding Principles...

Appreciation

The MD Foundation appreciates the contribution of governments, volunteers, advocates, other non-government organisations, and all those who work for the common good of the MD community.

Partnerships

The MD Foundation will value, support and work 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.

Our Objectives

The key objectives of the Macular Degeneration Foundation are to represent the interests of the MD 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 MD community

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

Highlights for 2009-2010

A year of record results...

Education

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

- Maintained the high attendance record with over 18,000 people attending education sessions, national expos and conferences across Australia
- Commenced a new phase of veteran education which will reach over 1,000 veterans by the end of 2010
- Presented education sessions translated in five languages to over 500 attendees from Culturally and Linguistically Diverse (CALD) Communities
- Provided comprehensive education to eye health professionals including ophthalmologists, optometrists, orthoptists, practice managers, nurses and students

Awareness

To increase awareness of Macular Degeneration

- Launched two national TV and radio advertising campaigns contributing to awareness of Macular Degeneration increasing in the at-risk group to 85%
- MD Awareness Week (MDAW) achieved excellent media coverage with an estimated 20 million impressions
- 3.2 million Australians read about Macular Degeneration during MDAW
- MDAW reached 1.3 million television viewers
- Premium television coverage of MDAW launch secured on ABC's 7pm news nationally
- MD Foundation Patron Ita Buttrose co-hosted Channel Ten's popular morning program *The Circle* as part of MDAW

Support Services

To facilitate access to relevant support and support services

- Over 224,000 MD information materials distributed across Australia
- Over 18,000 calls to the MD Foundation Helpline - an average of 74 calls per day
- Over 29,000 people on the MD Foundation database received newsletters and information
- Over 270,000 visits to the MD Foundation website, an increase of 60% on previous year
- Four newsletters distributed to all registered with the MD Foundation
- Distribution of over 10,000 key publications in Arabic, Chinese, Greek, Italian and Vietnamese
- Distribution of thousands of copies of the new guide *Slips, Trips & Falls – A Guide*

Research

To support and pursue research

- Established an MD Foundation Research Committee to oversee the commencement of a major research giving project
- Completed a major report on raising awareness of MD in Australia for publication
- Completed a major social research project *Barriers to the Treatment of Wet MD*
- Maintained a robust research monitoring and reporting service to the MD community

Representation

To advocate for the best interests of the MD Community

- Successfully reversed a decision of the May 2009 federal budget to ensure benefits of the Extended Medicare Safety Net were maintained for the treatment of wet MD
- Presented the major issues relating to Optical Coherence Tomography (OCT) and access to treatment to government with the support of clients across Australia
- Improved the access, affordability and equity of treatment and rehabilitation for those with Macular Degeneration

Report from the Chairman and Chief Executive Officer

The 2009-2010 year was another rewarding and exciting one as our reach to the Macular Degeneration (MD) community, and those at risk of the disease, again realised new levels of success to make a real difference.

Indeed, Australia is a world leader in raising awareness of the disease and this is testament to the extraordinary work the MD Foundation has been able to undertake with the support of the many generous funders, donors, supporters, staff and volunteers.

Our key government grants from NSW Health, the federal Department of Health and Ageing and the Department of Veterans' Affairs once again enabled the MD Foundation to deliver its comprehensive education sessions. The MD Foundation's education team travelled the country to ensure that those with or at risk of MD, their family and carers were able to learn more about MD as well as key information about nutrition, treatments and low vision aids and technologies.

The MD Foundation continued and strengthened its partnership with the eye health professions namely ophthalmology, optometry and orthoptics. We provided vital support and information to their patients, families and carers through the provision of free information kits and publications and via the MD Foundation Helpline with over 18,000 calls being received. We had a continued presence in industry publications and as guest speaker at conferences and professional meetings. The education of optometry students in NSW also provided an important introduction to students on the work of the MD Foundation. In addition, the MD Foundation's education and awareness initiatives now increasingly and importantly reach general practitioners (GPs) and pharmacists.

Established in 2001, the MD Foundation is a relatively young organisation, so the ongoing support of our major sponsors Blackmores and Novartis has made it possible for us to deliver our services to the MD community and to have sustainability and certainty in our growth and in implementing our strategic plan.

Our major sponsors once again enabled us to initiate and implement new projects, maintain and improve

our existing services and reach new heights in education, awareness and research.

Blackmores has been a loyal and consistent supporter and they continue to be outstanding in their support of our work and their commitment to ensuring our key messages are heard by millions of Australians. They have provided millions of dollars since the MD Foundation's inception and in 2009-2010 they contributed \$542,000 to the work of the MD Foundation.

The support of Novartis enabled the MD Foundation to continue the national TV and radio campaign with two waves of advertising in July/August 2009 and April/May 2010. This awareness campaign was funded by Novartis through a direct investment of \$2.285 million. This initiative was the major contributor to the extraordinary awareness levels of MD that has Australia as a world leader in raising awareness of this disease.

The MD Foundation conducts regular Galaxy polls to measure awareness levels. Of those in the at-risk age group aged 50 and over, awareness of MD has increased from 58% (February 2007) to 85% (May 2010). The greatest acceleration in this increase took place as a result of the Novartis funded advertising campaigns. During the advertising period the MD Foundation also experienced an extraordinary increase in demand for its services including Helpline calls, website hits and requests for information packs.

Several other unique initiatives in 2009-2010 also highlighted MD across the country.

MD Awareness Week 2010 was once again a great success which generated huge exposure and a record 20 million media impressions. The distribution of nearly 22,000 kits of materials through a range of outlets was outstanding and included, for the first time, over 9,000 GPs.

The highlight was the launch of MD Awareness Week by Queensland Minister for Disability and Multicultural Affairs the Hon Annastacia Palaszczuk in Sydney on 23 May with her very personal story of being diagnosed with the wet form of Macular Degeneration when she was just 34 years of age. The MD Foundation was greatly appreciative of the Minister sharing her story



Elizabeth Carr, Chairman

which received widespread reporting on Australian media - TV, radio and print.

The Sydney launch was attended by our wonderful Patron Ita Buttrose and our founding Director Dr Paul Beaumont, along with people from the MD community, sponsors, supporters and friends.

As part of MD Awareness Week 2010, the MD Foundation commissioned a national Galaxy poll on symptom recognition. Results concluded that there is an alarming risk that people would be dismissive if they experienced symptoms of MD. The importance of not ignoring symptoms was a key component of the awareness week. The MD Foundation also organised a number of special education events across Australia conducted by leading ophthalmologists, attended by hundreds of interested and appreciative people.

Our sincere thanks go to Novartis, Blackmores, Optometrists Association Australia, and bluedesk for their ongoing support which enables the week to be held each year.

Our annual survey of clients reported very high satisfaction with the MD Foundation's services, with 83% giving ratings in the top two ranges. At the top of the MD Foundation's services in terms of helpfulness was the 1800 Helpline, which scored an overall rating of 3.4 out of 4. Ratings for the MD Foundation publications were very high with a mean score of 4.3 out of 5, with 77% of members rating them as either good or excellent.

The MD Foundation continued to grow its suite of publications with the launch in June 2010 of a new guide, *Slips, Trips & Falls – A Guide*. This booklet recognises, and aims to reduce, the real risk of falls for



Julie Heraghty, Chief Executive Officer

those with low vision. Work also commenced on a fourth publication in the guide series titled *Low Vision Aids & Technology – A Guide*, to be launched in 2010-2011.

Representing our clients to government and other agencies to ensure the best outcomes for the MD community was a major focus in 2009-2010.

Access to and affordability of treatment is a key aspect of the MD Foundation's work. The MD Foundation worked tirelessly to lobby the Senate on behalf of the MD community to turn around a situation which would have seen a cap on the maximum Extended Medicare Safety Net rebate for the only approved treatment for wet MD. The MD Foundation was fearful that patients would exit treatment or fail to take up treatment and risk blindness as result of this action. This was resolved positively for thousands of mostly elderly Australians who are diagnosed each year with the aggressive form of Macular Degeneration known as 'wet' MD and require this treatment to give them the best chance of saving sight.

The Minister for Health and Ageing, the Hon Nicola Roxon, acknowledged the very important role the Macular Degeneration Foundation played in securing a positive outcome for the MD community.

The MD Foundation expanded its Navigator audio book project with the launch of the *Navigator Home Access Project* whereby users are able to download books and newspapers directly from their computers onto their audio book device. Over 100 people were signed up to this new program. This initiative, along with other client services, is generously supported by the Profield Foundation for which we are very grateful.

The MD Foundation also represents the Australian MD community on the world stage via a position on the executive of AMD Alliance International and Chair of the AMD Alliance Low Vision Committee.

The MD Foundation's Board of Directors and various Committees met throughout the year to provide strategic direction and to oversee our work. The guidance and expertise of the Board has been invaluable in supporting the MD community.

Our sincere thanks go to MD Foundation Patron, Ita Buttrose AO, OBE, who gives her time, energy and expertise to the MD Foundation's activities throughout the year. A special thanks also to our staff and volunteers who work to ensure the delivery of quality services and excellent outcomes.

We appreciate and thank all our donors, supporters, partners and sponsors including the NSW and federal governments (and their appropriate departments), Novartis, Blackmores, Profield Foundation, Royal Australian and New Zealand College of

Ophthalmology and Optometrists Association Australia. Thank you to all of the low vision service providers across Australia as well as other foundations and associations with whom we work to deliver comprehensive services for clients. Thank you to all our volunteers including our corporate friends Suncorp and ANZ for supporting our volunteer work. We extend a special thank you to Ernst & Young who so generously give their time and expertise as our auditors.

To all supporters who contribute in so many ways to ensure the ongoing fulfilment of our vision, and especially to those who made generous donations to ensure our services can continue, your contribution is highly valued and appreciated.

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



Julie Heraghty

Chief Executive Officer
BA DipEd UNSW

A Salute to 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. She is Vice President Emeritus of Arthritis Australia and an Ambassador and Member of the Advisory Board of Alzheimer's Australia (NSW).

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

***“Thank you to our
Patron Ita Buttrose
for her commitment
and dedication to
raising awareness of
Macular Degeneration
in Australia.”***



The Macular Degeneration Foundation

Our Board

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



Elizabeth Carr, Chairman – BA (Hons), MPA, GAICD

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

She has had 20 years experience in the inter-relationship between employee productivity and the applications of technology to increase profitability in the IT & Finance Industries. Elizabeth is now focused on the growing inter-dependence of the private, public and not-for-profit sectors and undertook a Masters degree at Harvard University, specialising on issues of governance, accountability and strategic policy in this area. Elizabeth is currently a consultant on Public Private Partnerships.

Elizabeth is also a Board Member of the Kokoda Track Foundation, Council member of Kambala Anglican School for Girls, and a council member of the Harvard Club of Australia.



Ashley Chapman, Deputy Chairman – CPA, MACS

Ashley Chapman retired in 2004 after a career in information technology spanning over forty years. His experience includes fifteen years with IBM in a variety of roles covering systems engineering, programming and education. Industry experience included banking and finance, airline, distribution and government utilities.

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

Ashley is the Deputy Chairman of the MD Foundation.



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 Beaumont is the chair of the Medical Committee, is a member of the Research Committee and NSW State Chairman for the MD Foundation.



Peter Brown

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



Barry Clarke – PNA

Barry Clarke has over 40 years experience in the financial services sector in both executive and CEO roles. He is currently a Director of the Royal Society for the Blind of SA and other companies involved in the bio-medical field. He also serves on the Client Advisory, Finance, and Investment Committees for the Royal Society for the Blind of SA.

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



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.



John McCarroll - B.Ec, GAICD

John McCarroll is a Director at JB Were Ltd - Private Wealth Management. John has more than 29 years experience in the Finance industry, initially in Europe and for the past 19 years in Australia. John is fluent in German. John is a Director of the Australian Stockbrokers Foundation which holds two fundraising functions each year. The proceeds are distributed to ten charities.

John holds a Bachelor of Economics from Monash University (Vic) and is a Diploma member of the Australian Institute of Company Directors.



Peter Reid – BA, LLB

Peter Reid has practised as a lawyer since 1972 specialising in the energy and resources sector. He served as an Australian diplomat for seven years, spent nine years as the Senior Exploration Counsel for Esso Australia Ltd and the past 23 years in private legal practice. He has been a frequent speaker at international industry and professional conferences. In 2004 he established his own legal practice, Energy and Resources Lawyers Pty Ltd. In 2006 he was appointed a non-executive director of Mosaic Oil NL, an ASX listed company, where he serves as the Chairman of its Governance, Nomination and Remuneration Committee.

Peter served as the inaugural Chairman of the Governance Committee of the MD Foundation before it was incorporated into the current Audit and Risk Committee on which he now serves. He also serves on the Client Services Committee.



Paul Rogan – BBus, FCPA, AICD

Paul Rogan is a senior executive with more than twenty years experience in the financial services sector both in Australia and the United Kingdom. He is currently the Executive General Manager, Capital Risk & Strategy, of Challenger Financial Services Group and is a Director of its subsidiaries. He has served as an Executive Director on subsidiary boards of the National Australia Bank and MLC group, including as CEO of the Wealth Management operations in the UK and MLC Building Society. He is also a past Chairman of the Victorian Building Society Association and past Counsellor on the Association of Australian Permanent Building Societies.

Paul is Chairman of both the Audit and Risk Committee & the Research Committee for the MD Foundation.



Dr Jim Runciman – FRACS, FRANZCO, FAAO

Dr Jim Runciman is a fellow and past state chairman of the Royal Australian and New Zealand College of Ophthalmologists and the Royal Australasian College of Surgeons. Appointed to the Macular Degeneration Foundation Board in 2003, Dr Runciman is a leading ophthalmologist with a special interest in retinal diseases. He is a Director of the Adelaide Eye and Retina Centre, a Board member of the Royal Society for the Blind SA since 1995 and is a consultant to Ellex R&D.

Dr Runciman is the South Australian State Chair for the MD Foundation, and serves on the Research Committee.



Suellen Tapsall - BA, MA, FAIM

Suellen Tapsall is the Director of the AIM UWA Business School Alliance. In that role she has extensive experience successfully and effectively ensuring that Executive Education Programs and services are delivered to Public and Private Sector organisations in Western Australia, interstate and overseas.

Suellen was formerly the Associate Executive Dean of the Division of Arts at Murdoch University, a position which followed several decades in journalism and corporate communication. Suellen is a former national president of the Journalism Education Association and has co-authored several books and major reports.

Suellen is Chairman of the Client Services Committee for the MD Foundation, the Western Australian State Chair, and serves on the Research Committee.

National Research Advisor



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

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

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 spent over seven years as a Policy Advisor to NSW State Ministers across three major portfolios. Her career began as a secondary school teacher and registered psychologist working in schools with students, teachers and parents. Julie has served as a Director and Manager in major government departments across Education and Training, Fair Trading and Infrastructure, Planning and Natural Resources. She has also served in local government as Deputy Mayor and has worked voluntarily for many charitable causes.

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

Medical Committee

Dr Paul Beaumont - Chairman
Ms Elizabeth Carr
Dr Amanda Greaves
Dr Alex Harper
Dr Wilson Heriot
Dr David Hilford
Dr Alex Hunyor (Jnr)
Dr Jim Runciman
Dr Nitin Verma
Dr Dimitri Yellachich

Client Services Committee

Ms Suellen Tapsall - Chairman
Ms Elizabeth Carr
Mr Ashley Chapman
Mr Peter Brown
Mr Barry Clarke
Prof Jill Keefe
Mr Peter Reid

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 MD 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 MD Foundation provided over 7,400 information kits at education sessions.

Public Education

Public education sessions are held all across Australia at the MD Foundation's initiative. People on the MD Foundation's mailing list are invited to the session in their area. Invitations and posters are also sent to local ophthalmologists, optometrists, general practitioners, pharmacies, health and community 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 2009-2010 people in cities, regional towns and isolated communities again welcomed the MD Foundation with great enthusiasm and expressed gratitude for the opportunity to have personal contact with the MD Foundation and for the information provided at the education sessions.

A total of 62 sessions were held nationally with over 3,400 attendees.

Community Education

Community education sessions are held in NSW and WA on invitation from community groups such as aged care organisations, retirement villages, and service clubs, eg Rotary and Probus, vision impaired support groups, religious groups, nursing homes, aged care facilities and hospitals. All requests from community organisations for the year were accommodated.

The MD Foundation was invited to 117 sessions and spoke to 4,400 attendees.

Veteran Education

The MD Foundation continues to provide education to the veteran community. This initiative began with an initial grant from the Department of Veterans' Affairs in 2007 and continued in 2009-2010 with a second grant to continue this work. The MD Foundation is grateful to the National RSL and in particular to the National President Major General William J. Crews AO (Retd) for his support of the project. In addition, the MD Foundation expresses its sincere thanks to State Presidents Mr Don Rowe OAM (NSW), Mr Doug Formby (Qld) and Major General David McLachlan AO (Retd) (Vic) who have supported the program and given the MD Foundation great help and guidance.

In Stage 2 the MD Foundation will reach over 1,000 veterans by the end of 2010

***“Congratulations!
MD Foundation is doing
a fantastic job.” NSW***

Eye Health Professionals

The MD Foundation continued to provide education and support to eye health professionals including ophthalmologists and optometrists as well as practice managers, ophthalmic nurses and orthoptists by providing free resources and addressing meetings and conferences throughout the year including:

RANZCO Congress 2009

The MD Foundation attended the Royal Australian and New Zealand College of Ophthalmologists 41st Annual Scientific Congress in 2009. The MD Foundation presented at the Orthoptics Association Meeting and had a highly visible presence at the congress. The MD Foundation supplied information directly to delegates at the Macular Degeneration Foundation exhibition stand and promoted resources and provided promotional material within delegate packs.

Pharmacy Expo 2010

As part of the official speakers' program, the MD Foundation's CEO Julie Heraghty presented at two sessions on the importance of nutrition and supplements for macula health. This included research on supplements and focused on the role of the pharmacists in MD care, diet and lifestyle modifications and correct supplement recommendations. An MD Foundation exhibition stand provided an opportunity for delegates over the three days of the event to speak to staff of the MD Foundation. A total of 3,000 pharmacy staff attended the expo.

Southern Regional Congress (SRC) and Trade Expo 2010

SRC is Australia's largest optometry conference with over 1,000 Australian and international delegates attending. MD Foundation CEO Julie Heraghty presented to over 300 delegates with a presentation on the MD Foundation awareness program and the results of research on patient experiences. Education officers staffed an exhibition stand and spoke and supplied resource material directly to delegates over the three days of the congress.



Eye Health Students

The MD Foundation continued its student education program of educating optometry students during 2009-2010.

A total of 43 fourth year optometry students from the University of NSW (UNSW) attended a two hour session presented by the MD Foundation. The session provided a comprehensive overview of the work of the MD Foundation, information on low vision aids and technology and a presentation by an MD Foundation volunteer who is legally blind from the disease.

Dr Paul Beaumont (MD Foundation Board Director, Medical Committee Chairman and Research Committee Member), provided training for UNSW final year optometry students including opportunities for patient interaction in a surgery setting. This was undertaken with the support of the MD Foundation.

The MD Foundation also participated in the UNSW Low Vision Expo in March 2010. This new initiative was designed to introduce the final year optometry students to the broad array of organisations involved in low vision care. The MD Foundation held a stall at this expo and also presented an overview of the work of the MD Foundation.

Where did we go?

“Congratulations on your wonderful work and your ability to get your message across in such an interesting manner.” WA

COMMUNITY EDUCATION		
SERVICE CLUBS NSW Ashfield Bankstown Batemans Bay Baulkham Hills Bexley Brookvale Campbelltown Chatswood Coogee Drummoyne Five Dock Glenbrook Harbord Kingsgrove Richmond West Ryde WA Karrinyup Rossmoyne Cottesloe Woodlake South Perth Crawley HEALTH CARE PROFESSIONALS NSW Baulkham Hills Blacktown Castle Hill Frenchs Forest Liverpool Marsfield Penrith Rose Bay Seven Hills Springwood	SOCIAL CLUBS NSW Bankstown Blacktown Bondi Burwood Castle Hill Katoomba Kotara South Marrickville Newtown North Rocks Revesby Rockdale Rose Bay Wentworthville West Ryde Windsor SENIORS GROUPS NSW Bankstown Belmore Bexley Blacktown Burwood Corrimall Fairfield Lakemba Liverpool Merewether Mosman Narrabeen Penrith Riverwood Ultimo Weston WA Caversham Koondoola	Forrestfield Mt Lawley Nedlands Noranda Perth Shenton Park Wembley Downs Whitfords Yokine VISION IMPAIRED GROUPS NSW Carlingford Dee Why Mosman Smithfield South Coogee RETIREMENT VILLAGES NSW Avalon Ballina Belmont East Lindfield Eastwood Forestville Georges Hall Ryde Sylvania WA Rockingham CHURCH GROUPS NSW Thornleigh



“I recently attended the Brisbane lifestyle expo and the MD Foundation’s seminar... I wish to give thanks to your speaker who was most informative regarding the condition.” QLD

“We are grateful and thankful for your efforts in presenting at our Wellbeing Program on Macular Degeneration. You contributed to a wonderful, meaningful seminar.” VIC



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

“This has been an excellent presentation. Very informative and excellent presenters.” NSW

VETERAN EDUCATION

NSW

Rockdale
Western Suburbs

QLD

Ipswich
Kingaroy

VIC

Footscray
Keilor East
Sunshine

WA

Menora
Merriwa
South Perth

PUBLIC EDUCATION

NSW

Adamstown
Balgowlah
Bathurst
Blacktown
Bondi
Botany Bay
Burwood
Casino
Condobolin
Dubbo
Forbes
Grafton
Griffith
Gundagai
Hornsby
Lithgow
Macquarie
Miranda
Mona Vale
Nowra
Parkes
Parramatta
Pemulwuy
Pymble
Richmond
Rockdale
Ropes Crossing
Seaforth
Shellharbour
Sydney
Terrigal
Ulladulla
Wagga Wagga

QLD

Brisbane
Hamilton

VIC

Melbourne
Moe
Springvale
Werribee

ACT

Belconnen
Kambah

NT

Casuarina

SA

Adelaide
Port Augusta
Port Pirie
Whyalla

TAS

Hobart
Sandy Bay

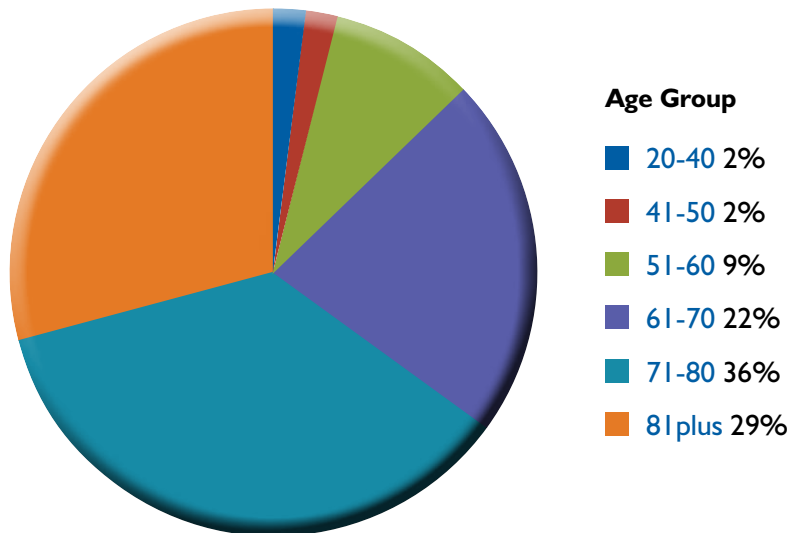
WA

Armadale
Crawley
Fremantle
Leederville
Perth
Wanneroo
Willagee
Winthrop

Achieving our Goals

Target Age Group

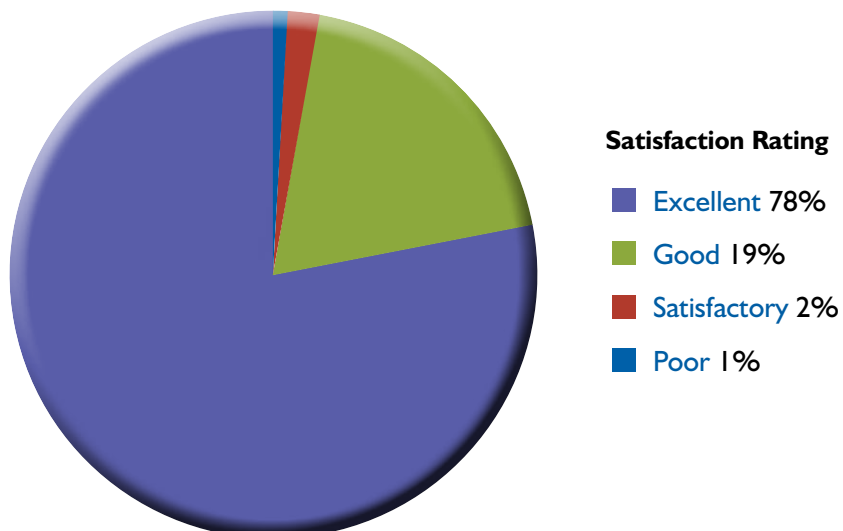
Goal: Ensure education sessions reach target age group of over 50s at-risk category.



Result: 96% of attendees were in the at-risk group (aged 50 plus).

Satisfaction Rating

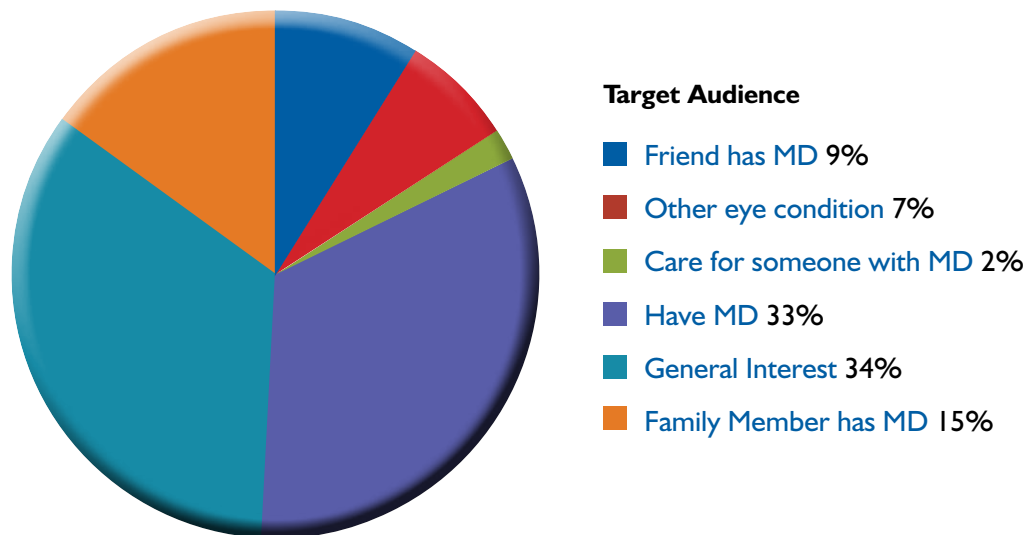
Goal: Attendees to have their expectations met in education sessions.



Result: 97% rated the education sessions as either excellent or good.

Target Audience

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

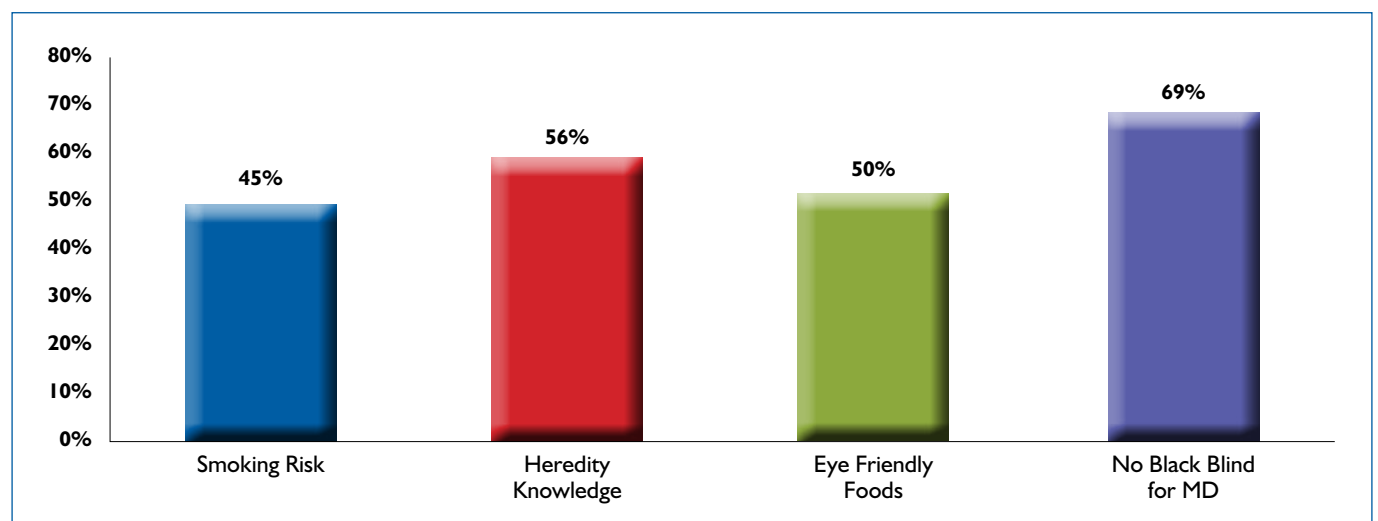


Result: 93% of attendees were in the target audience.

Knowledge

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

ATTENDEES UNAWARE OF KEY FACTS PRIOR TO SESSION



Result: Average of 55% of attendees were unaware of key messages.

This highlights the importance of education sessions on Macular Degeneration.

Meeting our Objectives

Awareness

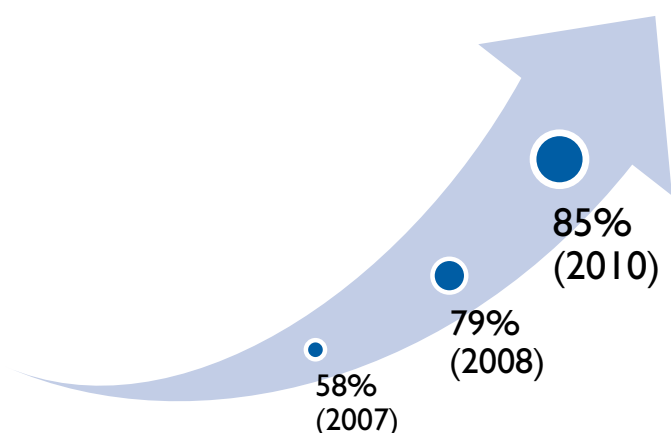
To increase awareness of Macular Degeneration

Increasing awareness of Macular Degeneration has always been a major focus for the MD 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 promotion of the key eye health message of eye testing has supported the federal government's *National Eye Health Awareness* campaign and benefited the work of 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 *A Healthy and Active Australia*.

**Australia is now a world leader
in raising awareness of MD**



**Percentage of people aware of MD in
Australia in the at risk, 50 plus age bracket**



What Did We Do?

National Advertising Campaign

A multifaceted national advertising campaign, across television, radio and print media has been implemented over the last three and a half years with the primary target being those most at risk of MD, the 50 plus age group. The advertising campaign was developed following a 2007 Galaxy poll which showed only 46% of Australians were aware of MD.

During the 2009-2010 financial year, two phases of this campaign were implemented – July/August 2009 and April/May 2010.

The results of these campaigns have been outstanding with a Galaxy poll in May 2010 recording general population awareness of Macular Degeneration at 71% and for those in the at-risk age group, 85%.

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

***“Amazing marketing.
The most effective TV
campaign in my 40 years as
an optometrist. Well done.”
Optometrist QLD***

Macular Degeneration Awareness Week 2010

Macular Degeneration Awareness Week (MDAW) was held from Sunday 23 May to Saturday 29 May 2010 and was an outstanding success. The Awareness Week consisted of a national public relations campaign with launch, along with a direct mail campaign to healthcare professionals.

Macular Degeneration Awareness Week Launch

The MDAW launch, held on Sunday 23 May in Sydney, included the Hon. Anastacia Palaszczuk, Queensland Minister for Disability Services and Multicultural Affairs who spoke of her personal experiences with MD. Also in attendance was our supportive Patron Ita Buttrose who interviewed the Minister. Our founding Director Dr Paul Beaumont, along with people from the MD community, sponsors, supporters and friends attended the launch.



Dr Paul Beaumont, Hon. Anastacia Palaszczuk and MD Foundation CEO Julie Heraghty at MD Awareness Week launch.

Estimated
20 million media
impressions achieved!

Over 20 million media impressions were achieved nationally during MDAW, with 99 news items across print, radio, TV and online. This included outstanding television exposure being secured through extensive coverage of the launch on ABC's 7pm news nationally and Ita Buttrose, MD Foundation Patron, co-hosting Channel Ten's popular morning program *The Circle*.

Multi-tiered Campaign Successfully Implemented

Supporting campaign materials were created and continued the theme "How's your macula?" which has a strong presence due to the MD Foundation's earlier use across media, editorial and publications.

Over 21,000 MDAW kits were distributed nationally to healthcare professionals, community health centres, parliamentarians, libraries and for the first time to over 9,000 general practitioners.

In Sydney an MDAW action day took place in Martin Place on Tuesday 25 May with MD Foundation staff and volunteers distributing information and generating positive public awareness in the heart of Sydney's central business district. A series of highly attended education seminars, presented by leading ophthalmologists, were held nationally in support of MDAW.

Community Service Announcements (CSAs) aired throughout MDAW on television and radio as a flow on from the national advertising campaign which preceded MDAW.

Our thanks to Novartis, Blackmores, Optometrists Association Australia, NSW Health and bluedesk for their ongoing support enabling MDAW to be held each year.

Record Results Achieved for MDAW...

- **Community awareness skyrocketing!**
55% of all calls to helpline were general interest
- **Total helpline calls escalating!**
3,539 calls answered in May – more than double 2009
- **Peak call in one day soared!**
243 calls in a single day – 148 more than the 2009 peak
- **Direct mail makes a mark!**
An additional 10,000 kits distributed in 2010
- **Resource reorders go sky high!**
20,000 additional materials distributed from reorders - 84% increase on 2009
- **Website visits hit record highs!**
Almost 27,000 website visits in May – a 49% increase on 2009

“Hugely successful. I am continually surprised at the number of people who ask to make sure the macula is checked.” Optometrist QLD

Galaxy Poll Directs Campaign Focus

The Macular Degeneration Foundation commissioned Galaxy Research to conduct a Galaxy poll in April 2010 with the focus on symptom recognition, as the MD Foundation's anecdotal experience with clients highlighted that symptom recognition was very low.

Results concluded that there is an alarming risk that people would be dismissive if they experienced symptoms of MD. Symptom recognition and the importance of the Amsler grid formed the basis of the public relations campaign for 2010.

April 2010 Galaxy poll key results

- Awareness of Macular Degeneration is high but symptom recognition is low
- Only 13% of those surveyed were able to name a symptom of Macular Degeneration
- For those in the over 50 at risk group experiencing a symptom of MD, 60% thought they needed glasses, and 25% dismissed symptoms
- Almost no one (5%) surveyed was aware of the Amsler grid which can be used daily to test for symptoms of Macular Degeneration



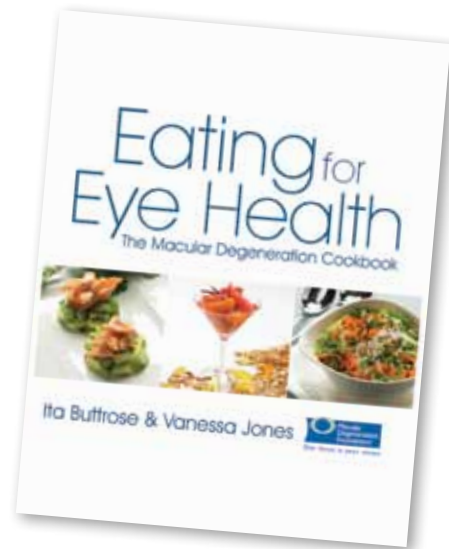
Great media coverage – Dr Paul Beaumont and Minister Palaszcuk testing for symptoms of MD.

Public Relations and Marketing

The MD Foundation again strengthened its profile through targeted public relations campaigns. Extensive editorial was secured across print, radio and television nationally with highlights being ABC 7pm news, 2GB radio, *Good Health* magazine and *Sunday Telegraph*.

Strong relationships were further developed with key trade media, including *Australian Optometry*, *vision* and *RANZCO News* to ensure health professionals remained informed on new developments and research and the important work of the MD Foundation.

A targeted campaign was established for each public education session across Australia focusing on local media. Advertisements were placed in local print media and in many cases complemented by editorial and coverage on local radio. Posters were also distributed for display in libraries, community centres and key promotional locations.



Eating for Eye Health – The Macular Degeneration Cookbook

Following the successful launch in 2008-2009 of *Eating for Eye Health – The Macular Degeneration Cookbook*, co-authored by chef Vanessa Jones and MD Foundation Patron Ita Buttrose, the cookbook continues to be a positive awareness tool with recipes and images being used to support nutrition based editorial.



Christmas Cards

The MD Foundation produced its own Christmas Cards in 2009. These cards further developed the MD Foundation's message of eating for good eye health and featured three specially created recipes which were developed with the generous support of our cookbook authors.

The Vision Van

The Vision Van is an Australian-first eye health initiative supported by Novartis.

The Vision Van travelled throughout Australia offering free eye screening for Age-related Macular Degeneration to people over 50, and visited regional towns with limited access to optometry care and with high elderly populations. The Vision Van spanned across three 90-day tours beginning September 2008 and ending December 2009.

The Vision Van generated enormous opportunities to increase public awareness of Macular Degeneration. Media and promotions highlighted the importance of early detection which can save sight. 470 news items were generated.



Vision Van team Paul Cha and optometrist Li Chen.

“It is a fantastic campaign to increase the awareness of MD within the community and the importance of having eyes examined regularly. I have really noticed an increase in the amount of patients asking specifically to have their macula checked as well as the number of patients who are generally aware of the condition”. Optometrist, QLD



Results of Vision Van's combined three tours:

**3,605
Australians over
50 screened**

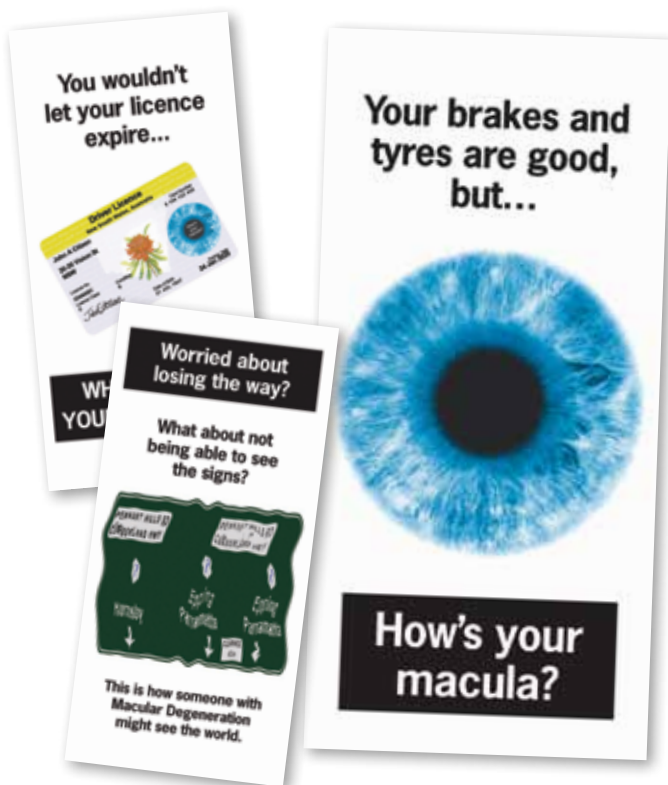
**AMD detected
in close to
1 in 8 people
over 50**

**421 signs of
AMD detected**

Keep On Driving – Safely

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

Over 10,000 information kits have been requested and fulfilled since January 2009.



Blindness is the Same in any Language

The MD Foundation's share of \$2 million of donated television airtime, granted by the SBS Foundation to 23 successful charities in January 2009, continued throughout the 2009-2010 financial year. The MD Foundation's TV advertisement "How's your Macula" aired in five languages (Arabic, Chinese, Greek, Italian and Vietnamese) during relevant community programs.

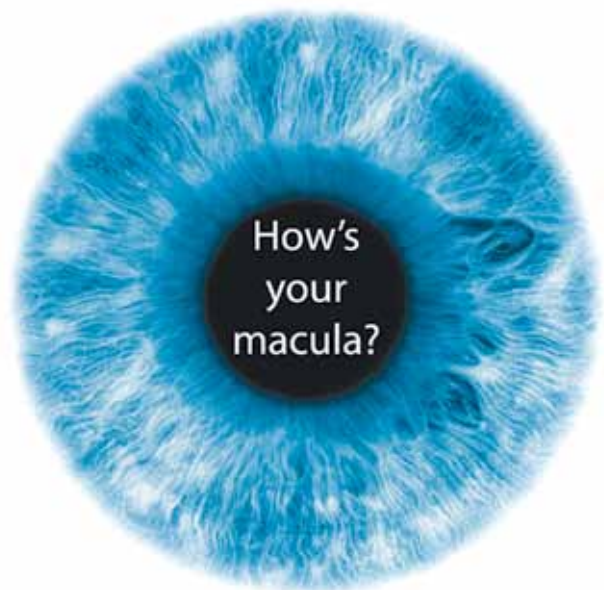
Exhibitions and Expos

The MD Foundation secured stands at expos and exhibitions and provided a very public presence for the MD Foundation. This included the availability of MD Foundation's staff to talk to attendees, provision of information kits and the presentation of public education sessions.

- Retirement & Lifestyle Expos - Brisbane, Melbourne, Sydney
- Optometrists Association Australia, Tasmanian Lifestyle Congress
- Department of Veterans' Affairs Health Expo, Perth
- WA Optometrists WAVE Conference, Perth
- RANZCO Congress, Brisbane
- Veterans and Defence Expo, Sydney
- Aged Care Disease Awareness Day, Sydney
- Optometrists Association Australia SRC, Melbourne
- Pharmacy Expo, Sydney

GP Patient Awareness

A GP patient awareness project was launched in February 2010, a partnership between Novartis and the MD Foundation. The project involves the provision of "How's your Macula" brochures through 2,000 GP waiting rooms nationally. In the five months of this campaign to June 2010 over 19,000 brochures have been distributed.



Meeting our Objectives

Research

To support and pursue research

What Did We Do?

In 2009-2010 the MD Foundation undertook several research projects. Some involved the implementation of projects which had been scoped, designed and reviewed in 2008-2009 and others were in response to advocacy issues related to proposed changes to the Extended Medicare Safety Net, which would have adversely affected many patients.

Major Research

Barriers to Accessing Wet MD Treatment in Australia: A Patient Perspective

Barriers to Accessing Wet MD Treatment in Australia: A Patient Perspective examined the treatment pathways and outcomes for patients with Wet MD. It identified barriers that prevent or hinder access to treatment for Wet MD, the aggressive form of Macular Degeneration.

The study ascertained some critical findings which will be published in 2010-2011 and will help government, eye care professionals, industry and the MD Foundation formulate better outcomes for patients in terms of accessibility and affordability.

Proposed changes to Extended Medicare Safety Net

A compelling case, based on information and facts, was prepared as part of the MD Foundation's representation to members of parliament in order to reverse a decision from the May 2009 federal budget. This would have seen the maximum Extended Medicare Safety Net (EMSN) rebate on item 42740 (injection of a therapeutic substance into an eye) capped at \$80. This critical issue had the potential to heavily impact on those being treated for Wet MD.

National Galaxy Polls

The MD Foundation commissioned, designed and presented results of major national Galaxy polls on awareness of Macular Degeneration and symptom recognition.

Optometry Survey

The MD Foundation evaluated the effectiveness of the national advertising campaign in several ways including an online survey with optometrists, through the generous support of the Optometrist Association Australia (OAA). The survey captured shifts in patient numbers and behaviour. The overall objective of the survey was to determine the effectiveness of the campaign in reaching the target group by measuring a number of key indicators in the optometry setting including:

- ☐ an increase in patient flow in people over the age of 50
- ☐ an increase in patients specifically requesting a macula check
- ☐ an increase in new patients over the age of 50
- ☐ an increase in new patients specifically requesting a macula check
- ☐ the number of patients referring to the advertising campaign.

Evaluation of the Services Provided

Each year the MD Foundation evaluates the services it provides to ensure that the needs of the MD community are being met, to ascertain what improvements can be made, what gaps exist and how services can better meet the needs of clients.

Other Research Projects

Self-Testing Vision Chart

The MD Foundation worked closely with Dr Mei Boon from the University of NSW School of Optometry and Vision Science to trial a self-testing vision chart. The trials were successful and the vision chart will be used as part of further research projects in 2010-2011.

Research and the MD Foundation Website

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

Fight Retinal Blindness Research Project

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

Evaluation and Reports

The MD Foundation evaluates, measures and reports upon all major government funded projects and any programs initiated by the MD Foundation or in partnership with funders and collaborators as part of reporting requirements, good practice and for forward planning.

In 2009-2010 the research arm of the MD Foundation evaluated and provided detailed written reports on all major programs.



Dr Beaumont demonstrating an eye examination.

Thank you

The MD Foundation is grateful for the advice and support of the following in relation to our research projects:

- Prof Paul Mitchell: Professor of Ophthalmology, University of Sydney and MD Foundation National Research Advisor
- Dr Paul Beaumont: Chairman MD Foundation Medical Committee
- MD Foundation Medical Committee
- Dr Mei-Ying Boon: Associate Lecturer, University of NSW School of Optometry and Vision Science
- Prof Jill Keeffe: Head of the Centre for Eye Research Australia (CERA) Population Health Unit at the University of Melbourne
- Ms Elizabeth Carr: Chairman MD Foundation
- Ms Suellen Tapsall: Chairman MD Foundation Client Services Committee
- MD Foundation Client Services Committee

Support Services

To facilitate access to relevant support and support services

The MD Foundation Helpline – a Frontline Service

A range of calls is received on the MD Foundation Helpline. These include calls from those recently diagnosed and in need of information or answers to general questions, as well as callers responding to media activity and articles in the MD Foundation's newsletter. The callers frequently express their thanks and relief in having a Helpline for information and support. The Helpline is a key component of the MD Foundation's delivery of services.

“Thank you for the helpful information you sent me recently. I do appreciate it.” NSW

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 and conferences as well as via the MD Foundation website. The information kit includes:

- ✓ MD information booklet with Amsler grid
- ✓ Helpful, practical guides:
Low Vision, Family, Friend & Carer and Slips, Trips & Falls
- ✓ What to ask your Eye Care Professional?
- ✓ Research Update detailing the latest on research
- ✓ Nutrition and Supplements Fact Sheet

In 2009-2010, the MD Foundation received over 18,000 calls, an average of 74 calls per day.



The national TV and radio campaigns saw average daily helpline calls rise dramatically:

- **August 2009**
113 calls per day
- **May 2010**
169 calls per day



Newsletter

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

Evaluation of our services by clients showed that the most used service was the newsletter - 87% of respondents read the MD Foundation newsletter and 76% rated it as either helpful or very helpful.

“What a splendid and informative newsletter. It was outstanding, especially the nutrition section – so important for those that do not know much about the disease.” NSW

MD Foundation Website

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

In 2009-2010 there were over 272,000 website visits - a 60% increase on the previous year and the highest number of visits to the website ever recorded by the MD Foundation.

**Website visits
hit record highs!
60% on
previous year.**

MD Foundation Publications

A Federal Government grant through the Department of Health and Ageing enabled the MD Foundation to review and grow its suite of publications.

These publications, which contain important sight saving information on Macular Degeneration, are distributed to the MD community, optometrists, ophthalmologists, orthoptists and GPs.

A new publication, *Slips, Trips & Falls - A Guide* was launched in May 2010 and has received outstanding reviews from the Macular Degeneration community. This is the third in a series of helpful, practical guides including *Low Vision - A Guide* and *Family, Friend & Carer - A Guide*.

All guides are popular and support not only the Macular Degeneration community but also those requiring support and information across all major eye diseases.

“I would like to congratulate you all on your excellent booklet ‘Slips, Trips & Falls – A Guide’. This guide is so clear and easy to read with the most useful tips for the person with low vision, their carers and also medical carers. Well done, and thank you.” VIC

In December 2009 the MD Foundation produced *Research Update 2009* which summarised the latest research in Macular Degeneration. This initiative was in direct response to the MD Foundation’s client survey which highlighted the need for our clients to be kept informed of the latest in research for this disease.

Key Publications in Five Languages

The MD Foundation has continued to deliver key messages on Macular Degeneration to culturally and linguistically diverse communities through the distribution of translated materials via education sessions, health care professionals, clubs, organisations and direct mail.

In 2009-2010 over 10,000 translated materials were distributed to the general public and health care professionals.





MD Foundation volunteers Marie and Joanie using the Navigator.

Special Projects

Navigator Library Access Project

The Navigator is a hand-held, portable device that reads aloud books and newspapers. The *Navigator Library Access Project (NLAP)* was successfully implemented by the MD Foundation in NSW in early 2007. During 2009-2010 the MD Foundation provided over 430 Navigators to 30 NSW libraries to lend to members who have Macular Degeneration.



Navigator Home Access Project

The Navigator Home Access Project (NHAP) was launched by the MD Foundation in October 2009. NHAP enables those with Macular Degeneration to access their choice of books and newspapers in an audio format, via the Navigator, from an online library. The participants can view the library catalogue and choose from a large selection of books or newspapers and download them onto the Navigator in the comfort of their own home. Over 130 people have accessed the Navigator through this project.

National Office Low Vision Service

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

Low Vision Display and Information Days

Two low vision information days were held in Sydney at Miranda and Ku-ring-gai. These initiatives enabled the latest aids and technology to be viewed and used and opportunities to hear how those with MD successfully used different skills or equipment to enhance their quality of life and maintain independence. Presentations were given by the MD Foundation, Vision Australia, Guide Dogs NSW/ACT and Quantum Technology.

Representation

To advocate for the best interests of the MD Community

National Representation

The MD Foundation worked tirelessly on behalf of the MD community to reverse a decision from the May Federal Budget. This would have seen the maximum Extended Medicare Safety Net (EMSN) rebate on item 42740 (injection of a therapeutic substance into an eye) capped at \$80. This critical issue had the potential to heavily impact on those being treated for Wet MD. The MD Foundation was concerned that patients would exit or not enter treatment based on affordability, therefore risking vision loss and possible blindness.

A compelling case must be based on information and facts. The MD Foundation gathered data, undertook economic modelling and reviewed all available studies on the cost of blindness. Armed with a comprehensive submission, meetings were held with the Department of Health and Ageing, key advisor to the Federal Health Minister and Opposition Senators and cross benchers. The MD Foundation outlined the ramifications of the decision and the importance of removing item 42740 from the proposed safety net changes.

On Wednesday 16 September 2009 the May federal budget decision was successfully turned around and Minister Roxon issued a media release with the following comment:

“The Government has agreed that a cap on the benefits for the injection of a therapeutic substance into the eye will not be implemented. In recent years there have been significant advances in therapies to treat Macular Degeneration, which can hold dramatic results for patients – including saving sight. I’d like to acknowledge the important role the Macular Degeneration Foundation has played in securing these changes.”

On behalf of so many patients with Wet MD, their family and carers, the MD Foundation thanked the Minister and all those Members of Parliament, from all sides of politics, for supporting the decision not to introduce the cap.

So many politicians are to be commended for listening to the MD Foundation and constructively taking the time to work through the issues. The decision was the right one and the impact and the importance of the outcome can never be underestimated.

In addition, the Medicare rebate for the drug Avastin was removed in November 2008. The MD Foundation made representations on behalf of these patients and on 1 March 2010 this group of patients were again entitled to a Medicare rebate.

The strength and support of the MD Foundation Medical Committee including Dr Paul Beaumont and Dr Alex Hunyor (Jnr) was outstanding in helping the MD Foundation in their case to parliament and the MD Foundation is truly grateful.

On all matters, the MD Foundation has made strong representations to the federal and state governments for satisfactory outcomes which ensure equity and access to treatment for the MD community.

In April 2009, the Medical Services Advisory Committee’s decision not to recommend public funding of Optical Coherence Tomography (OCT) scans for the assessment of macular disease was disappointing for the MD community. OCT scans form an essential part of the assessment and management of MD which means OCTs will continue to be an additional cost to patients. The MD Foundation will continue to pursue this in 2010-2011.



“I sincerely congratulate you for maintaining the status quo with the Safety Net. I am 86 years old it would have been unaffordable had the Safety Net been capped.”

Val and Neville, MD Foundation volunteers, working on our campaign on the Extended Medicare Safety Net.

Australian Blindness Forum

The Australian Blindness Forum (ABF) is a peak body representing major blindness organisations bringing together both service providers and people who are blind or vision impaired. It works closely with National Disability Services. On behalf of its members ABF also facilitates Australia's membership of the World Blind Union.

In 2009-2010 the MD Foundation served on the Access to Equipment Committee to promote the timely harmonisation of equipment schemes across Australia and the National Vision Loss Committee which has provided input into the development of the federal government's National Vision Loss Strategy.

Vision 2020

Vision 2020 Australia is part of Vision 2020: The Right to Sight, a global initiative of the World Health Organisation and the International Agency for the Prevention of Blindness. It brings together Australian organisations involved in local and global eye care service delivery and other areas such as health promotion, low vision services and research. The MD Foundation is represented at its Member Forums.

Government

Throughout the year, meetings and correspondence with state and federal ministers and departmental officials were conducted to ensure that all were aware of Macular Degeneration and the various issues and needs of the MD community.

International Representation

AMD Alliance International

AMD Alliance International is the peak international body generating awareness and understanding of Age-related Macular Degeneration. It promotes the importance of education, early detection, knowledge of treatment and rehabilitation options, and improving the quality of life of those affected by the disease.

The MD Foundation sits on the Board and Executive of the AMD Alliance International holding the position of Secretary and Chair of the Low Vision Committee. The executive meets monthly by teleconference and yearly for board meetings. In 2009-2010 members of the Alliance from all over the world met in Vienna to map the future direction of advocacy and support at an international level for those with Age-related Macular Degeneration.

Best Practice Management

Ensuring best practice in management

A Dedicated and Experienced Board

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

The Board worked closely with the Chief Executive Officer throughout 2009-2010 providing sound strategic direction to meet the mission and objectives of the MD Foundation. It met quarterly and conducted a major Strategic Planning Day in May 2010 setting a clear strategic direction to maintain and grow the MD Foundation.

***“I have been a member of the MD Foundation since 2001, that’s when I learned about wet and dry MD. I find the staff so helpful and patient in explaining all aspects of what to be aware of in my vision loss and various techniques to try.”
NSW***

A Strong Committee Structure

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

- **Audit and Risk Committee:** oversees and enhances the credibility of financial reporting, external audit, risk management, internal control frameworks and reviews related party transactions
- **Medical Committee:** provides medical expertise, guidance and advice on medical matters related to Macular Degeneration
- **Client Services Committee:** oversees and enhances the ability of the MD 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 ten 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.

Staff attended a range of professional development courses throughout the year to ensure technical knowledge is maintained, new skills are developed and there is constant review of best practice and good governance processes.



MD Foundation Deputy Chairman Ashley Chapman thanks MD Foundation volunteers at the 2009 Volunteer Christmas Party.

A Dedicated Volunteer Team

Over 60 volunteers supported the Macular Degeneration Foundation in 2009-2010 contributing both time and expertise in many different areas of work. Many volunteers have MD in various stages, others are touched by it in some way through a family member, friend or carer, and others volunteer just to support a great cause. The MD Foundation is fortunate to have the ongoing support of Suncorp and ANZ as part of their corporate social program with 44 staff either working a day in the national office or at community events. Thank you to all our volunteers across Australia who have supported the work of the MD Foundation.

***“Thank you for
the good work
you are doing.”***

Evaluating the MD Foundation

Are we doing a good job?

A survey of 354 people on the MD Foundation database was conducted to evaluate the level of satisfaction of the MD Foundation services. It is important for the MD Foundation to be providing services to the MD community that are relevant and of a high standard and this annual survey ensures that we are meeting the needs of our clients.

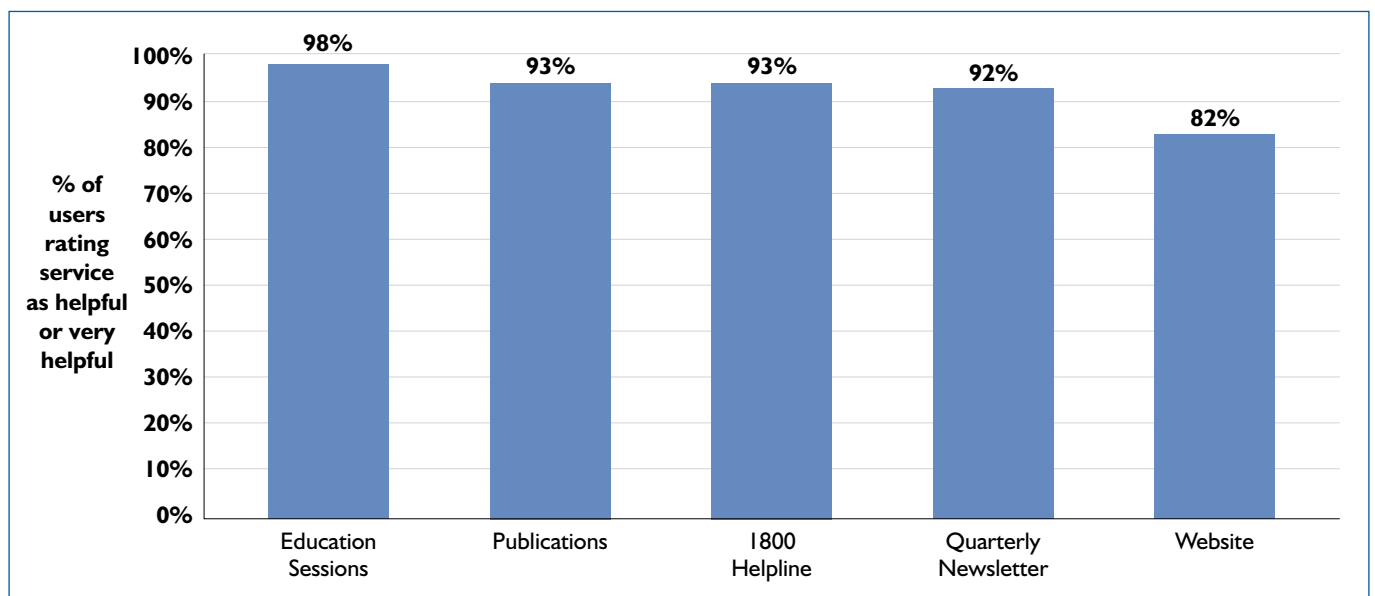
Q. Is the MD Foundation rated highly by users?

A. Yes. The results showed a very high level of satisfaction with the MD Foundation with 83% of those surveyed rating the MD Foundation as excellent (41%) or good (42%).

Q. Is the MD Foundation providing a good service to the MD community?

A. Yes. Those surveyed believed the MD Foundation was providing a very good service with a mean rating of 4.3 out of 5.

EVALUATION OF MD FOUNDATION SERVICES



Q. Are the MD Foundation's services being well received?

A. Yes. Our services consistently rate very highly with our clients (see graph).

Q. Are the MD Foundation's publications rated well?

A. Yes. The results showed a very high level of satisfaction with the MD Foundation's publications. The mean score result was 4.3 out of 5.

Friends of the MD Foundation



Financial Report

PROFIT & LOSS (FOR THE YEAR ENDED 30 JUNE)

\$000	2010	2009
Revenues		
Government Grants	768	469
Corporate Support	542	505
Donations & Fundraising	494	349
Sponsorships	793	820
Investment Income	112	82
Total Revenues	2,709	2,225
Expenses		
Education	306	479
Awareness	473	641
Research	209	107
Support Services	429	245
Representation	55	32
Fundraising	152	98
Association Management	373	348
Total Expenses	1,997	1,950
Net Surplus	712	275

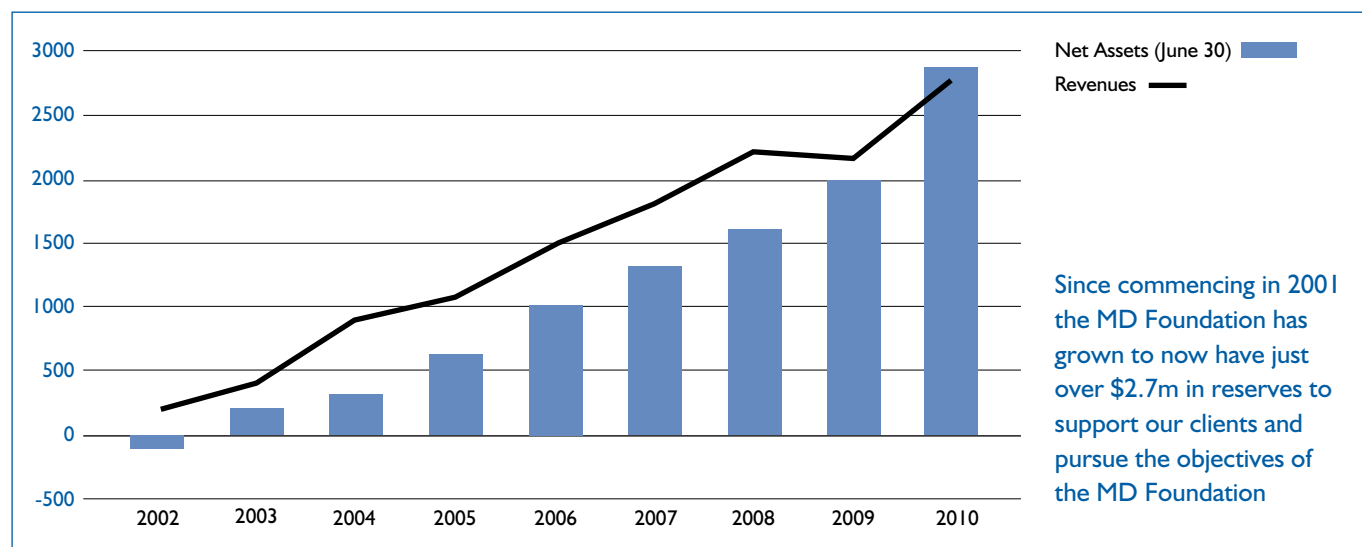
BALANCE SHEET (AS AT 30 JUNE)

\$000	2010	2009
Assets		
Cash & Cash Equivalents	1,534	1,382
Investments	1,171	624
Trade & Other Receivables	302	188
Property, Plant & Equipment	33	51
Total Assets	3,040	2,245
Liabilities		
Trade & Other Payables	276	223
Provisions	10	10
Total Liabilities	286	233
Net Assets¹	2,754	2,012

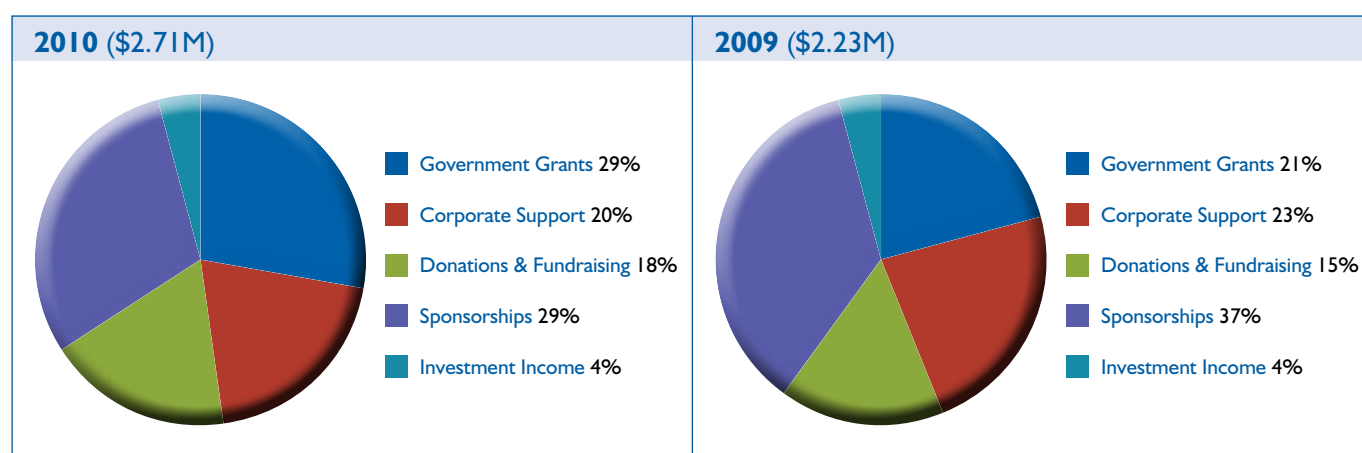
¹The Directors have set aside \$1,100,000 (2009: \$600,000) within the Net Assets to support future MDF research initiatives.

The information on this page was extracted from the audited Financial Statements of the Macular Degeneration Foundation for the year ended 30 June 2010 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 MD Foundation on 1800 111 709.

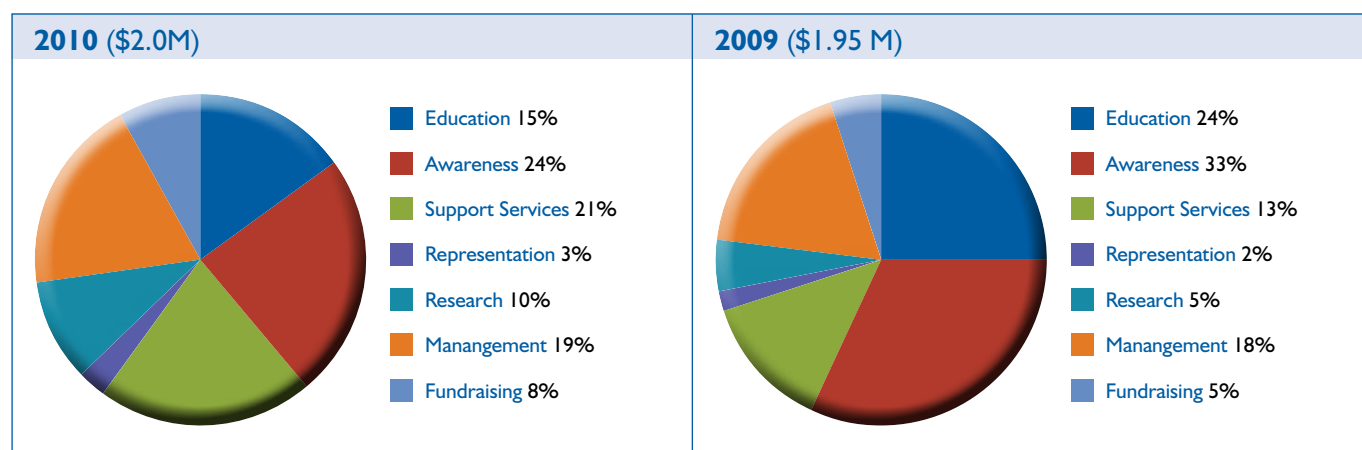
9 YEAR FINANCIAL SUMMARY (\$000s)



REVENUE SOURCES



EXPENDITURES



Fundraising

Providing income from fundraising

Government Funding

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

Federal Government

In 2005 the MD Foundation received its first four year federal government grant through the Department of Health and Ageing. This grant enabled the education and awareness program to expand to include all states and territories.

Department of Health and Ageing

○ Education of the public

In the 2009 federal budget, the MD Foundation's grant from the Department of Health and Ageing was renewed for another three years. This enables the ongoing expansion of the education program which, based on the evaluation results, has a high impact across Australia.

○ Education of General Practitioners

The MD Foundation was awarded a two year federal grant in June 2008 under the Eye Health Demonstration Grants program to undertake a project of professional development for general practitioners.

○ Publications grant

In June 2009 the federal government provided funding of \$200K to enable the printing of our publications for the public and professionals. This has enabled the MD Foundation to ensure that up to date information can be readily provided to those in need.

Department of Veterans' Affairs

The MD Foundation was awarded a grant by the Department of Veterans' Affairs (DVA) in 2007 to provide MD information sessions to the veteran community in Queensland, NSW and Victoria. In February 2009 the DVA renewed the funding to continue servicing these states and to extend the program to Tasmania, Western Australia and South Australia.

State Governments

NSW Government

The MD Foundation was established with a NSW government grant provided in 2002 by the South Eastern Sydney and Illawarra Area Health Service. The ongoing funding from the NSW Government for the last seven years enabled NSW to be the first state to implement a comprehensive and ongoing Macular Degeneration education program and provide services to reach thousands of people, especially in regional areas.

NSW Department of Health

In 2008, the MD Foundation submitted a proposal for the renewal of funding to the South Eastern Sydney & Illawarra Area Health Service through the Non-Government Organisations Grants Program. The MD Foundation's funding application was successfully renewed for the next three financial years to 2011 for major education and awareness programs.

Tasmanian Department of Treasury and Finance

In 2009, the MD Foundation submitted a proposal for funding and were successful in securing \$3,400 as part of the Community Support Levy grant.

Corporate Sponsorship

Corporate sponsorship is an integral part of the support for the MD Foundation and thanks go to all sponsors and supporters. The MD Foundation especially acknowledges the long standing major partners Novartis Australia and Blackmores for their outstanding commitment to raising awareness levels and supporting major education, research and client service programs. Thanks go also to Ernst & Young, Clayton Utz, Mallesons Stephen Jacques, bluedesk, and Quantum Technology for their continued support and commitment.

Blackmores

Growing together - a special thank you

Strong, ongoing support from Blackmores has resulted in a total contribution of over \$2.5 million to the work of the MD Foundation since its inception. With our shared common value to reduce the incidence and impact of Macular Degeneration in Australia, Blackmores remains a long term supporter of our education, research and awareness programs.



Marcus Blackmore and MD Foundation CEO Julie Heraghty, guest speaker at Blackmores 2010 AGM.



MD Foundation Chairman Elizabeth Carr thanks Novartis Managing Director Frederic Guerard for the ongoing support of Novartis.

Novartis Australia

Enabling the Macular Degeneration Foundation to excel at raising awareness

Novartis Australia has been committed to supporting the MD Foundation in raising awareness of Age-related Macular Degeneration to ensure those at risk have their eyes tested including the macula. The national TV and radio campaigns, which they have supported to the value of over \$2.3 million, have helped place Australia at the forefront of awareness of AMD.

Foundations and Trusts

Profield Foundation

The MD Foundation is indebted to the generosity of the Profield Foundation which has been an outstanding supporter of our work in support services over the past four years. The commitment of the Profield Foundation has funded the provision of services to MD clients and also provided support for the Navigator projects, both of which directly improve quality of life and access to support and help for patients, family, friends and carers.

SBS Foundation

The MD Foundation again thanks the SBS Foundation for a share of \$2 million of donated television airtime, granted by the SBS Foundation to 23 successful charities in January 2009, implemented in the 2009-2010 financial year.

The MD Foundation is also grateful for contributions from Trust Company, Brian Kirby Foundation and ANZ Staff Foundation.



Matt Formston and Scott Williamson cycling from Sydney to Melbourne.



Roth Gair Charity Golf Day organiser Ian Kennedy warming up in support of the MD Foundation.

Community

Clubs NSW

The MD Foundation is grateful to the many local communities who have supported the MD Foundation through the Community Development Support Expenditure scheme in NSW. These funds support projects in local MD communities.

Donations

The MD Foundation relies on the generosity of individual donors 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

The MD Foundation was also grateful to receive several bequests and is supporting this area with a special Macular Degeneration Bequest Program.

Events

Roth Gair Charity Golf Day

In February 2010 the Lions Club of Forest Hill in Victoria held their third Roth Gair Charity Golf Day and raised over \$9,000 for the MD Foundation. The late Mr Roth Gair was a member of the Forest Hill Lions Club and had Macular Degeneration. Organiser Ian Kennedy and his team of helpers worked tirelessly to make this a truly wonderful event.

Sydney to Melbourne Cycle

Legally blind Sydney man Matt Formston and his friend Scott Williamson cycled from Sydney to Melbourne to raise much needed funds for the MD Foundation. Matt, a 31 year-old business analyst, was diagnosed with MD at just five years of age and now has only five percent vision.

“I have so much admiration for what Matt achieved and I sincerely thank him for his inspirational effort and amazing generosity,”
Julie Heraghty, CEO of MD Foundation.

Thank you

The MD Foundation would like to thank all sponsors, donors, volunteers and supporters for their assistance this year. Without this valued support the education and awareness programs, support services and research could not be undertaken. The generosity, kindness, good works and spirit of giving shown by so many is appreciated and highly valued. The MD Foundation appreciates the contribution of so many dedicated people including health care professionals, patients and supporters who contribute their time and expertise.

The support of generous individuals, corporations, foundations and organisations 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



SPECIAL THANKS TO

- | | | |
|--------------------------------------|--|---|
| • Optometrists Association Australia | • Royal Australian and New Zealand College of Ophthalmologists | • NSW Department of Transport and Infrastructure |
| • ANZ Staff Foundation | • D&M Research | • Suncorp |
| • Audio-Read | • Galaxy Research | • Tasmanian Department of Treasury and Finance Community Support Levy |
| • bluesdesk | • Lobster Software | • thurnhamteece |
| • The CorriLee Foundation | • Mallesons Stephen Jaques | • Working Technology |
| • Cube | • Porter Novelli | |

Who Did We Work With?

In delivering our services and programs across Australia, the MD Foundation is supported in its work by a range of organisations for the blind and vision impaired, low vision equipment providers, government agencies and community organisations.

Our thanks go to the following:

- Australian Blindness Forum
- Aged Care Assessment Teams
- Aged Care Information Line
- Apple
- Association for the Blind of Western Australia
- Australian Commission on Safety & Quality in Healthcare
- Australian Independent Products
- Australian Seniors Computer Clubs Association
- Beyond Blue
- Blind Sports Australia
- Canberra Blind Society
- Carers Australia
- Centrelink
- Centre for Eye Research Australia
- City of Armadale (WA) Council
- Clinical Excellence Commission
- Commonwealth Respite & Centrelink Centres
- Department of Ageing, Disability & Home Care (NSW)
- Department of Disability, Housing and Community Services
- Department of Education, Employment and Workplace Relations
- Department of Health and Ageing
- Department of Human Services (NSW)
- Department of Veterans' Affairs
- Diabetes Australia
- Disability Information Awareness Services
- European Eyewear
- Fred Hollows Foundation
- Glaucoma Australia
- Go Volunteer
- Guide Dogs
- Home and Community Care (HACC)
- Job Access
- Lifeline
- Lions Eye Institute WA
- Lions Low Vision Clinic TAS
- Local Councils
- Local Libraries
- Productivity Commission of Australia
- Media Access Australia
- NSW Falls Prevention
- National Disability Services
- National Eye Institute
- Occupational Therapists Australia
- Optometrists Association Australia
- Orthoptics Australia
- Quantum Technology
- Queensland University of Technology
- Queensland Vision Initiative
- Read How You Want
- Retina Australia
- Royal Australian and New Zealand College of Ophthalmologists (RANZCO)
- Royal Society for the Blind of SA
- Royal Victorian Eye and Ear Hospital
- Save Sight Institute
- Seniors Information Services
- Sydney Eye Hospital
- University of NSW School of Optometry and Visual Science
- University of Sydney Discipline of Orthoptics at the Faculty of Health Sciences
- Victorian College of Optometry
- Vision Australia
- Vision Impaired Persons Support Groups
- Vision 2020
- Westmead Hospital

How to Help Us

We need your support to help us save sight!

Make a Much Needed Donation

Making a donation can help the MD Foundation achieve its goals and support the Macular Degeneration community. All funds contribute to the MD Foundation's vision of reducing the incidence and impact of Macular Degeneration in Australia. A donation can be made by telephoning the MD Foundation on 1800 111 709. Every donation makes a real difference.

Regular Giving

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

Leave a Lasting Legacy

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

A Donation to Research

The MD Foundation supports social and medical research into Macular Degeneration by awarding grants to new or established researchers studying in the field of Macular Degeneration. Funds raised support important research into finding reasons and answers for this disease.

Corporate Partnerships

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

Sponsors

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

Community Fundraising Events

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

A Commemorative Gift

Commemorate a significant occasion by asking family and friends to make a donation to the MD Foundation in lieu of receiving a gift.

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 MD Foundation relies heavily on the important work contributed by volunteers. Volunteering provides the opportunity to make friends, make a difference and be a part of the MD Foundation team. There are many different areas of work such as helping in the Sydney office with the organisation of education sessions, packing kits, fundraising work or data entry. The Foundation is always grateful for assistance.

To find out more:

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

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

OUR VISION

To reduce the incidence and impact
of Macular Degeneration in Australia



Our focus is your vision

Macular Degeneration Foundation

Level 3, 447 Kent Street
Sydney NSW 2000

Helpline: 1800 111 709

www.mdfoundation.com.au