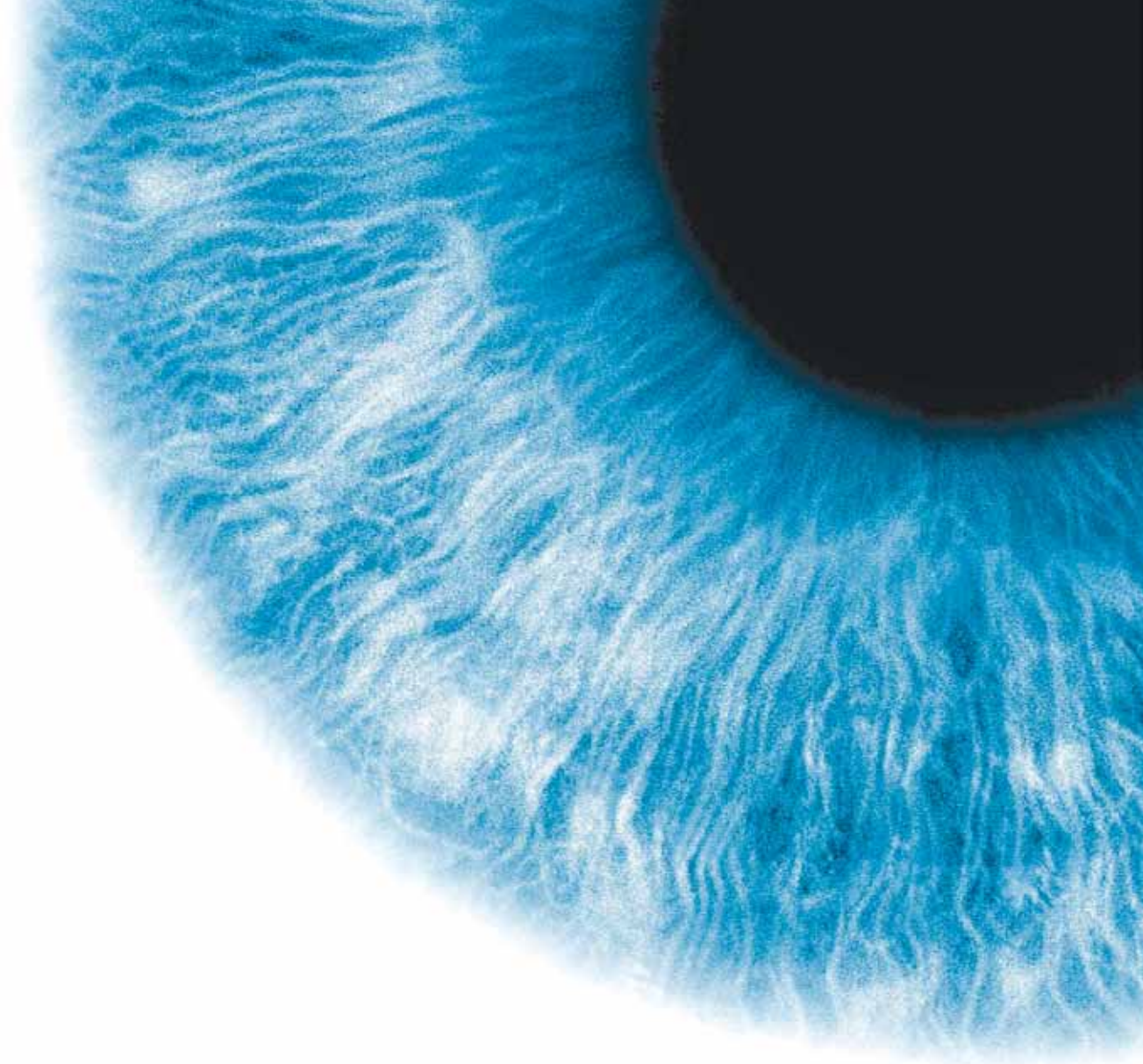




One decade of service with your help ...



Annual Report 2010-2011



Our focus is your vision



Janet's Story

I was diagnosed in November 1995 with Macular Degeneration. At that time there was no cure, no treatment and little was known about the disease. It was devastating to be told I could lose my sight.

I became involved with the Foundation back in 2001 which is when I learned the difference between wet and dry Macular Degeneration. The Foundation's staff have always been so helpful and patient in explaining all aspects of what to be aware of in my vision loss and have assisted with techniques to help me live with my Macular Degeneration. I am thankful for the information the Foundation provides by way of the website, newsletters, research updates and contact details and advice for any problems I may have.

I am pleased to have been able to volunteer and be of practical assistance to the Foundation. I hope my volunteering has helped the Foundation to assist others who find themselves faced with a future of vision loss and in need of support and advice.

My heartfelt congratulations to the Foundation on the last ten years and I wish the Foundation all the very best for the future.

Janet Waters - the Foundation's longest serving volunteer

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.

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* 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 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.

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

Knowledge

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

Social Justice

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

Investment

The Foundation invests in the future by using resources and knowledge to improve the future of the MD community. 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 MD community.

Consideration

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

Participation

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

Acceptance

The Foundation values and celebrates diversity in 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 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 MD 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 2010-2011

One Decade Special Events

- The Macular Degeneration Foundation celebrates one decade of service in May 2011 at the Macular Degeneration Foundation One Decade Gala Fundraising Dinner at the Hilton Hotel, Sydney
- The official launch of MD Awareness Week 2011, by Foundation Patron Ita Buttrose, and the announcement of the winners of the inaugural mEYE World Photographic Competition, forms part of the one decade celebrations
- Launch of the inaugural Macular Degeneration Foundation Research Grants Program at the one decade celebrations

Education

- Delivery of a comprehensive education program with over 8,500 people attending across Australia
- 98% of attendees rate education sessions as either excellent or good
- Over 21,000 general practitioners in Australia receive a specially designed Amsler grid for use with their patients

Support Services

- Client satisfaction survey shows that our clients are greatly satisfied with our services (87%), being even higher than the previous year (83%)
- Helpline receives over 16,000 calls in the year, averaging 63 calls per day
- A new publication, *Low Vision Aids & Technology – A Guide* is produced in May 2011, the fourth in the series of guides, receiving outstanding reviews and is in high demand
- Website visits reach 250,000 for the year
- Over 226,000 individual publications and resources are distributed to the general public and health care professionals
- Launch of the *MD Research e-newsletter* - a free service for health care professionals, emailed to over 200 health professionals in Australia and around the world

Awareness

- Australia continuing to lead the world in raising awareness of Macular Degeneration
- Conducts two national TV and radio campaigns
- National Galaxy poll shows awareness of Macular Degeneration tracking for the at risk 50 plus age group at 83%
- Significantly more people in the last four years heeding the call to action of “Have your eyes tested and macula checked” (from 32% to 59%)
- Macular Degeneration Awareness Week 2011 is a great success with an estimated 31 million potential media impressions, an increase of 55% on the previous year
- “Don’t let Macular Degeneration take away the centre of your world” campaign grabs the attention of Australians at risk of Macular Degeneration, with 12,000 MD Awareness Week kits distributed nationally
- Launch of the inaugural mEYE World Photographic Competition to raise awareness of MD through the visual arts in March 2011
- Foundation inserts into licence renewals in NSW, since January 2009, reaches 3.5 million in 2011 through the *Keep On Driving – Safely* program

Research

- The Foundation aims high announcing the goal to raise \$10 million over the next 10 years for research into Macular Degeneration
- Applications opened for the inaugural Macular Degeneration Foundation Research Grants Program on 30 May 2011 with the first round of grants to be awarded in the 2011-2012 financial year
- Holding of a major symposium with leaders in the epidemiology of Macular Degeneration and chronic diseases at the Asia Pacific Academy of Ophthalmology Congress in Sydney in March 2011

Representation

- Representing the interests of the Macular Degeneration community to two major Productivity Commission Inquiries – *Disability, Care and Support* and *Caring for Older Australians*
- Strong campaigns for an equitable and fair approach by all Governments to ensure access and affordability of low vision aids and technologies for all Australians

Report from the Chairman and Chief Executive Officer

The 2010-2011 year was a very special one as we celebrated the work of ten years of the Macular Degeneration Foundation. We continued to educate, raise awareness, provide much needed services to our clients and advocate on their behalf for accessibility and affordability of treatment and rehabilitation.

The highlight of 2010-2011 was the celebration of the Macular Degeneration Foundation's one decade of service in May, at a fundraising dinner to launch Macular Degeneration Awareness Week 2011. The dinner celebrated the work of the Foundation and its many supporters over the years and also launched the inaugural Macular Degeneration Foundation Research Grants Program, which aims to raise \$10m over the next 10 years.

At the dinner the Foundation was able to acknowledge the outstanding contributions of so many including the founding director, Dr Paul Beaumont, who had the vision in 2001 to develop a patient-focused organisation to improve the lives of Macular (MD) Degeneration patients, their family and carers.

Ten years later the Foundation is a powerhouse of innovation and compassion, high energy and quiet reflection. High quality attracts high quality and over the past decade the Foundation has been surrounded by men and women with an overflowing generosity of spirit. They have all sought to contribute in their own way, to help prevent this disease, to save sight and to better the lives of our fellow Australians affected by Macular Degeneration.

Our supporters including our patron, ambassadors, Board, CEO and employees, corporate and government sponsors, politicians, eye care professionals and our volunteers, have all contributed to making a real difference to the incidence and impact of this disease in Australia. Our particular thanks go to Foundation Patron Ita Buttrose AO OBE, who gives her time, energy and expertise to the Foundation's activities throughout the year and to our special Ambassador, Jean Kittson, for her tireless work in supporting our cause.

Ten years ago most Australians had not heard of Macular Degeneration or its debilitating effects on the lives of those with the disease and their carers. However in 2011, because of Dr Beaumont's vision, policy makers, the medical fraternity, corporations and citizens alike are aware of Macular Degeneration and are working together to make a real difference to so many people.

Key aspects of our work are good governance and ensuring we meet the needs and expectations of our MD community. In 2010-2011 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 new Research Grants Program to invest in finding reasons and answers for this disease. Our annual survey of clients found high rates of satisfaction with our services with 87% reporting being satisfied or very satisfied with MD Foundation services.

The Foundation has continued its focus in 2010-2011 on our five key areas: Awareness, Education, Client Services, Representation and Research.

Our key government grants from NSW Health and the Federal Department of Health and Ageing enabled the Foundation to continue to deliver its comprehensive education program to over 8,500 people across Australia, attend major expos and expand the education program to frontline health professionals.

The Foundation proudly sponsored a major symposium at the Asia Pacific Academy of Ophthalmology Congress held in Sydney in March 2011. The latest evidence and key issues related to Macular Degeneration and diet, genetics and the environment were presented by world leaders in the epidemiology of Macular Degeneration and chronic diseases. The presenters were Professor Johanna Seddon (Tufts University School of Medicine, Boston), Professor Paul Mitchell (University of Sydney) and Associate Professor Anushka Patel (George Institute for Global Health Sydney).



Elizabeth Carr, Chairman

Through the Foundation, Australia continued to be a world leader in raising awareness of Macular Degeneration with significant awareness programs undertaken nationally. The ongoing support of Novartis enabled the Foundation to continue the national TV and radio campaign with two waves of advertising in September-October 2010 and February-May 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 for some the saving of their sight. This awareness campaign was funded by Novartis through a direct investment of \$2.7m (2010: \$2.3m) and the Foundation thanks Novartis for their contribution to eye health in Australia.

Macular Degeneration Awareness Week 2011 was once again a great success and generated significant exposure with an estimated potential 31 million media impressions and the distribution of over 12,000 kits of MD materials through a range of outlets including optometrists and ophthalmologists. A key feature of the Awareness Week was the Foundation's launch of the first ever mEYE World Photographic Competition. This was a new initiative designed to raise awareness of the disease with a younger audience through the popular visual arts medium of photography.

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.

The Foundation continued to service our clients with the Helpline receiving over 16,000 calls and



Julie Heraghty, Chief Executive Officer

our website visits reaching 250,000. The Foundation continued to grow its suite of publications with the inclusion of a fourth in our series of guides, *Low Vision Aids and Technology – A Guide*.

Representing our clients to government and other agencies to ensure the best outcomes for the Macular Degeneration community was a major focus in 2010-2011. The Foundation continued its campaign to make low vision aids and technologies more accessible and affordable and began to see some positive changes take place.

The Foundation ensured comprehensive responses to the Federal Government's major inquiries and reports by the Productivity Commission in 2010 on *Disability Care and Support* and *Caring for Older Australians*. The Foundation provided detailed submissions to both inquiries and also appeared before both Commissions. The Foundation has, throughout all of the consultation processes in disabilities and aged care, continually stressed the critical nature of accommodating all aspects of Macular Degeneration in the final recommendations, especially access to low vision aids and technologies.

The Foundation continued to take its place at the international level via the Chief Executive Officer's position as secretary of AMD Alliance International and promoting the importance of Macular Degeneration at the international level.

The ongoing support of our sponsors, including major supporters Novartis and Blackmores has made it possible for us to deliver our services to

the Macular Degeneration community, to provide sustainability and certainty in our growth and to support the implementation of our strategic plan. In 2010 the Foundation welcomed new relationships with Bayer Australia and the Optical Distributors & Manufacturers Association (ODMA). Bayer Australia is providing funding for special programs such as audio-visual productions and ODMA supported the inaugural mEYE World Photographic Competition.

The Foundation is most grateful for the very generous five year renewal of funding from the Profield Foundation which provides for a major part of our work in client services including our Helpline and publications.

In celebrating their 50th year, the Vincent Fairfax Family Foundation invited the Macular Degeneration Foundation to submit a proposal for funding and as a result the Foundation is the recipient of a grant that will allow the website to be upgraded and enhanced in 2012.

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.

We appreciate and thank all our donors, supporters, partners and sponsors including governments and government departments, corporations, industry,

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.

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

In the next ten years we will continue to grow and build upon our good work with a real focus on both medical and social research. We need to find both reasons and answers for this disease. We need to find a cure while continuing to improve the lives of those with the disease. On behalf of the Macular Degeneration Foundation we invite everyone to join with us on the next exciting and rewarding ten years of this important journey.



Elizabeth Carr

Chairman
BA (Hons) UWA
MPA Harvard University
FAICD



Julie Heraghty

Chief Executive Officer
BA DipEd UNSW

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, experienced and representative Board representing the needs of the MD community.



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

Elizabeth Carr was an inaugural board member of the MD 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 16 years. She is presently a board member of the Kokoda Track Foundation, Kambala Anglican School for Girls NSW, St Marys Anglican Girls School WA and the Harvard Club of Australia.



Ashley Chapman, Deputy Chairman – CPA, MACS

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

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



Dr Paul Beaumont – FRACS, FRANZCO

Dr Paul Beaumont is a founding director of the Macular Degeneration Foundation and served the first chairman's term. He is a regular speaker at international conferences and trains doctors worldwide in his approach to Macular Degeneration. 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.



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 – FIPA

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 SA 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 a vision impairment.



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 & 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 & Manufacturers Association (ODMA) and a director of the Genetic Eye Foundation.



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 and is a director of the Australian Stockbrokers Foundation. 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, FAICD

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 and the past 24 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.



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 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 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.



Dr Jim Runciman – FRACS, FRANZCO

Dr Jim Runciman is a fellow and past SA 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.



Suellen Tapsall - BA, MA, FAIM

Suellen Tapsall is the director of AIM UWA Business School Executive Education. 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, education and corporate communication. Suellen is a former national president of the Journalism Education Association and has co-authored several books and major reports.

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
Associate Professor Alex P Hunyor
Professor Paul Mitchell
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
Mr Richard Grills
Professor 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 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 8,200 information kits at education sessions

Public Education

Public education sessions are held all 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 2010-2011 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 53 sessions were held nationally with over 3,300 attendees

Community Education

Community education sessions are held in NSW and WA on invitation from community groups such as aged care organisations, retirement villages, 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. In addition, the Foundation reached out to the Culturally and Linguistically Diverse (CALD) communities by providing education sessions to CALD groups via the use of an interpreter.

The Foundation was invited to 118 sessions and spoke to over 4,400 attendees

Veteran Education

Many in our veteran community are in the at-risk category for Macular Degeneration. The Foundation's education and awareness programs aimed to help ensure that veterans were doing the best for their macula health. This was funded over two stages via grants from the Department of Veterans' Affairs. The Foundation completed the second stage of the veteran education initiative in 2010.

Over 21 sessions the Foundation reached 800 veterans

Educating Eye Health Professionals

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

Ophthalmology

The Foundation attended in 2010 the Royal Australian and New Zealand College of Ophthalmologists 42nd Annual Scientific Congress in Adelaide. The Foundation had a highly visible presence at the congress and supplied information directly to delegates at the Macular Degeneration Foundation exhibition stand and within delegate packs.

Optometry

The Foundation continued to support the optometry profession with ongoing provision of resources and professional education. Foundation CEO, Julie Heraghty, presented at OAA NSW continuing education programs on the topic of 'Coping with Vision Loss from Macular Degeneration' which focused particularly on the issue of depression. The Foundation also attended optometry expos 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 MD to be better understood in these sectors. The Foundation attended and presented at the major CAREX expos in Sydney and Melbourne. This provided the opportunity for health and aged care workers to understand more about MD as well as how the Foundation can support them and their clients. In addition, the Foundation's Education Officers presented to aged care workers at Wesley Mission and Home Instead Senior Care.

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 the major pharmacy expo where the particular focus was on providing information on the role of the pharmacist in MD care, diet and lifestyle modifications and correct supplement recommendations.



Eye Health Students

The Foundation continued to support the education of eye health students. Dr Paul Beaumont, Foundation Director, Medical Committee Chairman and Research Committee Member, provided training to University of NSW optometry students on behalf of the Foundation. This included 4 x 2 hour lectures to all fourth year students, and full day surgery observations for all fifth year students. The surgery observation included seeing diagnostic testing, treatment procedures and patient counselling.

The Foundation also participated in the UNSW Low Vision Expo in March 2011. This initiative is designed to introduce fourth and fifth year optometry students to the broad array of organisations involved in low vision care. The Foundation held a stall at this expo and also presented an overview of the work of the Foundation.

General Practitioners

Phase 2 of the General Practitioner Patient Awareness Project, launched in February 2010 and funded by the Federal Department of Health and Ageing, was conducted in September 2010 through the Drive Time Radio Medical Initiative. General practitioners received an audio CD on Macular Degeneration featuring interviews with Foundation Director Dr Paul Beaumont, Foundation CEO Julie Heraghty and Jean Morton, a long time friend of the Foundation living with Macular Degeneration.

In addition, over 21,000 general practitioners in Australia received a specially designed Amsler grid for use with their patients.

Where did we go?

“I am so pleased I came today. I feel more confident and not so afraid of what may be ahead for me. Excellent speakers.” NSW

COMMUNITY EDUCATION		
SERVICE CLUBS NSW Bankstown Beverly Hills Cammeray Earlwood Five Dock Kingsford Northbridge Parramatta Pennant Hills Roseville Sandringham Sydney VIC Glen Waverley SA Linden Park Parkside WA Armadale Byford South Perth	Liverpool Lurnea Marrickville Mittagong Morisset Mosman Mt Druitt North Ryde Panania Parramatta Peakhurst Penshurst Rose Bay Roseville Sydney Toukley Turramurra VIC Caulfield WA Bayswater Craigie East Perth Floreat Rivervale South Perth Subiaco Thornlie Warwick	Hornsby Hurstville Maroubra Marsfield North Ryde Penshurst Randwick Roselands Smeaton Grange St Clair Sydney Turramurra WA Bayswater Innaloo Melville Mundaring Perth HEALTHCARE PROFESSIONALS NSW Blacktown Campbelltown Pymble Sydney WA Nedlands
SOCIAL CLUBS NSW Bankstown Blacktown Bonnells Bay Burwood Campsie Caringbah Chatswood Clovelly Croydon Drummoyne Eastlakes Gordon Granville Killara Kingsford Kingsgrove Kingswood Lalor Park Lawson Leichhardt	VISION IMPAIRED GROUPS NSW Carlingford Roselands VIC Frankston SENIORS GROUPS NSW Ashfield Berry Beverly Hills Carlingford Concord Epping	RETIREMENT VILLAGES NSW Avalon Chester Hill Georges Hall Kirrawee Narrabeen Waitara VIC Bentleigh Port Melbourne South Melbourne WA West Perth



“The presenters were wonderful. So plain talking and very down to earth, no question was too much to answer. Wonderful. Thank you very much for the opportunity to attend.”
QLD

*“Thank you so much from our Probus Club.
Your presentation was excellent and we are
all a lot wiser in regard to our eye health now,
keep up the good work.” SA*

**800 people
attended veteran
education programs
nationally**

**3,300 people
attended
53 public
information
sessions nationally**

*“Extremely informative and
made me realise how important
it is to seek help if any vision
change occurs.” WA*

VETERAN EDUCATION

NSW

Albury
Campbelltown
Canley Vale
Constitution Hill
Dee Why
Laurieton
Maclean
Merrylands
Narrabeen
Northmead
Seaforth
Sydney

VIC

Diamond Creek
Clayton
Euroa
Warragul
Morwell

SA

Adelaide

WA

Warwick

TAS

Claremont
Kingston Beach
Rosny Park

PUBLIC EDUCATION

NSW

Bankstown
Blacktown
Castle Hill
Chatswood
Coffs Harbour
Cronulla
Dee Why
Forster
Grafton
Gymea
Hornsby
Kempsey
Leumeah
Lindfield
Lismore
Mona Vale
Newcastle
North Sydney
Parramatta
Port Macquarie
Rosehill
Sydney
Tamworth
Tweed Heads West

ACT

Dickson
Woden

VIC

Caulfield
Frankston
Malvern
Mildura
Waverley

QLD

Brisbane
Waterford
Red Hill

SA

Clapham
West Croydon

WA

Crawley
Mosman Park
Riverton

TAS

Sandy Bay

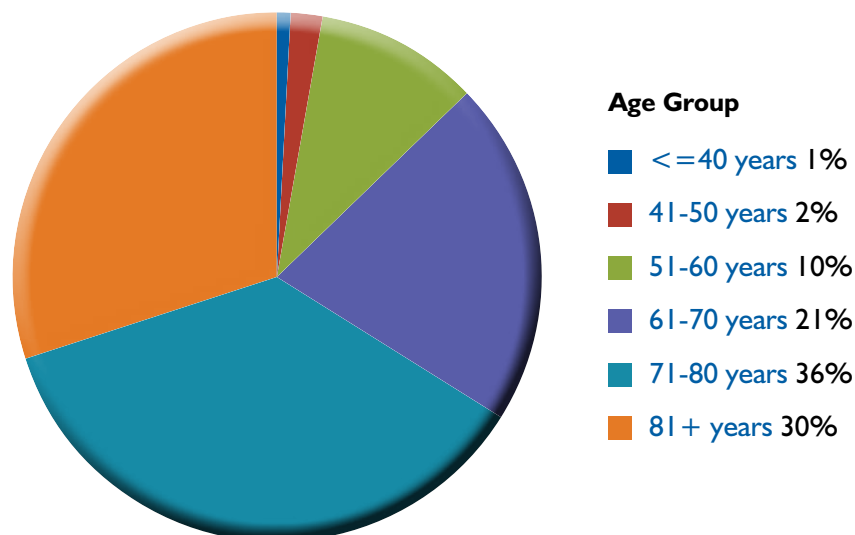
NT

Alice Springs

Achieving our Goals

Target Age Group

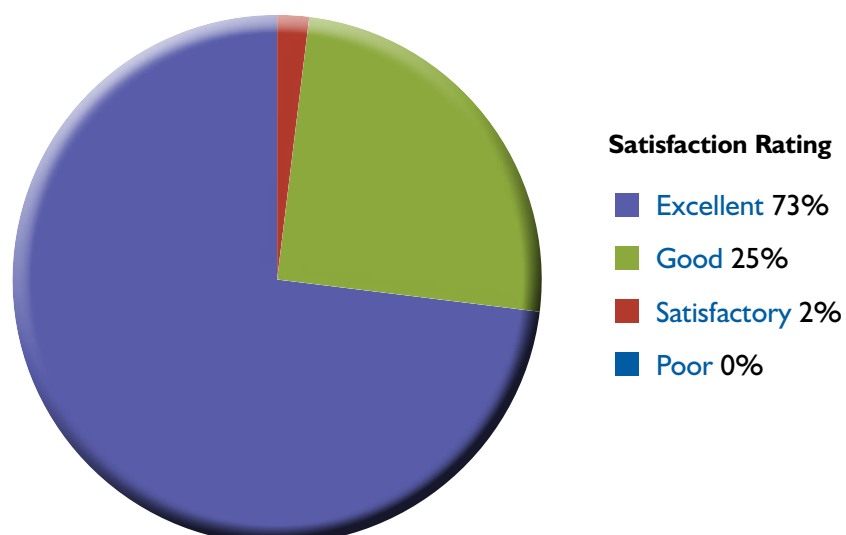
Goal: Ensure education sessions reach target age group of over 50s at-risk category.



Result: 97% of attendees were in the at-risk group (aged 50 plus).

Satisfaction Rating

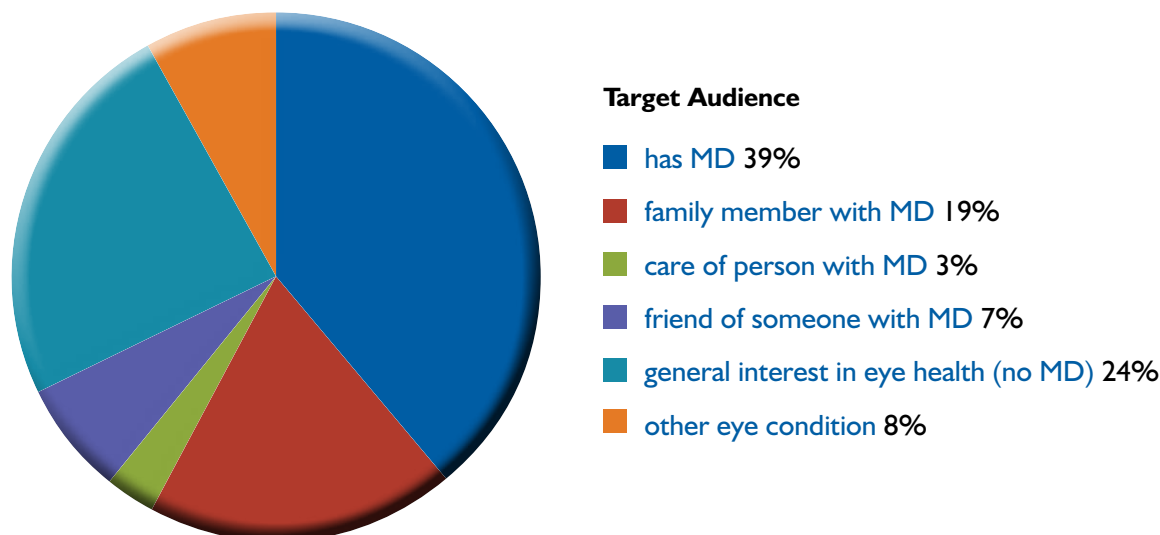
Goal: Attendees to have their expectations met in education sessions.



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

Target Audience

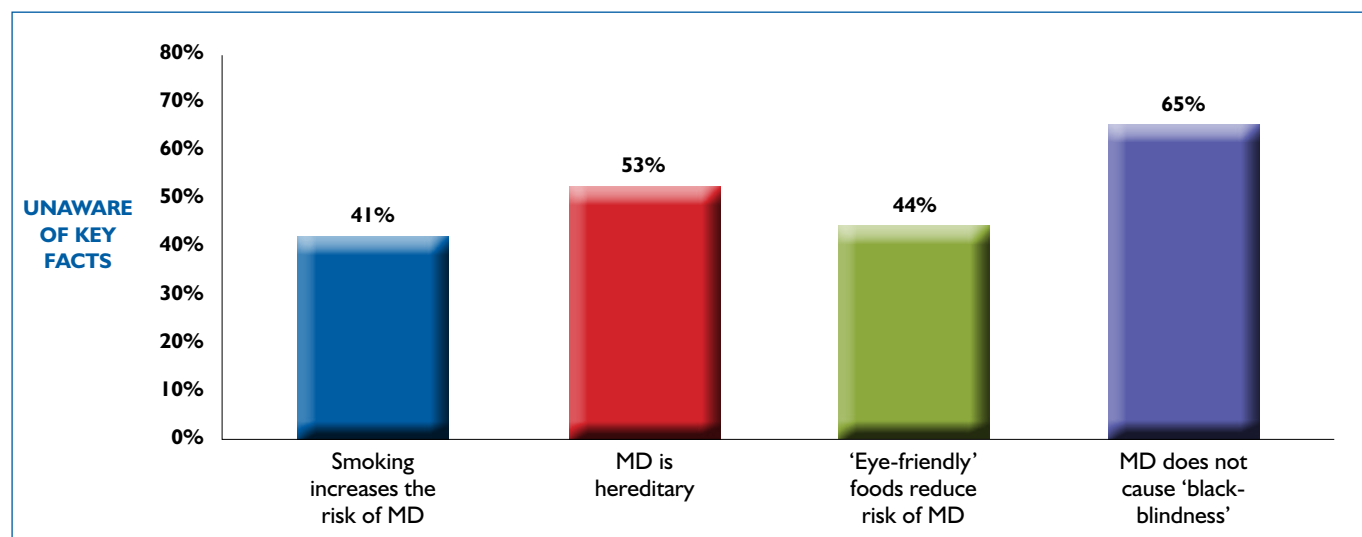
Goal: To reach the MD Community and general public who are at risk.



Result: 92% of attendees were in the target group.

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 these and other areas of knowledge of Macular Degeneration.

Awareness

To increase awareness of Macular Degeneration

Australia... now a world leader in raising awareness of Macular Degeneration!

Since 2007, the Macular Degeneration 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.

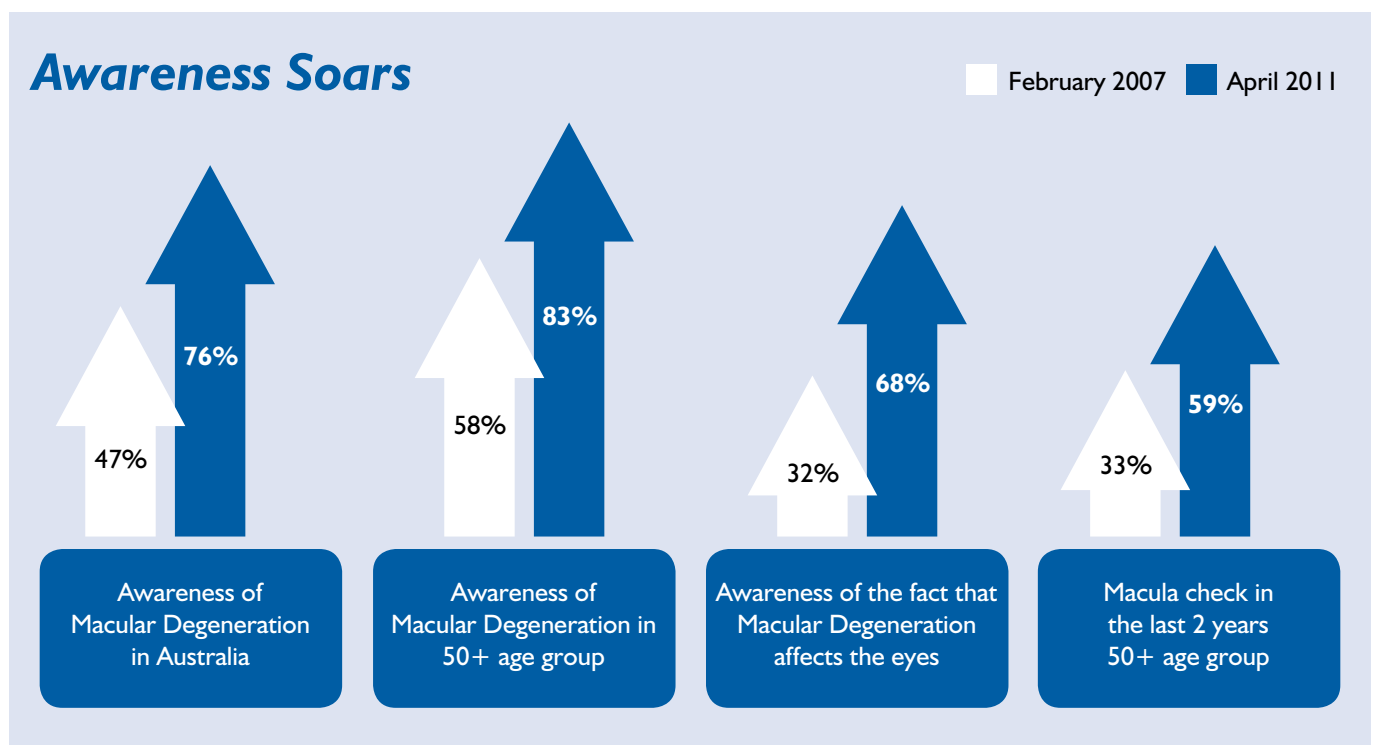
A highly focused approach, building upon layers of multifaceted work, has resulted in a massive increase in the awareness of Macular Degeneration in Australia.

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 seven national Galaxy polls over the last four years to independently measure awareness and the impact of the call to action of "have your eyes tested and macula checked."

The polling undertaken in April 2011 highlighted the outstanding results of the national TV and radio campaign.

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 National Preventative Health Strategy.



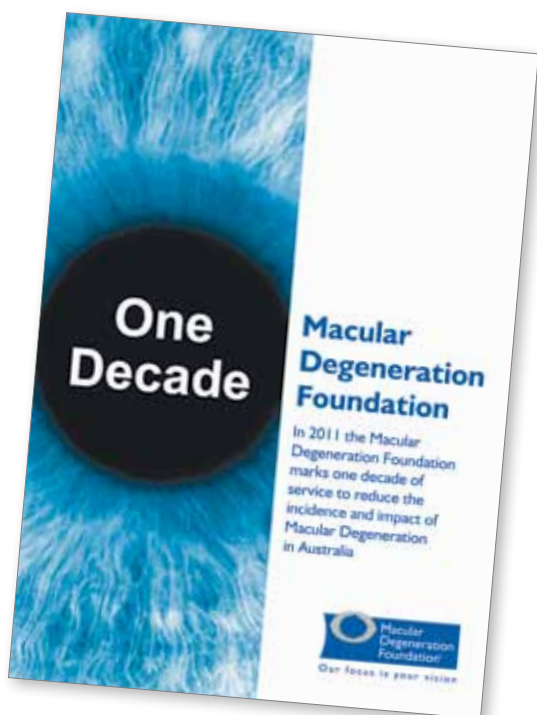
What Did We Do?

Macular Degeneration Awareness Week 2011

In 2011, Macular Degeneration Awareness Week ran from Sunday 22 May to Saturday 28 May and included the Foundation's one decade anniversary celebrations, highlighting the achievements of the Foundation over the last ten years.

MD Awareness Week 2011 united a number of awareness activities, including the launch of the first Macular Degeneration Research Grants Program, the announcement of the winners of the inaugural mEYE World Photographic Competition and a host of public relations activities across Australia.

MD Awareness Week 2011 was the culmination of awareness activities that began in February and continued right through to the end of May, providing for an extended awareness program. The activities commenced with a national TV and radio campaign, then the launch of the inaugural mEYE World Photographic Competition, and culminated in May with the Foundation's One Decade Gala Fundraising Dinner and launch of MD Awareness Week.



National TV and Radio Advertising Campaign



A multifaceted national advertising campaign, across television, radio and print media has been implemented over the last four 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 2010-2011 two phases of the national TV and radio campaign were implemented in September to October 2010 and February to May 2011.

The results of the campaigns were outstanding with awareness of Macular Degeneration tracking highly amongst the at risk 50 plus age group (83%). Results showed 75% of this age group were aware that Macular Degeneration is an eye disease, and 59% had heeded the call to action to have their eyes tested and macula checked.

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

Optometry Survey

Since 2008, the Foundation has commissioned a national online survey of optometrists in order to evaluate the effectiveness of the national advertising campaign, in the call to action to have the eyes tested and macula checked. This has been through the generous support of the Optometrists Association Australia. In 2010-2011, optometrists were surveyed before and after the national TV and radio advertising campaigns and results complement the national Galaxy polls. The optometry survey has shown, over the last four years, that the advertising campaign has successfully driven people to undertake an eye test with their optometrist.

- The average number of people aged over 50 attending an optometrist has increased from 27 to 42
- The average number of new patients in this age group has increased from 10 to 18
- Requests by patients for macula checks have increased from an average of 9 to an average of 30 per week
- More optometrists are collecting information about their patients' diets, with 15% in the latest survey compared with 11% in the first survey

“The campaign has been extremely effective, raising the public’s awareness of Macular Degeneration significantly. So many older patients now ask about Macular Degeneration, what it is, what the macula is, and whether we check for Macular Degeneration.”
Optometrist

Inaugural mEYE World Photographic Competition

The inaugural mEYE World Photographic Competition was initiated to encourage awareness of Macular Degeneration through an online competition. The aim of the project was to reach out to the younger demographic and develop communication links through the visual arts to a broader cross section of the community, additional to those in the at risk group.

The theme of the competition was “Eyes on the Future,” with the four entry categories being: the Macular Degeneration community, healthcare providers, open, and junior. Entrants were encouraged to submit an image depicting “Eyes on the Future” along with 50 words or less explaining how their image conveyed this theme. The competition ran from 16 March 2011 to 27 April 2011.

Entries were judged by an expert panel including Macular Degeneration Foundation Patron Ita Buttrose, iconic artist Ken Done, renowned Australian photographer Robert McFarlane and Kellyann Denton of the Australian Centre for Photography.

Winners were announced at the One Decade Gala Fundraising Dinner and presented with their prize by Foundation Patron Ita Buttrose.



mEYE World Photographic Competition Winners



Category: Macular Degeneration Community

**Winner and Grand Finalist:
Delma Wheatley**

Having Macular Degeneration I often see life through the lens of my camera; capturing this tree in its glory, basking in the sun saturating her in rich gold dust like magic, creating a home for all creatures that lay solitude to this land. This tree gives testimony to life surviving this harsh environment as research gives future hope for curing MD.



Category: Health Care Professional

Winner: Ian Robertson



Category: Open

Winner: Tsung-Heng Kuo



Category: Junior

Winner: Charlotte Farquharson



Patron, Ita Buttrose (centre) with mEYE World Photographic Competition Winners (from left) Tsung-Heng Kuo, Charlotte Farquharson, Delma Wheatley and Ian Robertson

Macular Degeneration Awareness Week Launch

A highlight of the MD Awareness Week 2011 activities was the [Macular Degeneration One Decade Gala Fundraising Dinner](#) held at the Hilton Hotel, Sydney on Friday 20 May 2011 with the official launch of [MD Awareness Week 2011](#) by the Foundation's Patron Ita Buttrose.

The NSW Minister for Health and Research, the Hon Jillian Skinner MP, launched the inaugural [Macular Degeneration Foundation Research Grants Program](#) and associated fundraising appeal. The Foundation aims to raise \$10 million over the next 10 years for research into Macular Degeneration and applications opened on 30 May 2011 for the first round of grants to be awarded in the 2011-2012 financial year.

The inaugural Blackmores Dr Paul Beaumont Research Fellowship was announced by Marcus Blackmore in recognition of the extraordinary contribution founding director Dr Paul Beaumont has made to the Macular Degeneration

Foundation over the last 10 years. The \$200K commitment over the next 5 years was generously donated by the Marcus Blackmore Foundation and Blackmores Foundation.

In addition, thanks and gratitude were conveyed to world renowned Professor Paul Mitchell, Foundation's National Research Advisor, for his outstanding ten year commitment and dedication to the work of the Foundation.

Ambassador for the Foundation, actor and comedian, Jean Kittson, supported the Foundation as Master of Ceremonies making for an enjoyable and memorable evening for the Foundation's guests who included sponsors and supporters, members of the Macular Degeneration community, volunteers, health care professionals, and many friends of the Foundation.

The Foundation acknowledges and thanks the support received from a vast array of businesses and individuals who generously donated prizes, expertise and time to help make the evening a great success.



Celebrating the Foundation's 10 years of service at the One Decade Gala Fundraising Dinner

Awareness Activities Across the Country

Media Activities

The Foundation implemented a comprehensive media program to promote activities between February and May 2011. The mEYE World Photographic Competition achieved significant coverage spanning competition promotion and winner announcements, with feature articles appearing on all four winners in either local or state publications.

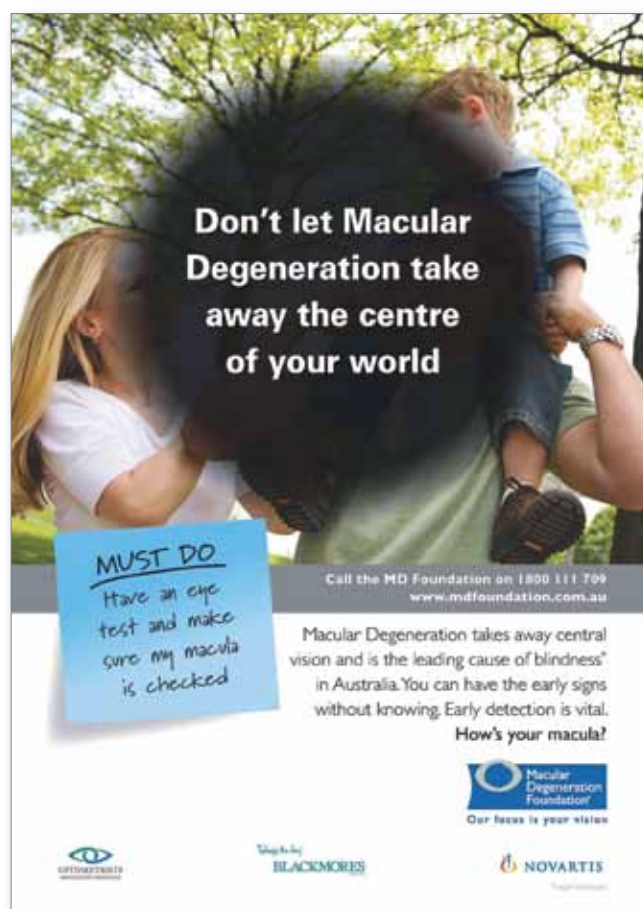
The announcement of the Foundation's \$10 million research commitment formed the basis of the MD Awareness Week media campaign and was the lead health story across all online major metropolitan newspaper titles immediately following the announcement. Media highlights included interviews with AAP newswire, radio stations 2GB, 2UE, ABC 774, WSFM, and coverage in The West Australian, Hobart Mercury, Newcastle Herald, trade publications, and extensive online coverage.



Optometrists nationally supported these activities and were supplied specially developed media material in support of the mEYE World Photographic Competition and MD Awareness Week, via the Optometrists Association Australia, generating media coverage at a local level.

Community Service Announcements aired throughout MD Awareness Week on television and radio as a flow on from the national advertising campaign.

“Don’t let Macular Degeneration take away the centre of your world” – Direct Mail Campaign



Supporting MD Awareness Week, a direct mail campaign with associated awareness materials was implemented across the country. The theme “Don’t let Macular Degeneration take away the centre of your world” highlighted the critical nature of the key message “have your eyes tested and macula checked.” Over 12,000 MD Awareness Week kits including posters, flyers and handy referral cards were distributed nationally to healthcare professionals, pharmacies, health food stores, community health centres, parliamentarians, and libraries for display and distribution.

This direct mail campaign resulted in the Hon Jane Prentice MP, Federal Member for Ryan, giving a speech in Federal Parliament on Macular Degeneration during MD Awareness Week 2011 and the Hon Barbara Perry MP, NSW Member for Auburn, introducing MD Awareness Week and Macular Degeneration into the NSW Parliament.

Education

A series of highly attended education seminars, presented by leading ophthalmologists, were held nationally in support of MD Awareness Week. The Foundation thanks Dr Jim Runciman and Dr Jagjit Singh Gilhotra (SA), Dr Nitin Verma (TAS), Dr David Hilford (QLD), Dr Paul Beaumont (NSW), Dr Fred Chen (WA), and Dr Alex Harper (VIC) for their involvement.

MD Awareness Week Action Day

MD Awareness Week Action Day took place on 31 May 2011 at Martin Place and Town Hall Square Arcade, Sydney. Foundation staff and volunteers distributed brochures and eye friendly gold kiwifruit, generating great positive public awareness.

MD Awareness Week activities hitting the mark across the country:

- Estimated 31 million potential media impressions, an increase of 55% on previous years
- “Don’t let Macular Degeneration take away the centre of your world” campaign grabs the attention of Australians at risk of Macular Degeneration
- Resource reorders go sky high - 32,000 additional materials distributed from reorders
- 4,486 visits to newly developed mEYE World Photographic Competition website
- Special Guest Ophthalmologist education sessions conducted across the country

Our thanks to Novartis, Blackmores, Optometrists Association Australia, NSW Health and bluedesk for their ongoing support enabling MD Awareness Week to be held each year. The Foundation welcomed Optical Distributors and Manufacturers Association (ODMA) as a new supporter for the inaugural mEYE World Photographic Competition in 2011.

Public Relations and Marketing

The Foundation continued its targeted public relations campaign. Extensive editorial was secured across print, radio and online; highlights being 2UE, 2GB and ABC 774, Prevention Magazine, HIA Housing Magazine, smh.com.au, The Age online and Sky news online.

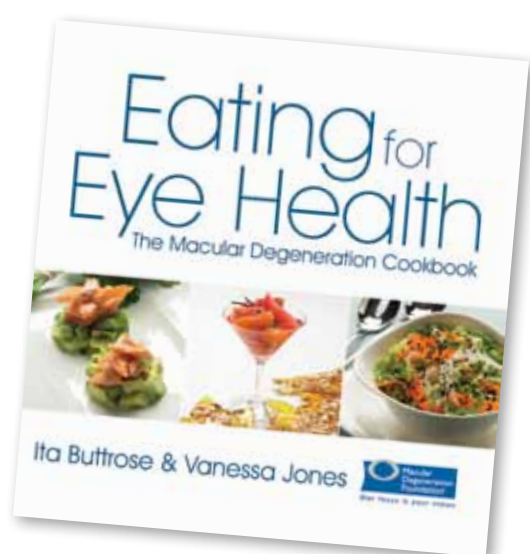
Strong relationships were further developed with key trade media, including Australian Optometry, mivision, Insight and RANZCO News to ensure health professionals remained informed of new developments and research as well as the important work of the Foundation.

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.

“Fantastic work by you to keep awareness of MD and macula testing in the general public. Great support for people with MD!” NSW

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 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.



Christmas Cards

The Foundation produced a new series of Christmas Cards in 2010 to complement the existing Christmas Cards range featuring festive dessert recipes. The Christmas Cards reinforced the Foundation's message of eating for good eye health and were again developed with the generous support of our cookbook authors.



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 a Foundation flyer being inserted into over one million driver licence renewals per year for five years. The Foundation flyer promotes an eye test and macula check and provides a tear-off response card for a Foundation information kit.

3.5 million inserts into driver licence renewals and over 15,000 information kits requested and fulfilled since January 2009.



Exhibitions and Expos

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

- Retirement & Lifestyle Expos, Brisbane, Melbourne, Sydney
- The Royal Australian and New Zealand College of Ophthalmologists Congress, Adelaide
- Optometrists Association Australia Southern Regional Congress, Melbourne
- Pharmacy Expo, Sydney
- Health and Aged Care Expo, Sydney, Melbourne
- "Overview 2011" Canberra Blind Society Expo, Canberra
- City of Subiaco Ageing Well Expo, Perth
- Macula Vision Loss Expo, Hobart
- Asia Pacific Academy of Ophthalmology Congress, Sydney

Friends of the Foundation

Meet Beau...



Beau is a much adored “Friend of the Foundation”

Foundation staff, visiting Royal Society for the Blind (SA) for professional development in January 2011, had the opportunity to observe guide dogs being trained. Following this visit the Royal Society for the Blind (SA) generously allowed our Autumn 2011 newsletter readers to name a pup in a future litter.

The winning name was Beau from entrant, Christine Hardy from Queensland. Christine wrote “thinking about the wonderful achievements of the Foundation over the last ten years, the care and commitment of many people come to mind, especially Dr Paul Beaumont. Perhaps a small way to acknowledge and honour Dr Beaumont is by naming the puppy after him!”

Beau is a male puppy who has commenced his early training with his puppy educator which over the next twelve months will see him learn to socialise, travel on trains and buses, learn commands and visit shops and public places.

He has a busy and challenging time ahead and Foundation staff, newsletter readers and Dr Beaumont receive regular updates and photos of his progress from our friends at Royal Society for the Blind (SA).

Friends of the Foundation Stories

Over the Foundation’s 10 years of service, we have had the honour of working with so many people willing to share their stories to help raise awareness of Macular Degeneration; this includes our wonderful Patron Ita Buttrose and amazing Ambassador Jean Kittson, both of whom have a very personal story to tell.

In 2010-2011 the Foundation launched the “Friends of the Foundation” program to capture inspiring stories from across the MD Community. This included stories from those living with Macular Degeneration, carers, family members and health care providers.

This report includes a number of these inspiring stories, including those of our Patron, Ambassador, and two lovely ladies, Janet and Jean, living with Macular Degeneration. The “Friends of the Foundation” program will be further developed in 2011-2012.



***Thank you to all our
“Friends of the Foundation”
for sharing their stories.***

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.



Our 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 has been a writer and performer on some of Australia's most popular radio stations, has written regular columns in magazines and newspapers and is a best-selling author. She has appeared in a number of feature films and is also one of Australia's most popular hosts at conferences and award nights.

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.

Friends of the Foundation





Research

To support and pursue research

Macular Degeneration Foundation Research Grants Program

Since the formation of the Foundation it has been a strong objective to support research to reduce the incidence and impact of this chronic disease, and ultimately to find a cure for Macular Degeneration. The Board of Directors have been mindful of this objective and clients have stressed the need for research which gives hope to so many. With the generous support of many friends through ongoing fundraising activities, and the careful management of the Foundation's funds, 2010-2011 became the year in which the Foundation's Research Grants Program was established.

The Macular Degeneration Foundation Research Grants Program was launched by the NSW Minister for Health and Research, the Hon Jillian Skinner MP, at the Foundation's One Decade Gala Fundraising Dinner, held at the beginning of MD Awareness Week 2011.



The Hon Jillian Skinner launching Macular Degeneration Foundation Research Grants Program at the One Decade Gala Dinner, May 2011

In May 2011, the Foundation called for applications from Australian researchers for research projects which would reduce the impact and/or incidence of Macular Degeneration. The research grant to commence in 2012, involves the allocation of an initial grant of up to \$250,000 per annum for a maximum of three years.

In addition to these major project grants, the Foundation welcomed the inclusion of the inaugural Blackmores Dr Paul Beaumont Research Fellowship to support a post-doctoral researcher to work in the field of diet or lifestyle and Macular Degeneration. The Fellowship is supported by the Marcus Blackmore Foundation and the Blackmores Foundation. The Fellowship, for \$40K per year, is named in honour of founding director Dr Paul Beaumont and has a generous five year commitment.

The Foundation's Research Committee will consider all applications and recommend to the Board of Directors those research projects deemed worthy of consideration for funding.

All grant and fellowship applications received will be sent to experts in the field of Macular Degeneration throughout the world who will peer review the applications and provide feedback to the Committee to assist with their deliberations.

APAO Congress

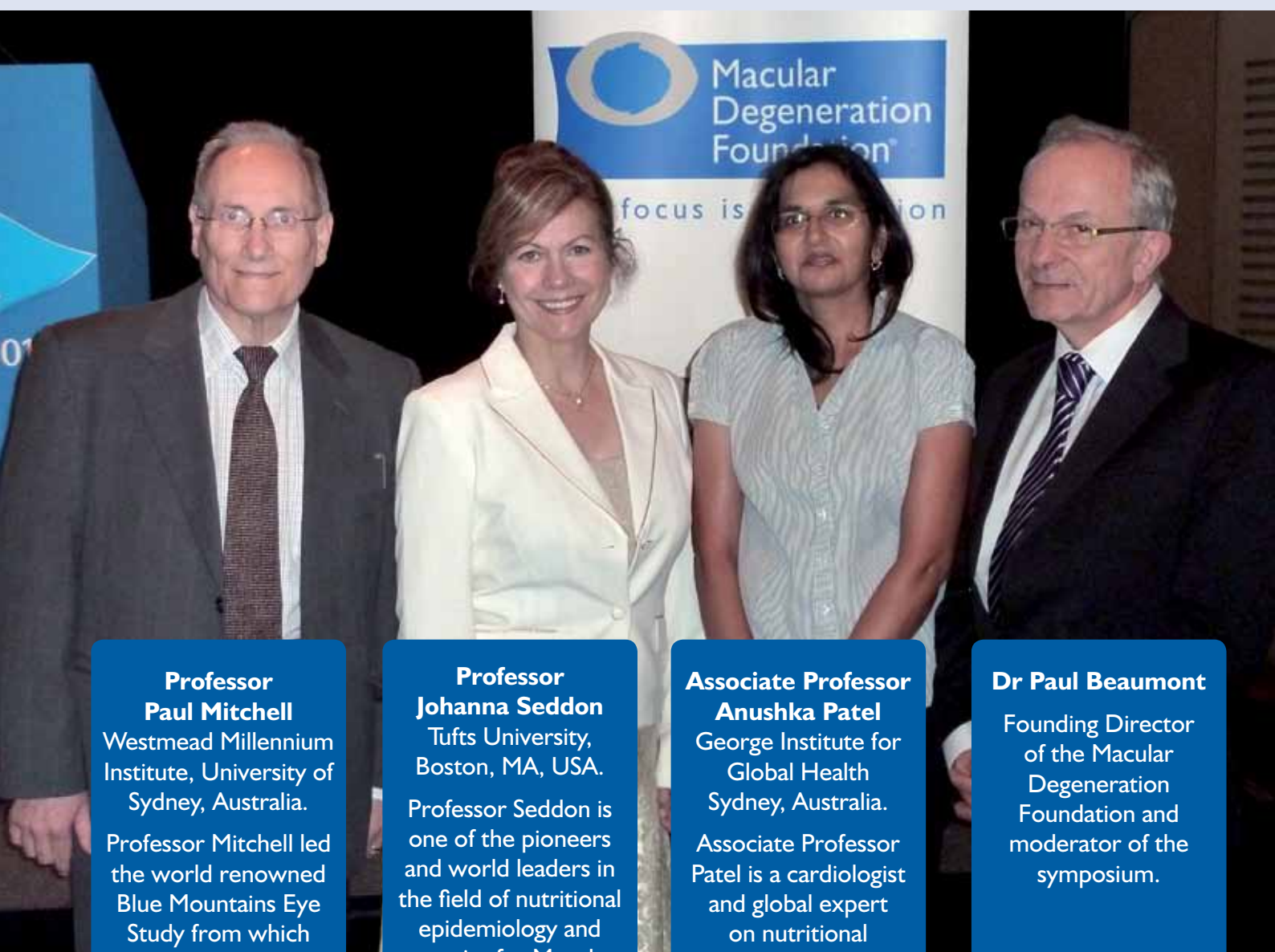
Macular Degeneration Nutritional Symposium

The Foundation sponsored a special symposium entitled 'Macular Degeneration – Diet, Environment and Genes. What to tell your patients' moderated by Dr Paul Beaumont at the Asia Pacific Academy of Ophthalmology (APAO) congress, held in Sydney in March 2011.

The symposium was attended by over 150 ophthalmologists from Australia and Asia who heard the latest research regarding the environmental and dietary risk reduction

measures for Macular Degeneration and heart disease, and their relationship to genetic factors. Speakers discussed the consistency in research findings, controversies and the necessary research required.

The symposium supported the development of further work on guidelines for patients to help in risk reduction and reducing the progression of the disease.



**Professor
Paul Mitchell**

Westmead Millennium Institute, University of Sydney, Australia.

Professor Mitchell led the world renowned Blue Mountains Eye Study from which much of the current knowledge on nutrition and Macular Degeneration is based.

**Professor
Johanna Seddon**

Tufts University, Boston, MA, USA.

Professor Seddon is one of the pioneers and world leaders in the field of nutritional epidemiology and genetics for Macular Degeneration.

**Associate Professor
Anushka Patel**

George Institute for Global Health Sydney, Australia.

Associate Professor Patel is a cardiologist and global expert on nutritional epidemiology in relation to heart disease.

Dr Paul Beaumont

Founding Director of the Macular Degeneration Foundation and moderator of the symposium.

Research Collaborations

The Foundation is fortunate to be able to work in collaboration with externally-based MD researchers, a mutually beneficial arrangement that promotes high quality and cost-effective research to benefit the MD community.

University of New South Wales ARC Linkage Grant

Access to low vision services is a particular concern of the Foundation. The Foundation receives many calls from people needing low vision assessments and expert guidance on suitable aids and technology, as well as ongoing rehabilitation support.

The Foundation is keen to examine what makes a good low vision service and how can access be optimised for all Australians who need such services. This year an on-going collaboration with Dr Mei Boon from Optometry and Vision Sciences at the University of NSW led to the submission of a linkage grant application to the Australian Research Council (ARC) to investigate how low vision services achieve the best possible outcomes for their clients. The ARC linkage grants will be announced in October 2011.

Fight Retinal Blindness! Project

The Foundation continues 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.

Evaluation of the Foundation's Work

The Foundation ensures that all work undertaken is, wherever possible, monitored and evaluated, this includes monitoring the number of telephone calls to the Foundation, website hits and publications distributed. It also includes evaluating the Foundation's education program and the Foundation's overall service satisfaction with clients. In addition, overseeing the evaluation of awareness levels with the national Galaxy poll and a national online survey of optometrists are critical parts of the Foundation's research activities.

Sharing Knowledge with the Wider Community

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



Foundation Research e-Newsletter

Each week, the Foundation provides a free service in the form of a MD Research e-newsletter, which is emailed to over 200 health professionals in Australia and around the world. The newsletter collates the abstracts and other details from research articles, at the time of publication, from a wide range of academic journals.



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 2010-2011 a feedback questionnaire was sent to 1,862 of our 34,000 clients. Amongst this group are people from across the spectrum of the Australian Macular Degeneration community:

- ☐ those with Macular Degeneration
- ☐ family and friends of people with Macular Degeneration
- ☐ those with a general interest in Macular Degeneration
- ☐ people working in a Macular Degeneration related field

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 respondents, ranging from 90% for the website to 96% for the education sessions.

How satisfied are our clients?

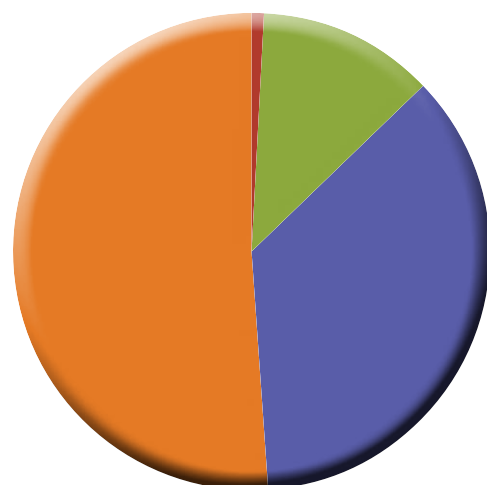
Clients are greatly satisfied with our services. The great majority of respondents (87%) were very satisfied or satisfied with the Foundation's services with our satisfaction rating being even higher than last year (83%). The Foundation will continue as always to use client feedback to improve services and to do everything possible to support our MD community.

*"Thank you for all the assistance
I have received ... It's wonderful
to have your support ...
Thank you for including me
in the survey."*



**87% of respondents gave
the Foundation's services a
high satisfaction rating**

Satisfaction Rating



Very Satisfied 51%

Satisfied 36%

Neutral 12%

Dissatisfied 1%

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 MD community. The Foundation responds to a range of calls but most particularly calls from those living with the disease, their carers and families seeking information, guidance and support. There has been an ever growing demand for the Helpline and since 2007-2008 the number of calls has increased by 53%. Callers frequently express their thanks and relief in having a Helpline for information and support.

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 Foundation website. The information kit includes an array of publications and helpful information and are made available to all who request them including health care professionals across the country.

“Thank you so very much for sending the various articles and brochures. I was just delighted to receive such a comprehensive group of information and eagerly read every article.” QLD



**In 2010-2011 over
16,000 calls to
the Foundation, an
average of 63 calls
per day.**



Newsletter

The Foundation's quarterly newsletter focuses on relevant issues affecting the MD community. It provides updates on MD projects and new research and remains a vital communication and education link with the MD community. Evaluation of our services by clients showed that the most used service was the newsletter - 83% of respondents read the Foundation newsletter and 94% rated it as either 'good' or 'excellent'.

"Please accept my sincere thanks for such an interesting and informative newsletter." NSW

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.

In 2010-2011 there were over 253,000 website visits.

Publications

The Foundation has grown its suite of publications to meet the needs of the MD community. It offers comprehensive publications on the disease, Macular Degeneration, as well as guides to help patients and their carers to live well with MD and low vision. The publications are distributed broadly via both the Foundation's activities as well as via health professionals including optometrists, ophthalmologists, orthoptists, and general practitioners.

- **MD information booklet with Amsler grid** - provides comprehensive information on Macular Degeneration and a magnetised tear-out Amsler grid
- **Individual Amsler grid** - a magnetised card for keeping on the fridge for daily use
- **Helpline Contact Card** - A bookmark-sized contact card for clients with the Helpline number on the back
- **What to ask your Eye Care Professional?** - suggests questions to ask the eye care professional about Macular Degeneration
- **Nutrition and Supplements fact sheet** - detailed information on nutrition related to eye health

- **Research Update** - In 2009, the Foundation produced the first of its now annual Research Update. This update presents an overview of the latest Macular Degeneration research from around the world. This initiative was in direct response to the Foundation's client survey which highlighted the need for information on the latest in research for this disease. The update is included in the Summer newsletter each year.
- **Translated Materials** - The Foundation has also 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 2010-2011 over 226,000 individual publications and resources were distributed to the general public and health care professionals.

Publications in the Ophthalmologist's rooms

In May 2011 the Foundation made available to Ophthalmologists across Australia display stands for publications at no charge. This highly visible display stand is for use in practice waiting rooms. The display stand contains all of the Foundation's major publications.



Special Projects

Navigator Audio Book Program

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

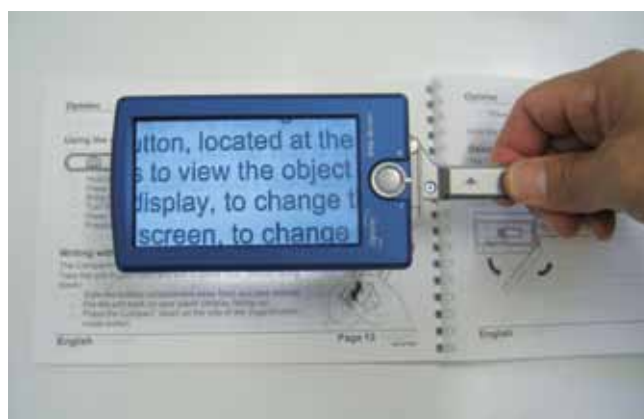
The Navigator Library Access Project and the Navigator Home Access Project continue to provide access and affordability to technology that enables the downloading of audio books through a local library or from a website from the comfort of the home.

Low Vision Information Days

Low vision information days were held in Sydney at Chatswood and Leumeah and three regional days at Mildura, Tweed Heads and Coffs Harbour. 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 quality of life and maintain independence. Presentations were given by the Foundation, Vision Australia, Guide Dogs and Quantum.

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 Aids & Technology – A Guide

A new publication, **Low Vision Aids & Technology – A Guide**, was published in May 2011 and has received outstanding reviews from the Macular Degeneration community and health professionals. This is the fourth in a series of practical guides to help those with low vision.

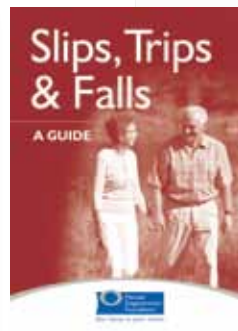
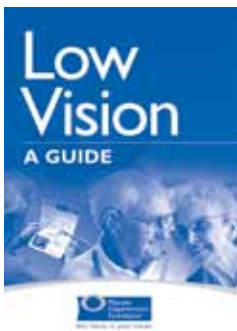
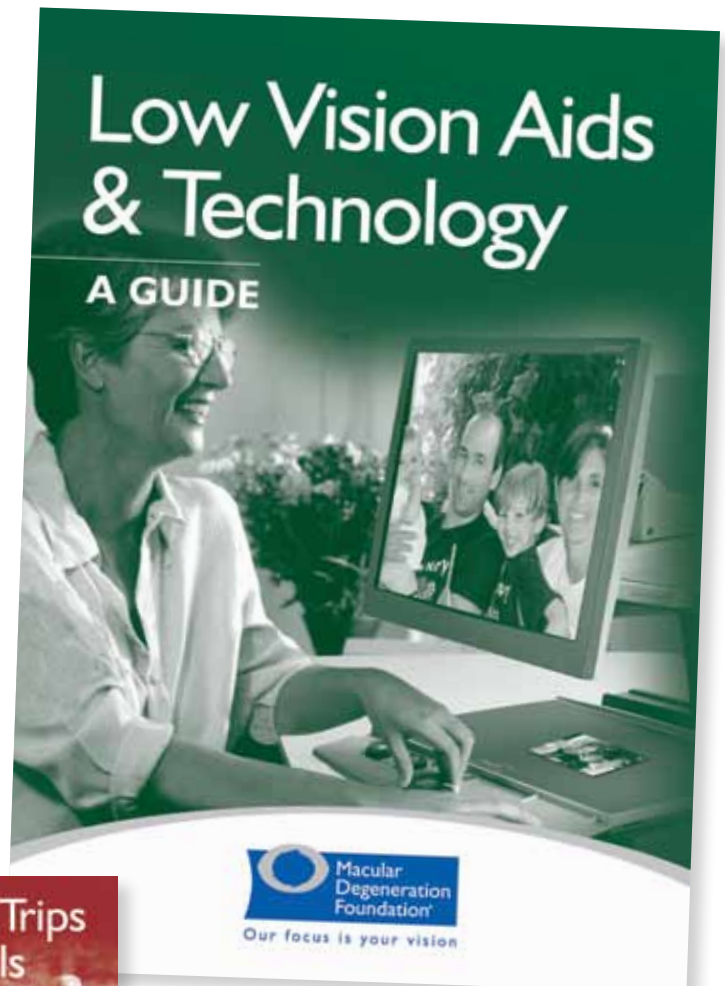
Low Vision Aids & Technology – A Guide provides information on the different types of aids, equipment and technology which can assist those with low vision in many different settings from home to work. It answers key questions often asked by people with low vision, their family and carers. It also provides examples of how aids and technologies have helped many people with a vision impairment to achieve the goal of maintaining quality of life and independence. The guide also covers a range of resources including simple hand-held optical magnifiers to more technology based options such as electronic magnifiers, reading machines and computer software.

“Thank you for sending me the new guide. I did not realise just how many aids were available to help me with everyday living. I just want to be independent and this has really helped.” NSW

Thank you to the Department of Health and Ageing for the funding which enabled the Foundation to produce the guide.

Low Vision Aids & Technology – A Guide complements the three existing guides produced by the Foundation:

- **Low Vision - A Guide** is a practical introduction to living with low vision
- **Family, Friend & Carer - A Guide** is for people providing care to a person with low vision
- **Slips, Trips & Falls - A Guide** provides practical advice on avoiding falls



Representation

To advocate for the best interests of the MD Community

In 2010-2011 the Foundation worked for the following:

- Macular Degeneration is recognised as a chronic disease with significant impacts across many areas of health, disabilities, aged care and mental health
- Policy makers recognise and provide for the disease in widespread changes in the policy landscape
- Decision makers and stakeholders are engaged with the Foundation and relevant issues of the MD community
- Productivity Commission Inquiries were provided with comprehensive submissions and an understanding of the relevant issues
- The MD community has access to and affordability of treatment and rehabilitation
- Low vision aids and technologies be provided to all Australians in need through a fair and equitable process



Productivity Commission Inquiries

The Federal Government commissioned two major Inquiries by the Productivity Commission in 2010: *Disability Care and Support* and *Caring for Older Australians*.

The Foundation provided detailed submissions to both Inquiries and further submissions when the draft reports were released for comment. The Foundation also appeared before Commissioners for both Inquiries arguing strongly for the concerns, rights, and inclusion of people with Macular Degeneration in the final recommendations.

The Foundation is continually driving home the importance of eye health in the aged care system both in the community and in residential aged care.

The Productivity Commission draft reports were released in early 2011 with strong recommendations to Government for an overhaul of the aged care and disability systems.

The Foundation has, throughout all of the consultation processes, continually stressed to Government, the Productivity Commissions and departmental representatives the critical nature of accommodating all aspects of Macular Degeneration in the final recommendations, including:

- Access to funding and services via the proposed National Disability Insurance Scheme
- Adequate provision of those with Age-related Macular Degeneration (AMD) in both the disabilities and aged care systems

- The provision of any new systems recommended in the reports to incorporate the specific needs of people with vision loss including access to affordable low vision aids and technologies; access to disability services, assessment, counseling; and the education and training of workers in the aged care and disability sectors.

It is critical that the services required by the MD community be positioned in the right place in both the disability and aged care systems so they are accessible and affordable.

Access and Affordability of Low Vision Aids & 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.

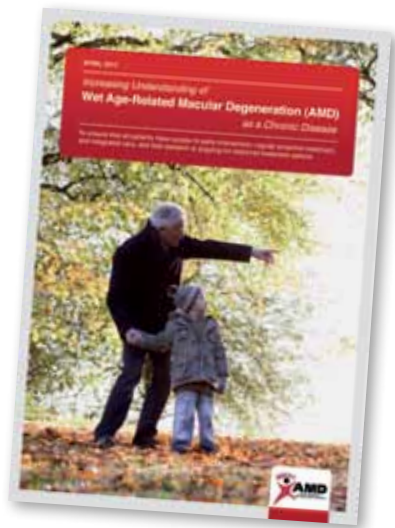
Several audits on subsidies for key low vision aids for concession cardholders across Australia has shown that “Where you live determines how well you might see,” with major disparities between the states in the provision of subsidies. The August 2010 audit also included five major private health insurers, which showed that very few private health funds provided reimbursement for basic aids or much needed technologies. The Foundation has held meetings with a number of health insurers and a positive outcome was achieved with several insurers, while others are currently reviewing their position. The Foundation is confident the issue is on the decision-maker’s agenda but the final outcome will continue to be closely monitored and pursued by the Foundation.

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 working with EyeCU to develop a best-practice model of care, which can be transferred to other public hospitals.

AMD Alliance International

AMD Alliance International is the peak international body generating awareness and understanding of AMD. The Foundation’s CEO sits on the Board and Executive of the AMD Alliance International holding the position of Secretary. The Alliance produced a significant report in April 2011 *Increasing Understanding of Wet Age-related Macular Degeneration (AMD) as a Chronic Disease*. This report is increasing the understanding for policy makers and funders that wet AMD is a chronic disease. In 2010-2011 members of the Alliance, from all over the world, met in New York (USA) to launch the report and to map the future direction of advocacy and support at an international level.



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. Vision 2020 brings together Australian organisations involved in local and global eye care service delivery. The Foundation is represented at its Member Forums and on the Low Vision Committee.

Australian Blindness Forum

The Australian Blindness Forum (ABF) represents major blindness organisations bringing together both service providers and people who are blind or vision impaired. On behalf of its members ABF also facilitates Australia’s membership of the World Blind Union. The Foundation is a member and sits on a number of relevant committees.

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 and people who bring to the governing body special skills in a broad array of areas.

The Board met quarterly and worked closely with the Chief Executive Officer throughout 2010-2011, setting a clear strategic direction to meet the vision and objectives of the Foundation.

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 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 eleven 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 and new skills are developed.

Two days of professional training on living with low vision, and low vision aids and technology, was undertaken by Foundation staff at the Royal Society for the Blind (SA) in January 2011. The Foundation thanks Executive Director, Andrew Daly and his team for so warmly welcoming Foundation staff and sharing their knowledge.



Foundation staff and volunteers at MD Awareness Week Action Day, Martin Place, May 2011



A Dedicated Volunteer Team

Over 60 volunteers supported the Macular Degeneration Foundation in 2010-2011 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 Foundation is fortunate to have the ongoing support of Suncorp and ANZ as part of their corporate social program with 29 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 Foundation.

***Thank you to all
our volunteers
for the great
work you do.***

Financial Report

PROFIT & LOSS (FOR THE YEAR ENDED 30 JUNE)

\$000	2011	2010
Revenues		
Government Grants	527	768
Corporate Support	578	542
Donations & Fundraising	762	494
Sponsorships	920	793
Investment Income	168	112
Total Revenues	2,955	2,709
Expenses		
Education	283	306
Awareness	465	473
Research	173	209
Support Services	438	429
Representation	98	55
Fundraising	196	152
Association Management	428	373
Total Expenses	2,081	1,997
Net Surplus	874	712

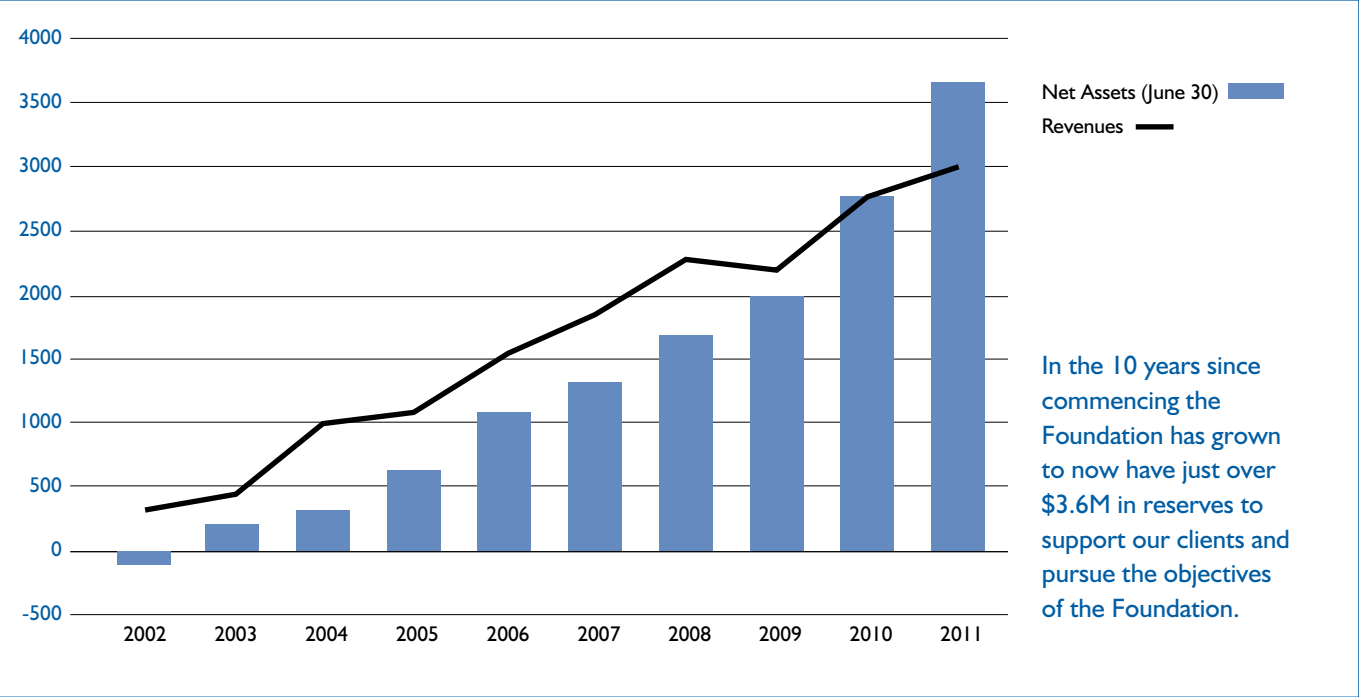
BALANCE SHEET (AS AT 30 JUNE)

\$000	2011	2010
Assets		
Cash & Cash Equivalents	1,732	1,534
Investments	1,761	1,171
Trade & Other Receivables	329	302
Property, Plant & Equipment	22	33
Total Assets	3,844	3,040
Liabilities		
Trade & Other Payables	221	276
Provisions	15	10
Total Liabilities	236	286
Net Assets¹	3,608	2,754

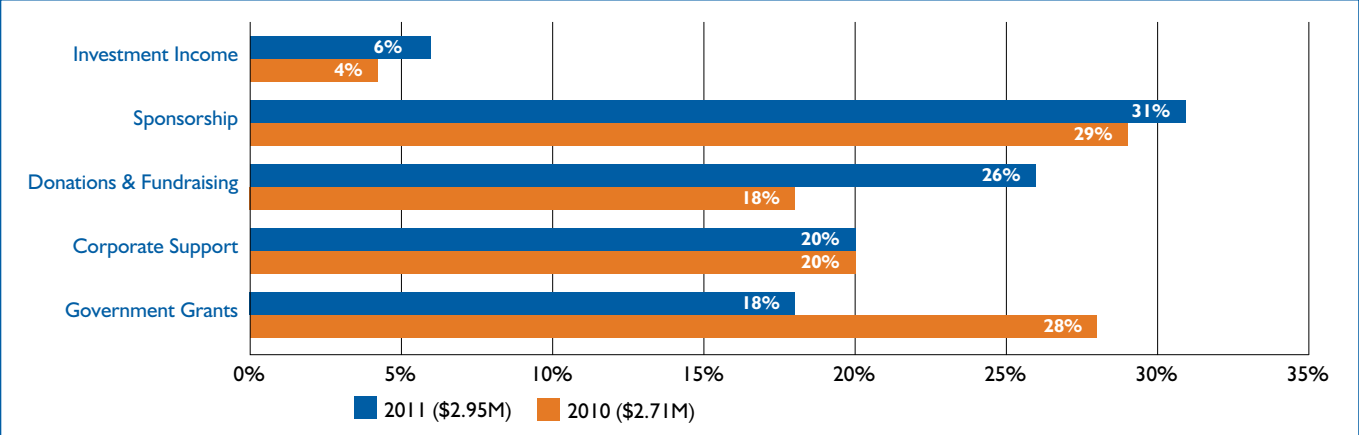
¹The Directors have set aside \$1,500,000 (2010: \$1,100,000) within the Net Assets to support future MDF research initiatives.

The information on this page was extracted from the audited Financial Statements of the Macular Degeneration Foundation for the year ended 30 June 2011 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.

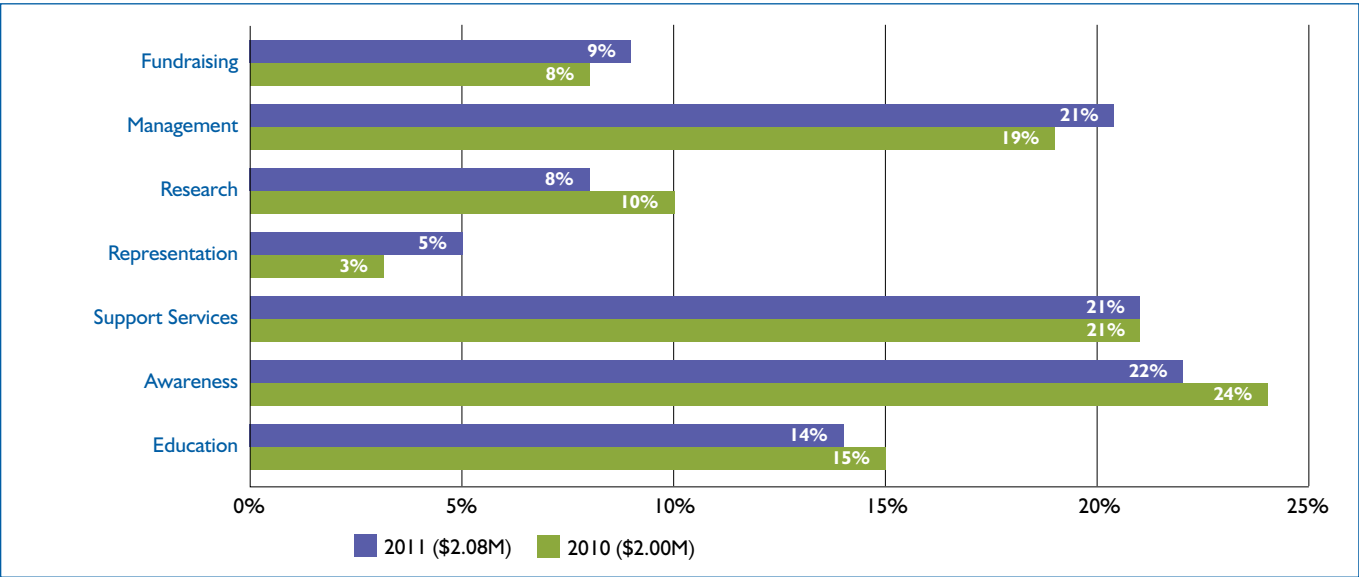
10 YEAR FINANCIAL SUMMARY (\$000)



REVENUE SOURCES



EXPENDITURES



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 our 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. This grant enabled the education and awareness program to expand to include all states and territories.

In the 2009 federal budget, the 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.

Department of Veterans' Affairs

The 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. This program was completed in 2010-2011.

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 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.

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 the long standing major partners Blackmores and Novartis Australia for their outstanding commitment to raising awareness levels and supporting major education, research and client service programs. In 2011 the Foundation welcomed the start of new partnerships with Bayer Australia and the Optical Distributors & Manufacturers Association (ODMA) both of which also support work in these areas. Thanks go also to Ernst & Young, Clayton Utz, Mallesons Stephen Jaques, bluedesk and Quantum for their continued support and commitment.

Blackmores

With our shared common value to reduce the incidence and impact of Macular Degeneration in Australia, Blackmores remains a long term supporter of the Foundation education, research and awareness programs. The marking of the Foundation's tenth birthday provided the opportunity to formally recognise Blackmores' contribution to the Foundation since its beginnings in 2001.



Blackmores Director Verilyn Fitzgerald, with Julie Heraghty CEO MD Foundation, and Blackmores Chairman Marcus Blackmore

Novartis Australia

Novartis Australia has been committed to supporting the Foundation in its many activities, particularly raising awareness of Macular Degeneration to ensure those at risk have their eyes tested including the macula. Since 2008 Novartis has supported the national TV and radio campaigns which have helped place Australia as the world leader with regard to the awareness of MD. It is this awareness that is so key to early detection and saving sight. As a long term supporter of the Foundation, Novartis were recognised at the One Decade gala dinner for this outstanding support.



Novartis Australia's Dr Caroline Markey, Lauren Carey and Managing Director Frederic Guerard

Bayer Australia

The new relationship with Bayer Australia has provided valuable support to a range of initiatives including the development of audio-visual productions, website upgrades and the Foundation's national and international advocacy work. Both Bayer and the Foundation look forward to a rewarding collaboration to help support the MD community.



Rene Klemm, General Manager, Bayer – Healthcare with Julie Heraghty CEO MD Foundation

ODMA

The Optical Distributors & Manufacturers Association (ODMA) was the key funder of the Foundation's inaugural mEYE World Photographic Competition which was launched as part of the 2011 MD Awareness Week.



Richard Grills Chairman of ODMA and Foundation Director with Julie Heraghty, Foundation CEO

Foundations and Trusts

Profield Foundation

The Foundation is indebted to the generosity of the Profield Foundation which has been an outstanding supporter of our work in support services since 2007 and in 2011 gave a commitment for the next five year term. The Profield Foundation's commitment to the Foundation has funded the provision of services to clients and also supported awareness and education activities.



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

Vincent Fairfax Family Foundation

The Foundation was proud to be one of the recipients of the grants awarded by the Vincent Fairfax Family Foundation to mark its 50th anniversary. The grant will help the Foundation upgrade its website and online services including best practice design and accessibility features for those with low vision.

Community

Clubs NSW

The Foundation is grateful for the support received through the NSW Clubs Community Development Support Expenditure scheme. These funds support Foundation projects in local communities.

Donations

The 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

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. Many bequests have been directed to our Research Grants Program reflecting the desire to contribute to finding reasons and answers for this disease.

Events

MD Foundation One Decade Gala Fundraising Dinner

In May 2011 the Foundation celebrated its tenth birthday with a dinner at the Hilton Hotel, Sydney. The dinner provided the opportunity to thank the organisations and individuals whose dedication has helped form the success of the Foundation. Other highlights included the launch of the MD Awareness Week and the Research Grants Program, as well as announcing the winners of the mEYE World Photographic Competition.



Foundation Patron Ita Buttrose launching MD Awareness Week 2011

Roth Gair Charity Golf Day

In February 2011 the Lions Club of Forest Hill in Victoria held their fourth 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 Forest Hill Lions Club

Killara Golf Club

The Foundation was selected by the Killara Golf Club as their 2011 charity. As part of this support, the Lady Golfers held a successful Charity Golf Day in June 2011, raising over \$8,000 for the Foundation. To theme the day the ladies were invited to swap their traditional golf attire for Macular Degeneration inspired fancy dress, with some truly inspired outfits being paraded on the day. Foundation CEO Julie Heraghty spoke at the luncheon.



Killara lady golfers in their Macular Degeneration inspired fancy dress

Jean's Story

Over 18 years ago I had a bleed at the back of the eye while driving. There was this black spot in my vision and I couldn't see properly. I just didn't fully understand what was happening at the time and it took a number of weeks for me to get it checked out. No one at that time picked up that I had wet Macular Degeneration.

The Macular Degeneration Foundation did not exist back then and there was nowhere to get help. I eventually heard of Dr Paul Beaumont who then gave me my diagnosis and told me all about Macular Degeneration.

My sight around that time deteriorated quickly. My whole world had changed – what do I do, where do I go? I felt that I just had to keep doing things, to keep going. I loved patchwork quilting and sewing and I belonged to Inner Wheel – I love cooking and being involved with the community. No matter how bad the situation, I felt I had to find a way to keep going and live life!

I believe in being positive and taking an interest in everything around me. I have always wanted to fit in to society and I have found ways of continuing to do that since losing my sight.

In the past 18 years there have been great steps forward in diagnosis, treatment and the availability of information on Macular Degeneration. It saddens me that current treatments and information were not available for me.

I hope my story will highlight the importance of supporting the work of the Foundation and help fund research, so that my children and grandchildren and all Australians will be able to see a great future without Macular Degeneration.

Jean Morton



“Help fund research so that my children and grandchildren and all Australians will be able to see a great future without Macular Degeneration.”
Jean Morton

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 appreciated and highly valued. This generous 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, health care professionals, and government for their generosity of spirit and for being a part of our wonderful journey.

Special Thanks to

- Optometrists Association Australia
 - Clubs NSW CDSE Supporting Clubs- Canada Bay Club, Barooga Sports Club, Tocumwal Golf Club
 - Royal Australian and New Zealand College of Ophthalmologists
 - NSW Department of Transport and Infrastructure
-

- | | | |
|----------------------------|----------------------------------|----------------------------|
| • Adobe | • GEON | • Robert McFarlane |
| • ANZ staff volunteers | • Ian Kennedy | • Shooting Star |
| • bluesdesk | • Kelly-Ann Denton | • Suncorp staff volunteers |
| • Canon | • Ken Done | • Ted Baker |
| • Cube | • Killara Golf Club Lady Golfers | • Vanessa Jones |
| • D&M Research | • Lions Club of Forest Hill | • Working Technology |
| • ES Wigg | • Narwee Baptist Creative Craft | • Zespri Gold Kiwifruit |
| • Fourth Village Provedore | • OptiMed | |
| • Galaxy Research | • Produce Marketing Australia | |
-

Thank you to our One Decade Gala Fundraising Dinner Supporters:

ACP Magazines, AFR, Alberto Culver, Almond Board of Australia, Anthony Laye, Australian Spirit Sailing, Australian Vintage, Banjo's Retreat Hunter Valley, Breville, BridgeClimb Sydney, Camilla Franks, Captain Cook Cruises, Challenger, Christian Dior, City Tattersalls, Crabtree & Evelyn, Donna Hay, Dustins Jewellers, Gary Clarke, General Optical, GEON, Office of the Governor General, Gregory Jewellers, Henry Bucks Menswear, Hilton Fiji Beach Resort & Spa, Hilton Hotel Sydney, Hon Jillian Skinner MP, House of Fraser, Investec Medical Finance, Ita Buttrose, JBWere, Jean Kittson, Kamahl, Ken Done, Lancôme, Laubman & Pank, Liquor Group Woolworths, Lovatts Publishing Group, Luxottica, Ménage À Trois hairdressing salon, Mivision, Mona Vale Golf Club, MOR, Myer, Nespresso, New Direction Packaging, New Holland Publishers, Oatlands Golf Club, Orion Expedition Cruises, Pacific Simulators, Pastiche Jewellery, Penguin Books, Premium Wines Direct, Prospero Group, Ralph Lauren, Random House, Revlon Australia, Riccadonna, Roche Group, Roses Only, Simplot, Sony, Staging Connections, Swarovski Australia, Sydney Opera House, The Light Site, The World of Whisky, Thelma & Louise Cafe, United Way, Whitehouse Optometrists.

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 of Independent Retirees
- Beyond Blue
- Canberra Blind Society
- Centre for Eye Health (NSW)
- Centre for Vision Independence
- CEPU Retired Members Association
- Church Seniors Groups
- Community Centres
- Community Health Centres
- Computer Pals for Seniors Groups
- ECHO Australia (WA)
- Golden A Clubs
- Guide Dogs Association of SA/NT
- Guide Dogs NSW/ACT
- Guide Dogs Queensland
- Home and Community Care (HACC)
- Home Instead Senior Care
- Italian Christian Workers' Association
- Lantern Clubs
- Legacy
- Lions Low Vision Clinic
- Local Government Councils
- Masonic Lodge
- Mens Shed Groups
- National Seniors Association
- NSW Falls Prevention (Clinical Excellence Commission)
- Older Women's Network (OWN)
- Optometrists Association Australia
- Prince of Wales Hospital, Randwick
- Probus Clubs
- Progress Associations
- Quantum RLV
- Queensland Blind Association
- Queensland University of Technology
- Retired Branch of Public Service Association
- Retired Teachers Association
- Rotary Clubs
- Royal Australian and New Zealand College of Ophthalmologists (RANZCO)
- Royal Guide Dogs Tasmania
- Royal Society for the Blind (RSB) SA
- RSL Clubs
- RSL Retirement Villages
- Salvation Army
- Save Sight Institute, Sydney University
- Seniors Day Centres
- Soroptimist Clubs
- Sydney Eye Hospital
- University of New South Wales School of Optometry and Visual Science
- University of the Third Age (U3A)
- VIEW Clubs
- Vision Australia
- Vision Impaired Person Support Groups
- Wesley Mission

How to Help Us

We need your support to help us save sight!

Make a Much Needed Donation

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

Regular Giving

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

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 Foundation or if the donor wishes, can be made anonymously.

A Donation to Research

The 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 Foundation. The Foundation welcomes new corporate partnerships which can support activities such as education, awareness, support services and research.

Sponsors

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

Community Fundraising Events

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

Helpline: 1800 111 709
www.mdfoundation.com.au