



Annual Report
2014-2015

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From the President and Executive Officer

Palliative Care New South Wales has always achieved much with very little and this past year has achieved a great deal indeed.

Palliative Care NSW (PCNSW) received funding from the Ministry of Health in July 2014 to run the Palliative Care Volunteer Support Services Project for three years. This funding has enabled the organisation to employ a Project Manager and support staff for the Project, providing an opportunity for the organisation to achieve much both within that project and without.

In a very busy year full of highlights – we can single out three – the commencement of the Volunteer Support Project, the 2014 biennial conference, and the NSW Election ‘Call to Action’.

Volunteer Project

The first major highlight was the engagement of Alex Huntir to manage the newly funded Volunteer Support Project. Alex has taken on the project with professional, enthusiastic and creative mastery and made it his own. Much has been achieved in a single year, with much more to come in the remaining two years of the project. Alex is working hard to set up systems and processes that will result in a sustainable future for this project.

Conference 2014

The second major achievement for 2014/15 was the Palliative Care NSW Biennial State Conference in Sydney. PCNSW is now 33 years old, and we wanted to recognise that and develop a programme that reflected the history and progress of the organisation. We therefore chose the theme ‘Making History’ and the venue was the historic Menzies Hotel. This was the first conference in Sydney for ten years.

Election Strategy ‘Call to Action’

As we do for all elections, PCNSW produced a ‘Call to Action’ that took full advantage of technology and social media opportunities. We received commitments from many including Health Minister Skinner and Premier Baird to continue to support palliative care in NSW, with an increase in funding for LHDs.

Membership

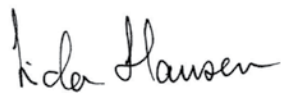
We are a membership-based organisation and would not thrive were it not for our support base of palliative care professionals and others with an interest in palliative care. We thank you for your ongoing support and pledge to make your membership even more fruitful in the future.

Donors

We receive regular donations from workplace giving arrangements and we thank you most sincerely for your support.

03

Thank you to all of our supporters and to our very committed Management Committee for making all of our remarkable achievements possible.



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Linda Hansen
Executive Officer, Palliative Care NSW



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Therese Smeal
President, Palliative Care NSW



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L-R: Linda Hansen, Executive Officer PCNSW; Marie Bashir, former patron of PCNSW; Therese Smeal, President PCNSW.

Highlights

Quality Palliative Care is realised when strong networks exist between specialist Palliative Care providers, primary generalist and primary specialist and support care providers and the community: enabling them to work together to promote an optimal quality of life and a good death.

250

Memberships
(mostly
individuals)

300

Database of people
receiving our Member
Update email

500+

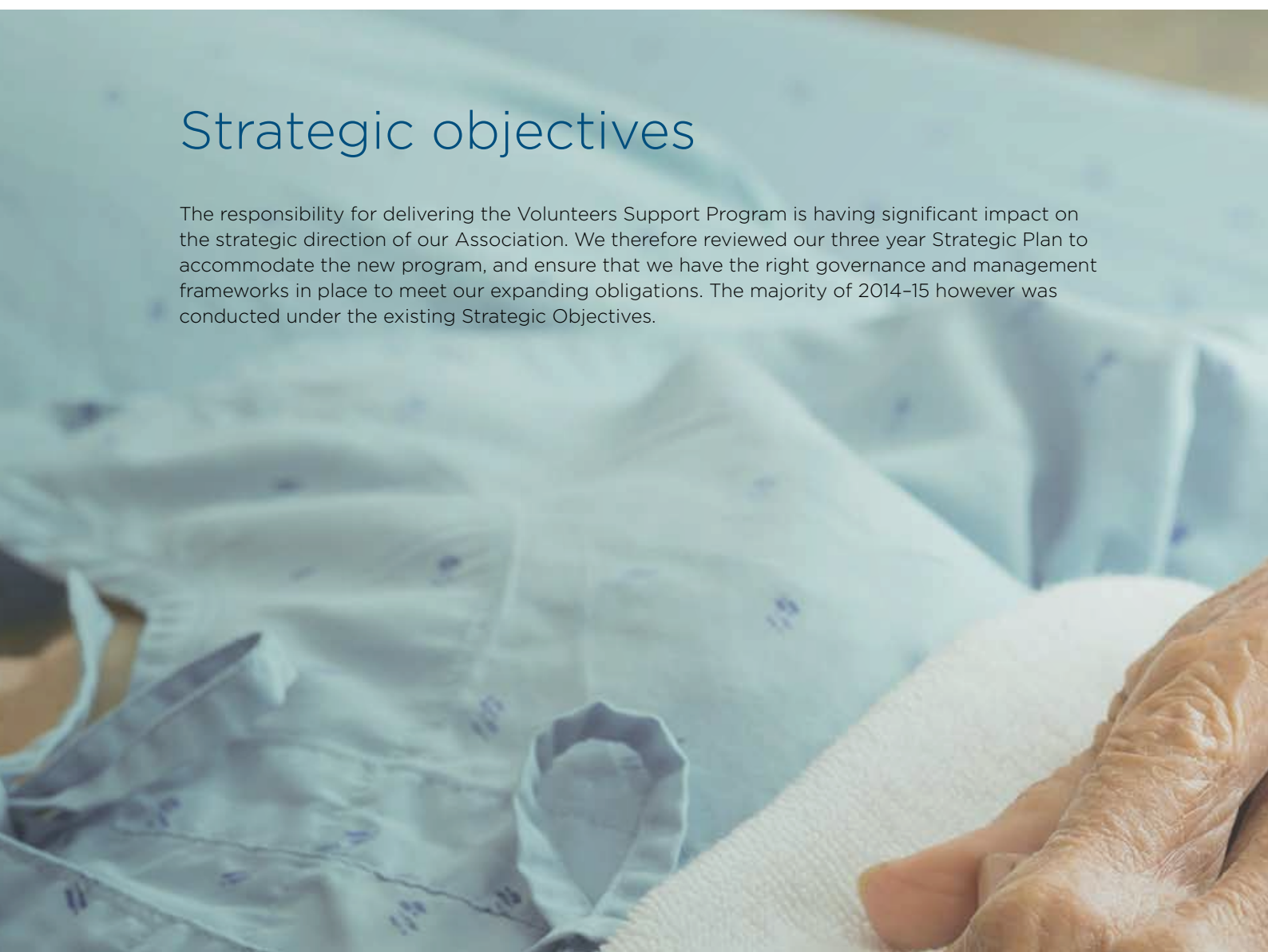
Phone enquiries
from the public

791

Facebook 'likes'
since November
2014

Strategic objectives

The responsibility for delivering the Volunteers Support Program is having significant impact on the strategic direction of our Association. We therefore reviewed our three year Strategic Plan to accommodate the new program, and ensure that we have the right governance and management frameworks in place to meet our expanding obligations. The majority of 2014-15 however was conducted under the existing Strategic Objectives.



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8-10 May

The Volunteer Support Project presented a poster at the 14th World Congress of the European Association for Palliative Care, 2015

11-16 May

The Volunteer Support Project presented at The Public Health and Palliative Care Conference in Bristol, 2015

01

Provide professional support services to our members

02

Provide a range of information services to patients, their families and/or carers

03

Manage the Volunteer Support Project

04

Provide informed input into the development of policy

05

Raise awareness of palliative care and the Association within the community, the health sector and government

06

Strive for excellence in the governance of our Association



**STRATEGIC
OBJECTIVE 01**

Provide professional support services to our members

Aged Care sector

PCNSW commenced examining the potential for engagement with the Aged Care sector in terms of assisting to promote equitable access to quality end of life and palliative care for residents of Residential Aged Care Facilities. This work will continue over the next two years.

Professional Education Forum

PCNSW has committed to organise at least one professional education day per calendar year and for 2015 the date set aside was October 2015 to celebrate World Hospice and Palliative Care Day.

Biennial State Conference 2014

'Making History' was the theme for the first Sydney-based conference in 10 years. The conference attracted 'some of the best keynote speakers ever' according to many delegates. The Keynote Speakers were unbelievably good - one after another, world class speakers took to the stage. From the very start - with Norelle Lickiss providing an extraordinary and very rare presentation, right to the Hypothetical panel last thing on Friday - the delegates were riveted.

Professor Lickiss, David Anderson, Jane Tolman, Jenny McKenzie and Anthoulla Mohamudally all received exceptionally high feedback.

They were all dynamic presenters who questioned why and how we do this work and inspire all of us to do it better while being aware of self.

Email newsletter updates

Palliative Care Victoria are partnering with us to provide a regular email Member Update. We have a very high 'opening rate' for each issue and are very pleased to be able to provide this additional benefit to members.

Pallium

Pallium is the quarterly printed newsletter of Palliative Care NSW. It is only available for members and is a much valued member benefit. Articles and reports are sources from around NSW with the help of Management Committee Education Chair Joan Ryan.

We will be making Pallium available electronically through a member only website portal in 2016.



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Top: Our Member Update email.
Above: Jane Tolman and Professor Lickiss, Biennial State Conference 2014 presenters. **Left:** Pallium, our quarterly newsletter.

Website

The Website was re-launched in July 2014. Figures extracted from the website database tell us that PCNSW has an average of 163 site views per day - that's nearly 60,000 a year.

Most people were looking for services or information on palliative care, with 7,071 heading for the Service Directory. It is likely

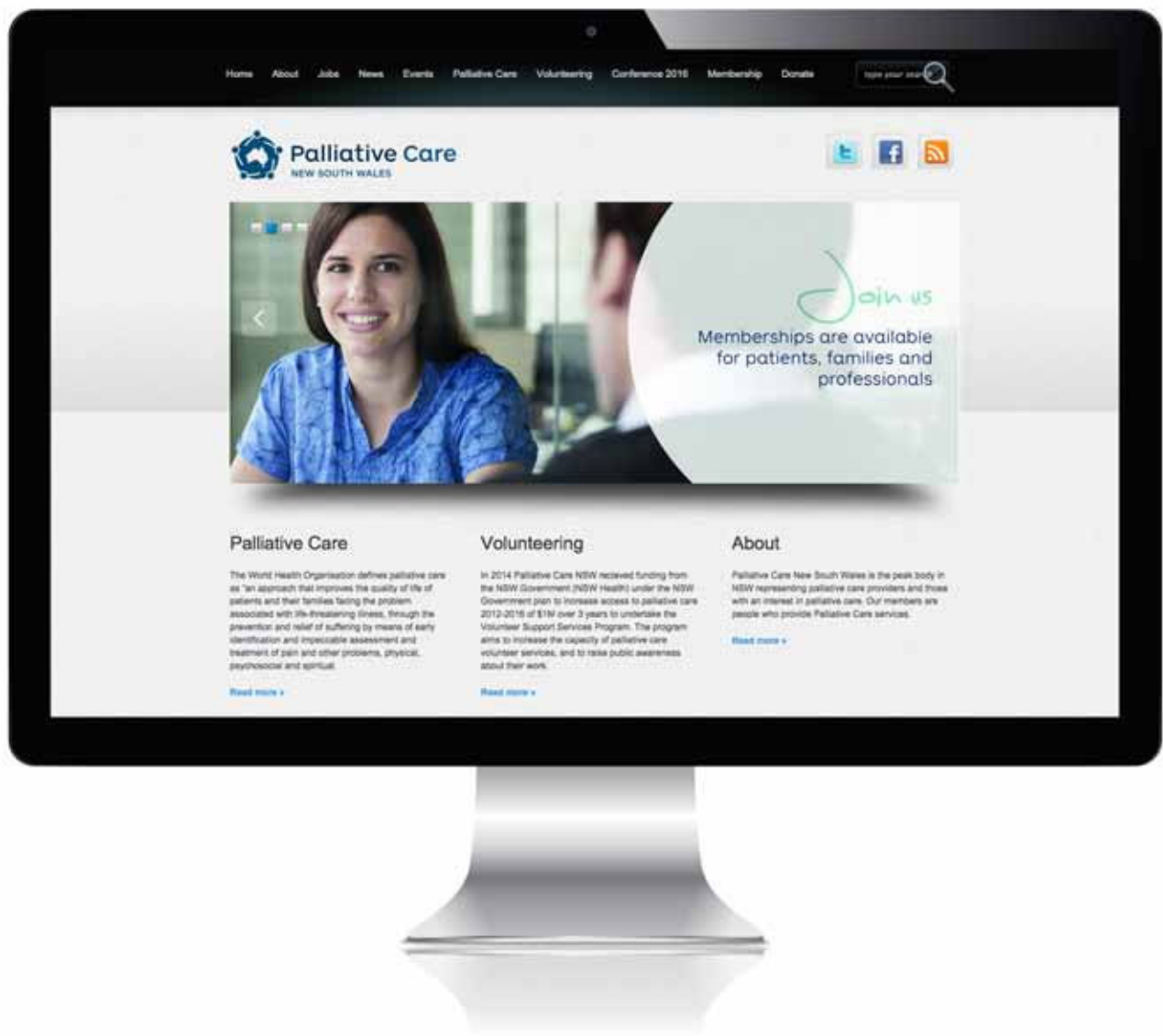
then that most people visiting the website are members of the public and therefore as outlined below, the focus of the website has been on information for the public. However we are now developing a member only portal to better service the needs and interests of members.

163
Average website
views per day

7,071
Visits to the
Service Directory

60,000
Approximate website
views in one year

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*The PCNSW Website
Homepage*





**STRATEGIC
OBJECTIVE 02**

Provide a range of information services to patients, their families and/or carers

A full review of existing resources about palliative care, end of life care, aged care, planning ahead as well as dementia specific and other disease specific resources has been conducted.

As a result the website has been re-developed to provide a range of resources where not already available, and links to resources related to the above that will be helpful to members of the public.

We have developed printed information resources specific to NSW including an information brochure on Palliative Care in NSW and these are available free of charge to members and at a cost recovery basis to non-members.

PCNSW has commenced planning to roll out the Compassionate Cities Charter during 2015-16, in consultation with Victorian colleagues. The Charter is based on the work of Allan Kellehear and launched at the Public Health and Palliative Care Conference in Bristol in May 2015.



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*Our new brochure on
Palliative Care*



STRATEGIC
OBJECTIVE 03

Manage the Volunteer Support Programme

In July 2014 the Volunteer Support Services Programme began exploring the landscape of palliative care volunteering in NSW, mapping services and identifying their challenges and opportunities.

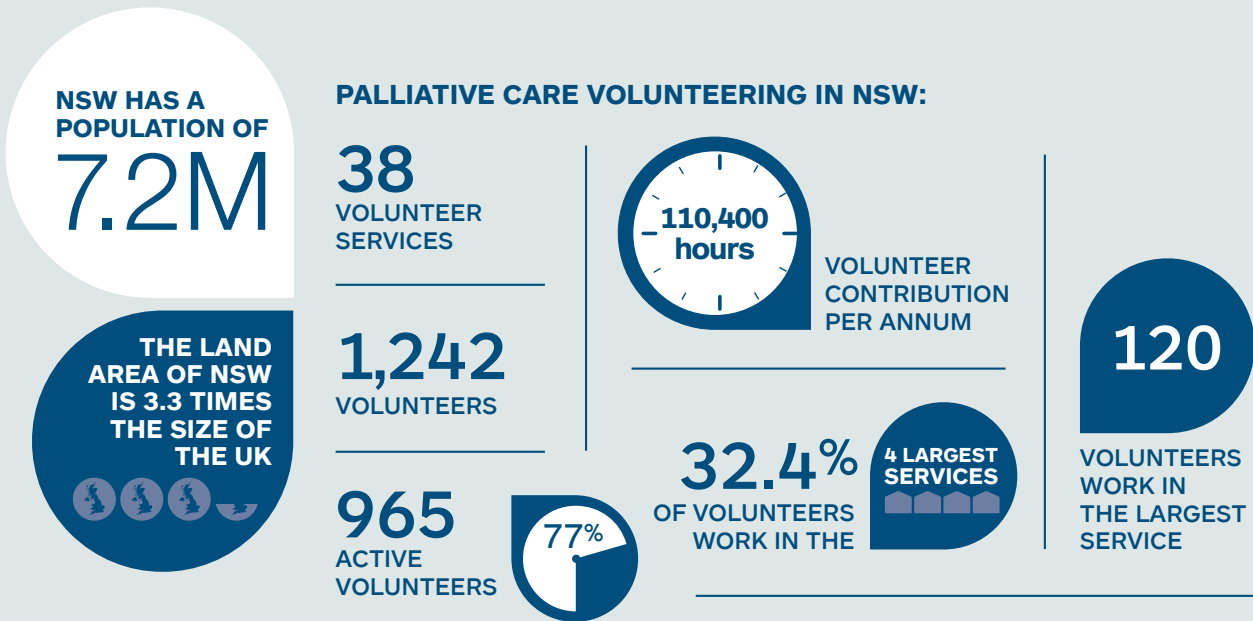
This was the first phase of the initiative which is funded by NSW Health (\$1M over 3 years) as part of a larger plan to recognise and develop the support given to individuals, families and carers by volunteers in palliative care.

The mapping exercise revealed many of the key features of palliative care volunteer services (see graphic) and the experiences of managers and volunteers. The assimilation of this information, developing an appreciation of the context, planning the trajectory of the program and engaging in networking and communication was a major focus of the first 12 months.

Future work of the program will include the development of learning resources, management guidelines, specialised studies into the experience of palliative care volunteers in NSW, community awareness raising and sector development.

The work of the program is overseen by the Steering Committee of the Committee of Management, by the EO and by the program manager Alex Huntir. Networking and communication is supported by a website www.volunteerhub.com.au, by monthly eNews and by field visits around the state as well as by workshop and conference presentations.

The Volunteer Support Services Programme proudly builds on the commitment of Palliative Care NSW to promote quality palliative care for everyone in NSW through service delivery by clinical staff and volunteers. The program is funded until June 2017.



Mapping the activity of Palliative Care volunteers in NSW





**STRATEGIC
OBJECTIVE 04**

Provide informed input into the development of policy

PCNSW is represented on a range of government and non-government committees and groups including ACI and PCA. In 2012 PCNSW launched its Policy Statement during Palliative Care Week. That document has been influencing policy decisions and is currently being reviewed to reflect uptake and identify areas for further work.

PCNSW develops an election strategy 'call to action' for every state election and a budget statement every year.

The Call to Action for Election 2015 asked candidates to prepare a video statement on Palliative Care for upload to our website. A small number provided a video but many more provided written letters of support and commitment.

What is needed in the future

- An ongoing commitment to supporting real growth in the Palliative Care service system, including Specialist Palliative Care services in metro and rural/remote areas.
- Increased funding so that capacity growth is ahead of the ageing and chronic disease curve – not behind it.
- Government policy that encourages professional development programs incorporating end of life care so that hospital clinicians, General Practitioners and other care providers feel more confident in providing appropriate end of life care. GPs for example can feel confident and supported in starting end of life conversations with the growing number of patients and their families.

**STRATEGIC
OBJECTIVE 05**

Raise awareness of palliative care and the Association within the community, the health sector and government



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The PCNSW Facebook page

Social Media

During 2014/15 Cody Sheehan joined PCNSW to give us a complete refresh of social media and digital communications. As a result, the new look (since October 2014) Facebook page has had consistent growth and attraction for those interested in palliative care, hospice, and end of life.

The area of social media is relatively new and currently under utilised. We are working to change this as quickly as possible. Those on the consumer and professional side are engaging with this type of medium on a daily basis (as evident by the *Pro-Bono 2015* report on the Not For Profit Sector and ACMA Communications Report 2013-14) with constant growth.



*Left: Total Facebook page likes.
Below: Our National Palliative Care Week Trivia Night representatives.*



We are also able to reach and engage our immediate and local stakeholders in ways not possible before.

As evident by some of the data below you can see the positive social impact we are creating within the social media sphere. This is just one example of areas we are and have been developing. Instagram is another as well as Twitter and YouTube.

In terms of inter-media connectivity, the website and Facebook pages are leading visitors to each other respectively. Though this is still very much in the infancy stage of development, growth is expected.

Social media is helping to take a challenging subject within the community and make the conversation about death and dying part of everyday life.

National Palliative Care Week

Palliative Care NSW participates in National Palliative Care Week each year by supporting our members with their events and by hosting an event during the week. That event can be a launch, and education day or a gala dinner.

This year we hosted a trivia night and we asked our parliamentarians to make appointments to visit their local palliative care facility. Around the state many services held a range of events, for example Concord Hospital held a fundraising 'Bollywood' event, The NSW Paediatric Palliative Care (PPC) Programme launched its new website, the ACI and CEC held an afternoon tea, Broken Hill held a 'Q and A' with the team - and there were many more.



**STRATEGIC
OBJECTIVE 06**

Strive for excellence in the governance of our Association

PCNSW undertakes quality self-assessment each year against not for profit sector standards and we continuously review our governance structure and practices to ensure we are class leaders in our governance.

In April 2015 Julie Flood commenced with Palliative Care NSW to revise the Policy and Procedures manual to reflect the Fair Work Australia Act 2010 and the growing office at PCNSW. Julie also commenced a search for grants appropriate for the organisation to support proposed work in the aged care sector and in rolling out the Compassionate Cities Charter across NSW.



Treasurer's Report

Income Statement For the year ended 30 June 2015	2014 \$	2015 \$
Income		
Grants	\$91,908	\$366,195
Interest Received	\$11,409	\$11,128
Donations	\$1,040	\$3,554
	\$104,357	\$380,877
Other income		
Membership Fees	\$8,702	\$12,845
Conference Sponsorship	\$32,500	\$24,309
NPCW Awards	\$6,500	-
Sundry Income	\$2,245	\$2,681
	\$49,947	\$39,835
	\$154,304	\$420,712
Expenditure		
Accountancy	\$1,449	\$4,726
Advertising and Promotion	\$255	\$125
Auditors Remuneration - Fees	\$2,800	\$2,800
Bank Charges	\$786	\$1,238
Computing Expenses	\$4,660	\$13,009
Consulting Fees	\$11,629	\$5,345
Conference Expenses	\$10,683	\$39,904
Depreciation	\$1,496	\$1,124
General Expenses	\$99	\$1,976
Insurance	\$3,764	\$199
Interest	-	\$7
Postage	\$1,036	\$1,138
Printing and Stationery	\$8,302	\$24,427
Employee Provisions	-\$6,847	\$16,691
Rent	\$5,465	\$9,709
Repairs & Maintenance	-	\$3,255
Subscriptions	\$479	\$1,032
Superannuation	\$9,250	\$18,547
Telephone	\$1,135	\$3,025
Travelling	\$7,551	\$37,757
Wages	\$100,000	\$195,235
	\$163,992	\$381,269
Profit (Loss) before income tax	-\$9,688	\$39,443



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