2020–21

Annual Report

40 Anniversary

Palliative Care
NEW SOUTH WALES

Contents

03. From the President and Executive Officer

06. Areas of Focus

08. Strategic Plan

10. Volunteer Support Services Program

12. Highlights

14. Engagement

15. Our People

16. Income and Expenditure

For information please contact:
Linda Hansen | Executive Officer, Palliative Care New South Wales
Phone: 02 9206 2094 | 0403 699 491

On behalf of:
Palliative Care New South Wales Inc.

From the President & Executive Officer

- New committee members
- New staff members
- New Strategic Plan
- Tackling COVID-19

The world has changed significantly due to COVID-19; its brutal impact felt more than ever during this financial year. We would like to start by acknowledging the impact this has had on so many of our members in the field of health, and more specifically palliative care. We thank all of you for your unending resilience, compassion and professionalism during this time. We hope that NSW can say the worst is behind us, and that we are wiser and stronger to face our challenges and achieve our goals in our collective futures.

We've had a few staff and management changes during this financial year. In November 2020 we farewelled Deb Parker as President and welcomed new President Therese Smeal back to the helm, as well as a new management committee.

We'd like to thank those previous members of the Management Committee who have stepped down this year – Melissa Cumming (FWLHD) who within her tenure led the organising committee for the now famous Broken Hill PCNSW conference in 2016. Gerry Dixon (Hammondcare) who was a consistent and committed committee member for many years. Liz Lobb who generously shared her expertise as a Professor of Palliative Care specialising in grief and bereavement. We welcome new Management Committee members this year – Associate Professor Anne Marie Hosie, Dr Kim Caldwell, Carmen Sanchez and Rachel Simpson and really look forward to working with you all.

We thank all of you for your unending resilience, compassion and professionalism.

PCNSW's 2021–24 Strategic Plan available as a digital version on our website.

The Management Committee has been busy working on PCNSW's Strategic Plan. This ensures we are representing the needs and concerns of our members as well as the palliative care community across NSW now and into the future. We have shared this vision with you on our website.

Along with committee changes, there's been changes to the staff team. Colin Dent departed as Volunteer Support Services Manager and Kate Bowman very ably stepped up into the role. Kate has established and developed valuable relationships with volunteers and volunteer managers across NSW. We would like to take this opportunity to acknowledge her wonderful work in this area.

In December 2020 we welcomed Chris James to coordinate and deliver the CAPACITY: Healthy End of Life Project (HELP) alongside our project partners, La Trobe University and Coordinare. Chris was based in Canberra working in the Southern NSW PHN area. Unfortunately, Chris left us mid-May and we wish him all the best.

Fiona Sivyer is our project lead on another Coordinare funded project and has achieved exceptional access in establishing a new volunteer service in Southern NSW. When COVID restrictions ease, we will leverage that success into more volunteer services in regional NSW.

In April we welcomed Communications Officer Carolyn Frichot to swell our ranks. Carolyn is a communications specialist, particularly in digital technology and has a career background in working for community and NFP organisations.

In the latter half of 2020, we were looking forward to National Palliative Care Week, Professional Education Day in May and our Conference in November. As most of you know these events had to change and adapt to COVID-19 restrictions. The Education Day was moved online with our very first live webinar.

We had to postpone out popular state conference again for 2021, but we are already busy planning for a glorious 2022 comeback – at Terrigal Crowne Plaza on the central coast. What a celebration of coming together again that is going to be!

In 2020 The Royal Commission into Aged Care Safety and Quality was held across the country. It was heartening to see palliative care represented by many of you who gave evidence and provided submissions throughout the process. Your experiences were invaluable sources of information. Click here to view the final report and list of recommendations.

In 2020 The Royal Commission into Aged Care Safety and Quality was held across the country. Your experiences were invaluable sources of information.

In addition to our ongoing discussions with the Ministry of Health regarding funding and support, PCNSW has also completed a 2021–22 NSW State Budget Submission and we continue to follow that up with our political contacts.

You will have noticed the $82.8M funding announcement from NSW Treasurer and Health Minister. This was a very welcome funding boost and we look forward to continuing to represent your interests to the MoH in their deliberations.

In the last few months of the 2020–21 financial year, our energies have understandably been focused on the introduction of the VAD Bill.

PCNSW neither advocates for, nor argues against the legalisation of voluntary assisted dying. A decision about whether to legalise voluntary assisted dying is one for governments.

However, we also recognise that the topic of voluntary assisted dying raises difficult and complex ethical issues within the Australian community and that this diversity of opinion is also reflected within the palliative care community.

We have written to NSW Premier Dominic Perrottet, the Deputy Premier, the Treasurer and Minister for Health, stating our position on palliative care in relation to the potential introduction of VAD. Our primary focus is the request for equity of access to, and information about, palliative care and a firm investment commitment to support the palliative care sector to respond to and adapt to this new legislation, should it come to pass.

We have provided a forum on our website to encourage our members to engage in open and respectful discussion on VAD.

Finally, I would like to express my thanks to all front-line clinicians who have and continue to work in difficult circumstances as we learn to live with COVID-19 and beyond.

Therese Smeal
President

Linda Hansen
Chief Executive Officer

Areas of focus

- Awareness & education
- COVID-19 support
- Communications & engagement
- Political representation

Awareness & education

As always, our resources regarding palliative care, end of life care, aged care, planning as well as dementia specific and other disease specific resources are available for download via the website. Printed resources are also available free of charge to members and at a cost recovery basis to non-members. We continually build on those resources, updating where necessary and adding to our extensive resource library through the publication of our own information and by sharing best practice and evidence-based reports and learnings from our extensive networks. Those resources are always readily available on the website and promoted regularly through social media and eNews to our members.

COVID-19 support

Over the past financial year we have received many more phone calls than usual from people reaching out for assistance under the challenges of their unique COVID-19 burden. Sometimes it's someone looking for information or assistance with a service. We're glad we can help. We've also been talking to colleagues and members, hearing your stories, and sharing ideas on how to keep going through this unrelenting period of stress and uncertainty. What comes shining through is just how tough and resilient you are. We have striven to provide the most up-to-date health recommendations and continually share knowledge and experiences on how people are learning to adapt and cope with a pandemic at work and home.

Communications & engagement

Representing and serving our members is our main mission. Our limited resources make this challenging, and the lack of a conference in 2020 has made it difficult to connect with members and build on our membership base. However, we overcame those challenges to a certain degree with the appointment of a Communications Officer earlier in 2021. We were able to dedicate focused resources to nurturing our membership base and re-engaging with lapsed members through a highly engaging membership campaign. And for the very first time, we offered free membership for volunteers. We are very pleased to advise that our membership almost doubled in 2021 by the end of the financial year.

Communication with members and the public has increased steadily over the year. Facebook continues to be the most effective platform on which to link original content as well as current news event and stories. Regular newsletters and Pallium journal have provided our members with news, stories, job opportunities and research. We also consider the personal touch just as important as technology and make a point of contacting our members by phone to touch base and find those wonderful local stories from rural and regional NSW that our members enjoy hearing about.

Representing and serving our members is our main mission. We are very pleased to advise that our membership almost doubled in 2021.

Political representation

During the 2020 Royal Commission into Aged Care Safety, it was heartening to see palliative care represented by so many members who gave evidence and provided submissions. Your experiences were invaluable sources of information. CEO Linda Hansen has been advocating to the Ministry of Health on behalf of all palliative care providers and will continue to represent our interests to provide gains for palliative care within NSW. View the final commission report.

In May 2021 we welcomed the $82.8M funding announcement from the NSW Treasurer and Health Minister. We responded with a media release recommending how those funds can be best allocated to improve service all over NSW. We continue to talk with the ministry and look forward to representing your interests to the MoH when considering the final details of funding designation.

In addition to our ongoing discussions with the Ministry of Health regarding funding and support PCNSW has also completed a 2021–22 NSW State Budget Submission which can be viewed on our website.

In early 2021, community and political was focused on the imminent introduction of the NSW Voluntary Assisted Dying Bill. As peak body and leading voice for our members, we have been contacted by media and ministers urging us to present our view. PCNSW states that the decision whether to legislate voluntary assisted dying is one for governments. PCNSW neither advocates for, nor argues against the legislation of voluntary assisted dying. Our position is to clearly define the difference between palliative care and VAD and to promote the role of palliative care in a person's end of life experience. View our Position Statement on our website.

Strategic Plan

- Our Aspiration
- Our Focus
- Our Members
- Our Offer
- Our Strengths

Strategic Plan 2021–2024

Our strategic plan outlines our direction for the next three years. Our areas of focus have been determined by membership surveys, collaboration with stakeholders, our own experience as a team, committee consultation, community discussion and of course, the impact of isolation and interruption to everyday life that has occurred during COVID-19. We are confident that despite the additional hardships and barriers to interpersonal connection, we are sufficiently resourced and strongly committed to achieving our stated goals.

You can view the 2021–2024 Strategic Plan on our website.

We are confident that despite the additional hardships and barriers to interpersonal connection, we are sufficiently resourced and strongly committed to achieving our stated goals.

Our five strategic pillars

1 Our Aspiration

To enable all people of NSW, whoever they are and wherever they live, to access equitable, quality palliative care.

We shall achieve this by connecting and supporting NSW health professionals, and representing them to the highest level of government to recommend their needs and requests.

2 Our Focus

- Strengthen our political relationships for funding for equitable access.
- Facilitate easier access and greater choice to palliative care for families and care recipients.
- Support the recruitment and retention of suitably qualified palliative care health professionals.

3 Our Members

Develop and implement a strategic member engagement framework that includes:

- Meeting the needs of rural and remote members
- Diversity of representation
- Meaningful connection mechanisms in place
- Optimisation of digital engagement
- Delivery of exceptional services that are responsive to need.

4 Our Offer

- Free membership for students and volunteers.
- In-depth knowledge of the art of palliative care.
- Connect networks to share knowledge, skills and experiences.
- Social media communities for support and sharing.
- Events and symposia to connect and share knowledge.

5 Our Strengths

- We attract the best in their field.
- We translate our values into practice.
- We invest in outcomes-focussed professional development.
- We implement systems and processes to develop a strong staff knowledge bank.
- We engage in partnerships and stakeholders aligned with our mission and purpose.

Volunteer Support

- Volunteer Managers Conference
- Workshops & forums
- National Volunteer Week
- Consumer and Carer Relief at End of Life Project

Volunteer Support Services Program

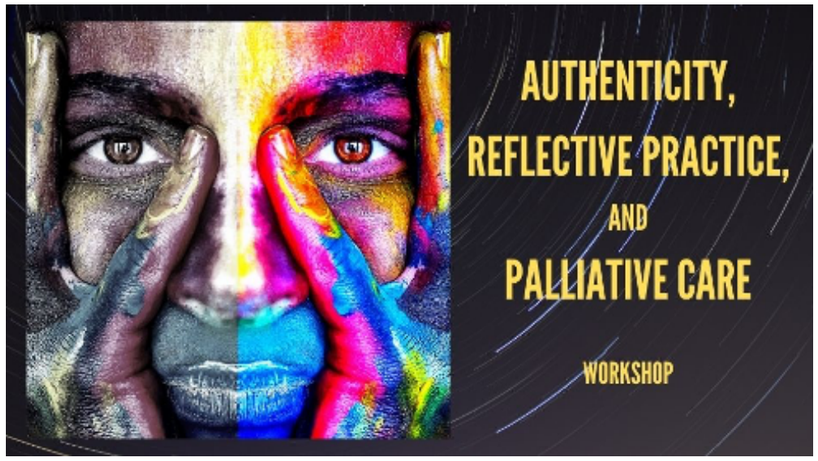
What a wild ride this pandemic has been! Palliative care services offering volunteer support have certainly had to reassess how best to continue during this time. Initially, many services stopped all volunteering but as time moved on implemented innovative solutions to re-engage with volunteers.

While the NSW Network of Managers of Palliative Care Volunteer Services usually meets quarterly, since April 2020 we met fortnightly. More frequent meetings have created an environment of peer support and enabled the sharing of ideas to respond to the conditions of a pandemic.

Planned for this June 2021 was our biennial Volunteer Managers Conference in Orange in the Central West. Sadly, this had to be cancelled and we are now working towards putting on a fantastic Volunteer Conference in 2022.

One way we try to keep volunteers connected is through workshops and forums. Earlier in the year our online workshop ‘Resilience in the face of adversity’ hosted by Mirna Tarabay was so well received we had to run two sessions to accommodate all the registrants.

Earlier in the year our online workshop ‘Resilience in the face of adversity’ was so well received we had to run two sessions to accommodate all the registrants.



In March we paired with the Australian Centre for Grief and Bereavement to offer volunteers an online workshop on ‘Supporting those before and after a death’.

By the time National Volunteer Week rolled around in May restrictions were easing and we were very pleased to offer our first face-to-face volunteer workshops since the start of the pandemic. Kate Englebrecht presented her popular workshop, ‘Spirituality, Reflective Practice, and Palliative Care’ to volunteers, volunteer managers, clinicians, nurses, and others interested in end of life care in Brunswick Heads on the far north coast of New South Wales.

We were sad to see Colin Dent, Manager of the Volunteer Support Services Programme leave us in March. Colin will be most remembered for his significant contribution to new volunteer training materials which is an enduring legacy. We wish him all the best with his future endeavours. I am very pleased to be stepping up to fill the vacancy left by Colin. I am a passionate supporter of volunteering having been both a volunteer and volunteer manager in a variety of capacities throughout my life. I feel privileged to help steer the Volunteer Support Services Programme into the future.

National Volunteer Week was celebrated from 17–23 May with much less fanfare than previous years. Nevertheless, we are all very grateful for the work volunteers do helping their clients and carers have better end of life care.

Despite the COVID struggles it is exciting to hear that new palliative care volunteer services are opening. Fiona Sivyer has been working on the Consumer and Carer Relief at End of Life (CCREOL) Project in Southern NSW. She helped establish services in Cooma and in the Eurobodalla and the latest addition is a new palliative care volunteer service in Queanbeyan. This service will accept clients from as far away as Bungendore, Jerrabomberra, Googong, Burra, Womboin and Bywong.

Kate Bowman
Manager, Volunteer Support Services Program

Highlights

Education Symposia

We hosted an Education Symposia during April and May 2021 via an online platform with Delegate Connect. The topics included *Palliative Care in Dementia, Management of Chronic Breathlessness, Bereavement Support and Caring for Patients and their Families*.

It was difficult for people to find the time to attend all sessions however we were very pleased with the uptake and evaluations have reported that those who attended found the topics helpful and useful.

These presentations are available to view for those who registered for the next 12 months.

Capacity HELP

We are currently delivering programs in partnership with La Trobe University as part of the CAPACITY-HELP Project 2021.

CAPACITY-HELP is a public health approach to end of life and palliative care. This requires a whole-of-system approach, acknowledging that everyone has a role to play in supporting communities around end of life.

PHPC Ambassadors Network links formal and informal alliance networks for a more integrated approach to Public Health Palliative Care (PHPC). The program fosters leadership and relationships for cross-sector collaboration.

HELP Community Conversations delivers education sessions for members of the community who have a passion for supporting people at end of life.

Many of our face-to-face plans have been postponed due to COVID however we have been developing online sessions and will be rolling them out in early 2022.

Palliative Care Week

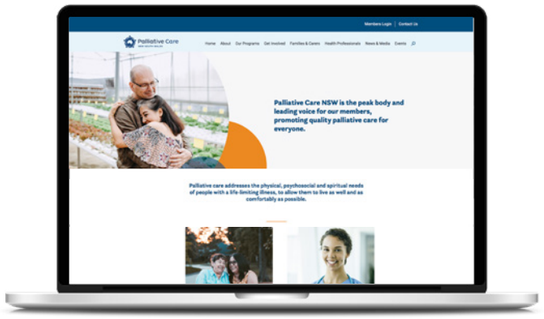
Celebrations across NSW for National Palliative Care Week is an opportunity each year to get together and celebrate Palliative Care. Unfortunately, again in 2021, we were unable to host an in-person education event however we had lots of lovely merchandise to distribute amongst our members. Many people did their own thing within their workplace. It was wonderful to see.

CRREOL project

The CRREOL (Consumer and Carer Relief at End of Life) Project is a collaborative project between Palliative Care NSW and Southern NSW Local Health District (SLHD), funded by COORDINARE (South-eastern NSW Primary Health Network).

The aim of the project is to better support consumers and carers at end of life by developing volunteer-based palliative care support in the Southern NSW Local Health District. This is being achieved by building the capacity of existing services and creating new volunteer initiatives in partnership with interested community organisations to host the volunteers for their region. The project has to date developed services in Cooma, Eurobodalla and Queanbeyan, and is seeking to develop two more volunteer services in the Bega Valley and Goulburn regions.

Eurobodalla Palliative Care Volunteer Service



New website

We're excited to introduce this year two new websites! Our PCNSW website is a fresh, new look, designed to give you what you need with streamlined design and navigation. Since launching the new site we have achieved a record 45% organic growth in new visits to the site as well as escalating growth in returning visits. Check it out!

Volunteer training resources

As part of the CRREOL project we developed a suite of online training resources for volunteers and volunteer managers. About Palliative Care has proved to be a very popular resource that even made it to headline news on the international journal eHospice.

Engagement

3,081
Facebook followers

131
new followers since last financial year

3,044
content post ‘likes’

2,149
Twitter followers

120
new followers since last financial year

59%
Member eNews open rate

64%
Pallium open rate

22,973
website users during this financial year

22,774
were new visitors to the website

194
PCNSW Members

858
Volunteers and Volunteer Managers

Our people

- Management Committee
- PCNSW Staff

Management Committee

Therese Smeal
President

Professor Deb Parker
Vice President

Nicole Sutton
Treasurer

Joan Ryan OAM
Secretary

Felicity Burns

Dr Kim Caldwell

Colleen Carter

Annmarie Hosie

Dr Peta McVey

Carmen Sanchez

Rachel Simpson

PCNSW Staff

Linda Hansen
Executive Officer

Kate Bowman
Manager Volunteer Support Services Programme

Fiona Sivyer
Project Officer: CCREOL Project (Consumer and Carer Relief at End of Life)

Megan Burke
Policy Officer

Carolyn Frichot
Communications Officer

Income and Expenditure Statement

For the year ended 30 June 2021

Income	2020	2021
Grant, Sponsorship & Other Income	$672,989	$662,167
Donations	$2,862	$9,184
Interest Received	$6,374	$4,366
Sundry Income	$78,188	$81,858
Total Income	$760,413	$757,575
Gross Surplus	$760,413	$757,575

Expenditure	2020	2021
Salaries and Associated Costs	$459,251	$431,107
Travel and representation	$37,372$	13,915
Administrative Costs	$63,338	$60,244
Outgoings and Property Costs	$56,187	$59,223
Depreciation	$11,666	$890
Communications	$22,020	$8,278
Events and Activities	$24,258	$51,325
Total Expenditure	$674,092	$624,982
Current Year Surplus/(Deficit)	$86,321	$132,594

We are very grateful to all those who donated in 2021 when times have been so tough.

Palliative Care NSW

Suite 706, 50 Clarence St, Sydney NSW 2000
02 8076 5600 | palliativecarensw.org.au