

ANNUAL REPORT

July 2016 – June 2017

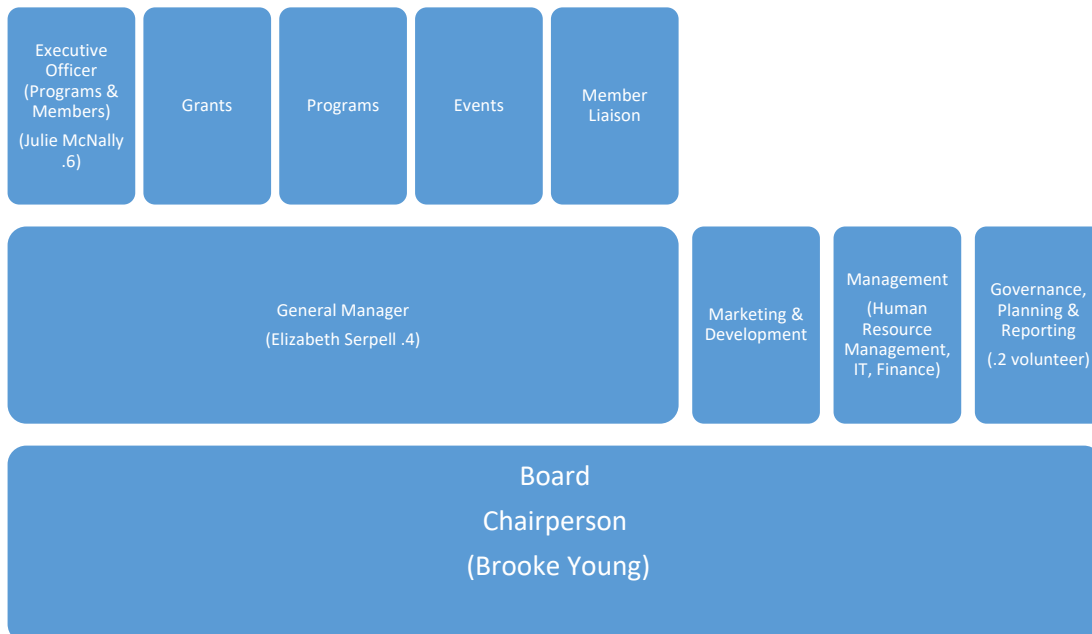
BOARD OF MANAGEMENT

Ms Colleen Birtwistle	Ordinary Board Member
Ms Larah Cornthwaite	Ordinary Board Member & WA Coordinator
Ms Lilia Darii	Ordinary Board Member & QLD Coordinator
Ms Josephine D'Ambrosio	Ordinary Board Member & NSW Coordinator
Mr Leo Driessen	Ordinary Board Member
Ms Charet Garcia	Ordinary Board Member (resigned 9 June 2017)
Mr Stephen Gardner	Ordinary Board Member
Ms Alice Gower	Ordinary Board Member
Ms Lynne Matheson	Ordinary Board Member
Ms Karen Macdonald	Ordinary Board Member
Mr Ian McNally	Ordinary Board Member
Ms Kirsten Nield	Ordinary Board Member & SA Coordinator
Ms Elizabeth Serpell	Vice President, Secretary
Ms Olga Skalidis	Ordinary Board Member & TAS Coordinator
Ms Natalie Tisch	Ordinary Board Member (resigned 13 Sept 2017)
Ms Brooke Young	Chairperson & President

The Board of Management met on 15 March, 14 June and 13 September. The establishment of 3 project planning groups assisted in monitoring the programs and services outlined in the Strategic Plan (i) Fundraising; (ii) AHDR and (iii) Membership Recruitment & Promotion Campaign.

Occupational Therapist - Ms Josie Duncan has agreed to continue to be the Foundation's liaison contact with Hand Surgeons, Hand/Occupational Therapists. The Board would like to thank Josie for her continued support.

SENIOR MANAGEMENT



HEAD OFFICE ACCOMMODATION (VIC)

From October 2016, Aussie Hands office has been operating from level 1, Room 1.3 at Ross House, 247-251 Flinders Lane Melbourne.

Ian McNally, General Manager at Nuttalex has provided in-kind support since September 2014 with office space for the Aussie Hands Senior Management team in VIC. On behalf of Aussie Hands members, the Board of Management would like to thank Ian McNally for his continued support in providing funding towards rent at the new office at Ross House. His ongoing donations and support of operations and programs/projects of the Foundation are gratefully acknowledged.

MEMBERSHIP SUMMARY

<i>Member Type</i>	<i>State / Territory</i>	<i>2017</i>	<i>2016</i>
Hand Difference	ACT	1	1
Hand Difference Affiliated	ACT	1	1
Financial Support	ACT	1	1
Hand Difference	NSW	35	21
Hand Difference Affiliated	NSW	3	3
Professional-Medical	NSW	15	12
Financial Support	NSW	4	3
AH-Board Member	NSW	1	1
Associate	NSW	2	
Hand Difference	NT	1	1
Hand Difference	QLD	11	8
Hand Difference Affiliated	QLD	7	7
Professional-Medical	QLD	13	2
AH-Board Member	QLD	1	1
Hand Difference	SA	3	3
Professional-Medical	SA	1	1
AH-Board Member	SA	1	1
Hand Difference	TAS	1	1
Hand Difference Affiliated	TAS	2	2
Financial Support Affiliated	TAS	12	10
Financial Support	TAS	0	2
AH-Board Member	TAS	1	1
Hand Difference	VIC	66	59
Hand Difference Affiliated	VIC	18	17
Professional-Medical	VIC	10	12
Financial Support	VIC	16	15
Financial Support Affiliated	VIC	13	11
AH-Board Member(s)	VIC	7	5
FIN-Board Member	VIC	2	1
Board Member (Donors)	VIC	2	1
Sponsors	VIC	2	2
Hand Difference	WA	11	7
Hand Difference Affiliated	WA	1	1
Financial Support	WA	3	1
Professional-Medical	WA	5	4
AH-Board Member	WA	1	1
		274 (2017)	226 (2016)
Patron	VIC	1	
Volunteers	VIC	20+	

Membership Recruitment between 1 July 2016 – 30 June 2017

Hand Difference	NSW	14
Professional-Medical	NSW	3
Financial Support	NSW	1
Associate	NSW	2
Hand Difference	QLD	3
Professional-Medical	QLD	11
Hand Difference	VIC	7
Financial Support	VIC	1
Hand Difference	WA	4
Financial Support	WA	2
Professional-Medical	WA	1

FINANCE

Acknowledgement and thanks are given to Edwin Taitz from EzyAccounts who provided financial services to Aussie Hands from July 2016, and independent Audit from Mathew Simon for the Foundation's Expenditure/Income for the year ending 30 June 2017.

In summary, for the year ended 30 June 2017:

Total income \$ 103,456

Total expenses \$ 110,899 (Surplus/Deficit for the year (\$19,557)

Current Assets = \$ 101,756 + Non-current assets totalling \$ 282 = TOTAL ASSETS \$ 102,038

The audited report by Mathew Simon (registered CPA No. 9527342) is available on request prior to Board of Management approval.

GRANTS & FUNDING

Date Submitted	Foundation	Outcome	Amount	Project
24 Aug 2016	Inger Rice	Unsuccessful	\$4,481	Welcome Pack for new members
19 Aug 2016	Westpac Scholarship	Unsuccessful	\$46,021.80	For Elizabeth to spread the word about Aussie Hands interstate and visit like organisations overseas
21 Sep 2016	Sisters of Charity	Unsuccessful	\$9,975	3D printed hands for children around Australia
26 Sept 2016	Flora & Leith Trust	Unsuccessful	\$6,462.50	Continuation of Mentoring Program Group Activities - VIC
17 Oct 2016	Tobin Brothers	Successful	\$2,800	Parenting Workshop with Kate Doughty - VIC
19 Oct 2016	Our Neighbourhood Community Grant (Australia Post)	Successful	\$500	Postage Stamps
3 Dec 2016	Volunteer Grants (Dep Social Services)	Unsuccessful	\$2,700	Office Storage; 2 ipads First aid kit; Office fan
25 Jan 2017	Transurban	Unsuccessful	\$3,000	Welcome Kit for new members
3 Mar 2017	Lottery West	Successful	\$3,658	Parents workshop WA
17 Mar 2017	Telstra Kids Fund	Successful	\$1,200	Bounce session Vic
21 Mar 2017	Sage	Unsuccessful	\$12,975.74	Salary 1 year 1 day week
24 Mar 2017	CBA	Unsuccessful	\$27,900	3 yrs – group program for VIC
31 Mar 2017	Bendigo Bank	Successful	\$500 (\$4,115 requested)	Research Project Launch
26 Apr 2017	Aurizon Community Giving Fund	Unsuccessful	\$3,590	Parents Workshop - QLD
29 May 2017	City of Melbourne	Successful	\$5,676 (plus GST so actually now \$6242.50.	"Move and Groove with Aussie Hands" Active/mentor group program in 2018
9 June 2017	Westpac	Unsuccessful	\$10,000	Activities and expansion in NSW

MAJOR DONORS & SPONSORS

Acknowledgment and thanks to Aussie Hands ongoing donors/sponsors



EVENTS, MEETINGS & ACTIVITIES

1 July 2016 – 30 June 2017

The Aussie Hands team organised various activities for members. Funding from Tobin Brothers (\$2800) supported the Parent/Grandparent Workshop in Elwood VIC.

Many hours of preparation and planning are put into events for members. Acknowledgement to Lilia Darii (QLD), Larah Cornthwaite WA, Josephine D’Ambrosio NSW, Belinda Lehner (TAS), Julie McNally VIC, who coordinated various activities. Their efforts have been of enormous benefit to members.

Since July 2016 to June 2017 various events/activities were organised for Aussie Hands members and their families and friends

- NSW Winter Event, Bankstown, 24 July
- VIC Board of Management Meeting, Port Melbourne, 31 July
- VIC Winter Event, Port Melbourne, 31 July
- QLD Winter Event, Milton, 13 August
- VIC Parents Workshop, Port Melbourne, 11 September
- SA Spring Event, Kensington, 9 October
- WA Spring Event, Darch, 22 October
- NSW Spring Event, Concord West, 23 October
- QLD Spring Event, Milton, 23 October
- NSW Xmas Picnic, Camden, 13 November
- QLD Xmas Picnic, Mt Coot-tha, 26 November
- TAS Xmas Picnic, Hobart, 27 November
- VIC AGM & Xmas Picnic, Port Melbourne, 27 November
- VIC Parent’s Workshop, Elwood, 12 February
- QLD Easter Egg Hunt, Mt Coot-tha, Brisbane, 26 March
- VIC Easter Egg Hunt, Port Melbourne, 2 April
- NSW Easter Egg Hunt, Concord West, 9 April
- WA Easter Egg Hunt, Burswood, 9 April
- VIC Winter Luncheon, Port Melbourne, 18 June
- NSW Winter Event, Concord, 25 June
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Aussie Hands Winter Event, Concord NSW, 25 June 2017

EXTERNAL RELATIONS

Aussie Hands liaises regularly with the following national organisations by sharing information through various platforms (social media, emails/phone, face to face meetings, courses/training and events/activities)

<p>The Australian Hand Therapy Association (AHTA) HELPING HAND Amputee Association of NSW LIMBS4LIFE Robohand E-Nable PROBONO Our Community Murdoch Children’s Research Institute</p>	<p>The Royal Children’s Hospital (Melbourne VIC) The Women’s and Children’s Hospital (Adelaide SA) The Princess Margaret Hospital for Children (Perth WA) Westmead Hospital for Children (NSW) Sydney’s Children Hospital (NSW) Lady Cilento Children’s Hospital (Brisbane QLD)</p>
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DATA AUDIT → RESEARCH → ESTABLISHMENT OF THE AUSTRALIAN HAND DIFFERENCE REGISTER



AHDR logo developed and designed by Christopher Aspros (Graphic Designer)

The primary aim of the AHDR is to collect data on all children born or living in Australia with a congenital hand difference.

The specific aims of the data collection are:

- To investigate trends in the prevalence of congenital hand difference
- To improve our understanding of causes and risk factors and identify potential avenues for prevention or amelioration of these conditions
- To identify specific groups of children as potential participants for further research
- To provide information to help in planning relevant services

AHDR Project achievements between July 2016 – March 2017

- Agreement on minimum and complete datasets. Variables have been defined, and sources of information identified. Data collection instruments have been designed.
- Completed protocol covering collection and storage of data, consent, access, and review. This protocol has been approved by Human Research Ethics Committee.
- HREC approval to establish the Register and commence recruitment

This project will help to establish RCH as the leading national centre for treatment of hand differences. Measuring outcomes of children with hand differences will allow surgeons at RCH to benchmark outcomes and improve the quality of care. The involvement of patient support groups in this process is a new model for surgery at RCH with great importance for future research.

This project is in its infancy, and not yet in a position to address strategic priorities. This will be possible after recruitment commences and a sufficient number of people have been added to the register. Recruitment of patients to the register commenced in Victoria from August 2017 with a view of a national launch scheduled for May 2018.

From September 2017, the Australian Hand Difference Register campaign began to accept donations nationally through the online facility GIVENOW which will have allocated funds towards the Australian Hand Difference Register project (from 4 Sept – 1 Nov 2017 totalling \$1580). This campaign was initially funded through the Australian Charities Foundation. Further donations through GIVENOW, PAYPAL will secure future funding the Australian Hand Difference Register over a projected 5-10 year time period. Further details on the AHDR can be obtained <https://www.mcri.edu.au/ahdr>



The Royal Children's
Hospital Melbourne

The establishment of the Australian Hand Difference Register has been made possible by funding from Ian McNally through the Australian Communities Foundation



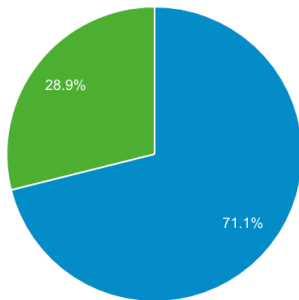
WEBSITE

As a result of increased engagement on facebook, from 1 Jul 2016 – 30 Jun 2017, an overall decrease in the traffic and time spent on the Aussie Hands website page has been recorded by a percentage breakdown as follows :

- 1) **12%** decrease in users (visitors)
- 2) **14%** decrease in sessions (visits)
- 3) **22%** decrease in mobile visitors
- 4) **19%** decrease in avg. time on page
- 5) A higher number of new visitors vs returning visitors, which is similar to last year's percentages (69.2% new visitors vs 30.8% returning).

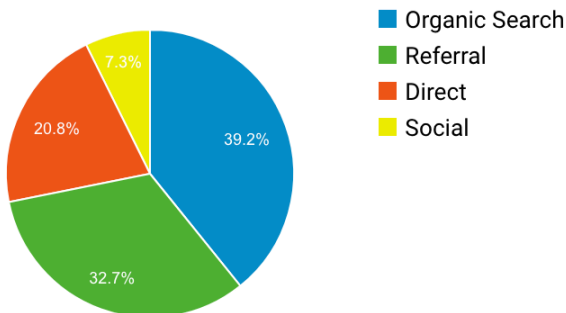
■ New Visitor ■ Returning Visitor

Jul 1, 2016 - Jun 30, 2017



- 6) The majority of the traffic comes from organic (not paid) search, referral and direct (people typing in the address in their browsers).

Jul 1, 2016 - Jun 30, 2017



- 7) The traffic coming from the facebook page has also recorded a 28% decrease.

Social Network	Sessions	% Sessions
1. Facebook		
Jul 1, 2016 - Jun 30, 2017	291	79.51%
Jul 1, 2015 - Jun 30, 2016	409	96.01%
% Change	-28.85%	-17.19%

- 8) The top 10 pages with the most traffic are:
 - i) Homepage
 - ii) About Us
 - iii) Stories
 - iv) Join Us
 - v) Learn
 - vi) Terminology of congenital hand anomalies
 - vii) Contact us
 - viii) Dave's Story
 - ix) Kindergarten & School Starter Resource Kits
 - x) Upcoming events

WEBSITE

What's New?

CiviCRM (customer relationship management online platform) integration into the website is almost complete. The purpose of using CiviCRM is to simplify the membership management process by:

- managing memberships directly on the website;
- capturing membership applications directly on the website;
- renewing memberships through the website;
- sending newsletters, reminders to members from the website

FACEBOOK

The Aussie Hands FACEBOOK closed group page and PUBLIC interface FACEBOOK pages recruited more friends throughout the course of the year. During 2016-2017, friends increased to over 535 friends compared to 440 friends in 2016 (totalling 95 new FB friends). A BIG thanks to Julie McNally for regular posts which has provided members additional networking opportunities and share their inspirational stories and recruitment of new Aussie Hands members.

Analytics overview for the facebook closed group For period: 1 July 2016 – 30 June 2017

- 6.3k reactions in total, avg. 11 reactions per post
- 71 shares in total
- 1.2k comments in total, 2 comments per post on average
- 195 photos posted
- 70 videos posted
- 199 links posted
- 89 status updates posted
- 3 events
- 228 commenters
- 393 reactors

MEDIA

PRINT

[Spring 2016](#)

Limb4Kids Thrive Magazine (pg 17) *Aussie Hands*

[Summer 2016](#)

Amputee Journal (pg 21) *Aussie Hands*

VIDEO

[February 2017](#)

Tobin Bros Foundation – [Microcosm of Hope: The Foundation Awards](#)

Grant Awarded to Aussie Hands - featured 9.16-10.40

PROFESSIONAL DEVELOPMENT undertaken by Senior Executive team

Date	Topic	Provider	Medium	Attendee
28 Jul 2016	Applying for Grants	ProBono Australia	Webinar	Julie
18 Aug 2016	'How to Promote your Digital Fundraising	Go Fundraise	Webinar	Elizabeth
15 Sept 2016	'Getting the Word Out' - Promoting Your Group'	COSHG	In person	Elizabeth
22 Sept 2016	Getting more from planned giving and bequests	Our Community	Webinar	Elizabeth
12 Oct 2016	Grassrootz launch event	Grassrootz	In person	Elizabeth
20 Oct 2016	Figuring out Facebook	Connecting Up	Webinar	Elizabeth
22 Oct 2016	Getting more from planned giving and bequests	Our Community	Webinar	Elizabeth
25 Oct 2016	Maximising your use of Office 365	Connecting Up	Webinar	Elizabeth
27 Oct 2016	Getting More Bang for your Buck- Social Media Advertising Webinar".	Connecting Up	Webinar	Elizabeth
9 Nov 2016	Much more than money Improve your funder relationships'	ProBono Australia	Webinar	Elizabeth
7 Dec 2016	10 Emerging Trends in Digital Communications and Fundraising	OnGood	Webinar	Elizabeth
22 Feb, 1 March, 8 Mar 2017	Google AdWords Express Beginners Bootcamp	Connecting Up	Webinar	Julie & Elizabeth
8 Mar 2017	Charities Masterclass	Moisson Lawyers	In person	Julie & Elizabeth
4 May 2017	Community Training Evaluation Marketing on a Shoestring	City of Melbourne	In person	Julie
18 May 2017	Effective grant writing and budgets	City of Melbourne	In person	Julie
23 May 2017	Grant Writing – evaluating projects & programs	City of Melbourne	In person	Julie
1 June 2017	'The Big Unknowns: Understanding Private Philanthropic Funds'	ProBono Australia	Webinar	Julie

VOLUNTEERS

The Board of Management would like to thank the following volunteers for their enormous contributions between July 2016 – June 2017 :-

Interstate Coordinators

Lilia Darii QLD | Julie McNally VIC | Kirsten Nield SA | Olga Skalidis & Belinda Lehner TAS | Larah Cornthwaite WA | Josephine D'Ambrosio NSW

Database Consultant

Edwin Taitz, Stefan Taitz

IT

Naga Koswara | Shoukat Shah

Facebook

Natalia Agus | Tanya Popova

Graphic Design

Chris Aspros | Sophie Campbell | Aida Viziru

Website

Aida Viziru (Pixel Salad)

Photography

Rohit Nair, Michael Serpell, Kim Williams

Video

Michael Serpell, Kim Williams

Birthday Cards

Jean Douglas

Stakeholder Database

Scott Lascelles

GOALS 2018

EVENT MANAGEMENT

Increase engagement in SA, NT, ACT in line with the other states in Australia to run more events

MEMBERSHIP

Continue to expand and recruit membership nationally and enhance Mentoring Program and Parent Workshops

AMBASSADOR / PATRON

Recruit a Patron / Ambassador for each state of Australia (other than Victoria)

VOLUNTEERS

Engage professionals who can provide expertise in areas of grants, events, marketing & communications

SPONSORSHIP

Attract Corporate Sponsorship

PARTNERSHIPS / AFFILIATIONS

Attract/negotiate future partnerships/affiliations with Professional Australian Hand Associations/Organisations

RAISING AWARENESS CAMPAIGN

Circulate updated information brochures nationally from 2018 and build on in-house database system (stakeholders/membership)

MEDIA

Feature in at least 3 articles/stories for TV, RADIO, printed & social media

WEBSITE

Continue to maintain and provide additional information on books/resources/special equipment; Medical Technology and LINKS

FACEBOOK

Enhance the Aussie Hands FACEBOOK page with links to the website to raise awareness and increase membership. Engage members with up to 12 posts per month by Aussie Hands Senior Leadership Group (including Aussie Hands Interstate Coordinators).

LINKED-IN

Enhance the Aussie Hands LINKED-IN page to build and enhance professional relationships

ACKNOWLEDGEMENTS

- DONORS AND FUNDING (IN-KIND) from:-
Nuttelex, Pixel Salad, Sentinel Foundation, Print Obsession, Chris Aspros
- SPONSORS – Nuttelex, Sentinel Foundation
- WEBSITE - Aida Viziru (Pixel Salad)
- FINANCE – Mathew Simon
- CONSULTANT – Stephen Gardner
- BOARD OF MANAGEMENT (including Interstate Coordinators)
- OCCUPATIONAL THERAPIST - Josie Duncan
- PRESIDENT (CHAIRPERSON) – Brooke Young
- EXECUTIVE OFFICER – Julie McNally
- GENERAL MANAGER & FOUNDER – Elizabeth Serpell
- PROFESSIONALS (including Medical) & VOLUNTEERS

CONCLUSION

In 2016-2017, the Foundation continued to 'raise awareness', submitted grant applications and conducted regular family events/workshops/program. A huge achievement has been the establishment of the data-audit project -THE AUSTRALIAN HAND DIFFERENCE REGISTER which commenced in Melbourne (mid-2017) with scope for a national investigation on the occurrences and causes of congenital hand anomalies.

Elizabeth Serpell, Secretary, 2017

MISSION STATEMENT

The Aussie Hands Foundation Inc

- supports children and adults born with a hand difference and to those who have an acquired hand injury;
- provides opportunities for networking and exchange of information; and
- supports research initiatives focussing on congenital hand anomalies