



ANNUAL REPORT

July 2017 – June 2018

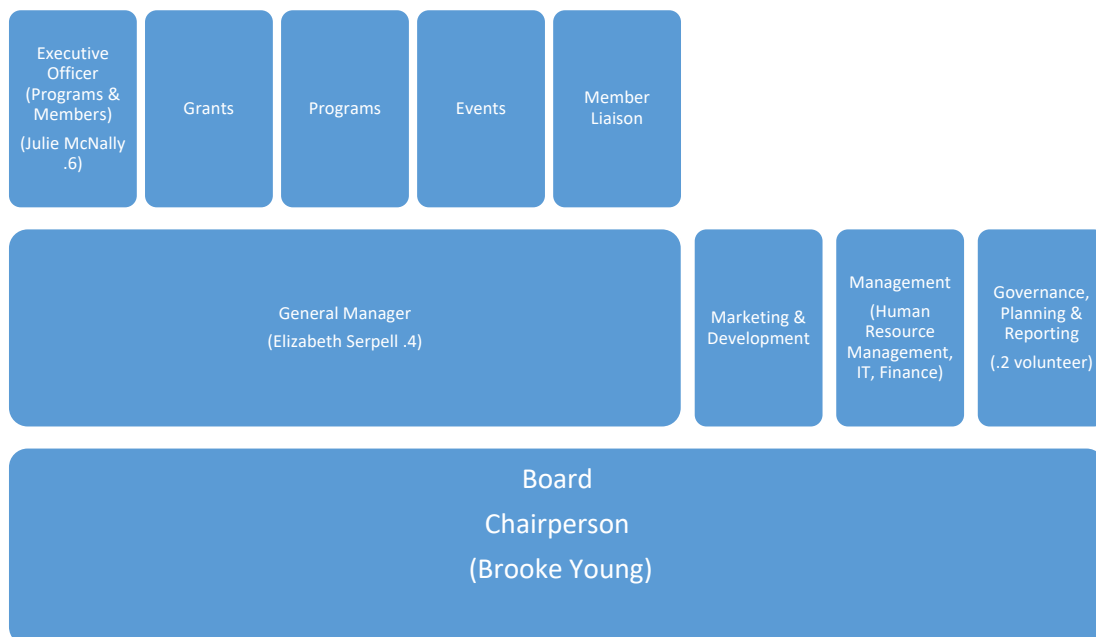
BOARD OF MANAGEMENT

Ms Colleen Birtwistle	Ordinary Board Member
Ms Larah Cornthwaite	Ordinary Board Member & WA Coordinator
Ms Josephine D'Ambrosio	Ordinary Board Member & NSW Coordinator
Ms Emma Glencross	Ordinary Board Member & QLD Coordinator
Ms Alice Gower	Ordinary Board Member
Ms Helen Halliday	Ordinary Board Member
Ms Toni Ireland-Hay	Ordinary Board Member
Ms Belinda Lehner	Ordinary Board Member & TAS Coordinator
Ms Lynne Matheson	Ordinary Board Member
Ms Karen Macdonald	Ordinary Board Member
Mr Ian McNally	Ordinary Board Member
Mr John Scarafiotti	Ordinary Board Member
Ms Elizabeth Serpell	Vice President, Secretary
Ms Olga Skalidis	Ordinary Board Member
Ms Brooke Young	Chairperson & President

The Board of Management met on 7 March, 11 July and 17 October. The Board provides direction on strategy, oversees the performance of the Foundation and reviews finances.

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)

The Aussie Hands office is located on level 1, Room 1.3 at Ross House, 247-251 Flinders Lane Melbourne.

Ian McNally, Aussie Hands Board Member and General Manager at Nuttalex has provided donations for office space, operations and programs/projects and this support is gratefully acknowledged.

MEMBERSHIP SUMMARY

Figure 1 Membership Summary of households who have a child/adult born with a Hand Difference = 164

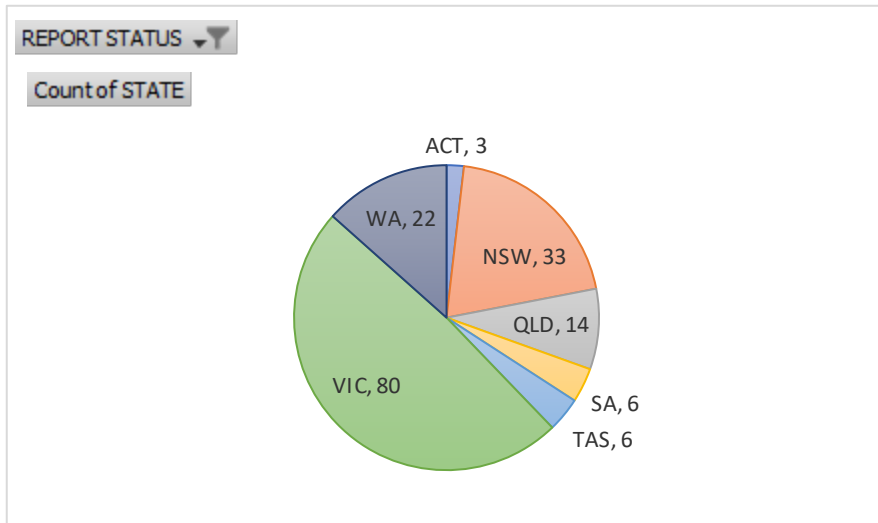
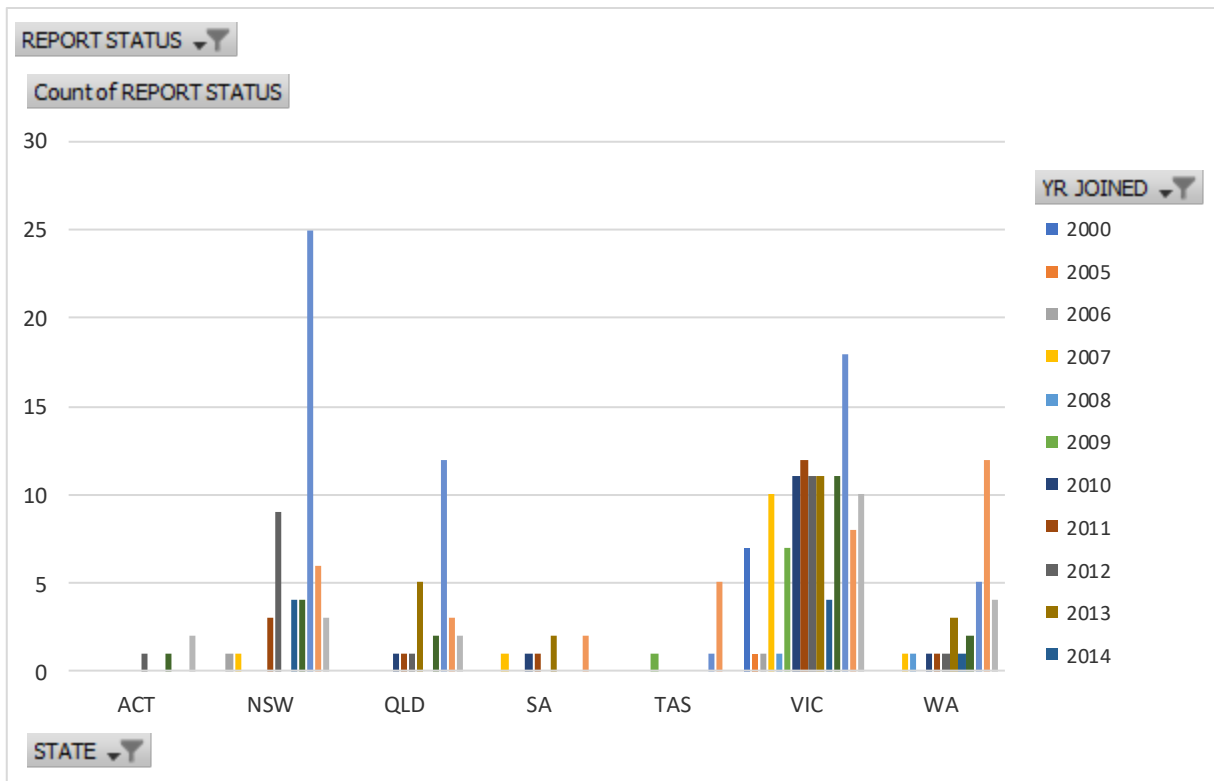


Figure 2 – Membership Summary by State (including year joined) = 346 households (Summary of Aussie Hands members plus medical/researchers/professionals, donors, board members/volunteers)



Membership grew significantly in 2016 for NSW, QLD, VIC and 2017 for TAS, WA due to 2016 visits/workshops
Note: As at 30/06/18 TOTAL 660 friends of the Aussie Hands Foundation on the FaceBook closed group.

CiviCRM (customer relationship management online platform) integration into the website is ongoing and is expected to be completed by mid-2019. 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

FINANCE

Acknowledgement and thanks are given to Edwin Taitz from EzyAccounts who has 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 2018. Mathew has kindly audited Aussie Hands accounts for the last 5 years.

In summary, for the year ended 30 June 2018:

Total income \$ 131,273

Total expenses \$ 133,841 (Surplus/Deficit for the year (\$2,568)

Current Assets = \$ 99,188 + Non-current assets totalling \$ NIL = TOTAL ASSETS \$ 99,188

The audited report by Mathew Simon (registered CPA No. 9527342) is available on request prior to Board of Management AGM and will be tabled for review and approval.

GRANTS & FUNDING

Date Submitted	Foundation	Outcome	Amount	Project
4 July 2017	ANZ Staff Foundation	Unsuccessful	\$4,986	Redesign the new members welcome kit
11 July 2017	Jetstar	Unsuccessful	\$15,000 flights and \$15,000 cash	Brains trust conference in Melbourne
28 July 2017	State Trustees	Unsuccessful	\$9,990	Films and Vic parents workshop
28 February 2018	The Jack Brockhoff Foundation	Unsuccessful	\$13,802	VIC Films for website and you tube – children & adults (linking to life timeline)
25 April 2018	Aurizon	Unsuccessful	\$4,607	WA mentor program – kids activities, parents chat and school talks
30 April 2018	NIB Foundation	Unsuccessful	\$51,510	Bulling & resilience building program
11 May 2018	Calvary Community Council Grant	Unsuccessful	\$4,500	Awareness Raising and 2 events in Tassie
7 June 2018	Westpac Foundation	Unsuccessful	\$10,000	Films – children and adults
27 June 2018	State Trustees	Pending (Nov 2018)	\$10,000	Workshops/Programs (VIC)

MAJOR DONORS & SPONSORS

Acknowledgment and thanks to Aussie Hands ongoing donors/sponsors



EVENTS, MEETINGS & ACTIVITIES

1 July 2017– 30 June 2018

The Aussie Hands team organised a program of activities for members. Funding from Telstra Kids Fund (\$1200) supported the Bounce Session in Glen Iris VIC and City of Melbourne Grant (\$5676) supported the “Move and Groove with Aussie Hands” active/mentor group program in 2018. Both of the grants were received in 2016/17 Financial Year.

Special thanks to Emma Glencross (QLD), Larah Cornthwaite WA, Josephine D’Ámbrosio NSW, Belinda Lehner (TAS), Julie McNally VIC & SA, for the time and effort in coordinating activities for members. Each has made an enormous contribution and has directly benefitted members.

From July 2017 to June 2018 the following activities were organised for Aussie Hands members, their families and friends. Efforts have been made to diversify types of activities. For example, Aussie Hands ran a WEBINAR on ‘Gadgets, Aids & Books’ for the first time in 2018.

- VIC Spring Picnic, Port Melbourne, 10 September 2017
- NSW Sports Clinic, Concord West, 24 September 2017
- QLD Xmas Picnic, Mount Coot-Tha, Sunday 12 November 2017
- NSW School Readiness Program, The Children’s Hospital at Westmead, 14 November 2017
- WA North Beach, A Workshop for Parents & Grandparents, 19 November 2017
- TAS Xmas Gathering, Hobart, 26 November 2017
- VIC AGM & Xmas Party, Port Melbourne, 3 December 2017
- NSW Xmas Picnic, Camden, 3 December 2017
- WA Xmas Picnic, Mindarie, 10 December 2017
- VIC Bounce, Glen Iris, 11 February 2018
- TAS Easter Egg Hunt, Hobart, 18 March 2018
- QLD Easter Egg Hunt, Holland Park, 25 March 2018
- SA Easter Egg Hunt, Adelaide, 25 March 2018
- NSW Easter Egg Hunt, Concord West, 25 March 2018
- VIC Easter Egg Hunt, Port Melbourne, 25 March 2018
- WA Easter Egg Hunt, Joondalup, 25 March 2018
- VIC Funk ‘n’ Groove Workshop, North Melbourne, 6 May 2018
- NATIONAL Webinar ‘Gadgets, Aids & Books’, 16 May 2018
- QLD Gallery of Modern Art – Children’s Arts Centre Experience, Brisbane, 17 June 2018



Aussie Hands End-of-Year Event, Hobart, TAS, 26 Nov 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) Perth Children’s Hospital (Perth WA) Westmead Hospital for Children (NSW) Sydney’s Children Hospital (NSW) Lady Cilento Children’s Hospital (Brisbane QLD) Monash Children’s Hospital The Australasian Foundation for Plastic Surgery</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)

Senior Executive Aussie Hands staff attended quarterly meetings with the AHDR team at MCRI & RCH to monitor the progress of the AHDR.

Following a pilot phase of the AHDR that commenced in September 2017, the formal launch was held on 31st of May 2018 at the Royal Children's Hospital in Melbourne. The AHDR is being expanded nationwide due to additional funding received from the Australasian Foundation for Plastic Surgery. The register will be managed by researchers at the Murdoch Children's Research Institute, located at the Royal Children's Hospital in Melbourne. The Aussie Hands Foundation contribution to the AHDR is made possible by individual donors and by funding from Ian McNally through the Australian Communities Foundation.

A total of \$3250 in donations was received from Aussie Hands members for the AHDR.

The Australian Hand Difference Register aims to:

- find out how many children are born with a hand/arm difference in Australia
- learn more about possible causes and risk factors
- gain information to help plan and gain funding for future support services
- identify possible participants for future research

FACEBOOK

The Aussie Hands FaceBook closed group page and public interface FaceBook pages recruited more friends throughout the course of the year. During 2017-2018, total friends increased to 660 friends compared to 535 total friends in 2017 (totalling 125 new FB friends). A BIG thanks to Julie McNally for regular posts which has provided members additional networking opportunities, the ability to share their inspirational stories and pathway to recruit new Aussie Hands members.

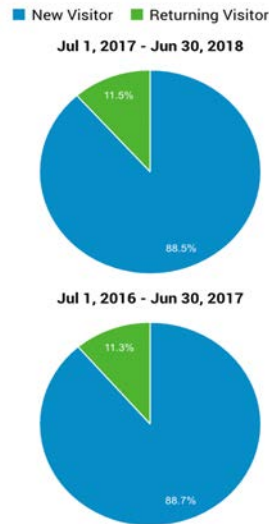
Analytics overview for the Facebook closed group For period: 1 July 2017 – 30 June 2018

- 7.4k reactions in total, avg. 14 reactions per post
- 26 shares in total
- 1.4k comments in total, 2 comments per post on average
- 180 photos posted
- 75 videos posted
- 154 links posted
- 90 status updates posted
- 3 events

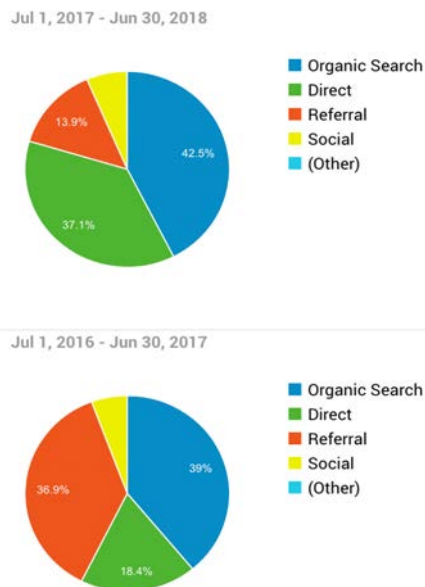
WEBSITE

As a result of increased engagement on Facebook, from 1 Jul 2017 – 30 Jun 2018, an overall decrease in the traffic and time spent on the Aussie Hands website page has been recorded by a percentage breakdown as follows :

- **18.29%** decrease in users (visitors)
 - **19.32%** decrease in sessions (visits)
 - **5.65%** increase in the number of pages viewed per visit
 - **10.77%** increase in avg. time on page (people are spending more time on the website)
- Almost identical number of new visitors vs returning visitors, compared to the previous period



The majority of the traffic comes from organic (not paid) search and direct traffic (people typing in the address in their browsers). There has been a decrease in referral traffic (coming from an external source), and a minor increase in social traffic (from the facebook group).



The majority of the traffic comes from: (i) Australia (ii) US (iii) South Korea (iv) France (iv) Canada

Within Australia, most of the traffic comes from: (i) Victoria (ii) NSW (iii) QLD (iv) WA (v) SA (vi) ACT (vii) TAS (viii) NT

The top 10 pages with the most traffic are: (i) Homepage (ii) About Us (iii) Stories (iv) Upcoming events (v) Join Us (vi) Learn (vii) Contact us (viii) Dave's story (ix) Meet others with a hand difference (x) Self-care booklet (grooming section)

The Stories has been in the top 5 consistently for the past two years, with over 550 visits per year, therefore, fresh stories will be added to this section.

MEDIA

PRINT

August 2017

VIC & TAS Crosslight, Uniting Church Publication (advertisement pg 4)
Aussie Hands Ethical Investing fundraising with UCA Funds Management

June 2018

VIC Herald Sun (pg 27) *New Database puts kids in Safe Hands*

VIDEO

September 2017

Jessica Smith – Author, 'Little Miss Jessica Goes to School' *read her storybook at a VIC Spring Event*

You Tube Video – Produced & Directed by Kim Williams from [Elder Flower Creative](#)

October 2017

Julie – You get proud by practicing

You Tube Video Produced & Directed by Michael Serpell

RAISING AWARENESS CAMPAIGN

September 2017

Information leaflets for hand therapists inserted in the AHTA Conference satchels

Australian Hand Therapy Association Conference, Adelaide, SA

NOMINATIONS & AWARDS

October 2017

HESTA Unsung Hero Award 2017 - Nomination to Elizabeth Serpell, Founder

Presentation held at the Sofitel in Melbourne

PROFESSIONAL DEVELOPMENT undertaken by Senior Executive team

Course	Institution	Date	Who
Lecture Series: visiting scholar Dan Goodley, Professor of Disability Studies and Education at the University of Sheffield. Free public lecture Critical Dis/ability Studies: Thoughts on an Interdisciplinary Field.	Research for Educational Impact Deakin University	21 July 2017	Julie & Elizabeth
First Steps- Parent and Carer Wellbeing (webinar)	Ability First	20 September 2017	Julie
Email Marketing: 10 Simple Steps to Make Your Supporters Feel Loved (webinar)	Pro Bono Australia	4 October 2017	Elizabeth
Fundraising Academy - Infinity Sponsorship Webinar Series FROM COLD TO SOLD - THE SPONSORSHIP SALES PROCESS	Infinity Sponsorship	23 August 2017	Elizabeth
First Aid and CPR Training	CPR first AID	13 December 2017	Julie
Get #social not #sued – Social media and the law for NFPs (webinar)	Not-for-profit Law	26 April 2018	Karen

VOLUNTEERS

The Board of Management would like to thank the following volunteers for their enormous contributions between July 2017 – June 2018 :-

Interstate Coordinators Josephine D'Ambrosio NSW | Emma Glencross QLD | Julie McNally VIC
Belinda Lehner TAS | Larah Cornthwaite WA

Database Consultant Edwin Taitz, Stefan Taitz
Membership Administration Helen Halliday TAS
Facebook (Teddy) Tanya Popova
Graphic Design Chris Aspros | Aida Viziru
Printing Chris Wardley & Colleen Birthwistle
Website Aida Viziru (Pixel Salad)
Photography Rohit Nair, Michael Serpell, Kim Williams
Video Michael Serpell, Kim Williams
Birthday Cards Liz Brady

GOALS 2019

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 PARTNERSHIPS / AFFILIATIONS

Attract Corporate Sponsorship

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

RAISING AWARENESS CAMPAIGN

Circulate updated information nationally 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

SOCIAL MEDIA

Continue engagement with members on the private Aussie Hands group FACEBOOK page and increase exposure on Instagram with links to the website to raise awareness and increase membership including LINKED-IN

ACKNOWLEDGEMENTS

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

CONCLUSION

In 2017-2018, the Foundation continued to 'raise awareness', submitted grant applications and conducted regular family events/workshops/program. A significant achievement was the launch of THE AUSTRALIAN HAND DIFFERENCE REGISTER which now has scope for a national investigation on the occurrences and causes of congenital hand differences.

Elizabeth Serpell, Secretary, 2018