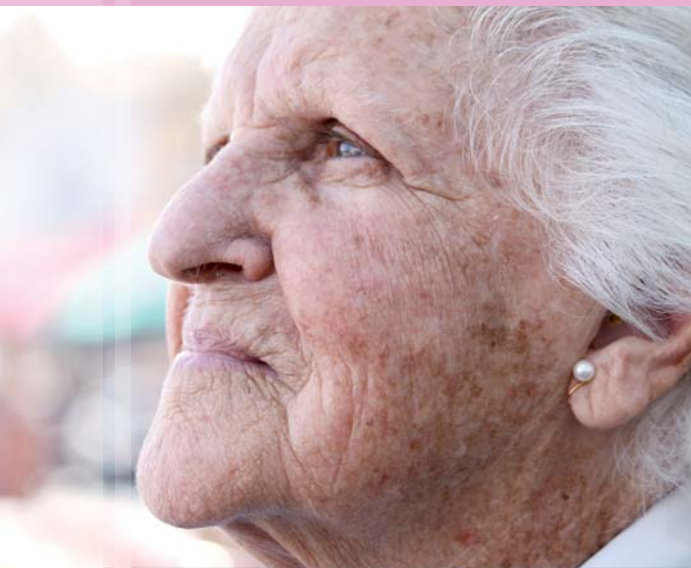




Annual Report 2010-2011





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About this Report

This report aims to provide our stakeholders with an overview of the range of services delivered by Advocare Incorporated. It provides an insight into each of our programs and presents statistical data relating to program performance for the 2010-2011 financial year. The audited 2010-2011 Financial Reports are included on pages 27-33



Agency Profile



Who We Are

Advocare Incorporated (Advocare) is an independent, community based not for profit organisation that provides advocacy and representation for older people who cannot represent themselves or in situations where other sources of personal support are not available or practical.

What is Advocacy?

Advocacy can be defined as speaking, acting or writing with minimal conflict of interest on behalf of the sincerely perceived interests of a person, or group, in need of support to promote, protect and defend their welfare and justice by:

- Being on their side and no-one else's to support their realistic demands
- Being primarily concerned with their fundamental needs
- Remaining loyal and accountable to them in a way which is empowering and empathetic

While family members and staff may act as advocates, there are circumstances in which having an independent, impartial advocate is a more desirable option.

Our Advocates

Our advocates aim to empower and support our clients to make their own decisions based on well informed choices.

Unless the contrary is established, we assume that our clients are capable of making the decisions that affect their lives and we stress to them that they are the best people to make the decisions that will affect them, regardless of what their age may be.

Rather than stipulating to the client their best option, we work alongside the client providing information on their rights and assisting them to identify options so they can speak out confidently for their own interests.

At Advocare we offer information and education on the rights of older people as well as provide referrals to other sources of help in the community to ensure that our clients have all of the information they need to make informed decisions. We also provide education to service providers and members of the greater community to nurture a full understanding of the range of challenges faced by older people, especially as those challenges could, whether inadvertently or not, impact their rights and quality of life.

Agency Profile



WHERE THE WATERS FLOW

*Where the crystal waters flow
And tulips of many colours grow
My drooping spirit I rest awhile*

*The dancing droplets in sun light
Like diamonds glistening in the air
Delighting the windows of my soul*

*Water cascading down the rocks
Music to my ageing ears
A spirit now once more revived*

*As many file past I see
A constant stream of antlike beings
Why so many –*

Who do not see and hear as I

Larry O'Connor October 2006

Our Clients

Advocare is the only body recognised by both State and Federal governments in WA as the voice of residents of aged care facilities, clients of HACC services, victims and those at risk of elder abuse and other special needs groups (receiving the above-mentioned services) such as ATSI and CALD. Advocare ensures their rights are protected as provided for in the Charter of Resident Rights and Responsibilities, the HACC National Standards, and the United Nations Charter on Human Rights.

Advocare works only with clients who have the mental capacity required to make their own decisions. In a situation where a client, or potential client, might have impaired decision making capacity, and there is conflict within that client's family about their best interests, Advocare will refer the matter for consideration to the Office of the Public Advocate or encourage the service provider involved in their care to apply for the appointment of a guardian or administrator.

Our Philosophy

Advocare's philosophy stems from the principle that all people are entitled to the same human rights. Our advocacy work is based on the belief that all of our clients have the right to:

- Be in charge of their own lives, money and possessions

- Privacy, dignity and respect
- Good quality care that meets their needs
- Make a complaint and be well informed about their rights, care, accommodation and fees

Our Vision

A community where the rights of people are supported and respected.

Our Purpose

To provide independent advocacy and support for the rights of older people and people with disabilities.

Our Key Values

- Honesty and Integrity
- Respect
- Equity
- Proactive
- Person Centred

“It is easy to take away or deny those rights by labelling older people as vulnerable and/or in need of protection.”

Chairperson's Report

Throughout the past year Advocare has continued its important work in advocating for the rights of older people and people with disabilities. A highlight of this year was the completion of the report, *Examination of the Extent of Elder Abuse in Western Australia*, which was commissioned by Advocare and conducted by the Crime Research Centre at the University of Western Australia. The report was launched on World Elder Abuse Awareness Day on the 15th of June at a function held at the Citiplace Community Centre. The report concluded with comprehensive recommendations in relation to Elder Abuse Policy and Practice providing a clear direction for progress in this area.

This year we made a strategic decision to create a new position for an Marketing and Education Coordinator. This in conjunction with a greater budgetary commitment to marketing has resulted in increased media exposure and awareness of the role of Advocare in our community. In the coming year Advocare will continue to capitalise and build on our profile within the community.

I would like to thank those who have been involved in the work of running Advocare. Good people are the foundation of any good organisation. To Greg and his staff, thank you again for your work in ensuring that we continue our important work of advocating for the rights of older adults and people with disabilities.

To my fellow board members thank you again for the contribution of your time and your shared wisdom in directing Advocare. The collective wisdom you bring to the board is invaluable in supporting our work. This year we farewell Margaret Ryan after six years as the consumer representative on the board. Margaret, your lived experience and sage advice as an older adult has been important to us all.

We are proud of the last 10 years but recognise there is still much work to be done. Towards the end of 2011 Advocare will undertake another round of strategic planning, taking us forward into the coming decade. An ageing population, a competitive employment market and the need for greater community awareness of the importance of rights of older adults means that there remain plenty of challenges ahead.

Dr Sonya Girdler



Dr Sonya Girdler

Board Members as at 30th June 2011



Dr. Sonya Girdler (*Chair*)

Britta Meyer (*Vice-Chair*)

Greg Mahney (*Non-Voting*)

Jeff Powell

Lana Snook

Margaret Ryan

Mark Weller

Russell Raymond

Tara Ludlow

Advocare
incorporated

Chief Executive Officer's Report

Advocare staff have spent another year helping people to assert their rights.

As in past years an overwhelming number of our clients are people in residential aged care facilities, those receiving community care services, and those who are at risk of experiencing elder abuse. Our work is rewarding but at times can tug at the heart strings. Our older relatives deserve all the rights of other Australians, including the right to grow old with dignity.

I am pleased to report that our experience working with care workers in the aged care industry overwhelmingly supports the notion that they work hard to provide the best service possible for those in their care. Still there remains a very small proportion of older people who have very real concerns about the way they are treated. They are inevitably pleased and relieved when they find that there is a strong advocate who will stand beside them in asserting their rights.

The situation is often even worse for those people who find themselves victims of elder abuse. The perpetrators are usually a family member, and not uncommonly the son or daughter or the step-son or step-daughter of the older person. To have your own flesh and blood turn against you as you grow old and weaker must surely be a bitter pill to swallow. Most of the work we do is both involved and nuanced, and this is especially the case when helping an older person balance emotions, values, family dynamics and the law. It is little wonder that it often takes people months or even years to report incidents of elder abuse.

Helping individuals to resolve their issues is the main work of Advocare, but we also have a responsibility to identify policy issues that need addressing by government. This year has seen the release of the Productivity Commission's *Caring for Older Australians* report, changes to the Complaints Investigation Scheme, and a review of the Aged Care Accreditation Standards, all of which Advocare provided input into.

Towards the end of the year the Department of Health and Ageing funded all of our advocates and myself to attend an aged care advocacy conference to exchange ideas and experiences with colleagues from around Australia. This was a fabulous experience that we hope will be repeated every two years.

We are also grateful to our other major funders – the WA Department of Health, through Home and Community Care (HACC), as well as the Department for Communities and Lotterywest.

Finally I would once again like to thank the hard working and dedicated staff of Advocare, and our small but diligent group of voluntary Board members. It is through the coordinated work of all these people that Advocare is able to protect the rights of older people.

Greg Mahney



Greg Mahney

Staff as at 30th June 2011

Greg Mahney	<i>Chief Executive Officer</i>
Krystyna Cieslawski	<i>Manager Policy and Support</i>
Dianne Barker	<i>Acting Senior Advocate</i>
Jane Peet	<i>Marketing & Education Co-ordinator</i>
Mary Kepert	<i>APEA:WA Executive Officer</i>
Beverley Hills	<i>Advocate</i>
Doris Hill	<i>Advocate (Aboriginal Advocacy Program)</i>
Fran Rafferty	<i>Advocate</i>
Kathy Kavanagh	<i>Advocate</i>
Taryn Ford	<i>Advocate</i>
Lynette Walters	<i>Accountant</i>
Clare O'Connor	<i>Accounts/Administration Officer</i>
Darlinda Pooran Singh	<i>Accounts/Administration Officer</i>

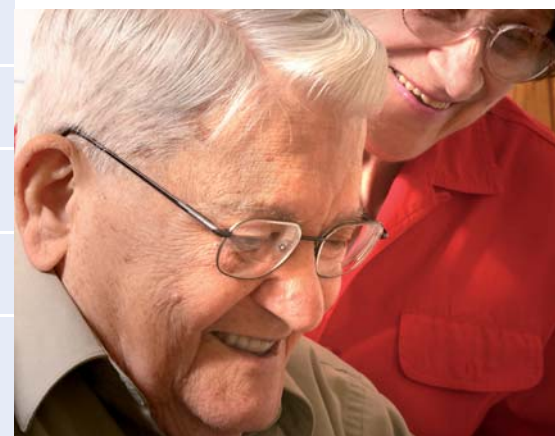
Resignations and New Appointments in 2010-2011

Resignations

- 1) Patrick Smith - Advocate (July 2010)
- 2) Sheree Beaton – Advocate (July 2010)
- 3) Melissa Jones – Education Coordinator (March 2011)
- 4) Anne Pike – Senior Advocate (June 2011)

New Appointments

- 1) Kathy Kavanagh - Advocate (August 2010)
- 2) Taryn Ford - Advocate (April 2011)
- 3) Jane Peet - Marketing and Education Coordinator (May 2011)



Reporting Against the Strategic Plan 2009-2011

The 2009-2011 Strategic Plan defines the direction Advocare aspires to follow and addresses five overarching goals against which all our services have been measured. The following tables depict Advocare's performance in regard to meeting the Key Performance Indicators in 2010-2011.

Abbreviations:

A= Achieved; **IP**= In Progress; **NS**= Not Started; **EO**= Established & Ongoing

Strategic Objective 1

Improve the quality and standard of Advocare's services

Key Performance Indicators	Performance
Conduct stakeholder feedback mechanisms at least annually and achieve improved satisfaction scores each time	EO
A comprehensive education delivery plan developed and implemented by June 2009, and then updated annually	EO
A useful benchmarking process developed and implemented by June 2011	NS

Strategic Objective 2

Improve the promotion and marketing of Advocare and its services

Key Performance Indicators	Performance
A strategic marketing plan developed and implemented by August 2009	EO
A new Advocare website operational by March 2010	A
The strategic marketing plan to be reviewed annually to determine efficacy and report on progress	EO

Strategic Objective 3

Establish clearly defined partnerships with key organisations to further Advocare's strategic objectives

Key Performance Indicators	Performance
Increase the number of clearly defined partnerships with other organisations by a total of six over the next three years	IP

Reporting Against the Strategic Plan 2009-2011

Strategic Objective 4

Introduce a diversified funding base directed towards organisational sustainability

Key Performance Indicators	Performance
Increase the amount of funding received by Advocare each year by an amount greater than the Consumer Price Index	A
Receive at least two new sources of income, funding or one off grants each 12 months	A
Develop and implement a donation and bequest strategy by June 2011	IP

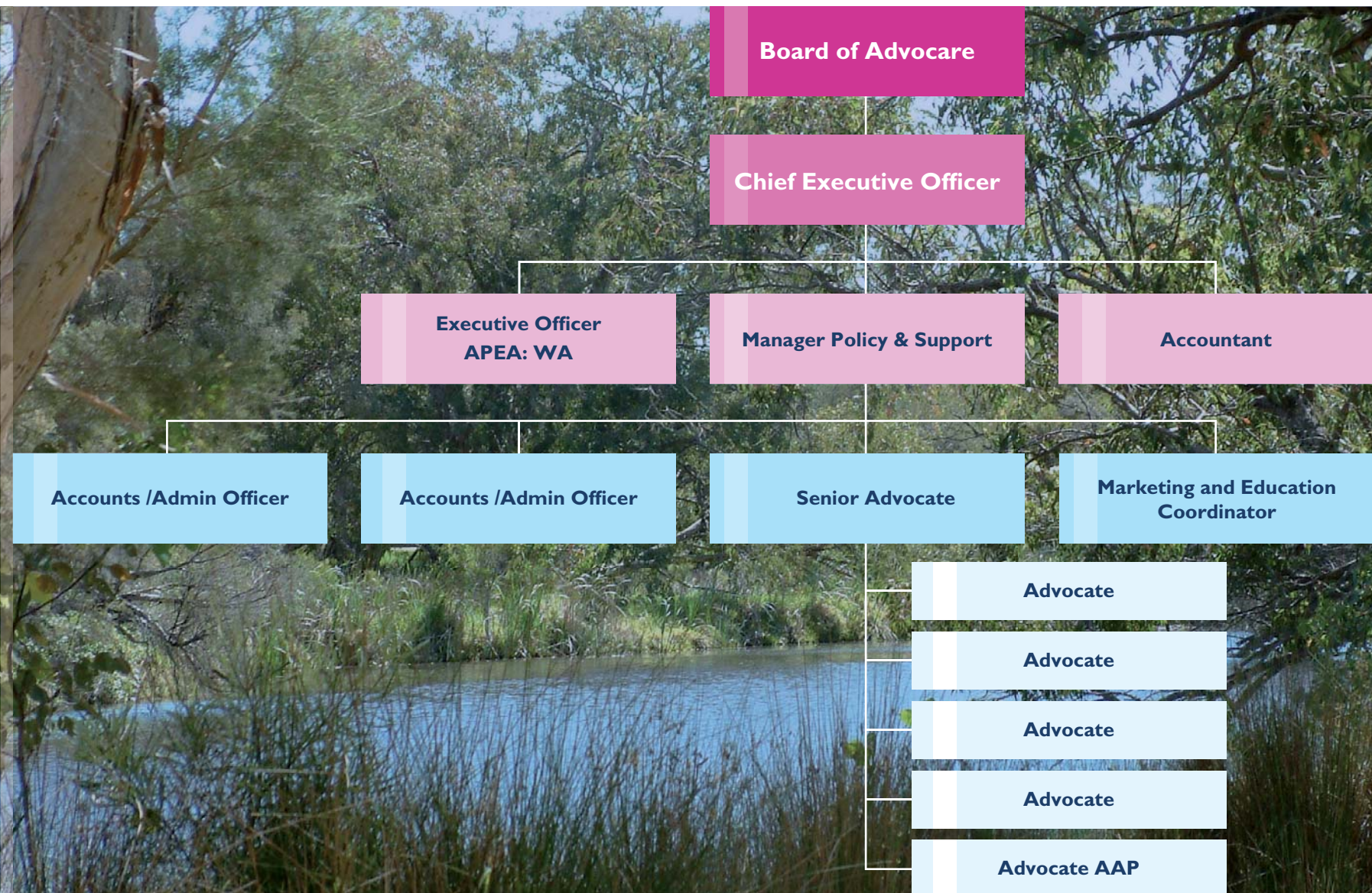
Strategic Objective 5

Improve Advocare's use of technology to support services

Key Performance Indicators	Performance
A technology strategy plan developed and implemented by August 2010	IP
A new client database fully implemented by 30 June 2009	A
A comprehensive education delivery plan developed and implemented by June 2009, and then updated annually	A



Organisation Chart – Advocare Incorporated



MAIN PROGRAMS

Advocare operates six programs:

National Aged Care Advocacy Program (NACAP)

Provision of advocacy, information, education and referral for people who are residents of aged care facilities and people who are recipients of Community Aged Care Packages (CACP) and Extended Aged Care at Home (EACH) packages.

Home And Community Care (HACC) Program

Provision of advocacy, information, education and referral for people accessing HACC services.

Elder Abuse Prevention Program (EAPP)

Provision of advocacy, information, education and referral for older people who are, or are at risk of becoming, victims of elder abuse from family or friends.

Aboriginal Advocacy Program (AAP)

Provision of culturally specific advocacy, information and education to Aboriginal people living in residential aged care facilities, receiving in home aged care packages (HACC, EACH, CACP) or who are experiencing, or at risk of experiencing, mistreatment by family or friends.

Alliance For The Prevention Of Elder Abuse (APEA:WA)

Promotion of a whole government policy framework for dealing with systemic issues of elder abuse in WA.

Older People's Rights Service (OPRS)

Provision of legal support for older people experiencing abuse by family or friends and crisis support required in relation to the legal issue.



Performance in Brief

Advocacy and Information

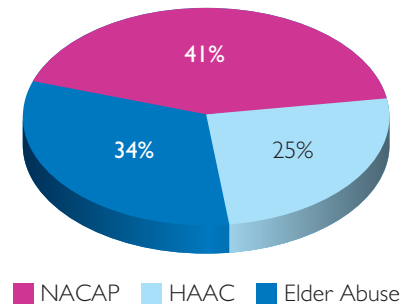
The highest number of advocacy and information hours (1276) was provided in relation to the NACAP program, followed by 1057 hours spent in relation to the Elder Abuse Prevention Program, and 798 hours for the Home and Community Care program (HACC).

Although the least number of hours were spent on advocacy and information per service for the Home and Community Care Program, the number of requests for assistance from HACC clients was the highest at 638, followed by 505 requests from NACAP clients and 385 requests for the Elder Abuse Prevention Program. The average hours spent on a case for HACC, NACAP and Elder Abuse was respectively 1.3, 2.5 and 2.7 hours.

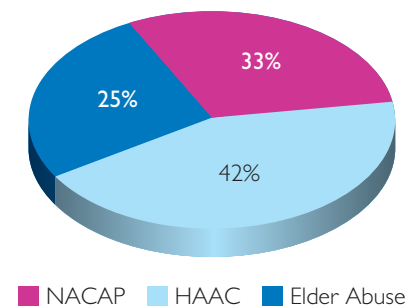
Advocacy & Information by program in 2010/2011

Program	Clients	Hours	Average Hours
NACAP	505	1276	2.5
HACC	638	798	1.3
Elder Abuse	385	1057	2.7
Total	1528	3131	

Advocacy & Information Hours by Program



Advocacy & Information Clients by Program



Performance in Brief

National Aged Care Advocacy Program (NACAP)

Program Description

Unlike the situation occurring only 20 years ago, people are now entering aged care facilities considerably older and frailer. The loss of spouses, homes and their communities along with associated grief, contribute to this period being a highly emotional stage of a person's life. Clearly, there is a need for advocacy and support for these older people and their families once they enter residential care. A significant portion also has dementia or memory difficulties, which leads them to become reliant on facility staff to maintain their rights and initiate access to help when needed.

As a result of the provision of direct educational sessions to residential care staff, Advocare has become aware that the high turnover of staff at many facilities combined with new staff members having only limited training, contributes to many care staff having inadequate knowledge of basic human rights. On occasions advocates have heard comments from facility staff such as; "they don't need to know", "they should do as they're told" and "they have no rights". Simultaneously, fewer relatives are in attendance at resident and relative meetings.

All of the above factors increase the importance of raising and maintaining awareness of abuse and attentiveness to residents' rights for care staff. All care staff should know of Advocare and the services we provide in relation to upholding a residents' right to an independent advocate.

Residents will benefit from ongoing and frequent education of care staff. These sessions will provide an opportunity for care staff to increase their knowledge about residents' rights and how those rights relate back to how the care worker performs their daily tasks. It also provides assistance and support to the older person when they attempt to address an issue through the complaints mechanisms.

Current NACAP funding allows Advocare to provide only one education session for care staff every ten years and only one session for residents every five years. Such funding is clearly inadequate when combined with the high staff turnover experienced by the majority of facilities and the current length of residents' stay in residential care.

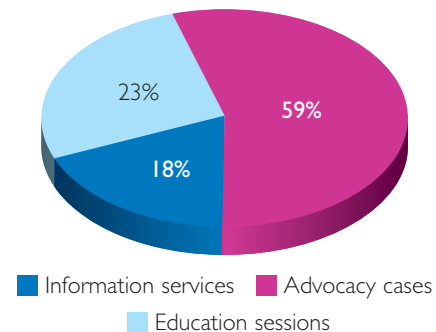
As was the case in previous years, Advocare staff provided many hours of additional, unfunded education sessions for residential care staff last year. These sessions provide a positive impact on the elderly residents' quality of life even though they are depleting Advocare's already limited resources. This is a situation that is a cause for concern.

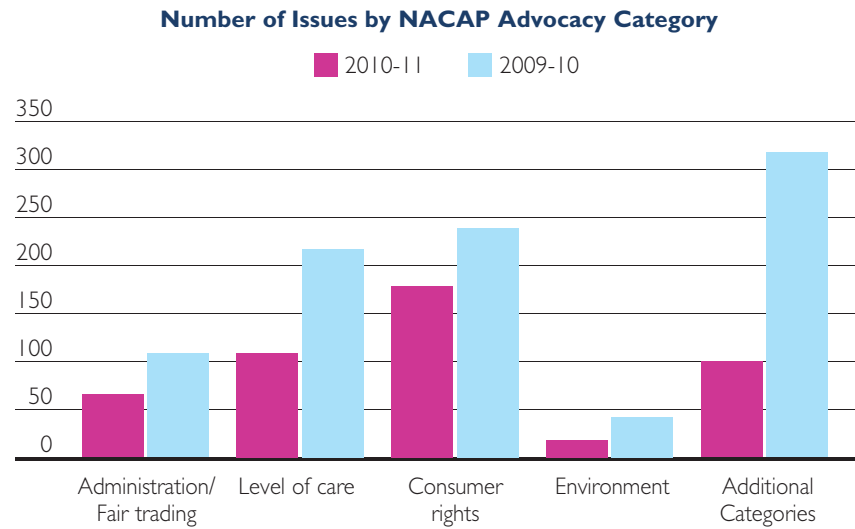
Program Performance Summary

In 2010-2011 there were 217 NACAP advocacy cases and 288 requests for Information.

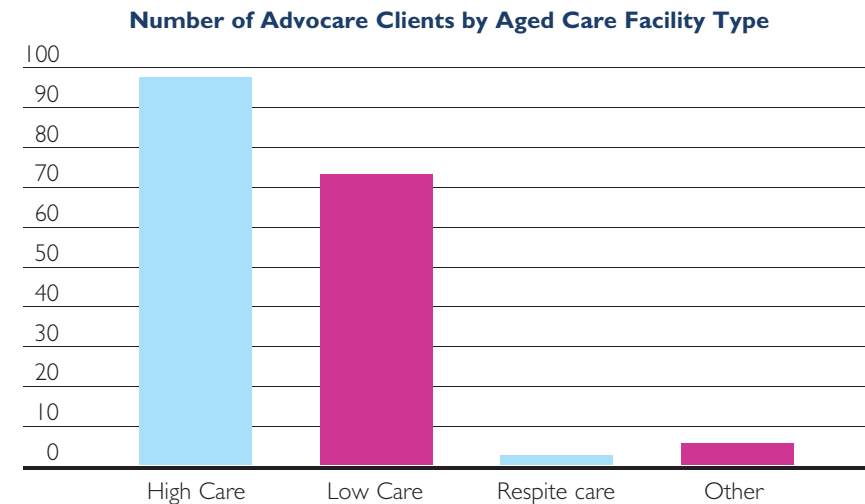
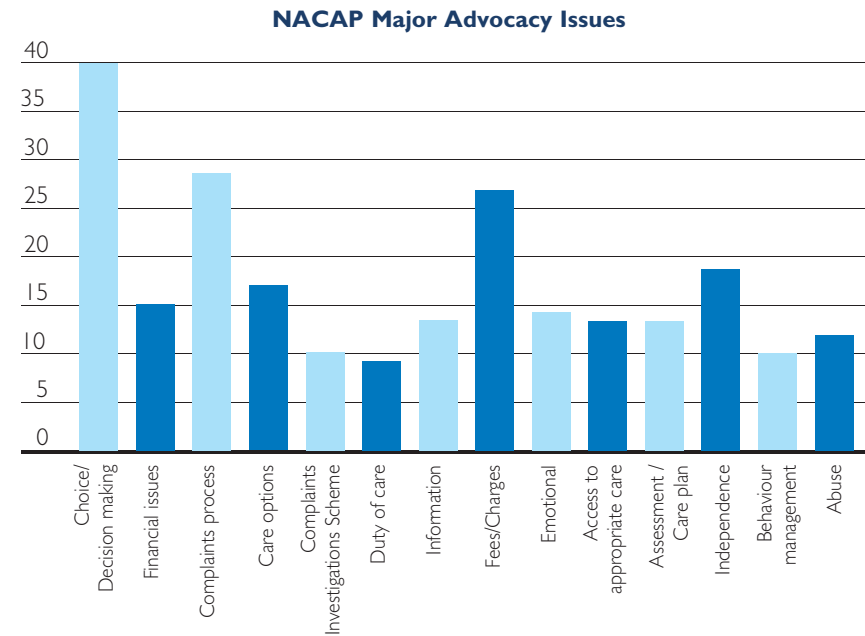
Together with 111 education sessions to over 1500 participants, Advocare provided 1652 hours of service under the NACAP program.

Summary of NACAP Funded Activities in Hours





Our advocates deal with increasingly complex cases and regularly attend professional training to keep abreast of changes within the service provision and to meet our clients' growing expectations. An increasing number of clients present to Advocare with a multitude of issues (see graph above), which on the advocates' behalf, involves extensive time and consideration.



Performance in Brief

Home and Community Care Program (HACC)

Program Description

The HACC program provides services that support and help frail older people and younger people with disabilities to live independently at home. Services provided include assistance in the home, assistance getting out into the community, and respite for carers.

All agencies providing HACC services are required by the Government to provide quality care by meeting the National Service Standards, which amongst others ensures that all clients have the right to quality service, to be treated with respect and courtesy, and to have access to an advocate for support and information.

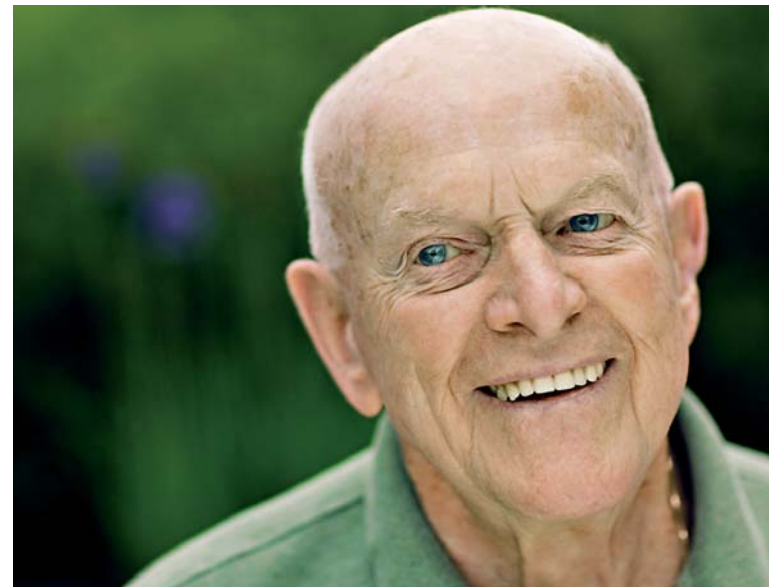
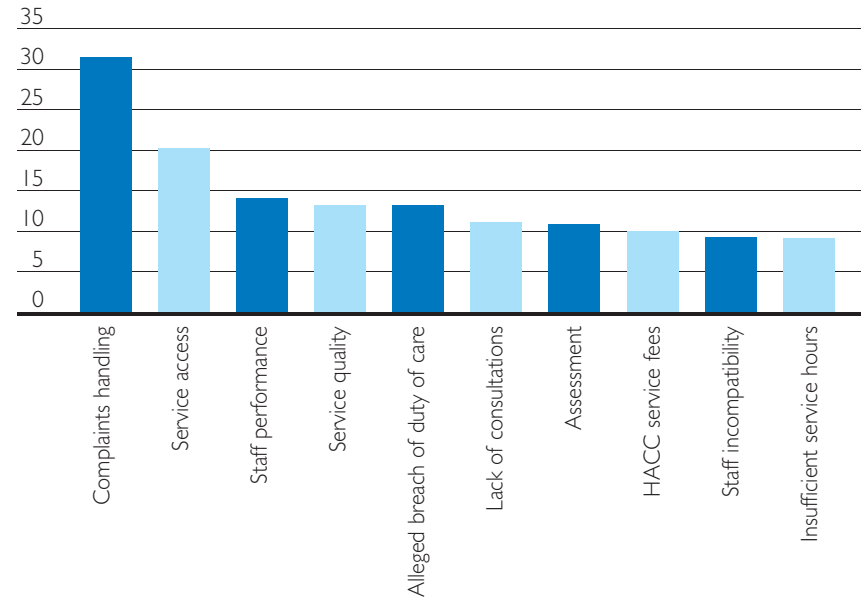
Advocare advocates provide professional support, information and advocacy to HACC clients when clients are unsure or confused about their care options, feeling pressured to make a choice or are dissatisfied with the care received and need assistance to make a complaint.

Program Performance Summary

The three major issues referred to Advocare by HACC clients in 2010-2011 were: complaints handling (32), service access (20) and staff performance (14).

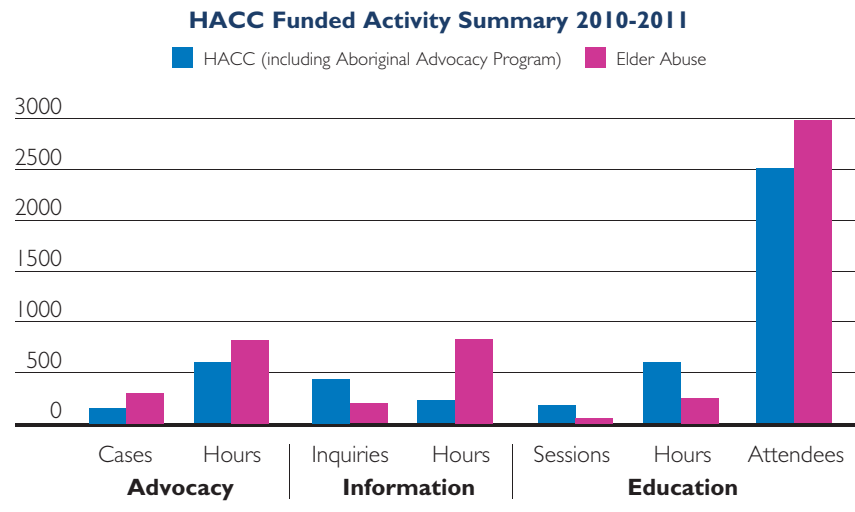
We also received requests for information and advocacy relating to service quality (13), alleged breach of duty of care (13), lack of consultation (11) and assessment (11).

Major HACC Advocacy Issues



Other HACC Funded Programs

Under the HACC program, Advocare receives funding to provide the Aboriginal Advocacy Program and Elder Abuse Prevention Program, which includes Advocacy, Information and Education. The graph below demonstrates the distribution of Advocare's activities across all HACC funded programs.



Aboriginal Advocacy Program (AAP)

Program Description

The Aboriginal Advocacy Program was established to assist Aboriginal and Torres Strait Islander (ATSI) people in Western Australia by:

- Providing information about their rights and responsibilities to access Home and Community Care (HACC)
- Improve access to information for HACC clients about rights and responsibilities
- Promoting their rights and entitlements in relation to HACC
- Reinforcing respect for older ATSI clients

Program Performance Summary

Education sessions included information on Aboriginal health and culture, the role of Advocare and elder abuse prevention. The current advocate employed under the program has attended numerous meetings with various Government departments such as Housing and Works, WA Health Department and Centrelink which helped raise awareness on culture specific issues faced by Aboriginal clients.

Indigenous Australians have been under represented in access to aged care. Advocare has been developing a number of strategies to address these issues and will continue to address them into 2011-2012.

Performance in Brief

One positive strategy used to raise awareness has been displays at large shopping centres, forums and expos where people could stop to look at the displayed information and get on the spot answers to their questions on Aboriginal culture or elder abuse.

We no longer provide reports on Aboriginal advocacy. Advocacy provided to Aboriginal clients is reported under general HACC. However we do receive funding to provide education under this program.

Elder Abuse Prevention Program (EAPP)

Program Description

The increasing age of our population will result in an increase in the number of older people who are at risk of abuse and exploitation. In addition, some people in our community have an increased risk of abuse because of a lack of knowledge or insufficient understanding about their rights, finances, state of health, or because of frailty, social circumstances or other factors.

Elder Abuse is a complex social issue that includes both legal and illegal behaviours. Both must be regarded with equal seriousness. Elder abuse may present complex social and health outcomes and can occur in different environments, including aged care facilities, hospitals and community settings. However, as with other forms of family violence, a person's home is the most common place for violence and/or abuse to occur and can include the abuse of older family carers by care recipients.

Advocare defines elder abuse as:

Any act occurring which causes harm to an older person and occurs within an informal relationship of trust such as family members or friends.

This can include:

- Financial or material abuse
- Emotional or psychological abuse
- Physical abuse
- Sexual abuse
- Social abuse
- Neglect



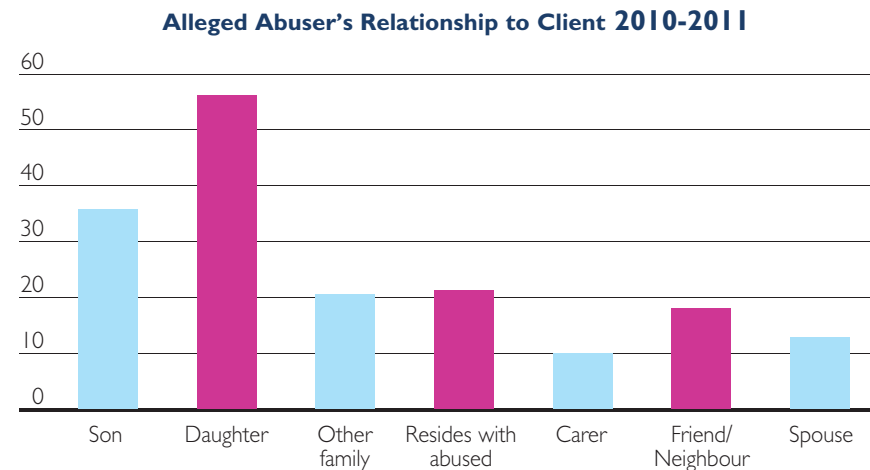
Abusive situations make it more difficult for an older person to stand up for their own rights. It is far more complex for people to disclose and deal with abuse by relatives and friends than abuse by others less intimately connected because of emotional and social ties that exist in intimate relationships. Family abuse can involve issues of shame and lack of self worth.

Those who have been victims of family violence in all its forms may be unlikely or unwilling to prosecute the perpetrators with whom they have an emotional bond.

It is in this context that Advocare operates its Elder Abuse Prevention Program.

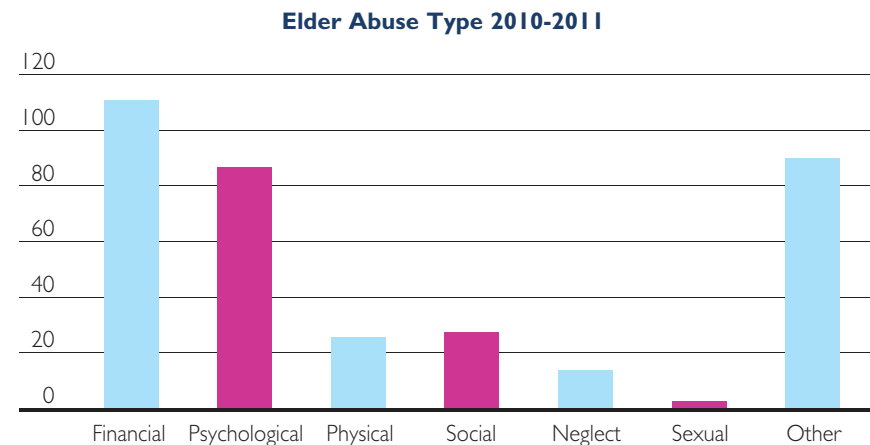
Program Performance Summary

Our statistics show that most of the time the perpetrators of elder abuse are the people who are directly responsible for the older person’s care – such as adult children, spouses, grandchildren and other relatives or friends.



In total, Advocare received 354 reports of elder abuse with financial abuse being the highest at 110 cases and psychological abuse at 87 cases. There has been a decrease in both compared with the previous financial year.

Elder Abuse Issues



*Most clients experience more than one type of abuse, hence the higher number of issues versus the actual amount of clients.

Education Report

Service Description

Education sessions provided by Advocare are available and carried out statewide to NACAP residents, NACAP staff, HACC clients, HACC staff and Aboriginal clients. Other relevant stakeholders include, but are not limited to older community members, health and community students and cadets from the Western Australian Police Academy.

During the 2010-2011 financial year, we continued to visit both residents and staff of aged care facilities and conduct informative sessions on rights, responsibilities and how to access free advocacy should people need it. Advocates also successfully conducted education for existing and potential Home and Community Care clients on rights and responsibilities, the complaints process, and advocacy.

Advocates continued successfully to deliver education sessions for Home and Community Care clients from linguistically diverse backgrounds utilising the services of an interpreter when required.

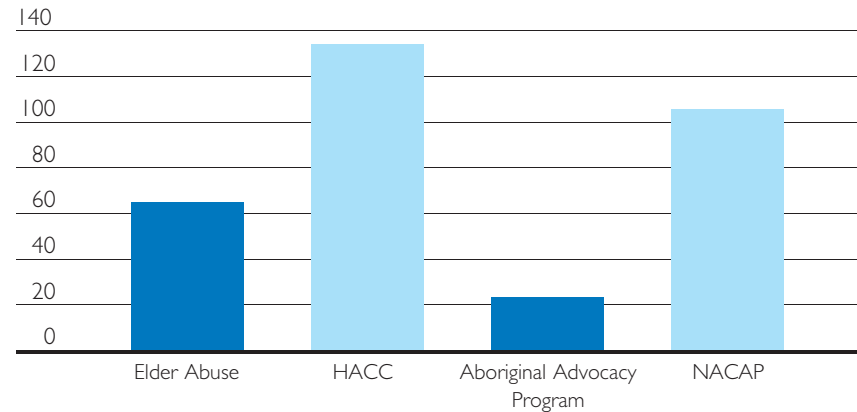
We ran two onsite training sessions for aged care staff and they were very well attended and well received. Onsite workshops at our office in Belmont continued to allow organisations the flexibility to send as few as one staff member at a time to receive training and therefore reducing the amount of stress placed on remaining employees.

Our Aboriginal advocate continued to visit community groups to share information and education through the Aboriginal Advocacy Program.

Service Statistical Summary

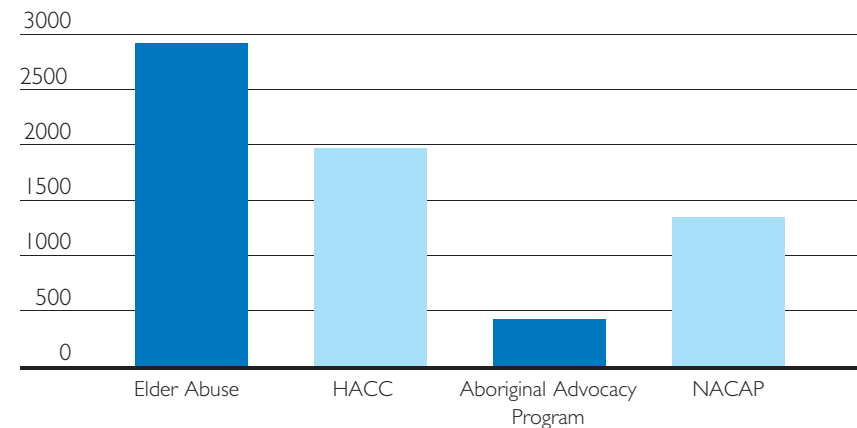
In total, 327 education sessions were provided by Advocare in 2010-2011, a decrease compared with 2009-2010 (461).

Education Sessions Provided in 2010-2011



The number of education sessions provided under the HACC Program increased in 2010-2011.

Number of Attendees at Educational Sessions by Program



There was almost twice the amount of HACC education sessions (136) than there were for Elder Abuse Prevention Program (62); however there were a greater number of attendees who participated in Elder Abuse sessions (2822) than in HACC (1977).

Feedback

There were numerous comments made by HACC staff attending sessions on the effective use of case studies and workplace specific examples and the appreciation of question and answer time. Many audience members said the presentations were interesting and clear.

Comments following education on Elder Abuse were very positive, describing the presentations as clear, informative and interactive with great use of PowerPoint slides. Attendees appreciated the group work aspect of the sessions and the opportunity to talk freely.

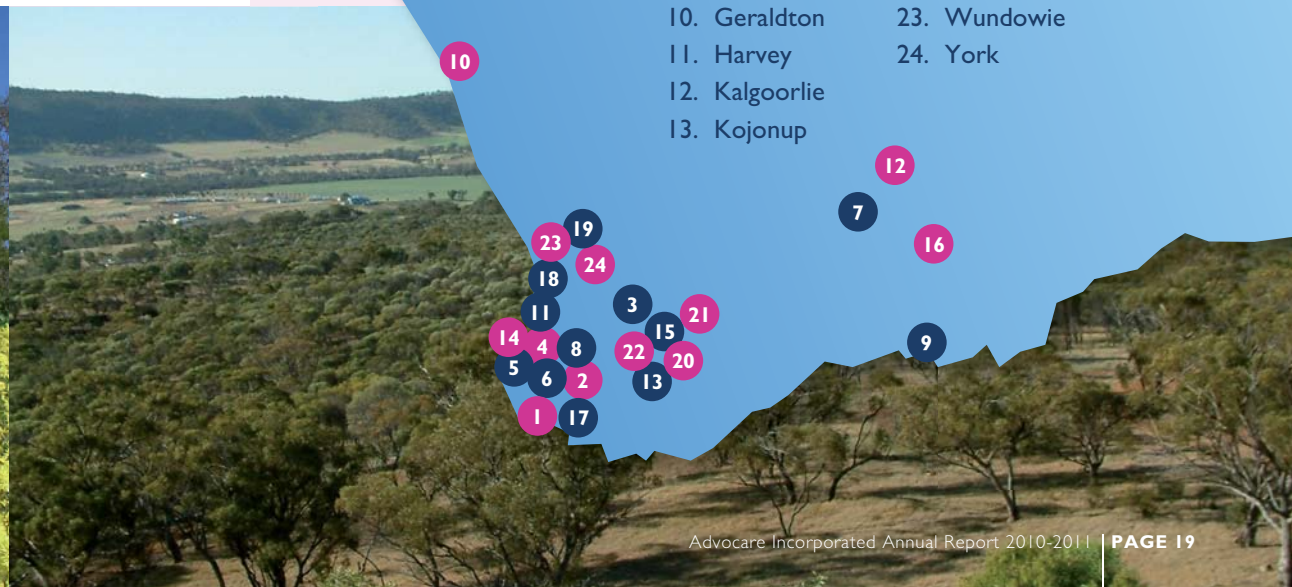
Participants were satisfied with the presenters' style, approachability and friendliness. They appreciated the presenters using their own experiences in the aged care area as examples for discussions and group work.

In addition, a number of participants stated that they would have liked the session to have gone for a longer period.

Education in Rural and Regional Areas in 2010-2011

Western Australia

- | | |
|----------------|--------------------|
| 1. Augusta | 14. Margaret River |
| 2. Bridgetown | 15. Narrogin |
| 3. Brookton | 16. Norseman |
| 4. Bunbury | 17. Pemberton |
| 5. Busselton | 18. Pinjarra |
| 6. Capel | 19. Toodyay |
| 7. Coolgardie | 20. Wagin |
| 8. Donnybrook | 21. Wickiepin |
| 9. Esperance | 22. Williams |
| 10. Geraldton | 23. Wundowie |
| 11. Harvey | 24. York |
| 12. Kalgoorlie | |
| 13. Kojonup | |



Older People's Rights Service (OPRS)

It is now the end of our fourth year assisting older people who are experiencing, or at risk of experiencing elder abuse in the metropolitan area. Our partnership with Advocare and the Northern Suburbs Community Legal Centre has continued to be a productive and successful experience. The Department for Communities has also continued to support us, both through the signing of a five year funding agreement and through special events such as World Elder Abuse Awareness Week.

We have also had some staff changes. Funding for our part time solicitor, Ken Eastman, finished in December 2010 and in the new year his position was absorbed by our full time solicitor, Fran Ottolini. While Ken was employed we were able to offer an extensive civil law service, including the writing up of wills as an effective remedy in cases of abuse or risk of abuse. Fran was unable to continue offering this service due to time constraints.

In the last financial year, our client base consisted of 77% females and 23% males. These figures show that there has been a decrease in male clients attending our service and a slight increase in the percentage for females attending.

Client Activities - OPRS	2010-2011
New Clients	83
Repeat Clients	21
Existing Clients	17
Total No. Of Clients	121
Advice	264
Non Case Work Projects	
Total Education Projects	9
Law Reform Projects	2

Given that we have not had the services of Ken Eastman for the past 6 months, our total client intake remains impressive. The numbers reflect the time and dedication put into the service by our current solicitor.

In addition to long hours of research, letter writing and case preparation for hearings, Fran found time to explore ways of streamlining our service for better outcomes for our clients. As a result, our intake process has improved and our overall service has been streamlined.

Annie Huggett, our Advocate and Social Worker continued to offer social services, crisis counselling, support and referral for clients in need. She too has been busy developing better referral resources. We now provide a more efficient referral service for our clients experiencing domestic violence that are, or are at risk of homelessness and requiring long-term counselling. Annie has also attended and contributed to several expos with Advocare throughout the year.

Scott Johnson continues to do our legal education, law reform and community talks.

It has been a successful solid fourth year of operations and it is expected that next year the organisation will continue to be extremely busy.



Annie Huggett,
Fran Ottolini, Scott Johnson

The Alliance for the Prevention of Elder Abuse (APEA:WA)

The Alliance was established in 2005 to promote a whole-of-government policy framework that values and supports the rights of older people. APEA:WA is a high level policy group which meets bimonthly and includes Advocare, WA Police, Office of the Public Advocate, Public Trustee, Department of Health, and Department for Communities, Disability Services Commission, Legal Aid and the Western Australian Local Government Association (WALGA).

Members of APEA:WA work collaboratively to raise awareness of issues that surround elder abuse and to influence current attitudes, policies and practices in relation to elder abuse. APEA:WA forms an integral part of Advocare's elder abuse awareness strategy, and is supported by a part-time Advocare staff member. The APEA:WA office is located within Advocare's Belmont headquarters, whilst the CEO of Advocare Chairs APEA:WA meetings.

Promotion of bank involvement

At the beginning of the 2010-2011 financial year the APEA:WA committee focused on gathering information about banking practices in relation to the protection of elderly people (and by default, the whole community) against financial abuse.

Clare, M., Black Blundell, B., and Clare, J., 2011, in *Examination of the Extent of Elder Abuse in Western Australia: A Qualitative and Quantitative Investigation of Existing Agency Policy, Service Responses and Recorded Data*, found that "the issue of financial abuse was the most significant type of elder abuse identified in both the qualitative and the quantitative studies."

During 2010 the members of APEA:WA expressed interest in learning more about the role of financial institution staff in developing protocols and training programs as recommended in the 2007 report *Older People and the Law*. This report resulted from an initiative of the House of Representatives Standing Committee

on Legal and Constitutional Affairs. The Committee recommendations included the following:

- "Cooperative development of national, industry wide protocols for reporting alleged financial abuse; and
- Development of a training program to assist bank staff to identify suspicious transactions"

At that time, the Banking and Financial Services Ombudsman indicated that protecting the financial security of vulnerable older people was a complex matter which should be discussed internally within the banking industry as well as externally. Ideally, such discussion would lead to the development of contemporary policies, practices and training opportunities targeted at reducing the risk of financial abuse.

Two banks accepted invitations to present at an APEA:WA committee meeting, followed later by a teleconference with a representative of the Australian Bankers' Association. The Department for Communities will now engage with the banking sector to explore financial abuse issues.

The highlight of the year for APEA:WA however, was the completion and launch of the report *Examination of the Extent of Elder Abuse in Western Australia: A Qualitative and Quantitative Investigation of Existing Agency Policy, Service Responses and Recorded Data*. Funded by Lotterywest, the research was a joint venture between Advocare and the Crime Research Centre of the University of Western Australia. The report was launched on World Elder Abuse Awareness Day (WEAAD) and identified three key findings and 26 recommendations.

World Elder Abuse Awareness Day (WEAAD) 2011

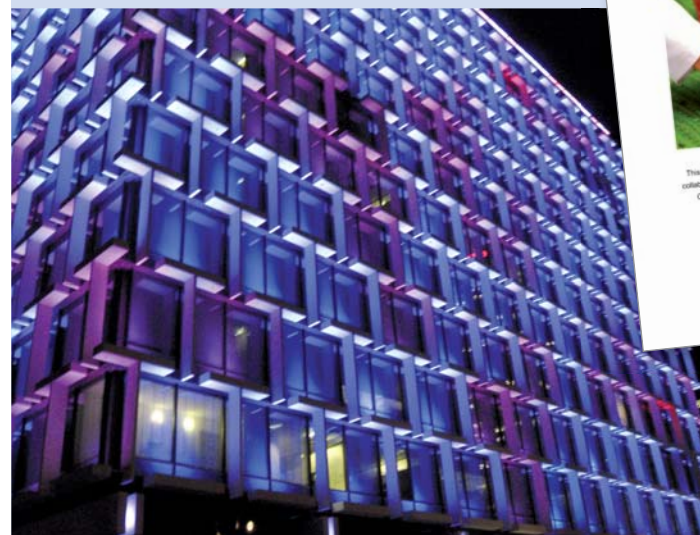
Publicity for WEAAD has been growing year by year in WA. Our research report further investigated elder abuse in Australia where up to date information has been lacking for some time. The report provides guidance on ways to approach the issue. It is extremely heartening to report that we now have pockets of people promoting WEAAD activities in regional centres and small towns far removed from metropolitan Perth.

The following WEAAD events were scheduled:

- On the evening of the 14th June 2011, the City of Perth illuminated both Council House and the Bell Tower in purple
- Launch of the report *Examination of the Extent of Elder Abuse in Western Australia: A Qualitative and Quantitative Investigation of Existing Agency Policy, Service Responses and Recorded Data*
- Retired District Court Judge, the Honourable Antoinette Kennedy, who launched the research, called for the establishment of a committee to report on the progress of the implementation of the research recommendations to the Minister
- The Office of the Public Advocate (OPA) held a series of information sessions in the South-West of WA. Sessions were held in Bunbury, Manjimup and Wagin. The sessions were designed to cater to both community members and service providers about their role in promoting and protecting the rights of vulnerable adults
- In Bunbury, a community service agency organised a walk with participants wearing purple shirts and carrying banners. Mayor David Smith from the City of Bunbury read a statement condemning elder abuse. The local paper and radio publicised the event

- The OPRS prepared a static display at Whitfords library, providing information about elder abuse and contact points for assistance
- In Three Springs, health service staff wore purple and displayed posters around the facility and the local doctor's surgery
- Residents of Narrogin, were informed of the significance of WEAAD through a Community Care Services newsletter
- One of our advocates was interviewed on ABC talkback radio program *Mornings* on WEAAD and further publicity was achieved through a number of radio and print media interviews with the CEO of Advocate

Perth's Council House Illuminated for WEAAD 2011



The Western Australian Network for the Prevention of Elder Abuse (WANPEA)

WANPEA is a network of service providers who work with older people and have an interest in the prevention of elder abuse and supporting those who are experiencing abuse by family or friends. The network meets bi-monthly and has representatives from agencies including Advocare, APEA:WA, Alzheimer's Australia WA, Centrelink, City of Joondalup, the Western Australian Local Government Association (WALGA), St Ives Group, Older People's Rights Service (OPRS), the Department for Communities, Bentley Older Adult Mental Health, Harold Hawthorn HACC, Home Instead Senior Care WA, Umbrella Multicultural Community Care Services, the Women's Council for Domestic and Family Violence Services and ACAT from Sir Charles Gairdner Hospital, Bentley Health Services and Swan District Hospital.

Meetings consist of guest speakers, information sharing and lively discussion around issues for older people which could result in elder abuse and ideas for resolving those issues and preventing elder abuse.

The purpose of the network is to:

- Promote community awareness about elder abuse
- Support those who are experiencing abuse by family or friends, and to
- Act as a resource on elder protection issues

The Office of the Public Advocate (OPA)

Advocare and the Office of the Public Advocate abide by a joint referral policy enabling Advocare to seek a Community Referred Investigation when a person lacks capacity or decision making ability. This is done with the view to an application

being made to the State Administrative Tribunal for guardianship or administration. Similarly, OPA refers clients to Advocare when a person who is experiencing abuse is believed to have capacity.

Future Directions

- Continue to strive for the highest level of client satisfaction with our advocacy services
- Nurture our growing reputation as a provider of high quality education and training that is both informative and empowering
- Develop a new Strategic Plan for 2012-2015
- Ongoing review of current programs
- Continue to develop effective promotion and marketing strategies to increase community awareness of Advocare services
- Increase opportunities for clients to contribute to the improvement and development of our services
- Create additional tools to obtain feedback from clients
- Provide staff with further opportunities for training and professional development
- Promote and continue to enhance a positive work culture and environment
- Broaden the funding base to improve future financial security



Advocare
incorporated

Our Partner Agencies and Organisations

The staff of Advocare would like to acknowledge the significance of our ongoing working relationships with the following agencies and organisations. All of these organisations assist us to achieve the best possible outcomes for our clients.

- Aboriginal Health Services
- Aged Care Assessment Teams
- Alzheimer's Australia WA
- Centrelink
- Community Legal Centres
- CommuntWest
- Council on the Ageing
- Department for Communities
- Department of Health and Ageing
- Disability Services Commission
- Health Consumers' Council
- Home and Community Care organisations
- Legal Aid
- Lotterywest
- Northern Suburbs Community Legal Centre
- Office of the Public Advocate
- Older Adult Mental Health Services
- Older People's Rights Service
- Public Trustee
- State Administrative Tribunal
- TAFEWA
- University of Western Australia
- Western Australian Department of Health
- Western Australian Local Government Association
- Western Australian Police, and the Police Academy

Acronyms

AAP	Aboriginal Advocacy Program	EAPP	Elder Abuse Prevention Program
ACAT	Aged Care Assessment Team	EPA	Enduring Power of Attorney
ACSAA	Aged Care Standards Accreditation Agency	F&DV	Family & Domestic Violence
AMS	Aboriginal Medical Service	HACC	Home and Community Care
ANPEA	Australian Network for the Prevention of Elder Abuse	ILC	Independent Living Centre
APEA	Alliance for the Prevention of Elder Abuse	MPS	Multi Purpose Service
ATSI	Aboriginal & Torres Strait Islander	NACAP	National Aged Care Advocacy Program
CACP	Community Aged Care Packages	NAN	National Advocacy Network
CALD	Culturally & Linguistic Diverse	OPA	Office of the Public Advocate
CM	Care Manager	OPRS	Older People's Rights Service
COTA	Council on the Ageing	POA	Power of Attorney
DSC	Disability Services Commission	PT	Public Trustee
DV	Domestic Violence	SAT	State Administrative Tribunal
DVA	Dept of Veterans Affairs	VRO	Violence Restraining Order
DVAS	Domestic Violence Advocacy Service	WANPEA	Western Australian Network for the Prevention of Elder Abuse
EACH	Extended Aged Care at Home	WEAAD	World Elder Abuse Awareness Day



Financial Statements
For the year ended 30 June 2011

Ray Woolley Pty Ltd
19 Bayport Circuit
Mindarie
WA 6030

CASH FLOW STATEMENT For the year ended 30 June 2011

Cash Flows from Operating Activities	\$
Receipts from - Department of Health & Ageing	295,650.80
Receipts from - Department of Health WA	706,061.00
Receipts from - Lotterywest	45,188.09
Interest Received	9,912.44
Other Income Received	15,282.33
Payments to Suppliers and Staff	-897,039.35
Net Cash Flows from Operating Activities	175,055.31
Cash Flows from Investing Activities	
Additions to Fixed Assets	-9,897.09
Net increase in Cash and Cash Equivalents	165,158.22
Cash and Cash Equivalents Brought Forward	284,875.99
Cash and Cash Equivalents Carried Forward	\$443,852.21

INCOME STATEMENT For the year ended 30 June 2011

		30/06/2010
Income		
Grant - Department of Health & Ageing	286,488.97	270,326.09
Grant - Department of Health WA	713,153.68	704,831.01
Grant - Lotterywest	45,188.09	114,588.82
Interest	9,912.44	7,122.52
Other Income	13,252.33	20,257.31
Total Income	<u>1,067,995.51</u>	<u>1,117,125.75</u>
Expenditure		
Accounting & Audit Fees	1,145.45	2,610.25
Advertising & Recruitment	24,439.69	11,912.58
Board & Meeting Costs	7,203.84	8,665.14
Consultants - Industrial	49,832.93	18,456.46
Consultants - Interpreters	155.00	0.00
Depreciation	45,094.00	50,695.00
Electricity	6,905.60	6,292.86
Equipment Expenses	910.80	24,499.22
Insurances	10,347.60	10,606.18
Make Good Cost re Lease	1,169.00	13,332.00
Motor Vehicle Expenses	36,051.65	33,520.51
Printing, Postage & Stationery	17,041.82	19,628.07
Rent	55,304.37	61,020.35
Repairs & Maintenance	397.89	333.94
Salary & Wages Costs	643,134.15	728,757.82
Telephones	8,353.97	10,566.40
Training	12,919.46	5,505.91
Travel & Transport Costs	14,219.94	13,417.46
Other Expenses	25,625.76	3,169.31
Total Expenditure	<u>960,252.92</u>	<u>1,022,989.46</u>
Operating Surplus for the year	<u>107,742.59</u>	<u>94,136.29</u>
Accumulated Funds Brought Forward	106,952.62	160,793.33
Prior Year Adjustment	0.00	-60,000.00
Transfer to Capital Reserve	-4,930.91	-87,977.00
Accumulated Funds Carried Forward	<u>\$209,764.30</u>	<u>\$106,952.62</u>

The accompanying notes form part of these Financial Statements

BALANCE SHEET As at 30 June 2011

		30/06/2010
Current Assets		
Cash at Bank	443,552.21	284,509.49
Cash on Hand	300.00	366.50
GST Recoverable	0.00	65.00
Trade Debtors	3,110.00	5,075.00
Sundry Debtors & Prepaid Expenses	0.00	0.00
Total Current Assets	<u>446,962.21</u>	<u>290,015.99</u>
Non - Current Assets		
Office Furniture & Equipment Cost	303,748.11	293,851.02
Accumulated Depreciation	<u>-231,653.01</u>	<u>-192,741.01</u>
Total Non - Current Assets	<u>72,095.10</u>	<u>101,110.01</u>
Total Assets	<u>519,057.31</u>	<u>391,126.00</u>
Current Liabilities		
Trade Creditors	25,049.33	10,659.56
Sundry Creditors & Accruals	3,082.05	5,365.64
Wages Accrual	10,008.17	6,961.18
GST Payable	0.00	0.00
Grants in Advance	62,069.15	60,000.00
Provision for Annual Leave	44,819.98	43,031.00
Provision for Sick Leave	7,642.99	7,999.00
Total Current Liabilities	<u>152,671.67</u>	<u>134,016.38</u>
Non - Current Liabilities		
Provision for Long Service Leave	8,713.43	8,349.00
Make Good Provision re Lease	40,000.00	38,831.00
Total Non - Current Liabilities	<u>48,713.43</u>	<u>47,180.00</u>
Total Liabilities	<u>201,385.10</u>	<u>181,196.38</u>
Total Net Assets	<u>\$317,672.21</u>	<u>\$209,929.62</u>
Accumulated Funds		
Accumulated Funds Carried Forward	209,764.30	106,952.62
Asset Replacement Reserve	15,000.00	15,000.00
Capital Reserve	92,907.91	87,977.00
Total Accumulated Funds	<u>\$317,672.21</u>	<u>\$209,929.62</u>

The accompanying notes form part of these Financial Statements

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

For the year ended 30 June 2011

NOTE 1: Statement of Significant Accounting Policies

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act of WA. The committee has determined that the association is not a reporting entity.

The financial report has been prepared in accordance with the requirements of the Associations Incorporation Act of WA and the following Australian Accounting Standards:

AASB 112 Accounting for Income Tax

AASB 1031 Materiality

AASB 10 Events Occurring After Reporting Date

AASB 117 Accounting for Leases

AASB 1004 Contributions

No other applicable Accounting Standards, Australian Accounting Interpretations or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The financial report has been prepared on an accruals basis except that income is only accounted for when received and is based on historic costs and does not take into account changing money values, or except where specifically stated, current valuations of non-current assets.

The following specific accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

(a) Income Tax

The incorporation is exempt from Income Tax.

(b) Fixed Assets

Office Furniture and Equipment is shown at cost less, where applicable any accumulated depreciation.

(c) Employee Entitlements

Provision is made for the company's liability for employee entitlements arising from services rendered by employees to balance date. Employee entitlements expected to be settled within one year together with entitlements arising from wages and salaries and annual leave and sick leave which will be settled after one year have been measured at their nominal amount. Other employee entitlements payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those entitlements.

The provision for sick leave is calculated at 33% of the outstanding balance at year end.

Long service leave is calculated at current rates based upon 13 weeks leave after 10 years and is now only provided for employees after 5 years service.

Contributions are made by the association to an employee superannuation fund and are charged as expenses when incurred.

NOTE 2: Prior Year Adjustment

An amount of \$60,000 previously put to reserves has now been allocated to a CALD Research Project Grant. This amount has been adjusted in the prior year and put to Grants in Advance in that year.

STATEMENT BY MEMBERS OF THE COMMITTEE

The committee have determined that the incorporation is not a reporting entity.

The committee have determined that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

In the opinion of the committee the attached financial report:

1. Presents fairly the financial position of Advocare Incorporated as at 30 June 2011 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that Advocare Incorporated will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Committee and is signed for and on behalf of the Committee by:

Chairperson

A handwritten signature in black ink, appearing to be 'A. G. ...', written over a horizontal dotted line.

Dated this 29th day of September 2011

INDEPENDENT AUDIT REPORT TO THE MEMBERS OF ADVOCARE INCORPORATED

Scope

The special purpose financial report and committee's responsibility.

The special purpose financial report comprises the balance sheet, income statement, accompanying notes to the financial statements and the statement of the Committee for Advocare Incorporated for the year ended 30 June 2011.

The Committee are responsible for the preparation and the true and fair presentation of the financial report and have determined that the accounting policies used and described in Note 1 to the financial statements which form part of the financial report are consistent with the financial reporting requirements of the Associations Incorporations Act (WA) and are appropriate to meet the needs of the members. This includes responsibility for the maintenance of adequate accounting records and internal controls that are designed to prevent and detect fraud and error, and for the accounting policies and accounting estimates inherent in the financial report.

The special purpose financial report has been prepared for distribution to members for the purpose of fulfilling the Committee's financial reporting requirements under the Associations Incorporations Act (WA). We disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

Audit Approach

We conducted an independent audit in order to express an opinion to the members of the incorporation. Our audit was conducted in accordance with Australian Auditing Standards, in order to provide reasonable assurance whether the financial report is free of material misstatement. The nature of an audit is influenced by factors such as the use of professional judgement, selective testing, the inherent limitations of internal control, and the availability of persuasive rather than conclusive evidence. Therefore, an audit cannot guarantee that all material misstatements have been detected.

We performed procedures to assess whether in all material respects the financial report presents fairly, in accordance with the accounting policies described in Note 1, so as to present a view which is consistent with our understanding of the incorporation's financial position, and of its performance as represented by the results of its operations. These policies do not require the application of all

Accounting Standards and other mandatory professional reporting requirements in Australia. No opinion is expressed as to whether the accounting policies used and described in Note 1, are appropriate for the needs of the members.

We formed our audit opinion on the basis of these procedures, which included:

- examining, on a test basis, information to provide evidence supporting the amounts and disclosures in the financial report, and
- assessing the appropriateness of the accounting policies and disclosures used and the reasonableness of the significant accounting estimates made by the Committee.

While we considered the effectiveness of the management's internal controls over financial reporting when determining the nature and extent of our procedures, our audit was not designed to provide assurance on internal controls.

Independence

In conducting our audit, we followed applicable independence requirements of Australian professional ethical pronouncements.

Audit Opinion

In our opinion, the financial report of Advocare Incorporated presents a true and fair view in accordance with the accounting policies described in Note 1 to the financial statements, of the financial position of Advocare Incorporated as at 30 June 2011 and the results of its operations for the year then ended.



Ray Woolley Pty Ltd
Ray Woolley
Registered Auditor No 16396
1 September 2011
19 Bayport Circuit
Mindarie
WA 6030

Head Office

Unit 1 - Byblos House
190 Abernethy Road, Belmont WA 6104
Phone: (08) 9479 7566
Fax: (08) 9479 7599
Email: rights@advocare.org.au
Freecall (country areas): 1800 655 566

www.advocare.org.au