Chair and CEO Report

Strategic focus
Population growth and ageing, increasing chronic disease, and recognition of the benefits of palliative care are contributing to increasing need for palliative care among a more diverse population in a variety of care settings across Victoria.

Addressing this strategic challenge continued to be a key focus of our activities this year.

Government relations
Our Call to Action 2015-2019 has provided a useful platform for discussion and collaboration regarding the community engagement, planning, policy, funding and workforce strategies that are needed. The 2014 election campaign, the appointment of new Ministers and Parliamentary Secretaries, the 2015 State Budget and the End of Life Choices Inquiry have provided opportunities to engage with key elected representatives, their advisors, departmental staff, and the community on these issues.

We also contributed to Palliative Care Australia’s work in relation to palliative care funding, policies and standards.

Education
Professional development of palliative care staff and volunteers underpins high quality, evidence based care. Our biennial state conference, interactive workshops to strengthen cultural responsiveness, and special interest group presentations were among 41 professional development opportunities we provided attended by 983 people during the year.

We completed the second year of our cultural responsiveness strategy in partnership with the Ethnic Communities Council of Victoria. This included training sessions for bi-lingual peer educators and ethnic community organisation staff about palliative care. During the year, 88 peer education sessions about palliative care were delivered in community languages to 2,414 participants from 10 culturally and linguistically diverse communities.

Awareness & Access
We continued to provide an important public service in assisting people to access information about palliative care and navigate the service system.

A low cost strategy to raise awareness of palliative care and palliative care volunteering resulted in the publication of 7 “The Two of Us” stories with a combined circulation over 600,000.

Governance
Mindful of the strategic importance of palliative care, reliance on a small staff and funding challenges, the volunteer Board of Palliative Care Victoria carried out its governance responsibilities with diligence and robust discussion.

Collective action
We appreciate greatly the support we receive from our members, funders, donors, partners, volunteers, staff, Board and many others. Through collective action we can better support people with a life limiting illness and their families to live, die and grieve well.

Michael Bramwell
Chairperson

Odette Waanders
CEO
Strategic Plan

Palliative Care Victoria’s Strategic Plan 2013-2016 articulates our vision, mission and priorities, providing clear direction and focus on our desired outcomes.

Our Vision
All people with a life limiting illness and their families are supported to live, die and grieve well.

Our Mission
To achieve our vision through leadership that informs, supports and advocates for quality palliative care.

Our strategic priorities
• A vibrant, strong and innovative palliative care sector in Victoria
• Increased community understanding of what to say and do when facing life-limiting illness, death, grief and loss
• Improved access by Aboriginal people and CALD communities to culturally responsive palliative care
• Growing innovative, effective and sustainable palliative care volunteering

Call to Action 2015-19
Our Call to Action for 2015-2019 is based on extensive consultations and evidence. It includes 6 key recommendations to address the strategic need for improved access to high quality palliative care:

1. Increase the availability of community palliative care
2. Expand palliative care consultancy services
3. Close the gap for Aboriginal people and Torres Strait Islanders
4. End of life care is a priority for all Victorian Government funded health services
5. Increase community awareness and capacity
6. Invest in drivers to improve health care experience and performance.

These recommendations have informed our advocacy and engagement with the Victorian Government and a wide range of stakeholders throughout 2014-15.

Collaboration
The impact of our work is magnified through the generous collaboration and support of many individuals and organisations.

The Ethnic Communities Council of Victoria, VACCHO, COTA Vic, the Health Issues Centre, Networking Health Victoria, and Palliative Care Australia are the key community organisations who have contributed to our work this year.

The Victorian Government and the Department of Health and Human Services provide important strategic and policy guidance, networking and development opportunities, and funding support.

Our members provide invaluable expertise, feedback and support, keeping us informed about issues and focused on achieving our vision.

Our Patrons
Dame Beryl Bearepaire AC DBE
Sir James Gobbo AC CVI KStJ

Our Board Members
Michael Bramwell, Chair
Rachel Bovenizer, Vice Chair
Michael Corry, Treasurer
Dr. David Brumley
Maurice Cruz
Dr. Judi Greaves
Assoc. Prof. Brian Le
Jade Odgers
Fiona Palmer
A Vibrant Palliative Care Sector

We work with our members and the Government to promote a strong, innovative palliative care sector that provides high quality palliative care when and where it is needed across Victoria.

Living, Dying and Grieving Well Conference

Our 2-day biennial state conference was attended by 330 people and the average overall satisfaction was 85%. Keynote international speakers were Professor Robert Arnold, who provided a very practical framework for communicating effectively with patients, and Professor Cecilia Chan, who explored the integrative mind-body-spirit dimensions of palliative care. Improving service access and responsiveness, interdisciplinary practice, and community capacity building were themes covered in panel discussions, presentations, workshops and posters.

Cultural Responsiveness Workshops

We contracted Judith Miralles & Associates to deliver a tailored interactive workshop program and access to CultureMate®, an online portal of information and tools, to strengthen the delivery of culturally responsive palliative care. Twenty-nine 4-hour workshops were attended by 406 staff and volunteers. Funding of $102,300 by the Lord Mayor’s Charitable Foundation and Palliative Care Victoria enabled this education to be provided at no cost to participants.

Newsflash

We produced 49 issues of our very popular Friday newsflash to ensure our busy members have ready access to information, resources, research and opportunities for professional development and networking.
Strengthening Volunteering

Our volunteering strategy this year has focused on strengthening leadership, professional development, innovative palliative care volunteering projects and recognition of the valuable contributions of palliative care volunteers.

Strengthening leadership

The Managers of Palliative Care Volunteer Programs Network provides a valued forum for leadership development, peer support, information sharing and problem-solving. A teleconference option has improved regional access to the network. Strong links have also been established with the Leaders of Health Volunteer Engagement Network and Volunteering Victoria.

Professional development

This year we provided eight professional development opportunities focused on volunteering, attended by 196 volunteers and Managers of Volunteers.

A half-day volunteering conference included an inspiring plenary address by Zoe Waters who has overseen significant growth and innovation in the volunteering programs at Barwon Health. Workshops covered volunteering in a bereavement program, supporting clients from culturally and linguistically diverse backgrounds, and supporting people with dementia.

Interactive full-day workshops for Managers of Volunteers in Shepparton and Melbourne provided practical strategies and tools on performance management, role development and risk management. Two half-day workshops were held for volunteers on cultural responsiveness.

Innovative palliative care volunteering

We enjoyed working with our project partners to complete three two-year projects funded by the Victorian Government to engage volunteers in innovative approaches to build community capacity in relation to dying, death, grief and loss.

This has been an exciting opportunity to expand the horizons of palliative care volunteering into secondary school classrooms, community libraries, rural communities and seniors groups.

The Palliative Care Unit at La Trobe University provided valuable guidance and insights as independent evaluators of the three projects undertaken by the Gippsland Region Palliative Care Consortium and Gippsland Lakes Community Health Service, Calvary Health Care Bethlehem, and the Olivia Newton-John Cancer and Wellness Centre at Austin Health respectively. The evaluation report of the two-year project will be available in September 2015 and further longer-term evaluation will continue as part of a PhD thesis.

Professional development feedback

“The workshop sessions were very practical and relevant to the volunteers.”

“I left the workshop feeling more confident and better equipped to deal with the challenges that came up on managing a volunteer program.”

“I learned as much about group facilitation as I did about the volunteer management topics we covered.”
Community Engagement

Website
www.pallcarevic.asn.au

Multicultural information: 8,756 views (69% Aboriginal)

Podcasts: 1,975 views

Total users: 45,295
Total page views: 131,252

Information for Families and Patients
- Symptom Management: 27,182 views
- Help available: 6,304 views

Service Provider Search
- 12,102 views

Community Events
4 events
& 2,130 participants

Public Inquiries & Referrals
681

PCV YouTube
3,849 views

PCV Facebook
13,846 total reach

Resources Distributed
- 23,258 Living, dying & grieving well: a guide to palliative care
- 11,305 Other resources
- 8,547 Downloads
- 6,620 Bilingual leaflets

Ethnic Communities Project with ECCV
- 6 events ➔ 300 participants
- 88 education sessions ➔ 2,414 participants

Media Exposure
- 29 Media releases issued
- Print media coverage circulation: 628,000

Information for Health Professionals
23,166 views
Palliative Care Sector Engagement

PCV Membership

180 Members
- 87 organisations
- 83 individuals
- 10 life members

2015 Member Survey Feedback

90% very satisfied/satisfied with our overall performance. Highest satisfaction with:
- newsflash
- contribution to the sector
- advocacy
- promoting equity of access to palliative care

Education

983 registrations at 38 education opportunities

- 2-day state conference
- half-day volunteer conference
- 29x4 hour culturally responsive workshops
- 2x4 hour education workshops for managers of volunteers
- 8 special interest group meetings

Newsflash

49 weekly editions
Average 537 recipients per week

Member Events

3 events
137 participants

Government Relations

Call to Action
2015-2019 & 2015 Budget Submission

8 meetings with a total of:
25 MPs
4 advisors
Increased Community Understanding

The Dreamers Exhibition
The inaugural exhibition of The Dreamers was held at the Latrobe Regional Art Gallery at Morwell from mid-February to mid-March 2015. This included the dreamers’ portraits, short text excerpts and audio recordings of their reflections on life, death and dreams. Around 1400 people visited this exhibition. We also planned two more exhibitions of The Dreamers later in 2015.

Living, Dying and Grieving Well
We also printed a further 40,000 copies of our engaging and easy to read guide about palliative care and distributed over 23,000 copies during the year.

The Two of Us Stories
To celebrate National Volunteer Week and National Palliative Care Week in May 2015, we invited Pippa Wischer and five palliative care services to assist us to share the stories of pairs of palliative care volunteers and the people with life limiting illness they support.

The Two of Us is a series of eight inspiring stories about how former strangers form close bonds, focus on the positives and make the most of life knowing that the time remaining is precious. They celebrate courage, generosity and humour, as well as providing insights into the benefits of palliative care and palliative care volunteering. We hope they also inspire others to become palliative care volunteers.

Seven of The Two of Us stories were published in a range of metro, regional, and state-wide print and online media, resulting in very effective coverage and a circulation exceeding 600,000.

“The Living, Dying and Grieving Well resource has been exceptionally well received throughout our rural area among GP clinics and hospitals.”
2015 PCV member survey feedback

“I don’t have any brothers or anyone like that; I need other men to talk to, to have a man to man chat, so its good to have Mark to have a bit of male company and men’s discussions.” John Hunt (right) enjoys weekly visits by his palliative care volunteer, Mark Killen, who also acts as a safety spotter when John is busy in his workshop.
Strategic Priority

Improve Access by Diverse Communities

We undertook the final year of our two-year project to raise awareness of palliative care among ten culturally and linguistically diverse (CALD) communities and to improve their access to culturally responsive palliative care.

The community education program was developed and implemented in partnership with the Ethnic Communities Council of Victoria, the Multicultural Centre for Women’s Health (in 2013-14), lead community organisations and reference groups from each of the ten participating CALD communities, representatives from palliative care consortia and services and the project steering group.

Over the two-year period, 150 education sessions were delivered in community languages by trained peer educators to over 4,846 participants from the 10 participating CALD communities and over 10,000 bilingual brochures about palliative care were distributed.

On average 66% of participants had no prior knowledge of palliative care before attending the education session, 92% learnt new information and 96% thought it was a good idea.

Didn’t know about palliative care before the session by language

<table>
<thead>
<tr>
<th>Language</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>44</td>
</tr>
<tr>
<td>Italian</td>
<td>53</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>76</td>
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<tr>
<td>Turkish</td>
<td>80</td>
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<tr>
<td>Maltese</td>
<td>41</td>
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<tr>
<td>Polish</td>
<td>57</td>
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<tr>
<td>Arabic</td>
<td>93</td>
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<tr>
<td>Greek</td>
<td>68</td>
</tr>
<tr>
<td>Croatian</td>
<td>42</td>
</tr>
<tr>
<td>Macedonian</td>
<td>74</td>
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</tbody>
</table>

Project activities in 2014-15 included 5 community events, and coverage of palliative care in the ethnic media. The project was also presented at the International Public Health and Palliative Care Conference in the UK.

An independent evaluation of the two-year project will be published by 31 October 2015.

Events to launch the project with the Arabic-speaking background community and the Macedonian community

Appreciation

Our thanks to all those who have contributed greatly to this project, including: our project partners ECCV and (in 2013-2014) MCWH; lead organisations and community members from the Arabic-speaking background, Chinese, Croatian, Greek, Italian, Macedonian, Maltese, Polish, Turkish and Vietnamese communities; the Lord Mayor’s Charitable Foundation, the Victorian Government and the Trust Company for funding support; and participating palliative care services, consortia and Steering Group Members.
Improve Access by Diverse Communities

Tatiana’s story
I came to Australia from Poland in November 2010 with my husband Sebastian and my three year old daughter Nadia. I had been working in Poland as the office manager at the Polish Dance Theatre and in Australia in the corporate world until the birth of my second daughter Kaya.

I first got involved in the project when the Polish Community Council of Victoria staff suggested that I join the Community Reference Group. I had been back to Poland for an extended trip in 2014 as my sister was very ill and that had made me think about what I wanted to do with my life.

The project team made me (and my baby daughter) feel very welcome at the meetings and, as I had really enjoyed being around people with such energy and commitment, I signed up for the bilingual health educator training and ended up running six Polish community information sessions.

Only about five people in all of those sessions had ever heard of palliative care before and people were very grateful to learn about what is available and the choices that they and their families can make if they need palliative care services.

I worked at ECCV as a project worker for the last three months of the project. Reflecting on this past year, the project has given me back my self-confidence and confirmed for me that I want to do work that has meaning. Working at something with soul is very important to me and this project has brought about positive changes for me, my family and my community.

Appreciation
Palliative Care Victoria greatly appreciates the financial support received in 2014-2015.

Grants

Donations
12 donors generously contributed a total of $115,994

Including:
Estate of Mr Jacob Groenewald $94,000
The Commercial Travellers Association of Victoria $10,000
Dr Pin Pin Lim $10,000

Legal and Taxation Status
Palliative Care Victoria is a not-for-profit association incorporated under section 7 of the Associations Incorporation Act 1981. It is a health promotion charity endorsed by the Australian Taxation Office for charity concessions and as a deductible gift recipient. Donations of $2.00 or more are tax deductible.
Treasurer’s Report

Due to a decline in Government and project funding of $250K (22%) in 2014-15, the Board of Palliative Care Victoria had approved an operating deficit. However, unusually high donations of $116K, profit from PCV’s biennial conference, increased interest income and, in the last quarter, a reduction of 2 staff (37%), contributed to a surplus of around $95K. This reflects careful financial management in anticipation of a further downward trend in Government and project revenue in 2015-16 making it more difficult to cover fixed costs.

Palliative Care Victoria’s net assets as at 30 June 2015 are just below $1.2million. This is on par with operating expenditure during 2014-2015 and aligns with the Board’s commitment to hold sufficient reserves to fully fund Palliative Care Victoria’s activities for at least one year.

During 2014-15, given the low interest rates on term deposits, the Board appointed JBWere to invest a proportion of its assets in ethical investments with a conservative risk profile. This is closely monitored by the Board’s Audit, Risk and Compliance Committee, which is conscious of the need for sound financial stewardship to secure Palliative Care Victoria’s sustainability in the context of uncertainty about project funding and variability in donor income.

Michael Corry FCA, Treasurer

Financial Information for the Year Ended 30th June 2015

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>%</th>
<th>2014</th>
<th>%</th>
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<tr>
<td>Revenue from Ordinary Activities</td>
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<td></td>
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<tr>
<td>Grants: Department of Health</td>
<td>623,011</td>
<td>46.8</td>
<td>697,472</td>
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<tr>
<td>Membership fees</td>
<td>72,371</td>
<td>5.5</td>
<td>69,754</td>
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<tr>
<td>Projects income – current year</td>
<td>253,938</td>
<td>19.1</td>
<td>431,296</td>
<td>33.5</td>
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<tr>
<td>Donations</td>
<td>115,994</td>
<td>8.7</td>
<td>1,506</td>
<td>0.1</td>
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<tr>
<td>State Conference</td>
<td>144,214</td>
<td>10.9</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>National Palliative Care Week</td>
<td>5,500</td>
<td>0.4</td>
<td>5,000</td>
<td>0.4</td>
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<tr>
<td>Products, resources</td>
<td>25,547</td>
<td>1.9</td>
<td>15,644</td>
<td>1.2</td>
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<tr>
<td>Other income</td>
<td>21,031</td>
<td>1.6</td>
<td>3,982</td>
<td>0.3</td>
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<td>Investment income</td>
<td>68,621</td>
<td>5.1</td>
<td>62,678</td>
<td>4.9</td>
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<tr>
<td>Total income</td>
<td>1,330,227</td>
<td>100.00</td>
<td>1,287,332</td>
<td>100.00</td>
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<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>%</th>
<th>2014</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project expenditure</td>
<td>702,232</td>
<td>56.9</td>
<td>873,893</td>
<td>68.3</td>
</tr>
<tr>
<td>National Palliative Care Week</td>
<td>5,093</td>
<td>0.4</td>
<td>5,190</td>
<td>0.4</td>
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<tr>
<td>Conferences, Seminars &amp; Workshops</td>
<td>108,942</td>
<td>8.9</td>
<td>7,163</td>
<td>0.6</td>
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<tr>
<td>Salaries and on costs</td>
<td>530,700</td>
<td>43.0</td>
<td>551,534</td>
<td>43.1</td>
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<tr>
<td>Less amounts reflected in project expenditure</td>
<td>-236,632</td>
<td>-19.2</td>
<td>-241,273</td>
<td>-18.9</td>
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<tr>
<td>Communications</td>
<td>35,985</td>
<td>2.9</td>
<td>38,485</td>
<td>3</td>
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<tr>
<td>Occupancy costs</td>
<td>43,631</td>
<td>3.5</td>
<td>45,460</td>
<td>3.6</td>
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<td>Administration</td>
<td>34,911</td>
<td>2.8</td>
<td>24,153</td>
<td>1.9</td>
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<td>Consultancies</td>
<td>43,850</td>
<td>3.5</td>
<td>17,312</td>
<td>1.4</td>
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<tr>
<td>Depreciation</td>
<td>24,112</td>
<td>1.9</td>
<td>23,270</td>
<td>1.8</td>
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<td>Less overheads to projects</td>
<td>-57,489</td>
<td>-4.6</td>
<td>-66,030</td>
<td>-5.2</td>
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<tr>
<td>Total expenditure</td>
<td>1,235,335</td>
<td>100.00</td>
<td>1,279,157</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Net surplus/(deficit) from ordinary activities | 94,892 | 8,175 |

Net assets | 1,197,186 | 1,097,143 |

To receive the Audited Financial Report for 2014-2015 please email info@pallcarevic.asn.au
Josh

When I didn’t have cancer there was always a big smile on my face. I never worried about anything. When I was in treatment I was worrying and every single day I’d wake up being scared or something. Now I feel that I’ve just overcome this big, big obstacle in my life and I think we’re going to get through it.

Sometimes before I met Yasmine, I was so sad at school that I didn’t want to talk to anyone, but now I’m very, very happy and want to be a great friend, like Yasmine is to me. She is my second best friend. Okay, first best friend! It makes me feel very special when Yasmine comes here.

I have this Joker costume. I love it. It reminds me of the Dark Knight when the Joker was doing some mean stuff. He’s very smart. Sometimes I’m evil; sometimes I’m put under a spell for a thousand years; and sometimes I pretend to be a vampire.

My favourite play is when we have to stop these people and go back in time, even before superheroes were imagined. It’s pretty weird because the time machine is kind of in Dad’s man cave; don’t tell him! Mainly we play with my figurines and make them go on adventures.

Yasmine

It was so good meeting Josh. I asked Josh what his favourite comic book character was and he said “Deadpool”, and from that moment it was “Yep. This is perfect.”

I look forward to seeing Josh every second Sunday. Last week I brought a collection of Harry Potter wands and we were playing around with them. I don’t know anyone else I’d have imaginary playtime with. I can’t dress up in costume without him or people would think I’m weird.

I volunteered overseas building houses for a while. The last house I built was with a family of 13, so I knew I loved kids. When I came back to Australia, one of my lecturers told me about Very Special Kids. I went to an info session and did the training and was given Josh as a client. Volunteering adds to my life. I love it.

I haven’t grown up I think. I like using my imagination. I’ve learnt never to take anything so seriously, because everything can change. Nothing is set in stone; you can always hop in the ‘time machine’. It’s a good analogy for life, I think.