



PUBLIC OFFICER'S REPORT

2009

BOARD OF MANAGEMENT

Mr Marco Bresciani	Multi-Media Consultant, Website Administrator
Mr Andrew Browne	Parent Representative Acting Communications Officer and Treasurer (Jul 2008 - Feb 2009)
Ms Sonya Browne	Parent Representative
Ms Melissa Campbell	Parent Representative, Fundraising Coordinator
Ms Elizabeth Serpell	Vice President, Public Officer, Treasurer, Secretary, Communications Officer, Fundraising Coordinator, Events Manager, Marketing & Communications Manager, Volunteer Coordinator and Grants Officer
Mr Gary Serpell	President
Mr Geoff Serpell	Acting Vice President (Jul 2008 to Feb 2009), ordinary Board Member

J Duncan - Occupational Therapist (Royal Children's Hospital) has agreed to continue to remain liaison person, offering advice on Occupational Therapy services and pass relevant Aussie Hands information/requests from Aussie Hands to Hand Surgeons and patients visiting the Hand Clinic at the Royal Children's Hospital, Melbourne.

The Vice President and the President resided in the UK during 2008 and would like to thank Board Members: M Bresciani, G Serpell, A Browne and M Campbell who volunteered with additional responsibilities to ensure that the day-to-day operations for the Foundation were adhered to.

MEMBERSHIP

<u>Member Type</u>	<u>State / Territory</u>	<u>Total (families)</u>
-	ACT	0
Hand Difference	NSW	6
-	NT	0
Hand Difference	QLD	4
Professional	QLD	1
Hand Difference	SA	3
Hand Difference	TAS	1
Hand Difference	VIC	31
Board Member	VIC	3
Financial Support	VIC	1
Hand Difference	WA	3
Professional	WA	1
		54 TOTAL

GRANTS

<u>Date</u>	<u>Funding Organisation</u>	<u>RESULT</u>	<u>Amount</u>	<u>Received</u>
31 Mar 2009	Lord Mayor's Charitable Fund <i>Office furniture & Storage Units</i>	PENDING	\$2800	--
29 May 2009	City of Melbourne Emerging Needs <i>Funding towards the planning, development and co-ordination of an exchange project with Atlha Onlus, Milan, Italy Aug-Nov 2009</i>	UNSUCCESSFUL	\$5000	--
21 Mar 2008	Lord Mayor's Charitable Fund <i>Digital still/movie camera for Events/Fundraising activities for professional presentation on website and future publications</i>	SUCCESSFUL	\$2130	22 Oct 2008
10 Nov 2007	Department of Planning and Community Development <i>Funding towards 'raising awareness' Campaign - proposed Aussie Hands Day Launch - Winter 2010</i>	SUCCESSFUL	\$3500	26 Feb 2009

FINANCE

Acknowledgement to Nunzio Panella from the Oxford Accounting Group who prepared the Foundation's Taxation Statement for the year ending 30 June 2009. Income and Expenditure Reports provided at the AGM. The Foundation is very grateful to Nunzio who has once again donated his professional services to the Foundation.

EXTERNAL RELATIONS

REACH UK, Surrey **17 May 2008**

The President of Aussie Hands and his family were invited to attend a UK REACH event on Saturday 17 May 2008 in Surrey.

An 'Introduction to Aviation Day' was hosted, organised and funded by Aviation Without Borders and Symantic Aviation. <http://www.aviationwithoutborders.org/default.html>

The day began at Fairoaks Aerodrome with a welcome, brief talk on aircraft and a safety briefing. <http://www.alanmann.co.uk/services/#>

Families enjoyed a short joy flight over the picturesque county of Surrey. <http://en.wikipedia.org/wiki/Surrey>

Lunch was provided followed by a visit to Brooklands Museum where families could learn more about aircraft and other modes of transport. http://www.brooklandsmuseum.com/motoring_history.cfm

REACH members learnt about AUSSIE HANDS and families shared and compared their personal stories and 'accents'. Children who met each other for the first time compared their hand and arm differences and made 'new' friends.

UK REACH is an association for children with hand or arm deficiency. Details on REACH can be located at the website: <http://www.reach.org.uk/>

Report by Elizabeth Serpell
VICE PRESIDENT

EXTERNAL RELATIONS

REACH UK, Maidenhead, Berkshire

14 June 2008

The President of Aussie Hands and his family were invited to attend a UK Reach Meeting on Saturday 14 June 2008 at the Thames Valley Playground, Taplow, Maidenhead, Berkshire <http://www.tvap.co.uk/>

Several families attended the event. All the children were very busy running around exploring the magnificent playground. Parents gathered over a picnic lunch and discussed their children's experiences - especially of recent hand operations.

The President and Vice President met with 6 UK Reach families/members and enlightened them of Aussie Hands along with an information brochure.

Of course, the hot topic of discussion was that Aussie BBQ sausages are much longer than those made in the UK, and, also, dare I say - Australia also produce great wines too!

More details on REACH UK can be obtained by visiting the website <http://www.reach.org.uk/>

Report by Elizabeth Serpell, Vice President

EXTERNAL RELATIONS

ATLHA ONLUS, Milan, Italy

16 August 2008



Elizabeth, myself and our two boys Michael and David were most privileged to meet with Mr Lino Brundu, President of a major Italian Charity - Atlha Onlus.

We stayed at the Charity's Headquarters in Milan for 2 days in which time we met with many dedicated volunteers, inspected impressive facilities and signed documents affiliating Aussie Hands with Atlha Onlus.

We spoke with Lino about the future prospect of Aussie Hands members who are touring abroad visiting and staying at the Charity's Headquarters. Conversely, families affiliated with Atlha Onlus who are visiting Australia can meet with families affiliated with Aussie Hands.

It was a fabulous meeting which was indeed, I felt, a great platform for our respective charities at opposite ends of the world.

ATLHA ONLUS - WEBSITE

<http://www.atlhaonlus.eu/articolo.php?id=0&lingua=1>



Report by Gary Serpell, President

15-18 August 2008
Milan, Italy

EXTERNAL RELATIONS

**REACH, Bristol, UK
25 October 2008**

The attendance by the Serpell family to the UK REACH Annual General Meeting held at the Marriot Hotel in Bristol, UK on 25 October 2008 was an inspiring event.



Gary Serpell (President, Aussie Hands) and Elizabeth Serpell (Vice President, Aussie Hands)

Prior to the hearing of an array of speakers we had the opportunity to browse the stalls of prosthetic manufacturers and chat to their representatives which included **RSLSTEEPER** www.rlsteeper.com and **opcare** www.opcare.co.uk



Gary Serpell (President, Aussie Hands) inspects prosthetics equipment

The AGM featured an excellent address by Ruth Newbury-Ecob, Geneticist at Bristol Hospital who conducts research on congenital limb abnormalities.

The new patron of REACH – Laura Hamilton, a well-known UK television personality gave an entertaining speech.

After the Treasurer Report, I was fortunate enough to conduct a brief powerpoint presentation featuring some of the achievements of Aussie Hands with a bit of old fashioned ‘Aussie humour’ thrown in. I believe it was well received.



Gary Serpell (President, Aussie Hands) presentation, UK Reach AGM

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EXTERNAL RELATIONS

REACH, Bristol, UK 25 October 2008

The AGM finished with a Dinner Dance where the highlight had to be an amazing young man singing and playing some of his own compositions. If that itself wasn't hard enough, he was strumming the guitar with the stump of his left arm from his elbow.



UK REACH Dinner Dance

We met many lovely families and had breakfast with the Treasurer (Chris Creamer) and his family some days later in Dublin.



The President meets with the Treasurer, UK REACH Chris Creamer in Dublin, Ireland

Many thanks to Ms Sue Stokes - REACH's President for the invitation to this fine event.



President (Aussie Hands) Gary Serpell, President (REACH) Sue Stokes and Chairman (REACH) Gary Phillips

Report by Gary Serpell, President

EVENTS

Port Melbourne 15 March 2009

Despite some dodgy weather (but badly needed rain) the first family get-together for 2009 at the now familiar Port Melbourne venue was a great success.

The gathering from midday to 3pm saw families coming from far away locations including Bendigo, Sunbury, Woori Yallock, Jan Juc and Kilsyth.

After time for a chat we launched into an array of festivities which included a massive Easter Egg hunt courtesy of a generous donation from Ernest Hillier Chocolates. Also, a game of 'heads or tails' provided two members with a gift voucher each - kindly donated by Melbourne Aquarium and the other voucher from Lazy Moe's Restaurant.

We were indeed privileged to have Dr Lino Brundu from Milan, Italy attend our event. Lino is the President of a leading Italian charity called ATLHA ONLUS which includes support for families of children with hand differences. We were honoured to recently affiliate Aussie Hands with ATLHA ONLUS. Lino presented

beautiful medallions to all the children who participated in a game of tenpin bowling. Lino also presented Aussie Hands with a gift of a hand-made plaque crafted by members of ATLHA ONLUS. I also read a heartfelt letter of congratulations to Aussie Hands from the City Council of Milan, Italy.

We welcomed new members joining us for the first time as we offered both encouragement, support and reassurance.

As families dispersed we voiced our excitement in anticipation of meeting again at our next event.



Lino Brundu, President ATLHA ONLUS with Aussie Hands - President and Vice President

Report by Gary Serpell, President

SPECIAL EVENT

Melbourne
12 March 2009

The Vice President of Aussie Hands and President of ATLHA ONLUS met with the Lord Mayor of Melbourne – Hon Robert Doyle. The City of Melbourne and the City of Milan are sister-city-councils and have strong a partnership. The Lord Mayor supports the activities conducted between ATLHA ONLUS and Aussie Hands in Melbourne and Milan, Italy.



Elizabeth Serpell, Vice President, Aussie Hands with the Hon Robert Doyle (Lord Mayor, Melbourne), and Lino Brundu, President, ATLHA ONLUS

FUNDRAISING

8 June 2008

Cocktail Party, William Angliss Restaurant, Melbourne

Due to insufficient financial reporting for this event during 2008, a brief report was presented at the 2008 AGM. Updated financial records for 2008-09 indicate that \$1,520 was raised at this event (not \$2,430 as previously stated in the 2008 Public Officer's report). Full details of expenditure and income are available in the 2008-2009 Financial Report.

22 May 2009

Cocktail Party, William Angliss Restaurant, Melbourne

The evening event was attended by 72 people. Students from the William Angliss Institute ran the evening with great efficiency as drinks and exquisite canapés were enjoyed by all. Various games and the auctioning of a signed and framed 2008 AFL Premiership 'Hawthorn Team' poster helped to raise valuable funds. The highlight of the evening had to be a powerpoint presentation delivered by Aussie Hands member - Mr Leo Driessen and Aussie Hands Patron - Kate Doughty. Both delighted and intrigued the audience with stories of wonderful achievements and a pervading have-a-go attitude. It was indeed a chance for all folk to meet for the first time or build upon previous meetings and enjoy each others company. Funds raised during the evening totalled \$1631.10.

RADIO

17 March 2009

Radio Interview SBS, Melbourne

ATLHA ONLUS & Aussie Hands (Italian interview)



PRINTED MEDIA

7 March 2009

Herald/Sun 'Look at my new tingers'

20 March 2009

Il Globo - Italian Newspaper - ATLHA ONLUS & Aussie Hands

http://italianmedia.com.au/w3/index.php?option=com_content&view=article&catid=7:dal-victoria&id=733:al-via-un-ponte-italia-australia&lang=en&Itemid=0

20 May 2009

Take 5 Magazine 'Perfect as he is'

PUBLICATIONS

2009

Belch, George E., Belch, Michael A., Kerr, Gayle and Powell, Irene (2009), *Advertising and Promotion: An Integrated Marketing Communications Perspective. Australian Edition*. North Ryde, NSW: McGraw-Hill Australia Pty Ltd.

As a result of an interview in September 2007 conducted at the University of Melbourne, Aussie Hands was featured as a 'Case Study' in this University Textbook - CHAPTER 14. The Vice President provided an overview of Aussie Hands to University students at a lecture on 19 March (Sem 1, 2009).

PROFESSIONAL DEVELOPMENT

The Foundation's Website Administrator - F McClure and M Bresciani - Website Developer/Administrator attended the following courses during May 2009:

- Introduction to Web 2.0 Technologies Forum (F McClure and M Bresciani)
- Connecting Up Conference, Sydney (F McClure, Website Administrator)
- Media Forum at Melbourne University on 25 March 2009 (E Serpell)

OFFICE LOCATION

In April 2009, the President decided to relocate Aussie Hands second hand office furniture, plus data and equipment to Ross House in Flinders Lane, Melbourne. The office is occupied up to 2 days a week by the Vice President, E Serpell who conducts day-to-day functions for the Foundation, as well as attending additional administrative tasks at her family home most evenings. The move to a central office space is now available for volunteers to assist with tasks at a convenient location which is close to public transport. The cost for rent is approximately \$280 per month.

Aussie Hands Foundation Inc
Ross House Association
G12
247 Flinders Lane
Melbourne Vic 3000
Tel: 03 9354 0324
Email: info@aussiehands.org

ACHIEVEMENTS

- From July 2008, membership increased from 48 to 54 (including interstate)
- Most grant applications submitted were successful
- Successful establishment of external relations with Milan, Italy and the United Kingdom
- Established new office location in Flinders Lane, Melbourne

GOALS 2010

<i>RAISING AWARENESS CAMPAIGN</i> Circulate more information brochures nationally	Nov 2009 → 2010
<i>MARKETING</i> Launch AUSSIE HANDS DAY	Winter 2010
<i>MEDIA</i> • TV, PRINT, RADIO	at least 5 in 2010

VOLUNTEERS

Recruitment via ProBono for Victorian and prospective 'interstate' recruitment as 'state representatives to liaise with the Victorian based Communications Officer. Volunteers required to perform duties currently handled by the Vice President.

SPONSORSHIP

Attract Corporate Sponsorship

PARTNERSHIPS

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

WEBSITE

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

ACKNOWLEDGEMENTS

- WEBSITE - Fiona McClure and Marco Bresciani
- MARKETING - Angela Paladino, Danielle Chmielewski
- PRINTING - Terry and Brendan at Franklin Web and Mark Bonfieni from IN2RETAIL
- FUNDRAISING - William Angliss Institute
- FINANCE - Nunzio Panella, Oxford Accounting Group
- GREETING CARDS - Maria Welsh
- BOARD OF MANAGEMENT and VOLUNTEERS

MISSION STATEMENT

To provide support for children and adults with hand differences by giving advice on appropriate education programs, special equipment, medical and community resources.

CONCLUSION

In 2009-2010, the Foundation will continue to 'raise awareness' at events and submit grant applications to support an APERTS research project which will be conducted by surgeons from the Royal Children's Hospital in Melbourne. It is hoped that recruitment of interstate volunteers will assist in raising awareness nationally. Exposure in the Media and distribution of the information brochure Australia-wide will further enhance the aims and objectives of Aussie Hands.

Elizabeth Serpell, Public Officer, 9 October 2009

