

ANNUAL REPORT

July 2015 – June 2016

BOARD OF MANAGEMENT

Mr Heydan Adcock	Ordinary Board Member
Ms Colleen Birtwistle	Ordinary Board Member
Ms Larah Cornthwaite	Ordinary Board Member & WA Coordinator
Ms Lilia Darii	Ordinary Board Member & QLD Coordinator
Ms Josephine D'Ambrosio	Ordinary Board Member & NSW Coordinator
Mr Stephen Gardner	Ordinary Board Member
Ms Toni Ireland-Hay	Ordinary Board Member
Mr Ian McNally	Ordinary Board Member
Ms Kirsten Nield	Ordinary Board Member & SA Coordinator
Ms Elizabeth Serpell	Vice President, Secretary
Ms Olga Skalidis	Ordinary Board Member & TAS Coordinator
Ms Natalie Tisch	Ordinary Board Member
Ms Brooke Young	Chairperson & President

The Board of Management met on 20 March and 31 July, to initiate a fundraising strategy and monitor the strategic plan to ensure that programs and services are in line with the Foundation's aims and goals.

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

HEAD OFFICE ACCOMMODATION (VIC)

From September 2014 – September 2016, Aussie Hands office had been operating from 7-15 White St Windsor VIC. Due to planned demolition of the Nuttelex factory and office complex, Aussie Hands relocated in October 2016 to level 1, Room 1.3 at Ross House, 247-251 Flinders Lane Melbourne.

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

MEMBERSHIP SUMMARY

<i>Member Type</i>	<i>State / Territory</i>	<i>2016</i>
Hand Difference	ACT	1
Hand Difference Affiliated	ACT	1
Financial Support	ACT	
Hand Difference	NSW	21
Hand Difference Affiliated	NSW	3
Professional	NSW	12
Financial Support	NSW	3
Donor Affiliated	NSW	1
AH-Board Member	NSW	1
Hand Difference	NT	1
Hand Difference	QLD	8
Hand Difference Affiliated	QLD	7
Professional	QLD	2
AH-Board Member	QLD	1
Hand Difference	SA	3
Professional	SA	1
AH-Board Member	SA	1
Hand Difference	TAS	1
Hand Difference Affiliated	TAS	2
Financial Support Affiliated	TAS	10
Financial Support	TAS	2
AH-Board Member	TAS	1
Hand Difference	VIC	59
Hand Difference Affiliated	VIC	17
Professional	VIC	12
Professional Affiliated	VIC	2
Financial Support	VIC	15
Financial Support Affiliated	VIC	11
Donor	VIC	1
Donor Affiliated	VIC	1
AH-Board Member(s)	VIC	5
FIN-Board Member	VIC	1
Board Member (Vol)	VIC	1
Sponsors	VIC	2
Hand Difference	WA	7
Hand Difference Affiliated	WA	1
Financial Support	WA	1
Professional	WA	4
AH-Board Member	WA	1
		226 (2016)
Patron	VIC	1
Volunteers	VIC	12+

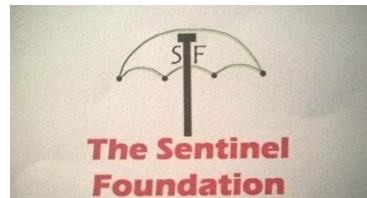
Membership Recruitment between 1 July 2015 – 30 June 2016

Hand Difference	NSW	8
Professional	NSW	10
Hand Difference	QLD	1
Hand Difference	VIC	10
Financial Support	VIC	1
Hand Difference	WA	2

GRANTS & FUNDING

Date Submitted	Organisation	Project	Outcome	Amount
7 September 2015	Jetstar		Unsuccessful	
29 September 2015	ANZ Staff Foundation	Kinder & School Starter Kit for Parents and Teachers	Successful	4,975
20 October 2015	Disability Self-Help Grant	Various Office Infrastructure Support	Successful	\$8,600
31 March 2016	Australia Post – Our Neighbourhood Community Grants	Film project/advertising	Unsuccessful	
29 June 2016	The Sentinel Foundation	Special Project Grant	Successful	\$3,000

DONATIONS



From 2017, Aussie Hands will accept donations nationally through the online facility GIVENOW which will be raising funds towards the Australian Hand Difference Registry project. This campaign will augment funding that has been committed through the Australian Charities Foundation. Further donations through GIVENOW will secure future funding the project over a projected 5-10 year time period.

FINANCE

Acknowledgement and thanks are given to Adrienne Long who provided financial services to Aussie Hands during March 2015 – April 2016. We appreciate the work Adrienne undertook, including the establishment of the payroll and other systems on MYOB. The annual audit will be undertaken after the end of the financial year by Edwin Taitz from EzyAccounts to prepare financial transactions from 1 July 2016 on Quickbooks.

Acknowledgement to auditor Mathew Simon for the Foundation's Taxation return for the year ending 30 June 2016.

In summary, for the year ended 30 June 2016:

Total income \$ 106,514.00

Total expenses \$ 197,435.00 (Surplus/Deficit for the year (\$90,921.00)

Current Assets = \$ 82,199.00 + Non-current assets totalling \$ 1,242.00 = TOTAL ASSETS \$ 83,441.00

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

EVENTS, MEETINGS & ACTIVITIES

1 July 2015 – 30 June 2016

The Aussie Hands team organised various activities for members. Funding from the Jack Brockhoff Foundation (\$8206) supported the Mentoring Program; the ANZ Bank Australia Staff Foundation Grant (\$4974) supported the production of an Information Kit/Booklet; and The Sentinel Foundation Special Project Grant (\$3,000) supporting the inaugural Parent Workshop in Sydney NSW.

Many hours of preparation and planning are put into events and workshops for members. Acknowledgement to Julie McNally who coordinated these activities. Her efforts have been of enormous benefit to members.

Since July 2015, the following events/activities were organised for Aussie Hands members and their families and friends, with the highlight of Aussie Hands 15 Year Anniversary Celebration (held on 18 October 2015)

- NSW Winter Event, 24 July 2015
- VIC Winter Event, Maribyrnong, 26 July 2015
- VIC Spring Event, 11 Sept 2015
- VIC 15 Year Anniversary Celebration, Elwood, 18 October 2015
- NSW Spring Event, Concord West, 23 October 2015
- VIC Fundraiser, Halloween, 31 October 2015
- VIC FUNFLIGHT, 8 November 2015
- NSW Xmas Picnic, Camden, 20 November 2015
- VIC AGM; Xmas Picnic, Port Melbourne, 27 November 2015
- VIC Christmas Party for Special Children, Moonee Ponds, 13 December 2015
- VIC Therapeutic Play Workshop, Circus Oz Event and Luncheon at Easey's, Collingwood, 21 February 2016
- TAS Campbell Town, Summer Lunch, 21 February 2016
- VIC GSNV Awareness Week, 22-29 February 2016
- VIC eNable Launch, Wantirna, 19 March (attended by Senior Management Team) 2016
- SA Easter Egg Hunt, Adelaide, 19 March 2016
- QLD Easter Egg Hunt, St Lucia, 20 March 2016
- NSW Easter Egg Hunt, Concord West, 20 March 2016
- VIC Board of Management Meeting, Port Melbourne, 20 March 2016
- VIC Easter Egg Hunt, Port Melbourne, 20 March 2016
- WA Easter Egg Hunt, Mandurah, 20 March 2016
- TAS Easter Luncheon, Launceston, 9 April 2016
- VIC Webinar Therapeutic Play Workshop, 17 April 2016
- VIC Meeting with eNable & OT at the Aussie Hands Office (attended by Senior Management Team), 20 April 2016
- VIC Welcome Larah WA Coordinator (DINNER) at the Aussie Hands Office, Windsor, 29 April 2016
- VIC Limb-it-less Conference (attended by Senior Executive Team) and 3 WA members, 30 April 2016
- VIC Therapeutic Play Workshop, Port Melbourne, 1 May 2016
- VIC Therapeutic Play Workshop, Port Melbourne, 22 May 2016
- NSW Autumn Event, Concord, 22 May 2016
- VIC Group Art Fun, Port Melbourne, 29 May 2016
- NSW Parents & Grandparents Workshop, Westmead, 18 June 2016



Aussie Hands 15 Year Anniversary Celebration, Elwood, VIC, 18 October 2015

DATA AUDIT → RESEARCH → ESTABLISHMENT OF THE AUSTRALIAN HAND DIFFERENCE REGISTRY



The Australian Hand Difference Registry Project presentation by the Royal Children's Hospital team was held on Thursday 26th May 2016. Mr David McCombe presented the objectives, approach, progress to date and the proposed structure for partnership between Melbourne's Royal Children's Hospital, Murdoch Institute and Aussie Hands. This represents significant progress in achieving our goals of understanding the incidence of hand differences in our community; accessing outcome and intervention data; and enabling health and service professionals to respond to those with a hand difference.

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



RAISING AWARENESS CAMPAIGN (Brochure)

Acknowledgement to Graphic Designer Sophie Campbell from SC Design, Printer Specialist Chris Wardley from Print Obsession and Editor & Marketing input from Brooke Young for producing the new look brochure launched in conjunction with the Aussie Hands 15 Year Anniversary in October 2015.

Acknowledgement to administrator volunteer Scott Lascelles for compiling a comprehensive stakeholder database which will be the basis of circulating the brochure to the following cohort (nationally) during 2017: Public/Private Hospitals, Gynaecologists, Obstetricians, Paediatricians, Ultrasonographers, Radiographers, Midwives, Hand Surgeons, Hand Therapists, Occupational Therapists, Community Health Centres.

The new Aussie Hands Brochure can also be downloaded from the Aussie Hands website:
http://aussiehands.org/wp-content/uploads/2015/10/Aussie_Hands_Brochure_2015.pdf

RESOURCE KITS

With funding from the ANZ Staff Foundation, a resource kit was established for parents and teachers for schools/kindergarten. Julie and probono Graphic Designer Sophie Campbell worked together to put a 'professional' kit together to assist parents through their child's transition stages. The kit will be for parents and teachers and ready for distribution after September 2016 and downloaded from the Aussie Hands website.

MEDIA

PRINT

12 October 2015

VIC, Moreland Leader *Can do Attitude*

20 October 2015

VIC, Herald Sun *Give me a High Five, Buddy*

20 May 2016

VIC, Wangaratta Chronicle *Helping Hand for determined Evie*

YOU TUBE

Three videos were produced and filmed sharing inspirational stories of Aussie Hands members including the Patron. Produced and Directed by Julie McNally, Aussie Hands Executive Officer and filmed by volunteer Ornell Thivanka Dias Amaratunga (Deakin University)

13 July 2015

Kate Doughty (Patron) <https://www.youtube.com/watch?v=d4oB-JEPPNE>

11 August 2015

Mel's Story <https://www.youtube.com/watch?v=b-teMzWd9AA>

10 September 2015

Jessie's Story https://www.youtube.com/watch?v=5VszL_FQ7rE

A Little bit Different was produced, directed and filmed by Romy McCann. Romy has a hand difference and is a member of Aussie Hands <https://www.youtube.com/watch?v=KvjFVXm78OE>

EXTERNAL RELATIONS

INTERNATIONAL

ATLHA ONLUS in Milan, Italy Reach UK EDRIC Swedish based DysNet (online community for dysmelia) http://www.dysnet.org/

NATIONAL

The Australian Hand Therapy Association (AHTA) HELPING HAND Amputee Association of NSW LIMBS4LIFE Robohand E-Nable PROBONO Our Community Murdoch Children’s Research Institute	The Royal Children’s Hospital (Melbourne VIC) The Women’s and Children’s Hospital (Adelaide SA) The Princess Margaret Hospital for Children (Perth WA) Westmead Hospital for Children (NSW) Sydney’s Children Hospital (NSW) Lady Cilento Children’s Hospital (Brisbane QLD)
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WEBSITE

What’s New on the Aussie Hands Website?

The website has been moved from a clunky, old content management system (CMS) to WordPress (a user-friendly CMS, easier to update and manage) on 30 October 30, 2015. A BIG thanks to Aida Viziru from Pixel Salad (based in Vancouver, Canada) who worked tirelessly over several months in coordinating with the Senior Executive team and the Board of Management’s Website Working group.

Changes were made to content, design, homepage and secondary pages.

The Website by the Numbers (1 July 2015 – 30 June 2016)

* This period includes data from the old and the new website – the new site launched on October 30, 2015

- **5,811** visits
- **16,083** pageviews
- **30.8%** returning visitors vs **69.2%** new visitors
- **Top 5 countries:** Australia, Russia, US, UK, Canada
- **4,305** desktop visitors vs **1,180** mobile vs **326** tablet
- **Top traffic sources:** organic search (not paid), referral websites, direct traffic, social channels (facebook)
- **Most visited pages:** Home, Stories, About Us, Join Us, Learn, Congenital Hand Anomalies

CIVICRM

During May-June 2016 Aida Viziru (Aussie Hands Website Developer/Maintainer) and Jen Port (Aussie Hands Database Consultant) have explored options for maintaining Aussie Hands Content Management (Membership Database) and how the data can be incorporated through Aussie Hands wordpress website base to improve database management.

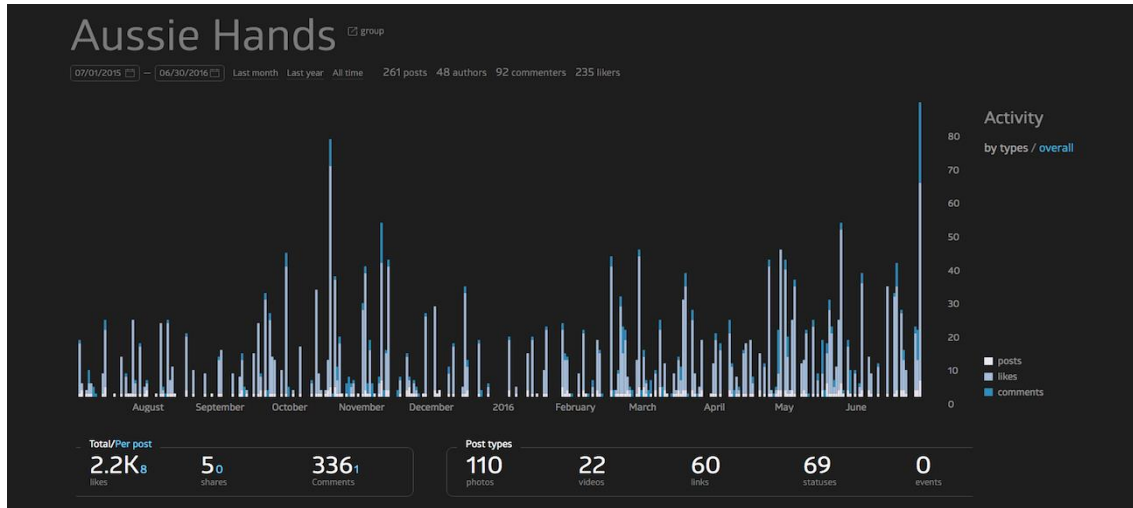
Aussie Hands is looking at a system or strategy for managing client interactions, dealing with future and current members, optimising and systematising relationships and has decided to pursue CiviCRM which is a web-based software used by a diverse range of organisations, particularly not-for-profit organizations (not-for-profits and civic sector organisations). CiviCRM offers a complete feature set out of the box and can integrate with your website. CiviCRM will be rolled-out during 2017 <https://civicrm.org/>

FACEBOOK

The Aussie Hands FACEBOOK closed group page and PUBLIC interface FACEBOOK pages recruited more friends throughout the course of the year. During 2016, friends increased to over 440 friends compared to 390 friends in 2015. A BIG thanks to Julie McNally for regular posts which has provided members additional networking opportunities and share their inspirational stories and recruitment of new Aussie Hands members.

Analytics overview for the facebook closed group

For period: 1 July 2015 – 30 June 2016



- 261 posts, 48 post authors, 92 commenters, 235 likers
- Total likes for all posts: 2,200 / Avg. likes for one post: 8
- Total shares for all posts: 5 / Avg. shares for one post: 0
- Total comments for all posts: 336 / Avg. comments for one post: 1
- Post types: 110 photos | 22 videos | 60 links | 69 status updates | 0 events

Analytics overview for the facebook page

For period: 1 February 2016 – 30 June 2016

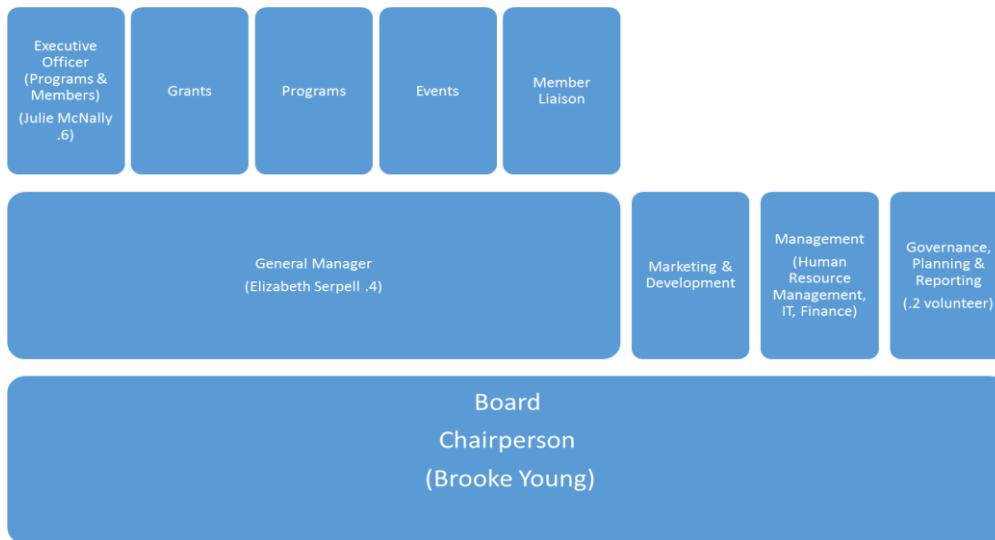
Total page likes as of Jun. 30, 2016: 295
Total page likes as of Sept. 13, 2016: 305
Total unlikes: 6

Highest daily reach: 433
(The number of people who have seen any content associated with your Page. (Unique Users))

Highest daily impressions: 826
(The number of impressions seen of any content associated with your Page. (Total Count))

Daily logged-in pageviews: 28
(Page Views from users logged into Facebook (Total Count))

SENIOR MANAGEMENT



Aussie Hands Founder, Elizabeth Serpell was chosen as one of 38 finalists in the Suncorp Bank Hidden Local Heroes *People's Choice Awards* (February 2016).

VOLUNTEERS

The Board of Management would like to thank the following volunteers for their enormous contributions between July 2015 – June 2016 :-

Interstate Coordinators

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

Database Consultant

Jen Port

IT

Gina Barri-Rewell | Naga Koswara | Shoukat Shah | Ehsan Hesami | Timothy Uhen

Facebook

Eloise Uebergang

Creative Writing

Jacob Miller

Graphic Design

Sophie Campbell | Ehsan Hesami

Administration

Azra Kucukalic

Website

Aida Viziru (Pixel Salad)

Photography

Paul Danyluk

Video

Romy McCann | Ornell Thivanka Dias Amaratunga

Birthday Cards

Jean Douglas

Stakeholder Database

Scott Lascelles

GOALS 2017

EVENT MANAGEMENT

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

RAISING AWARENESS CAMPAIGN

Circulate updated information brochures nationally from 2017 and build on in-house database system (stakeholders/membership)

MEMBERSHIP

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

PATRON

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

MEDIA

Feature in at least 5 articles/stories for TV, RADIO, printed & social media

DATA AUDIT & RESEARCH

Foster and liaise regularly with the Royal Children's Hospital and Murdoch Institute which will establish the Australian Hand Difference Registry to investigate the occurrences of congenital hand anomalies across Australia.

VOLUNTEERS

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

SPONSORSHIP

Attract Corporate Sponsorship

PARTNERSHIPS / AFFILIATIONS

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

WEBSITE

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

FACEBOOK

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

LINKED-IN

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

ACKNOWLEDGEMENTS

- DONORS AND FUNDING (IN-KIND) – Nuttelex, Pixel Salad, Sentinel Foundation, Design to Sign, Print Obsession, SC Design
- SPONSORS – Nuttelex, Sentinel Foundation
- WEBSITE - Aida Viziru (Pixel Salad)
- FINANCE – Mathew Simon
- CONSULTANT – Stephen Gardner
- BOARD OF MANAGEMENT (including Interstate Coordinators)
- OCCUPATIONAL THERAPIST - Josie Duncan
- EXECUTIVE OFFICER – Julie McNally
- GENERAL MANAGER & FOUNDER – Elizabeth Serpell
- PROFESSIONALS & VOLUNTEERS

CONCLUSION

In 2015-2016, the Foundation will continue to 'raise awareness', submit grant applications and conduct regular family events. A data-audit has commenced in Melbourne with scope for a national investigation on the occurrences and causes of congenital hand anomalies. Exposure in the Media and distribution of brochures Australia-wide will further enhance the aims and objectives of Aussie Hands.

Elizabeth Serpell, Secretary, 2016

MISSION STATEMENT

The Aussie Hands Foundation Inc

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



The Aussie Hands Foundation Inc