

# 2020

## ANNUAL REVIEW





A full-page background image showing two hikers on a mountain trail. In the foreground, a man in a green cap and black jacket points towards the right. In the background, another hiker in an orange jacket and blue shorts stands looking on. The landscape is rugged with green shrubs and rocky peaks under a hazy sky.

**Our Purpose**

# **Leading the fight to save Australian hearts**





## **Our Vision**

An Australia free  
of heart disease

## **Our Mission**

To prevent heart disease and improve  
the heart health and quality of life of all  
Australians through our work in prevention,  
support and research









## About Us

**For over 60 years, the Heart Foundation has been the trusted peak body working towards a future free of coronary heart disease, Australia's number one killer.<sup>1</sup> Since 1959, we have invested over \$670 million (in today's dollars) into life-saving research projects.**

Our work is purpose driven, focused on stopping Australia's number one killer: coronary heart disease, which takes the lives of more Australians every year than any other disease.

In 2020, despite the challenges of the bushfires and COVID-19, with the help of our many supporters we raised \$17.2 million for heart disease research. This research, coupled with the generosity of our supporters, sits at the foundation of the support, education and advocacy services we deliver across Australia, including:

- harnessing the energy and intellect of some of Australia's best researchers
- easy-to-understand information and resources
- advocacy for increased heart health funding and resources
- health awareness campaigns
- support for health professionals who prevent, diagnose, treat and manage heart disease.

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## Message from our President & Group CEO

### This year was unlike any other.

The COVID-19 pandemic presented enormous challenges for health charities globally, and the Heart Foundation was not immune. We responded with a greater focus on supporting some of the most vulnerable Australians: those living with heart disease. In April, we launched our COVID-19 and cardiovascular disease (CVD) awareness campaign, which was presented by Professor Garry Jennings AO, Cardiologist and Heart Foundation Chief Medical Advisor. The campaign delivered credible and clear information on the heightened risk of COVID-19 for people living with CVD.

The pandemic provided us with the platform to strengthen our support for clinicians across Australia. The Australian Government Department of Health and the Royal Australian College of General Practitioners adopted our expert advice on COVID-19 and CVD. We also contributed to a range of position statements and expert committees for health professionals on managing heart disease through the pandemic; this encompassed work in Australia to a partnership with the American Heart Association. Our advocacy efforts centred on achieving additional support for Australians living with CVD with a particular emphasis on broader access to telehealth services.

For our staff, the pandemic presented a range of new challenges. Of these, none were greater than their response to our national Work from Home Strategy, in place from mid-March 2020. The Board is deeply grateful to our dedicated staff who rose to the challenges of 2020 while remaining true to delivering quality work in line with achieving our Vision and Mission.

This year we invested an additional \$13 million into lifesaving heart research, bringing our total contribution across more than six decades to \$670 million (in today's dollars). Our research awards delivered new funding to 56 new projects, and we were also proud to announce \$600,000 in funding for two new research projects under our Aboriginal and Torres Strait Islander research awards. These grants will fund additional research into major heart health issues, including rheumatic heart disease and smoking cessation.

Our thanks also to the Board, our Senior Leadership Team and staff for delivering the final year of our One Heart strategy. We also appreciate their efforts in developing Connecting Hearts 2023, our strategic plan for the coming triennium from 2021 to 2023. Connecting Hearts will deliver impact across strategic pillars of Research, Support and Care, and Risk Reduction. Our organisation will increase its focus on financial growth and sustainability and create, with our people, a culture of high performance to support this work.

There is much to be proud of when we look back on the achievements of the One Heart strategy, including investing \$54.7 million into heart health research; implementing high profile awareness campaigns; securing the introduction of a Medicare-funded Heart Health Check; launching our Heart Age Calculator; releasing updated dietary guidelines; unifying our organisation; unveiling our My Heart, My Life patient support program; and much more.

We thank and acknowledge the help of our supporters, donors, fundraisers, volunteers, ambassadors and our corporate, government and non-government partners who share our vision and enable us to continue to deliver on our mission.

**Mr Chris Leptos AM**  
President

**Adj Professor John G Kelly AM**  
Group CEO  
National Heart Foundation of Australia

## Workplace Giving



## Give with Heart Day



## MyMarathon



## Government



## Corporate Partnerships







## Thank You for Your Support

**As Australia's largest non-government funder of heart disease research, we rely greatly on donations from our many supporters. Donations from everyday Australians make up 80 per cent of our funding. We are grateful for the help of our supporters, donors, fundraisers, volunteers, ambassadors, corporate, government, and non-government partners who share our vision and enable us to continue the work we do.**

We also recognise the efforts and dedication of the healthcare community: surgeons, medical specialists, general practitioners, nurses, Aboriginal healthcare workers, and others. Their efforts to save and improve the lives of those living with heart disease inspire us all.

### Donors and Fundraisers

We are always touched by the number of people who donate to or fundraise for the Heart Foundation. We wish to thank everyone who has supported the Heart Foundation through regular giving, one of our appeals, or through one of our fundraising programs.

### Volunteers

Delivering our programs and events would not be possible without the contribution of our wonderful volunteers. Despite many events being cancelled as a result of COVID-19 and many of our volunteers unable to help in person, we are still extremely grateful for the support they were able to give during such a difficult year.

### Bequests

It is with respect and gratitude that we recognise those who gave a lasting gift to the Heart Foundation via a gift in their will. Their generosity enables us to fund research that reduces the risk and impact of heart disease for all Australians.

### Workplace Giving

We would also like to acknowledge the employees who support the Heart Foundation through regular workplace giving and the employers who match their contributions.

### Philanthropy

We greatly value the wonderful contributions of our major donors and philanthropists. Their generosity supports us in our mission to prevent heart disease and improve the heart health and quality of life of all Australians.

### Corporate and Government Partners

Our corporate partnerships provide vital support to the Heart Foundation, both financially and through the building of professional networks that empower us to share our programs. We thank all our corporate supporters, including several national and government partners, for their ongoing commitment to the Heart Foundation.

# One Heart Strategy

The Heart Foundation's One Heart strategy 2018-2020 (One Heart) outlined our Vision and Mission and set the direction of our work over the last three years.

## 2020: Our Year 3 Achievements

Our One Heart strategy unified our organisation, providing the foundations to support our ongoing work to reduce the impact of heart disease risk factors, support people affected by heart disease, and fund high-impact research.

The One Heart Strategy was developed and implemented during our transition from a federated to a unified organisation. In recognition of the size of the heart disease challenge Australia faces, the strategy outlined a series of ambitious goals.

While our three-year results show positive movement in most areas, we will continue to improve these results over the next three years.

To continue building on our One Heart successes, our Connecting Hearts 2021-2023 strategy seeks to support more people and increase our levels of impact. The following results show our progress towards our One Heart targets. We note that the COVID-19 pandemic affected some of our target areas.



## Prevention

### HEART HEALTH CHECKS

**GOAL** 600,000 more people have a Heart Health Check

#### 2020 RESULTS

Heart Foundation's online Heart Age Calculator had 1,798,405 completions since April 2019.

155,000 Heart Health Checks (Medicare funded) since April 2019.

### HEALTHY EATING

**GOAL** 3 million more Australian adults aware of heart healthy eating principles compared to March 2018 baseline

#### 2020 RESULT

946,100 more people aware. In the last three years we focused on reshaping our food and nutrition position to better translate heart healthy eating principles for consumers as well as working with industry and government.

### WALKING

**GOAL** 150,000 people walking compared to January 2018 baseline

#### 2020 RESULT

80,209 people registered for the Heart Foundation Walking Program. The program was paused for a considerable time during the COVID-19 pandemic, which impacted both recruitment and participation. The additional 70,000 registrations will be targeted in a new walking campaign commencing in Quarter 2, 2021.

## RESEARCH FUNDING

**GOAL** \$50 million committed to funding research into heart disease

**3-YEAR CUMULATIVE RESULT** \$54.7 million funded, including the commencement of 4 strategic grant topics (Cardio-Oncology, Predictive Modelling, Secondary Prevention and Women & Heart Disease) and excluding the co-funding of \$4M from Medical Research Future Fund (MRFF).



## Research

## HEART FOUNDATION RESEARCHER ALUMNI

**GOAL** At least 500 Alumni to be supported

**2020 RESULT** More than 400 researchers supported. The COVID-19 pandemic hindered the recruitment of and engagement with researchers due to the cancellation of events during 2020.

## SUPPORTING AUSTRALIANS LIVING WITH HEART DISEASE

**GOAL** 75,000 more people living with heart disease are supported by the Heart Foundation

**3-YEAR CUMULATIVE RESULT** Over 100,000 people supported, including:

2,061 patients enrolled in the My Heart, My Life Patient Support Program pilot

More than 64,500 calls answered by our Helpline

More than 43,000 resources delivered to patients, carers and healthcare professionals.

\*Prior year Helpline figures includes supporter relations and customer service calls.



## Support & Care

## USAGE OF GUIDELINES BY HEALTH PROFESSIONALS

**GOAL** Increase usage of Heart Foundation guidelines by health professionals

**3-YEAR CUMULATIVE RESULT** We developed Australia's first clinical guidelines on atrial fibrillation for health professionals and updated our heart failure guidelines. While an increase in the usage of guidelines was recorded in 2019, the COVID-19 pandemic in 2020 led to fewer patients visiting their health professionals face-to-face for Heart Health Checks or the management of heart conditions, leading to a reduced use of our resources (including resources that health professionals provide to patients).

## INCREASE IN DONATED FUNDS

**GOAL** \$10 million cumulative

**3-YEAR CUMULATIVE RESULT** Increased by \$30.0 million (net)



## Strengthening Our Organisation

## COST OF FUNDRAISING

**GOAL** Less than 35%

**3-YEAR CUMULATIVE RESULT** Cost of fundraising between 19–23% over 3 years.

## STAFF ENGAGEMENT

**GOAL** Improve levels of engagement

**2020 RESULT** Increase in engagement score to 72% in 2020 compared to the 2018 baseline of 58%.



## Our People

## ATTRACTING AND RETAINING PEOPLE

**GOAL** Reduce staff turnover

**2020 RESULT** Reduced turnover reflected the economic impact and job market impact of COVID-19. Newly introduced flexibility principles supported our attraction and retention strategy.



## Improving the way we connect

**This year, our campaigns reinforced the impact of coronary heart disease, Australia's biggest killer,<sup>1</sup> while sharing personal stories to help drive much needed donations.**

The early part of 2020 presented significant challenges, including bushfires and the outbreak of the global COVID-19 pandemic. At the Heart Foundation, this led to an agile response: we delivered a change in strategy to ensure our communications highlighted the increased health risks for people with CVD.

We also helped Australians to discover more about heart-healthy cooking, shone the spotlight on lifesaving research, and provided visitors to the Heart Foundation website with a new personalised experience.

### COVID-19 and CVD

In late January, Australia identified the first cases of coronavirus (COVID-19) in the community. As the pandemic spread, it became clear that the virus presented a significant health threat to people living with CVD.

In response, we launched our COVID-19 and CVD awareness campaign in early April. Once again, we partnered with News Corp Australia to deliver content across newspapers, television, digital, social media, and radio. Professor Garry Jennings AO, Cardiologist and Heart Foundation Chief Medical Advisor, informed audiences of:

- increased health risks presented by COVID-19 to people with cardiovascular disease
- the importance of maintaining good hygiene, including handwashing
- the need to observe social distancing to limit disease spread
- the importance of staying connected with healthcare providers, especially general practitioners.

The campaign was viewed 8.2 million times; its impactful and easy-to-understand message resulted in one third of those who saw it agreeing they would be even more vigilant in minimising their potential exposure to COVID-19. In respondents over the age of 60, a key target audience given the impact of the virus on older patients, 50 per cent agreed they would be more careful to avoid infection.

During the campaign, 1.5 million people visited the Heart Foundation homepage for more information and over 6,500 signed up for COVID-19 email updates.

A COVID-19 and CVD Health Professional Webinar supplemented the campaign. The webinar attracted nurses, general practitioners, public health professionals, allied health professionals, pharmacists, medical researchers, and hospital doctors. Seventy-six per cent of post-webinar survey respondents said the content helped increase their knowledge of COVID-19's impacts on cardiovascular health.



**Professor Garry Jennings AO,**  
Cardiologist and Heart Foundation  
Chief Medical Advisor

## Cook with Heart

This year, in a first for the Heart Foundation, we partnered with Coles to launch the Cook with Heart challenge. Featuring healthy eating messages, the campaign challenged participants to create delicious heart-healthy recipes while raising funds to support heart research. Coles supported the campaign by donating \$100,000 in matched funding.

Australians looking for extra inspiration for heart-healthy cooking could look to the celebrity chefs featured in the campaign: Curtis Stone, Courtney Roulston, Colin Fassnidge, and Luke Mangan. To amplify awareness of the campaign's messages, the chefs prepared meals based on our heart-healthy recipes for the Coles/Channel 7 co-branded "What's for Dinner?" television segment, which aired after the nightly news.

The challenge coincided with the COVID-19 pandemic. Due to public health restrictions, many Australians were spending more time at home cooking and far less time eating out. The Cook with Heart challenge led to further opportunities to partner with Coles through the Coles Health Hub, which features Heart Foundation recipes and wellbeing content.

## Hand on Heart

In early October we launched our first-ever integrated brand campaign. Hand on Heart draws on the power of life-saving research to inspire Australians to support our mission: an Australia free of heart disease. The campaign featured emotionally moving creative to show Australians how we rely on their generous donations to continue investing in heart disease research. Several ambassadors who have had heart attacks themselves, including former Australian cricket player and coach Darren Lehmann and Wiggles star Greg Page, pledged their support for the Heart Foundation's work.

Partnering again with News Corp Australia, we were able to amplify the campaign's reach across online, social media, and search platforms. Post-campaign results showed a noticeable growth in the recognition and awareness of heart disease messages, particularly the need for donations to fund heart disease research, with one in four Australians likely to donate to the Heart Foundation after seeing the campaign.

## Heart Foundation Website Re-launch

The Heart Foundation website is the go-to destination for heart health information for all Australians and health professionals.

The new website provides users with a far richer experience by guiding and personalising their experience. Key activities such as donating, talking to our Helpline (via chat), or visiting our online store can now be accessed on every page of the website. Since launching in April 2020, we have seen increased time spent on the site and an increase in online donations of 33 per cent. More importantly, we now have millions of visitors progressing along a heart health content journey or making their way towards becoming a donor.









## Strategic Pillar 1: Prevention

**Coronary heart disease is a leading cause of death in Australia, with 50 people dying every single day.<sup>1</sup>**

**These deaths are not inevitable. While people can't change certain risk factors, such as family history, sex or age, there are several ways they can reduce their heart disease risk.**

Our prevention efforts support Australians to live heart-healthy lives through accessible, understandable, and practical information and resources.

These resources focus on healthy living, being active, eating well, and developing positive lifestyle habits. Additionally, our strong engagement with health professionals supports them to deliver best practice clinical care.



## COVID-19 and CVD

The emergence of the COVID-19 pandemic in Australia in early 2020 necessitated an urgent, considered, and evidence-based response to support the 4 million people living with CVD.<sup>2</sup>

Early experiences from other nations where the pandemic spread faster and more broadly through the community indicated that people living with CVD faced a higher risk of severe complications from COVID-19.

The Heart Foundation was one of the first non-government organisations to provide COVID-19 advice to people living with CVD. This advice was later adopted by the Department of Health and the Royal Australian College of General Practitioners.

Our strong engagement with hospitals, primary care professionals, and policymakers enabled amplification of our messages across multiple channels.

Our Helpline extended their hours to support additional heart health enquiries from those living with CVD.

To support health professionals, the Heart Foundation, alongside the Cardiac Society of Australia and New Zealand, contributed to the first Australian guidelines on the connection between COVID-19 and CVD.

We partnered with the Royal Australian College of General Practitioners, Australian Practice Nurses Association, and NPS Medicinewise to educate thousands of health professionals on the link between COVID-19 and CVD.

We also took this opportunity to advocate for key policy changes that propelled the health sector into the future and supported our vulnerable cardiac community during the pandemic. This included the introduction of telehealth which has now been made permanent.



**We moved to  
swiftly launch our  
COVID-19 and CVD  
awareness campaign  
to support people most  
at risk from severe  
complications**





## Heart Health Checks

Since April 2019, the Australian Government has funded life-saving Heart Health Checks. This year, we continued to encourage all Australians over the age of 45 and all Aboriginal and Torres Strait Islander Australians over 30 to get a Heart Health Check.

Heart Health Checks help identify and manage a person's risk of having a heart attack or stroke in the next five years. Since the introduction of the Medicare-funded Heart Health Checks, over 150,000 people have seen their healthcare professional for a check. This early heart health intervention has the very real potential to save lives.

To assist healthcare professionals to integrate the Heart Health Check into routine patient care, we developed a toolkit that will be launched in early 2021. The toolkit will provide a range of resources and easy-to-use tools in one place.



## Nutrition

The COVID-19 pandemic provided a unique opportunity to examine how the experience of lockdown affected everyday food choices. A May 2020 survey of Australians' eating habits under COVID-19 conditions<sup>3</sup> found that:

- lockdown encouraged people to prepare their own meals and make healthier food choices more often
- four out of 10 Australians had become more confident cooks
- a lack of new meal ideas was a barrier to cooking during lockdown and as a result Australians felt more recipes/meal ideas would be valuable in helping them keep up healthy habits post lockdown.

This information provided us with the impetus to launch two new initiatives that encouraged more Australians to try new recipes and improve their skills in the kitchen.

The first of these, in partnership with Coles, was our Cook with Heart challenge, which featured healthy eating messages and encouraged participants to create delicious, heart-healthy meals while raising money for the Heart Foundation.

The second initiative was a Heart Healthy Dinners pilot consisting of recipes, a weekly dinner plan, nutrition highlights, and a weekly shopping list to enable easier dinner choices. Fifteen thousand people participated, predominantly looking for meal inspiration, to try and eat better, or to improve their own or their family's health. There was strong interest in recipe customisation based on health requirements, serving sizes and full-day meal plans.







In September 2020, we again teamed up with Coles for the Coles Health Hub launch. The Hub is a new online resource to help Australians reach their health and wellbeing goals. The hub features regularly updated content on exercise, diet, mental health, and social and community support. Other featured resources include tasty, heart-healthy recipes from the Heart Foundation, including a selection co-created with Coles.

Speaking at the launch of the new partnership, Heart Foundation Group CEO, Adjunct Professor John G Kelly AM, said:

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*"Australians are looking for engaging yet simple ways to improve their health as part of their everyday lives. Through heart-healthy recipe ideas, exercise tips, and information we can help more Australians reduce their risks of heart disease and live well longer."*

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The partnership is a major step in our work to support the health of all Australians. We look forward to continuing our work on this initiative with Coles.



## Walking

Our long-running Heart Foundation Walking program continued through a difficult year of nationwide COVID-19 lockdowns. Despite these barriers, more than 35,400 people kept walking their way to better heart health in 2020.

We know that regular physical exercise is important for good heart health.<sup>4</sup> Despite the pandemic feedback from walkers showed that:

- 60 per cent were more likely to meet the recommended physical activity targets
- 70 per cent used walking as a way to stay active and keep moving
- more than 75 per cent walked to help manage their physical health
- more than 66 per cent walked to help manage their mental health.

We are also proud to report that after a strong advocacy campaign over several years, the Heart Foundation was commissioned to lead the development and co-design of the first South Australian state-wide walking strategy in partnership with Wellbeing SA. This important strategy will see the Heart Foundation work with key government agencies including Transport, Planning, Environment, Recreation and Sport, and Education.

In Queensland, we continued our strong tradition of engagement with Members of Parliament by taking part in our annual walk around the Parliamentary precinct as part of Walk Week. This year, we were accompanied by MPs including the Minister for Transport & Main Roads, Mark Bailey.

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*"I had a stroke two years ago, which was partly caused by a hole in my heart. After I got that repaired, I initially lost weight but then I gained it back. I started seriously walking in January 2019 and have walked over 2,000 kilometres. I have lost 20 kilograms and my health and fitness has improved greatly. I am going back to my heart specialist for a check-up and I am looking forward to sharing how walking has transformed me." – Gordon*


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*"The Heart Foundation Walking Team always tell me that I'm an inspiration to them, but the walking program is an inspiration to me! Walking has improved my social life, and I've reached the age of 90 with no arthritis, no heart problems and no need for glasses while driving. My doctor is even amazed at how well I am!" – Anne*

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**Mark Bailey, MP**  
Transport and Main Roads, Qld

## Active Living and Healthy Active by Design

Through our Active Living program, we work closely with local governments and built environment professionals to ensure Australians can access improved, safer places to walk and be active.

In neighbourhoods designed to support physical activity and healthy eating, residents have lower rates of heart disease and related risk factors, such as high cholesterol, blood pressure, and obesity.

The Healthy Active by Design website provides access to resources and examples that help communities lead healthy, active lives no matter where they live, work and play. The website features more than 180 case studies showcasing best practice projects.

This year, we expanded on this work with:

- a new section of the Healthy Active by Design website that focuses on active living for older Australians
- a survey of almost 3,000 people to explore their preferences for designing heart-healthy built environments<sup>5</sup>. Results showed high levels of support for better access to local healthy food options, safe and accessible walking and cycling infrastructure, and support for increased government investment to achieve this;
- the redevelopment of our Community Walkability Checklist to help Australians rate the walkability of their neighbourhood. The checklist also helps users to plan a safe local walking route and informs the work we do with local government to create more accessible, walkable neighbourhoods.



## Active Australia Innovation Challenge

Now in its third year, the Active Australia Innovation Challenge inspires schools, universities, TAFEs, colleges, and other organisations, including councils and community groups, to develop and implement innovative projects that encourage physical activity within their communities.

The program offers funding for multiple projects each year, with winners receiving \$10,000 to bring their ideas to life.

In 2020, we saw a significant increase in the number of applications compared to 2019.

Some of the projects that received funding this year included:

- Brighter Communities Sunrise Health Service Aboriginal Corporation, which provides health services to nine remote Aboriginal communities in the Northern Territory. The grant will fund a colour fun run in each community. Participants begin the run in a clean white t-shirt; along the way, they are sprayed with water and coloured powders. The project aims to encourage the establishment of weekly walking groups.
- A Vision for Dance Through Music Blind Sport & Recreation Victoria, which received funding to launch a series of Australian-first dance workshops for vision-impaired people. Available to participants in metropolitan, rural and remote areas via Zoom, these sessions are supported by a trainer who provides audio descriptions and guidance for vision-impaired participants.





## Tackling Rheumatic Heart Disease

This year, the Heart Foundation and RHD Australia partnered to implement revised clinical practice guidelines to improve the prevention, detection, and management of acute rheumatic fever (ARF) and rheumatic heart disease (RHD), which disproportionately impact Aboriginal and Torres Strait Islander peoples and disadvantaged groups.

Together, the Heart Foundation and RHD Australia developed a range of new online training resources for doctors, nurses, and Indigenous health workers to improve their skills and knowledge in preventing and treating ARF and RHD across Australia.

As a partner with the END RHD Alliance of key stakeholders, we continue to work towards eliminating ARF and RHD in Australia.

Together with key stakeholders, the Heart Foundation successfully advocated for a Queensland RHD Action Plan (2018–2021), currently the only RHD Action Plan in Australia. The Heart Foundation is a member of the RHD Action Plan Governance Committee; during 2020, we delivered on many activities to improve ARF and RHD prevention, detection and treatment. These activities included active case finding and improved access to diagnosis and care closer to home through the delivery of outreach echocardiography and cardiac services in remote communities.

## Supporting Aboriginal and Torres Strait Islander peoples in the Northern Territory and Western Australia

In 2020, we continued to work towards improving awareness and prevention of heart disease amongst Aboriginal and Torres Strait Islander communities, and to support people and their loved ones living with heart disease.

With a focus on remote communities, we promoted Jump Rope for Heart in Mililingimbi Northern Territory; participated in NAIDOC Week in Jabiru; and joined in the Brighter Communities Colour Run in Ngukurr, 630 kilometres from Darwin.

In Western Australia, we supported communities in Karratha, Onslow and Roebourne in the Pilbara region. We developed a recipe book using locally available and affordable ingredients, a fridge magnet to remind people of the warning signs of a heart attack and a video to encourage community members to see their doctor for regular heart health checks.







## Strategic Pillar 2: Support & Care

Each day, approximately 440 people are admitted to hospital due to coronary heart disease.<sup>6</sup> Across Australia, thousands more will see their general practitioner or specialist for ongoing care. Others live with the pain, discomfort, and interruption to their lives that comes with a heart condition. The Heart Foundation continues to support people living with heart disease and those who care for them.

Our key areas of focus include:

- those affected by heart attack and angina
- people living with heart failure
- providing access to cardiac rehabilitation services
- younger people living with heart disease
- Aboriginal and Torres Strait Islander peoples facing the challenges of heart disease.

### My Heart, My Life

The My Heart, My Life pilot program aimed to support people who have had a heart attack or angina episode.

Over six months in 2020, the program provided access to free print resources, email and SMS journeys, online content, and support calls from health professionals. This support extends to loved ones and caregivers.

The program aimed to:

- assist people to better understand and manage their heart condition
- improve people's confidence in managing their heart health
- improve the quality of life of people living with a heart condition
- educate people about heart disease, related treatments and tests, and ways they can look after their heart health in hospital and after leaving. This includes providing access to heart health information, healthy recipes and support services
- support people to navigate the health system and access high-quality care.

From November 2019–June 2020, 38 hospitals across Australia implemented the My Heart, My Life pilot program. In total, 2,000 patients, caregivers, and family members were supported. Post-pilot evaluation results indicated that the program was beneficial in aiding recovery. At the end of 2020, the Heart Foundation made the program available to all cardiac health services that wished to participate.

## Heart Foundation Helpline

This year, our Helpline managed more than 20,000 calls, representing the highest level of demand in the service's history.

The surge in calls was partly due to the COVID-19 pandemic and the Heart Foundation's COVID-19 and CVD public awareness campaign. Through April–May 2020, approximately one in three Helpline calls were COVID-19 related.

In 2020, our Helpline service moved from being majority office-based to a cloud-based service with staff across Australia.

This move resulted in the creation of three specialised teams:

- Health: staffed by cardiac nurses, a cardiac psychologist, a pharmacist, and other health professionals to answer heart health inquiries
- Supporter Relations: new staff to support the delivery of individual and regular giving and community fundraising programs
- Customer Service: staff to answer general customer support calls.

## Heart Failure Resources

Heart failure affects around 100,000 Australians<sup>7</sup>, the majority of whom are elderly.

The Heart Foundation thanks the Ian Rollo Currie Estate Foundation for assisting in the production of a series of videos and a booklet to help people to understand and manage their conditions.

Via a focus group, held in Albury, Victoria, heart failure patients and health professionals supported the development of these resources, which cover:

- understanding heart failure
- recognising the signs and symptoms
- medications and treatments
- monitoring blood pressure at home
- managing fluid levels
- actions to take when signs and symptoms appear.

Translated videos and resources are available to support people from non-English speaking backgrounds. Resources are available in Arabic, Chinese (simplified and traditional), Croatian, Greek, Italian, Korean, Macedonian, Maltese, Polish, Portuguese, Russian, Serbian, Spanish, Turkish, and Vietnamese. The focus group participants described the videos as "positive and not foreboding like heart failure often is".







## National Cardiac Rehabilitation Quality Indicators

Accessing cardiac rehabilitation services after hospital treatment for a heart event can help patients manage their heart disease risk factors and take action to prevent future heart events. Participants also receive individualised exercise programs and education to make sustained lifestyle changes that will improve their health and wellbeing.

In 2020, the Heart Foundation developed new national cardiac rehabilitation quality indicators. This work was supported by valuable input from the National Cardiac Rehabilitation Quality Indicator Taskforce, as well as from clinicians, policymakers, and researchers.

Over time, the implementation of these quality indicators will help to:

- ensure greater participation in cardiac rehabilitation and better heart health outcomes
- inform best practice and alternative models of care
- reduce hospital re-admissions
- establish uniform quality performance measures, data collection, and routine reporting
- improve the experience of accessing cardiac rehabilitation.

## Supporting Young Hearts

The Supporting Young Hearts program connects, supports and provides information to younger people (18–45 years old) affected by heart disease. It aims to help them:

- better manage their heart condition
- improve their emotional health and wellbeing
- connect with others with similar heart conditions
- cope with living with a chronic heart condition at a younger age.

Heart conditions can present unique challenges for younger people, especially when diagnosis and treatment impacts family planning, body image, employment, intimacy, and more.

Connecting with others provides younger people with opportunities to develop positive and strong relationships, as well as to share experiences and learnings.

The program also gives participants access to:

- information, resources, and support to assist with managing their condition
- an online peer support group
- informative events, videos, and webinars
- more than 35 online patient stories.

The group's online nature enables much needed support for people living in rural, regional, and remote Australia. This year, the reach of the online group grew by more than 70 per cent.

The Supporting Young Hearts events were supported by the Victorian Government.

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*"Supporting Young Hearts has given me a community where I belong, where we can be vulnerable and honest about our feelings and challenges, and (where) we can lean on each other and help each other and inspire each other."*

– Lea, diagnosed at 24 years old with a congenital heart condition.

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*"Supporting Young Hearts ignited my positive outlook after my heart attack. It's been the final piece to the support I was looking for."* – Marcus, heart attack and open heart surgery at 37 years old and a member of the Supporting Young Hearts consumer advisory group.

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*"I am a member of the Supporting Young Hearts Committee. I just want to be able to help others and to give back. I now realise that I am not alone; it's amazing who you meet."* – Nicola, heart attack at 38 years old and a member of the Supporting Young Hearts consumer advisory group.

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## Pilbara Aboriginal Heart Health Program

Over the past six years, the Heart Foundation, with support from Chevron Australia, has facilitated the Pilbara Aboriginal Heart Health Program. The program focuses on improving heart health outcomes in the Pilbara region of northern Western Australia, specifically in the communities of Karratha, Onslow, and Roebourne.

The program aims to increase awareness of heart disease, risk factors, and the warning signs of heart attack in a vulnerable population. It addresses four areas to improving heart health in these remote communities:

- nutrition
- physical activity
- heart health education
- access to health services.

In response to the challenges presented by COVID-19 restrictions, the program focused on developing culturally and linguistically appropriate resources that were relevant to the Aboriginal people of the Pilbara region, including:

- *Cooking in the Pilbara*, a recipe book that adapts five Heart Foundation recipes to include locally available and affordable ingredients
- a fridge magnet that contains information on the warning signs of heart attack and a call to action to dial triple zero and ask for an ambulance
- an animated video explaining what a heart health check is and why people should have one.







## Strategic Pillar 3: Research

**This year, the Heart Foundation was proud to fund the work of more than 200 leading researchers across 36 Australian research institutes. Their efforts are the front line of our fight against heart disease. In the final year of our One Heart strategy, we invested more than \$17 million into research that will advance support, care, and treatments for people living with the pain and discomfort of heart disease.**

Through the generosity of our donors, we are the nation's largest non-government funder of research into cardiovascular disease. We have continued this work for more than 60 years, investing more than \$670 million (in today's dollars) into world-leading heart health research, including \$54.7 million in the last three years alone:

- 2018–\$16.3 million
- 2019–\$15.7 million
- 2020–\$13.1 million
- Strategic grants–\$4.0 million
- Stroke Prevention Grant–\$5.6 million

Our funding portfolio programs are nationally competitive. Funding applications are ranked by an independent and rigorous peer review process based on scientific merit, track record, relevance, and feasibility.

### 2020 Research Awards

This year's funding portfolio awarded \$13.1 million for 56 new research projects.

- 10 Future Leader Fellows
- 10 Postdoctoral Fellows
- 8 Health Professional Scholars
- 24 Vanguard Grant awardees
- 2 Aboriginal and Torres Strait Islander awardees
- 2 COVID-19 and CVD Grant awardees

Additional funding of \$8 million, comprised of a \$4 million commitment from the Heart Foundation that was dollar-matched by the Australian Government's Medical Research Future Fund (Cardiovascular Health Mission).

The following pages highlight some of the research projects funded in 2020.

### Ross Hohnen Award for Research Excellence Vanguard Grants

This award honours the memory of Ross Hohnen AM OBE, who played a central role in establishing the Heart Foundation. It is given to the highest ranked Vanguard Grant awardee and recognises the most outstanding and innovative research project. The recipient of this award receives an additional \$10,00 in project support on top of the Vanguard Grant.

- Associate Professor Dion Stub, Monash University, will conduct the PANDA trial to evaluate the initial management of patients with shock. Shock is an imbalance of oxygen delivery and demand, particularly in vital organs. Circulatory and septic shock are the most common types.

### Heart Foundation Paul Korner Innovation Award

This award recognises the top two most innovative fellows in both the Future Leader Fellowship and Postdoctoral Fellowship programs. Professor Paul Korner, who passed away suddenly in 2012, has been recognised for the positive impact of his work on the lives of many. The recipients of this award receive an additional \$20,000 in project support on top of their fellowship.

#### Future Leader Fellowships

- Dr Emma Gordon, The University of Queensland, will seek to manipulate the blood vessel response to stiffness that occurs in diseased vessels. If successful, this research will allow for the generation of novel therapeutics to prevent the progression of diseases such as atherosclerosis.
- Dr Jatin Patel, Queensland University of Technology, is part of a team that developed stem cell technology to repair and regenerate blood vessels, resulting in blood flow returning to damaged tissue. This project will see the team continue scaling this technology, as well as launch a new project to understand how vascular stem cells become dysfunctional with high blood cholesterol, potentially leading to the development of novel treatments.

#### Postdoctoral Fellowships

- Dr Rona Macniven, University of New South Wales, will address the critical evidence gaps relating to the effectiveness of physical activity interventions in Indigenous people. Through generation of evidence, this project seeks to inform the future design and development of optimal programs and services for Indigenous Australians.
- Dr Dean Picone, University of Tasmania, will develop and validate a more accurate way to measure cuff blood pressure using modern statistical techniques (machine learning). This is a world-first project that brings leading researchers in blood pressure and computational biology to solve a problem that has alluded scientists for decades. Accurate blood pressure measurement will lead to better diagnosis and medical care of people, thereby reducing global death and illness from cardiovascular disease.







Through the generosity of our donors, we are the nation's largest non-government funder of research into cardiovascular disease

### **Commitment to Addressing Aboriginal and Torres Strait Islander Health Inequalities**

We are dedicated to supporting initiatives that reduce the gap in heart health outcomes for Aboriginal and Torres Strait Islander peoples. Figures from the Australian Institute of Health and Welfare show that after adjusting for differences in the age structure of the populations, rates of death from cardiovascular disease are 1.7 times higher in Aboriginal and Torres Strait Islander Australians compared with non-Indigenous Australians.<sup>8</sup>

As part of our commitment to addressing Aboriginal and Torres Strait Islander health inequalities, the Heart Foundation is currently supporting 20 projects with an investment of over \$7.4 million. Six new projects were awarded in 2020, including to the following Aboriginal and Torres Strait Islander awardees:

- Dr Jessica O'Brien (Monash University) is conducting a multi-site trial in Alice Springs, Darwin, Cairns and Townsville to scan patients with confirmed or suspected rheumatic fever using cardiac MRI. This research has the capacity to change how rheumatic fever is diagnosed, as well as to identify rheumatic fever patients who are at higher risk for progression to RHD.
- Dr Michelle Bovill (University of Newcastle) who has been funded by the Heart Foundation for the past five years, will continue her work in smoking cessation with Aboriginal and Torres Strait Islander peoples. This study will test the feasibility and acceptability of Yanhiyanirra (come to one's assistance) Quit Pack, a mailout smoking cessation package that includes nicotine replacement therapy, smoking cessation pamphlets, and proactive quitline referrals for Aboriginal and Torres Strait Islander peoples.

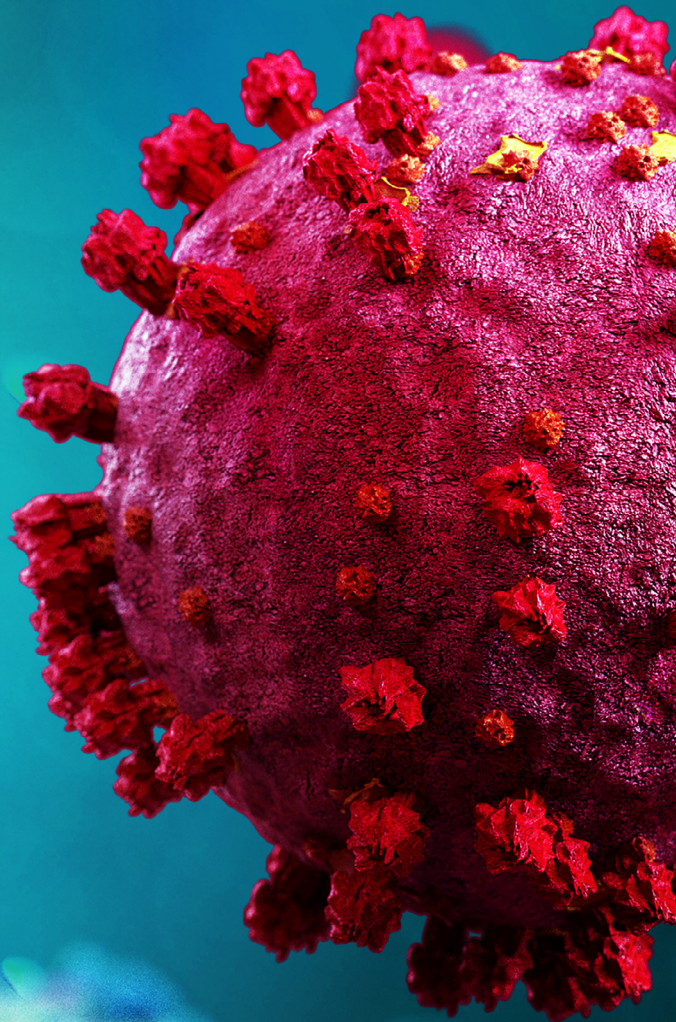


## 2020 CVD and COVID-19 Grants

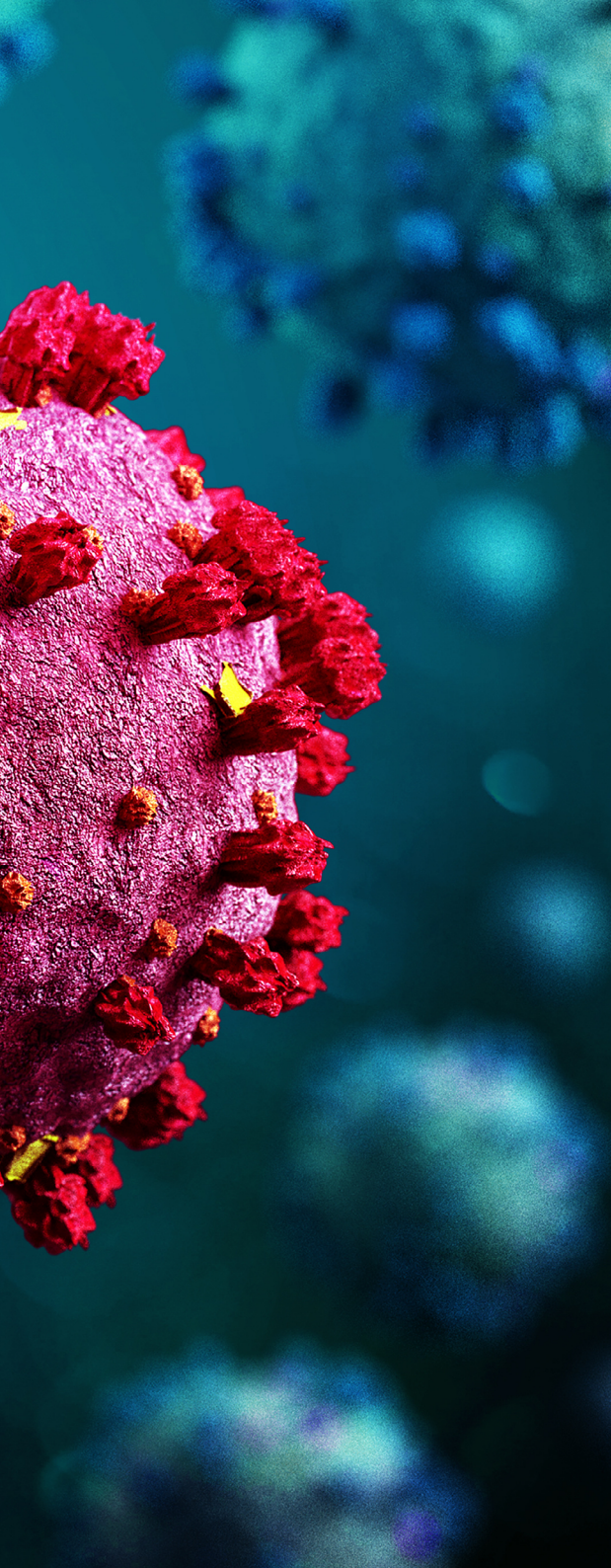
In 2020, COVID-19 brought the world to a standstill. Early limited evidence indicated that people with CVD were at higher risk of severe illness or death from this novel virus, with cardiac arrhythmias and cardiac dysfunction found to be common complications.

To improve knowledge and treatment of these complications, the Heart Foundation, with support from Sanofi Australia and Pfizer Australia, created two CVD and COVID-19 grants, each valued at \$100,000.

- Professor David Kaye, from the Baker Heart and Diabetes Institute, will research damage to the blood vessels in the lungs (pulmonary arteries) and the heart to understand how this might contribute to ongoing breathlessness, the most common lasting symptom after contracting COVID-19.
- Professor Thomas Marwick, University of Melbourne, will research the damage COVID-19 does to the heart's chambers and blood vessels and explore how this damage can affect long-term cardiovascular function. The findings will contribute to new ways of detecting and managing these complications.







## 2020 Strategic Grants

Together with the Australian Government's Medical Research Futures Fund (MRFF), we announced the launch of a series of strategic grants to address identified gaps within cardiovascular research. Funded projects will produce innovative research that can leverage significant further funding; demonstrate multidisciplinary, national and/or international partnerships and collaboration; encourage involvement of consumers throughout research project, and provide a plan for disseminating findings into practice and policy. The Heart Foundation's initial \$4 million in funding was matched by the MRFF, resulting in a total allocation of \$8 million that will support research in the following thematic areas:

- Cardio-oncology: the emerging and rapidly growing area of improving cardiovascular morbidity and mortality in cancer survivors.
- Predictive Modelling: the accurate prediction of an individual's risk of developing CVD, having a CVD event, or predicting subsequent events is a considerable gap in cardiovascular risk assessment.
- Secondary Prevention: addressing gaps in secondary prevention and cardiac rehabilitation services can reduce mortality and morbidity rates and improve health outcomes and quality of life.
- Women and Heart Disease: addressing sex-specific differences and new strategies to improve primary prevention, early disease identification, secondary prevention, and treatment for women at risk and/or living with heart disease.

We received 119 expressions of interest and received and invited 40 researchers to submit applications across all four themes. The eight awardees, who will each receiving a \$1 million grant, will be announced in mid-2021.

## Involving Consumers in Research

This year, for the first time, consumers played a role in reviewing applications for our strategic research grants. Engaging consumers in the research application process is a great way for those involved to understand how the research funded will ultimately benefit them and others. Consumers received a purpose-designed training session, developed by the National Health and Medical Research Council (NHMRC) and the Cancer Council. The training helped consumers interpret and assess research applications; their feedback is then collated into the peer review process and contributes to the application's overall ranking against other candidates. Consumer input will be integrated into all Heart Foundation research funding processes in 2021.









## Strategic Pillar 4: Strengthening our Organisation

**During a challenging year, we focused on innovation and adaptability in fundraising. Our appreciation of the community's generosity has never been greater.**

Through the incredible support of our many supporters, philanthropic donors, and partners, we finished the year having increased our overall funding by 6.74%.

As Australia's leading heart health charity and the nation's largest non-government funder of heart health research, we know that thousands of Australians give to us with the belief that their generosity can make a real difference in the fight against heart disease.

### **Gifts in Wills/Bequests**

Gifts included in wills are a vital source of funding, accounting for more than half of our revenue and funding 50 per cent of our research projects. By choosing to leave a percentage of their estate to us, supporters help enhance the medium- to long-term certainty of our income.

In 2020, we inspired more than 400 people to bequeath \$34 million to the Heart Foundation. Their generosity will support our vital work for years to come.



## Individual Giving

As a charity that relies on community support for most of our funding, we place significant emphasis on building meaningful and long-lasting relationships with individual donors.

Although COVID-19 brought enormous uncertainty and risk to our fundraising efforts, over 100,000 supporters raised \$15 million this year alone. These donations will enable us to fund long-term initiatives and programs for those who need it most.

Our Winter and Christmas Appeals raised \$2.4 million and we also saw strong growth across our regular giving programs, with more than 6,000 new supporters joining and more than 1,600 existing monthly donors increasing their monthly donation value in 2020.

Our regular communications keep donors up to date with initiatives in research, support, and care and prevention of heart disease, demonstrating the many positive outcomes of their giving.





## Community Fundraising

Our community fundraising initiatives empower friends, families, workplaces, and communities to come together to raise funds to support our programs and initiatives.

### Give with Heart Day

This year's annual giving day aligned with our Hand on Heart brand campaign, featuring stories from:

- Greg Page, the Yellow Wiggle, who suffered a cardiac arrest on stage during a January 2020 concert
- Darren Lehman, former Australian cricket player and coach, who underwent bypass surgery in early 2020
- Geoff Lester, a survivor of four major heart surgeries before the age of 35 and cardiologist in training
- Warawatja Bell, a Wiradjuri/Wonnarua man, actor, and hip-hop artist, who experienced an unexpected heart attack at 48 years of age.

The Give With Heart Day campaign boasted a digital, online, and broadcast partnership with Channel 7, with significant coverage on the Morning Show amplifying our heart health messages. We raised more than \$1.9 million from 13,135 donors - an increase of 145 per cent on last year - including 3,557 new donors.

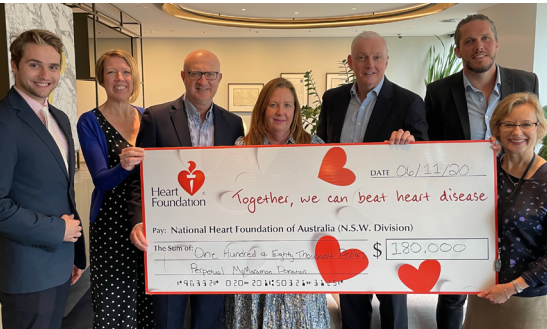
We would like to thank and acknowledge the following corporate partners:  
Chevron | IGO | QUBE | Shaw & Partners | Warakirri Asset Management



MyMarathon

This virtual fundraising event encourages participants to run, walk or jog the distance of a marathon – 42.2 kilometres – over the month of October. Despite the challenging circumstances of 2020, including COVID-19 lockdowns in Victoria, more than 10,000 people took part in this year’s event. Together, they logged more than 800,000 kilometres and raised almost \$2 million in donations, our highest ever total.


Among them were 42 teams from Perpetual Limited, one of the Heart Foundation’s corporate partners. It was the company’s first experience of MyMarathon, inspired by the tragic loss of their former colleague Josh Avvenevole, who passed away at the age of 26 from a sudden cardiac arrest. In Josh’s honour, the Perpetual teams logged 42,861 kilometres and raised over \$90,000, which the company matched dollar for dollar. With a grand total of \$181,930, Perpetual became the most successful corporate team in MyMarathon history.



*“Apart from raising money for the Heart Foundation, MyMarathon is a fantastic way to motivate yourself to become more active for your own heart health. It’s a win-win!” - MyMarathon 2020 participant.*







**Darren Lehmann**, former Australian cricket player and coach

Despite Victoria's COVID-19 lockdown, the state boasted the largest number of MyMarathon registrations. Twenty per cent of MyMarathon survey respondents said the pandemic had a positive and motivating impact on their performance.

Former Australian cricket player and coach Darren Lehman, featured in the campaign, sharing his heart health story and raising awareness and funds for the challenge.

Corporate Australia is a key part of MyMarathon. We would like to thank our loyal and supportive teams in 2020 for making MyMarathon a great fundraising success.

Alfred Health | All Communication Speech Pathology | Flinders Cardiac | NAB | Perpetual | RACQ | Westpac

As the Safety and Wellbeing Specialist at RACQ, Alison Proctor is extremely passionate about RACQ taking part in MyMarathon. The employees at RACQ love a challenge, and in 2020 Alison recruited 30 teams.

Employee wellness, connecting employees and creating healthy competition were all key drivers for the teams' participation

Jump Rope for Heart

The Jump Rope for Heart program is an icon in primary schools across the country. This key fundraising program encourages kids to develop a positive attitude towards exercise, enjoy healthy eating, and protect their heart health.

Over 38 years, more than 10 million children have skipped rope and raised over \$106 million to support heart health research and programs that save lives.

This year, approximately 1,000 schools around Australia joined in, skipping their way to raise more than \$2 million. This was a significant achievement, with schools around the country affected by COVID-19 shutdowns.

Through the pandemic, our Jump Rope for Heart team worked to:

- develop online resources and tools to help teachers keep children engaged in Jump Rope for Heart, even during school closures.
- create a series of online videos to help children learn new skipping skills at home.



Year 4 Student proves Muscular Disease is no barrier to Jump Rope for Heart

Alano Huang, a Year 4 student at Rostrata Primary School in Perth, Western Australia was excited to take part in Jump Rope for Heart. Unlike other kids at his school, Alano lives with a degenerative muscular disease that restricts his mobility; he gets around using a motorised scooter.

Alano’s education assistant and physical education teacher developed a way for him to participate in the challenge. Alano, together with more than 410 schoolmates, raised more than \$12,000. Across its 15 years of being part of Jump Rope for Heart, this inspiring school has raised around \$70,000 for the Heart Foundation.







## Corporate Partnerships

The Heart Foundation takes a strategic approach to building and maintaining corporate partnerships, aligning our work with our partners' corporate social responsibility (CSR) commitments and/or marketing objectives to create mutually beneficial relationships.

Our partners value aligning with a respected and well-known brand, as well as having access to current, credible evidence and health content for both customers and staff.

We thank all of our partners for sharing in our vision of an Australia free of heart disease.

### Corporate Australia:

AstraZeneca | Chevron | Coles | Ritchies |  
Sanitarium | Servier | Stockland | Qantas Wellbeing  
| TerryWhite Chemmart

### Government and Healthcare supporters:

Australian Government | Brisbane City |  
Northern Territory Government | NSW Government |  
Health and Wellbeing QLD | Sport Australia-  
Better Ageing | Government of SA | Wellbeing SA |  
Tasmanian Government | Vic Health

Workplace Giving

Workplace Giving is one of the most effective ways for working Australians to support a charity. We are extremely fortunate to work with several loyal, committed corporate partners through our workplace giving program.

These include:

Australia Post | ASIC | Ampol | AMP | ANZ | BP | CSL Behring  
Deutsche Bank | Energex Ltd | Ernst & Young | Goldman Sachs  
Macquarie Bank Foundation | Suncorp | Telstra | Woodside Energy

Philanthropy

Philanthropic investments from trusts, foundations, and individuals enable the Heart Foundation to pilot innovative programs, scale vital components of our work, and transform Australia’s heart health.

These major financial contributions fund our major research program and other vital sectors of our work. Investing in the careers of young researchers has a significant impact through the creation of new knowledge and ensuring social, economic, and health impacts. The stories of The Bruce Wall Charitable Trust and Jenny Tatchell highlight thoughtful philanthropic investments in research.

Philanthropy and a Postdoctoral Fellowship

The Bruce Wall Charitable Trust has contributed \$350,000 towards advancing heart research in Australia and supporting young scientists to progress their careers. Tasmanian researcher Dr Dean Picone was the 2013 recipient of The Bruce Wall Charitable Trust Honours Scholarship, which set him on the path towards a successful career in research and the Trust’s initial investment in a young student has certainly paid off: Dr Picone is now the recipient of a Heart Foundation Postdoctoral Fellowship. His research, which will use machine learning to improve the way high blood pressure is diagnosed, was also identified as one of the most innovative projects submitted in 2020, earning Dr Picone a prestigious Heart Foundation Paul Korner Innovation Award and an additional \$20,000 in funding.







### **The Joy of Giving**

Jenny Tatchell, who has been a significant supporter of the Heart Foundation for over 20 years, likens her joy of giving to that of a child at Christmas. Jenny has influenced the careers of several researchers through her generosity. Most recently, she has supported the work of two emerging female leaders in cardiovascular research: Melanie White, who is studying the links between Type 2 Diabetes and heart attack recovery; and Seana Gall, who is working to improve the prevention and management of stroke.

Our Philanthropy team welcomes transformational giving enquiries. We work with all our supporters to ensure their philanthropic investments are meaningful to them and help make a lasting and positive contribution to Australia's heart health.









## Strategic Pillar 5: Our People

**Our people are driven by purpose and passion – and never has this been more evident than in 2020. Like the rest of Australia, the Heart Foundation staff were heavily impacted by COVID-19 – but we didn't let it slow us down.**

This year, we focused on being 'one heart, one team' and supporting our people's wellbeing, even as we all began working from home. Our continued investment in our people is a central pillar in the organisation's focus on attracting and retaining high-performing staff.

### Culture, Engagement & Effectiveness

Our annual Culture Survey is one of the ways in which we measure our performance in the areas of culture, engagement, and effectiveness. The survey gives staff an opportunity to reflect on their workplace experiences, and provides the organisation with a annual benchmark to track progress against previous years. The 2020 Culture Survey was the final survey over our three-year One Heart strategy. Despite a challenging year of remote working, our overall culture, engagement and effectiveness score increased to 72 per cent in 2020, up from 60 per cent in 2019 and 58 per cent in 2018.

These results are particularly significant given that all staff were asked to take a 20 per cent reduction in total remuneration, mirrored by a reduction in work days, for a period of three months. Our priority was to keep all our people employed and get through the difficult times together.

We achieved many successes this year and we wish to thank all our people for their passion and their continued hard work in delivering our programs.



### Investing in our People

Our people are at heart of all that we do; we can only deliver on our One Heart strategy thanks to the passion, effort, knowledge, expertise, and dedication of our staff. In 2020, the Heart Foundation continued to invest in and support our people by:

- implementing a leadership and coaching framework for our people leaders, supporting them to deliver a strength-based model to coach and develop our staff
- launching a new technology-based staff development tool. By providing all staff with access to an online learning platform, they can supplement their on-the-job growth by completing high-quality online training. This assists them to acquire new skills and deliver higher quality work outcomes for our organisation and its stakeholders.

### Diversity & Inclusion

The Leadership team demonstrated their commitment to diversity and inclusion by endorsing the Diversity & Inclusion Roadmap to guide the journey forward. Key focus areas of our roadmap include:

- implementing a coordinated approach to diversity and inclusion and ensuring our approach is built into our recruitment strategy
- ensuring our respect for diversity and inclusion is reflected in our day-to-day activities
- reporting on the progress of our Diversity & Inclusion Roadmap activities in future annual reviews.

#### At the Heart Foundation:



25% of staff were born overseas



staff speak 30 different languages



Board membership is split equally between women and men







## Our Volunteers

We are extremely appreciative of the many people who give their time to support the work of the Heart Foundation. In 2020, we recognise the efforts of:

- 26 office volunteers across the nation
- 52 volunteers at events
- 1,766 Heart Foundation Walking group leaders
- seven members of our Supporting Young Hearts advisory group
- 24 national board and committee members
- 55 local advisory board members
- more than 100 members of our research committees
- our community panel.

Many of our volunteers live with the challenge of heart disease or have close friends or family impacted by it. We are grateful for their contributions to our work and their deep and strong connection to our mission.

Across Australia, more than 1,700 people give their time to organise and support Heart Foundation Walking groups. We know that physical activity is key to better heart health. During the COVID-19 shutdowns our walking groups played, and continue to play, a vital role in keeping people active and socially connected; this would not be possible without the work of our volunteers.

Beyond our walking groups, the pandemic significantly impacted many volunteer-driven programs across our organisation. When most volunteer work was suspended in March 2020, our volunteers were dearly missed.

As one team we look forward to a new year, to working to implement our new strategic plan, and supporting better heart health for all Australians.



# Board of Directors

## President

### Mr Chris Leptos AM

Mr Chris Leptos AM is the President of the Heart Foundation and Chair of the Board. He is an advisor to a range of corporate and not-for-profit organisations and holds several appointments, including Deputy Chairman of SEA Electric, Non-Executive Director of IDP Education (ASX:IEL), and Senior Adviser to Flagstaff Partners. In 2020, Chris was appointed by the Commonwealth Government to conduct a statutory review of the *National Housing Finance and Investment Corporation Act*. In his earlier career Chris was a Senior Partner with KPMG; Managing Partner Government at Ernst & Young, where he had national responsibility for leading the public sector practice; and General Manager of Corporate Development for Western Mining Corporation. Chris is currently a governor of The Smith Family and a member of the Board for the Faculty of Business & Economics at the University of Melbourne.

## Board Directors

### Associate Professor David Colquhoun

Associate Professor David Colquhoun is a cardiologist in private practice. He is also actively involved in research and preventative cardiology, as reflected in his role on the Heart Foundation's heart health and research committees. His specific interests include preventative cardiology, nutrition, and psychosocial factors for heart disease. David is a member of the Scientific Committee of the National Institute of Complementary Medicine (NICM), a member of the Scientific Committee of the Gallipoli Medical Research Foundation, and the Co-President of the Clinical and Preventive Cardiology Council of the Cardiac Society of Australian and New Zealand (CSANZ). He holds an MBBS from the University of New South Wales.

### Clinical Professor Jenny Deague

#### Chair, Heart Health Committee

Clinical Professor Jenny Deague is Chair of the Heart Health Committee for the Heart Foundation Board. Originally trained at the University of Melbourne and the Royal Melbourne Hospital, she holds an MBBS and PhD from Melbourne University, a Fellowship of the Royal Australasian College of Physicians and Cardiac Society of Australia and New Zealand, and an Imaging Fellowship from Massachusetts General Hospital and Harvard University in the USA. Jenny has been the Director of Cardiology and a member of the Head of Department Medical Advisory Committee at Joondalup Health Campus in Perth, Western Australia since 2012 and a Clinical Professor of Health Sciences at Curtin University, Western Australia.





### **Mr John Etherington AM**

#### **Retired from the Board and Chair of the Finance Committee at the 2020 AGM**

Mr John Etherington AM is the Chair of the Finance Committee. He is a chartered accountant who has worked in public practice for 28 years, including 16 years as a partner at Deloitte. John is currently a non-executive director for a range of public, private and not-for-profit organisations.

### **Professor Len Kritharides**

#### **Chair, Research Strategy Committee**

Professor Len Kritharides is a consultant and interventional cardiologist. He is Senior Staff Specialist and Head of the Department of Cardiology at Concord Repatriation General Hospital in Sydney, conjoint Professor in Medicine at the University of Sydney, Head of the Atherosclerosis Research Laboratory at the ANZAC Research Institute, Clinical Director of the Cardiovascular Stream of the Sydney Local Health District, and Chairman of the Board of Governors of the Heart Research Institute Sydney. Len is the immediate past-President of the Cardiac Society of Australia and New Zealand.

### **Mrs Cynthia Payne**

Mrs Cynthia Payne is a board advisor to Total Constructions (2018) and Managing Director of Anchor Excellence, her executive and management consulting firm. Cynthia is the past Chair of Arts Health Institute (2011–2015) and The Australian Organisational Excellence Foundation (2015–2016). Originally educated as a registered nurse, she holds a Bachelor of Applied Science (Nursing) from the University of Sydney and an MBA from the University of New England, with majors in Human Resource Management and Association Management. She holds numerous professional memberships, including Member of the Australian Institute of Company Directors, Fellow of the Governance Institute of Australia, Member of Australian Organisation for Quality, Member of the Australian College of Nursing, and Member of Business Excellence Australia.

### **Mr Todd Roberts**

#### **Chair, Investment Committee**

Mr Todd Roberts joined Credit Union SA in June 2020 as the Chief Executive Officer having spent over 13 years as an executive at the Commonwealth Bank of Australia. With over 25 years working in finance and professional services across Australia and the UK, Todd has developed a strong understanding of a wide range of financial and commercial disciplines from accountancy, audit and insolvency

to institutional corporate, commercial and retail banking. Todd holds a Bachelor of Arts in Accountancy from the University of South Australia. He is a Fellow of the Institute of Chartered Accountants in Australia and New Zealand, the Australian Institute of Company Directors, and the Governor's Leadership Foundation. Todd has held a significant number of chair and director roles with various not-for-profit organisations and charities throughout his career. He is currently a board director and Chair of the Investment Committee at the Heart Foundation. He has over 26 years working in the not-for-profit sector with more than 10 years' experience in executive roles. His current directorships include Chair of Peninsula Health and Director of the Abbotsford Convent Foundation.

### **Ms Alice Tay**

#### **Chair, Risk Audit & Governance Committee**

Ms Alice Tay was a corporate and commercial lawyer for over 30 years. Since leaving legal practice, Alice has concentrated on her board and committee positions. For the Heart Foundation, she is the Chair of the Risk Audit and Governance Committee and a member of the Investment Committee. Alice is the Deputy Chair of the ACT Gambling and Racing Commission and a director of Molonglo Financial Services Ltd, which operates four branches of the Bendigo Community Bank in the Canberra region. In 2020, she was appointed by the ACT Chief Minister to the University of Canberra Council. Here, she chairs the Audit and Risk Management Committee and is a member of the Finance Committee. Alice is a graduate of the Australian Institute of Company Directors and a Fellow of the Governance Institute of Australia.

### **Ms Jennifer Tucker**

#### **Chair, Development & Brand Committee**

Ms Jennifer Tucker has more than 20 years of experience across a range of senior marketing, sales, and business leadership roles in the consumer products sector. Jennifer has degrees in commerce and law, is a graduate of the Harvard Business School AMP and Australian Institute of Company Directors Course, and is a member of the Mission for Cardiovascular Research Expert Advisory Panel and Chief Executive Women. Jennifer's career covers developing consumer centric marketing, innovation, and organisational change programs. She is the Executive General Manager at Yates, a division of DuluxGroup Ltd.



# Patrons

## National

**His Excellency General the Honourable David Hurley AC DSC (retd)**  
The Governor-General of the Commonwealth of Australia

## New South Wales

**Her Excellency the Honourable Margaret Beazley AC QC**  
Governor of New South Wales

## Northern Territory

**Her Honour the Honourable Vicki O'Halloran AO**  
Administrator of the Northern Territory

## Queensland

**His Excellency the Honourable Paul de Jersey AC**  
Governor of Queensland

## South Australia

**His Excellency the Honourable Hieu Van Le AC**  
Governor of South Australia

## Tasmania

**Her Excellency the Honourable Kate Warner AC**  
Governor of Tasmania

## Victoria

**The Honourable Daniel Andrews MP**  
Premier of Victoria

## Victoria

**Her Excellency the Honourable Linda Dessau AC**  
Governor of Victoria

## Western Australia

**The Honourable Kim Beazley AC**  
Governor of Western Australia



## Local Advisory Boards

The delivery and collaboration of localised activities and events was also crucial to our national strategy. Input from our local advisory boards remains an important component of the Heart Foundation's governance structure.

### Australian Capital Territory

**Chair:** Mr Bruno Yvanovich – Retired. Lived experience of heart disease

**ACT Members:** Prof Walter Abhayaratna OAM, Dr Paresh Dawda, Mr Mark North, Dr Nicole Freene, Prof Mark Daniel, Mr Simon Blacker, Ms Alexandra Wedutenko, Ms Genevieve Bond, Ms Louise Maher

### New South Wales

**Chair:** Mr Jim L'Estrange – Former CEO Cancer Council NSW

**NSW Members:** Ms Michelle Hampton, Mr Kiel Hennessey, A/Prof Raj Puranik, Mr Matthew O'Donnell, Mr Andrew Best

### Queensland

**Chair:** Mr Ian Humphreys – Partner, Ashurst Lawyers

**QLD Members:** A/Prof David Colquhoun, Dr Roger Wilkinson AM, Prof Lyn Griffiths, Adjunct Prof Paul Lucas, Mr Ben Woodbridge, Mr John Gambaro, Dr Colin Dillon, APM

### Northern Territory

**Chair:** Dr. Marcus Ilton – Cardiologist at NT Cardiac

**NT Members:** Mr Andrew Webster, Prof James Smith, Dr Marita Hefler, Ms Edwina Wing-Lun, Ms Ashley Health, Mayor Damien Ryan

### South Australian

**Chair:** Mr Stephen Halliday – Halliday Advisory - Strategic Communications and Public Affairs Consultant

**SA Members:** Ms Anne Young, Ms Arabella Branson, Mr David Underwood, A/Prof Jayme Bennetts, A/Prof Matthew Worthley

### Tasmania

**Chair:** Dr Paul MacIntyre – Staff Specialist in Cardiology Royal Hobart Hospital

**TAS Members:** Prof Mark Nelson, A/Prof Phil Roberts Thomson, Prof James Sharman, Dr Ashutosh Hardikar, Ms Sue Sanderson, Mr Bruce Neill, Mr Harvey Lennon

### Victoria

**Chair:** A/Prof Nick Cox – Director Cardiology, Western Health

**VIC Members:** A/Prof Ralph G Audehm, Prof Brian Oldenburg, Ms Angela Jackson, Ms Elaine Jacobs

### Western Australia

**Chair:** Mr Mario D'Orazio – Chairman and former Managing Director of Channel Seven Perth

**WA Members:** Dr Mathew Best, Ms Katie Stewart, Mr Ben Harvey, Mr Fabian Ross, Ms Rowena Roberts



# Financials

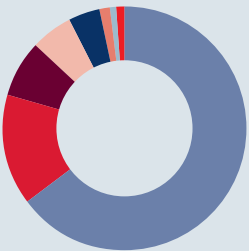
The Heart Foundation reports a surplus of \$221,000 in 2020 despite the impact to operations due to the COVID-19 pandemic.

This result was ahead of planned expectations noting that in 2020 we:

- took several steps to protect our organisation from the impacts of the restrictions imposed as part of the national COVID-19 response, including a reprioritisation of activities, a three-month reduction to employee working hours and accessing the first phase of the Jobkeeper allowance
- improved our level of bequest and non-bequest revenue however saw significant declines in grant revenues due to activity restrictions and declines in investment revenues as dividends were paused and interest rates dropped
- increased our committed level of expenditure on research as part of our increased allocation of funds over a three-year funding cycle
- refocused our communications and health awareness campaigns as necessary to highlight COVID-19 associated Cardiovascular risks
- managed our overall expenditure within the limits of our April reforecast which was based on the COVID-19 restrictions.

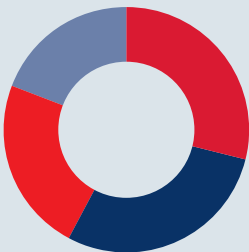
Although the fundraising environment was very competitive, our Board remain satisfied with our cost-to-income ratio for our fundraising activities while continually challenging management to rigorously and strategically manage our resources to produce sustainable outcomes.

The Heart Foundation has a solid platform to support an increased commitment to health programs and research into the future, underpinned by our new Connecting Hearts Strategy 2021-2023.



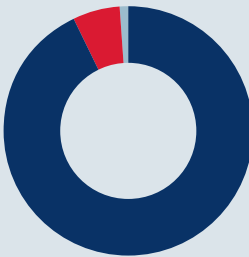
## How you've helped us in 2020

Bequests & Memorial Giving	64.87%
Regular Givers & Appeals	14.62%
Community Fundraising Events	7.55%
Major Gifts	5.54%
Jump Rope for Heart	4.11%
Trusts & Grants	1.46%
Raffles	1.01%
Corporate Partnerships	0.84%



## What your donations supported in 2020

Health Programs	29%
Research	29%
Communications, Health Campaigns & Administration	23%
Fundraising	19%



## Sources of income

Public Support	93%
Grants for Health Programs & Research	6%
Other Income	1%



## References

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