



2019

ANNUAL REVIEW

Our Brand 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

We are there for the 580,000 Australians¹ living with coronary heart disease today and we are working to prevent and manage heart disease for future generations. We believe in a future free from heart disease. Our work is purpose-driven, focused on stopping Australia's number one killer: coronary heart disease, which takes 48 lives every day².

We act to make a real difference in the fight against heart disease:

- We fund high-impact research, supporting emerging and leading heart health researchers
- We work to improve heart disease prevention, detection, care and support for all Australians
- We advocate to governments and industry for increased funding and resources for heart health
- We build community awareness about living a heart-healthy lifestyle. We do this through delivering health awareness campaigns and providing access to easy-to-understand information and resources
- We support health professionals in their work to prevent, diagnose, treat and manage heart disease.

This work is made possible thanks to the generosity of everyday Australians who fund our lifesaving work; their donations make up 80% of our funding.

Heart disease creates a significant health, financial and emotional burden for the 580,000 people who live with these conditions every day.

While coronary heart disease is still Australia's biggest killer, the rate of deaths has fallen by 87% from their peak in 1968³.

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Message from our President & Group CEO

The Heart Foundation continues its journey to save Australian hearts

We look back at 2019 as a seminal year, when we acted to re-start the national conversation about the impacts of heart disease, secured significant and positive policy change, and built on our capability to improve the heart health of all Australians.

We began 2019 with a commitment to re-engage with Australians about acting to protect their heart health. In January, we put our plan into action with the launch of our groundbreaking 'Serial Killer' campaign. Launched in partnership with News Corp Australia, the campaign engaged the public through many channels, reinforcing the tragic impacts of heart disease and delivered vital national reform in the introduction of a Medicare-funded Heart Health Check. All parties in the federal parliament supported the introduction of this new Medicare item, demonstrating the success of our effort to inform the national conversation on heart health.

We estimate that the introduction of Medicare-funded Heart Health Checks for all Australians over 45 years of age and Aboriginal and Torres Strait Islander Australians over 30 years will save more than 9,000 lives across the next five years.

2019 also marked the Heart Foundation's 60th anniversary. We wish to acknowledge the visionary action taken by our predecessors who came together in 1959 to create this organisation. They did so at a time when heart disease was not well understood, when the treatments we take for granted today were far off, and when heart disease was responsible for more than one in five deaths in Australia.

We are immensely proud of the incredible contribution the Heart Foundation has made to the heart health of Australians over the past six decades. Today coronary heart disease is still Australia's biggest killer, but the rate of deaths has fallen by 87% compared to their peak in 1968³.

The Heart Foundation is proud to claim many other achievements over its 60 years, including funding Australia's first coronary care ambulance, ensuring access to post-operative cardiac rehabilitation, influencing the launch of the Triple Zero (000) free call, introducing thousands of school children to Jump Rope for Heart, and investing more than \$650 million (in today's dollars) in heart health research.

We have done this with the support of the Australian people; their generosity delivers approximately 80% of our funding. We are forever grateful to our community for giving so freely so that we can lead the fight against heart disease.

We wish to recognise the amazing work of the leadership teams, our committed staff, our loyal volunteers, and our supportive donors – 2019 was a success we can all be proud of because of you. Thank you.

Mr Chris Leptos AM
President

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

A close-up photograph of an elderly man with glasses and a red cap, smiling as he works on a wooden table. He is holding a piece of wood and a sanding block. The background is a workshop with various tools and materials.

Working together to save Australian hearts.

The Heart Foundation leads the fight against heart disease, but our cause is shared, joined and supported by many people, organisations and businesses.

We work together to deliver on the vision of an Australia free of heart disease.

Our work is made possible by the generosity of our supporters, donors, fundraisers, volunteers, corporate partners, government and non-government partners.

Also on the frontlines are those who deliver healthcare to cardiac patients. The Heart Foundation recognises the efforts and dedication of 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 all those individuals who have 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. We thank our volunteers who have given their time, skills and energy to help us throughout the year.

Bequests

It's 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 of all Australians.

Workplace Giving

We would also like to acknowledge those employees who continue to support the Heart Foundation through regular workplace giving and their employers who make it possible. Individual employees contribute regular donations through their pre-tax pay, and many employers match these contributions.

Major Giving

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

Corporate and Government Partners

Our corporate partners are important relationships for the future, and their continued support helps to raise awareness of heart disease with their employees as well as providing vital support for the Heart Foundation. In 2019, we would like to thank all our corporate supporters and the following national and government partners for their on-going commitment to the Heart Foundation.



Government Partners



Healthcare Partners



Additional Partners

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entertainment

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Our strategy

The Heart Foundation's One Heart 2018-2020 strategy (One Heart) outlines our Vision and Mission and sets the direction for our work over three years.

One Heart is underpinned by the five pillars of Prevention, Support and Care, Research, Strengthening our Organisation and Our People. One Heart shapes the way we reduce the impact of heart disease risk factors, how we support Australians affected by heart disease, with a focus on communities disproportionately affected, and how we fund ground-breaking research.

The strategy will support our people to further develop their skills and strengthen our financial position so that we can deliver our mission.

Our One Heart targets are outlined below:

Prevention

We shall reduce the prevalence and impact of risk factors for heart disease with:

- 600,000 more Australians having regular Heart Health Checks to reduce their risk of heart disease
- 3 million Australians aware of our healthy eating principles to improve their eating patterns
- 150,000 Australians increasing their physical activity levels by participating in our Heart Foundation Walking program
- 1.5 million more Australians knowing the warning signs of a heart attack
- an increase in smoke-free environments and fewer Australians smoking
- ongoing support to eliminate Rheumatic Heart Disease (RHD) by 2031.

Support and Care

We shall improve the health outcomes for Australians living with heart disease by:

- supporting 75,000 Australians to manage their condition and improve their quality of life
- leading best evidence care, with increased use of Heart Foundation guidelines among health professionals.

Research

We shall continue to fund the highest-impact research into heart disease by:

- funding more than \$50 million of research to reduce the risk and impact of heart disease and improve outcomes for people living with heart disease
- supporting the careers of more than 250 past and currently funded Heart Foundation researchers via our Alumni network.

Strengthening our Organisation

We shall undertake revenue-raising opportunities that are financially viable, scalable, sustainable and ethical by:

- ensuring our revenue-raising initiatives enable us to effectively deliver our mission and desired goals
- minimising the cost of raising revenue.

Our People

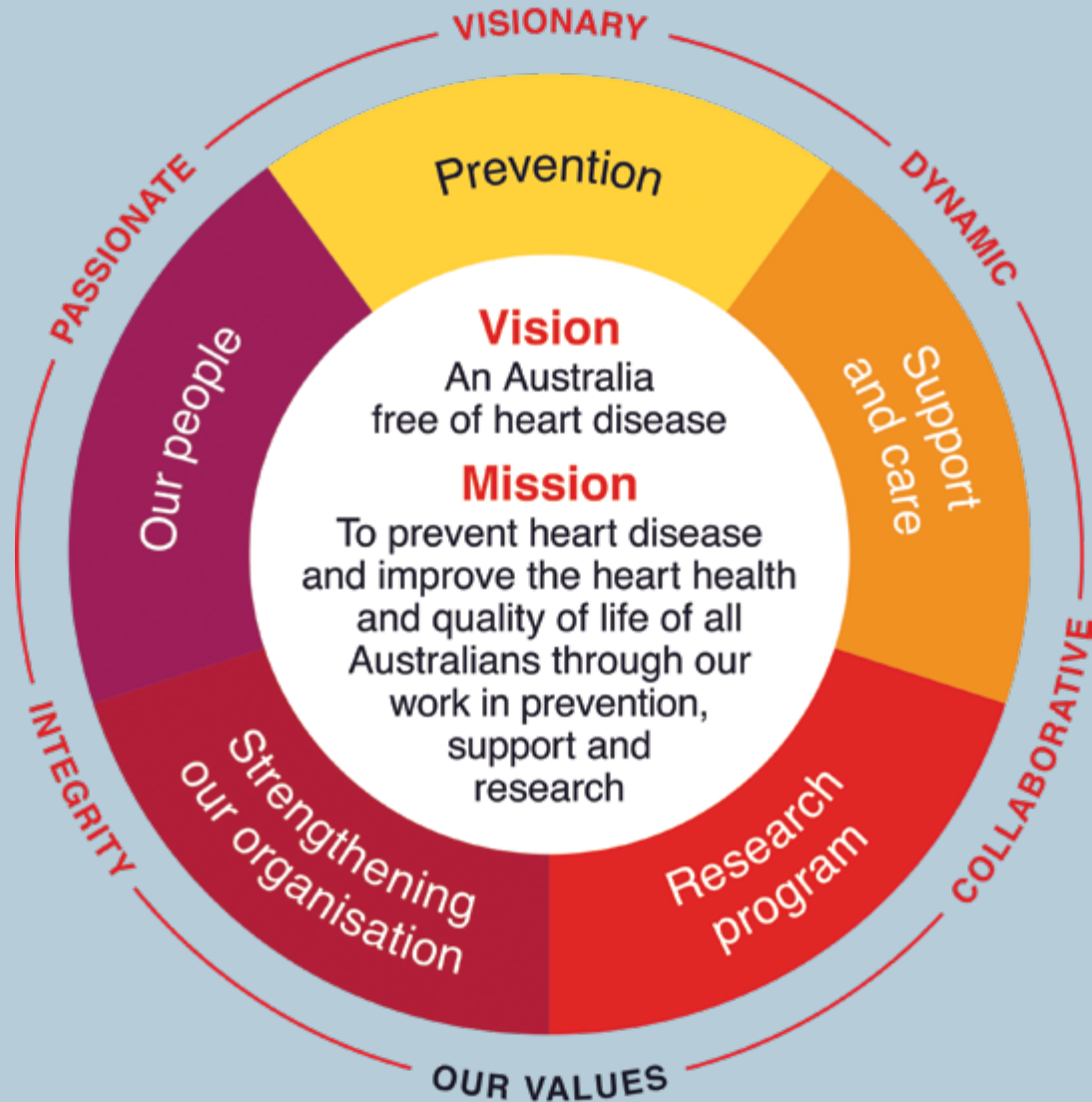
We shall be One Heart, One Team by:

- engaging, empowering and holding our people accountable to deliver our mission
- aligning our ways of working and building a culture of high performance
- attracting, retaining and developing our people to deliver our strategy.

To deliver One Heart we shall:

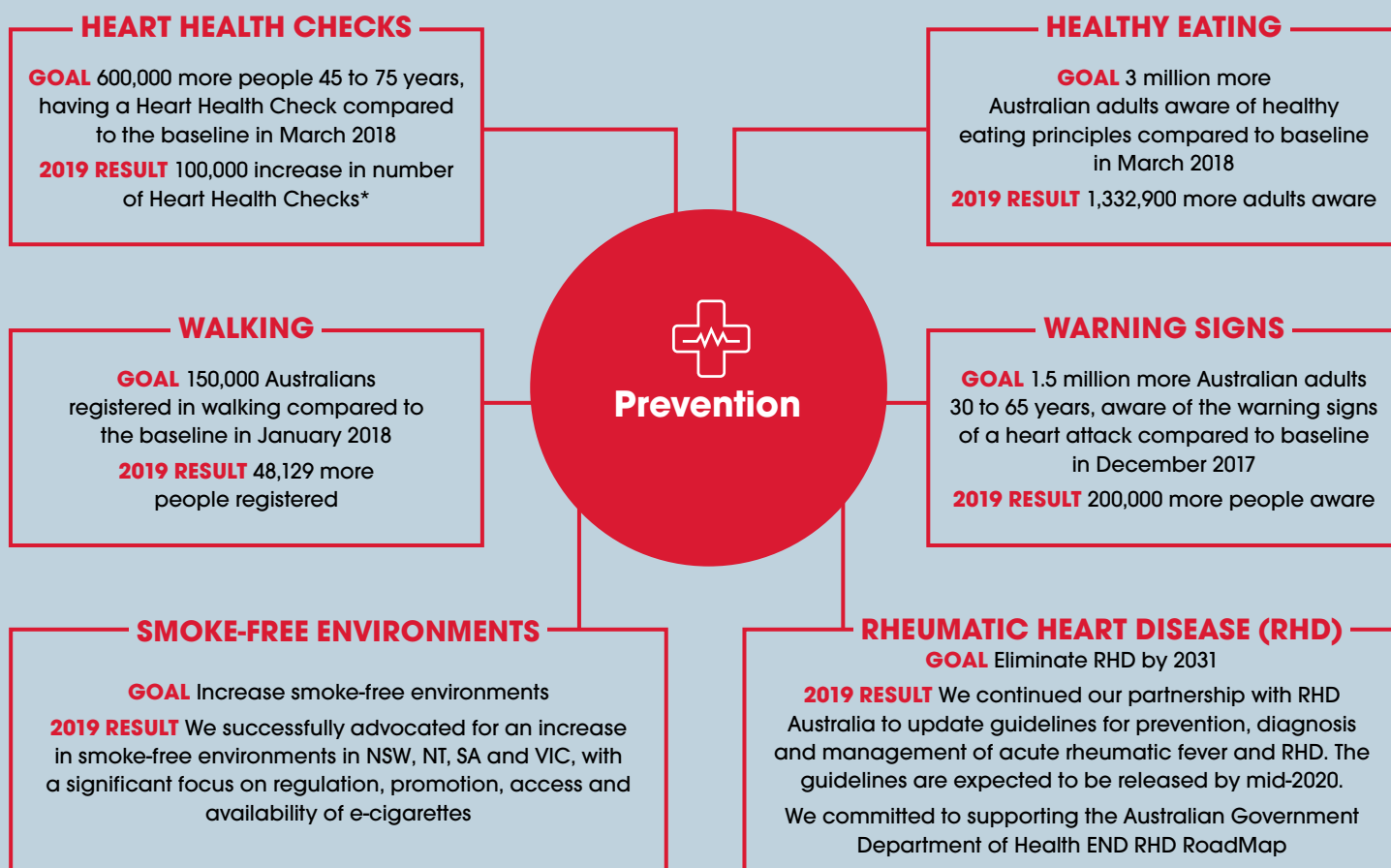
- place a special focus on communities disproportionately affected by heart disease, including Aboriginal and Torres Strait Islander peoples; people living in remote, rural and regional areas; people who are socioeconomically disadvantaged; and culturally and linguistically diverse groups
- enhance our brand presence and recognition in the community
- focus our efforts on our flagship programs and streamline our partnerships and alliances
- establish clear, simple, consistent and measurable targets
- increase our capacity to engage locally
- allocate resources to programs and activities that are purpose driven, cost-effective, high performing and outcome focused
- develop our people to focus on and deliver our goals.

One Heart 2018–2020 Strategy

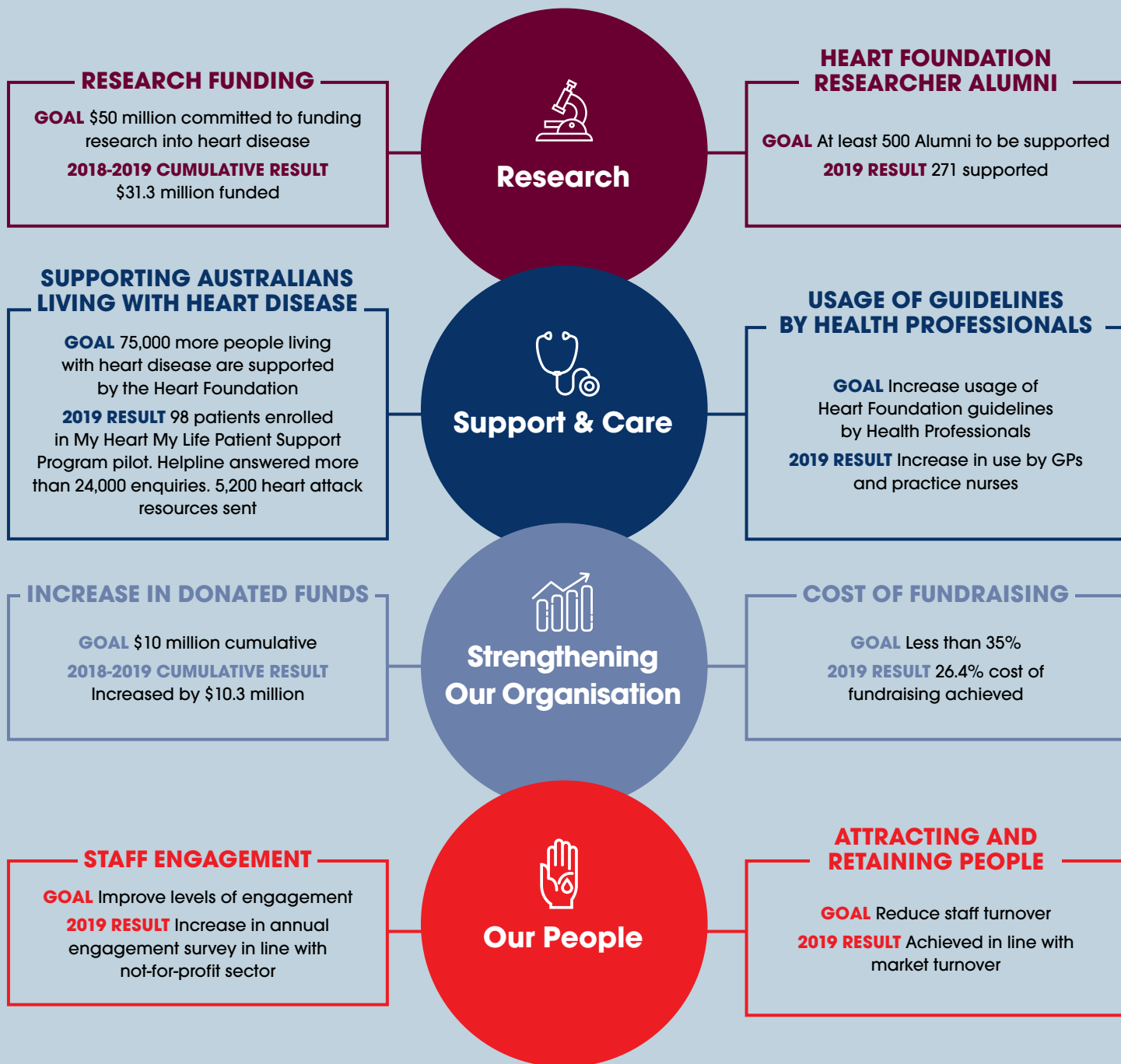


2019: Our Year 2 Achievements

In 2019, the second year of the One Heart strategy, the Heart Foundation recorded significant progress towards achieving our three-year targets. The Strategic Pillars sections of this Annual Review feature more on many of these initiatives and programs.



* Note, this number excludes Heart Health Check claims by health professionals through the new Medicare Benefits Schedule (MBS) item. Since its introduction in April 2019, health professional claims of the new Medicare Benefits Schedule have totalled more than 67,400.



Celebrating 60 years of saving Australian hearts.

Sixty years ago, a dedicated group of cardiologists, lawyers and businesspeople saw that heart disease was the cause of one in five deaths in Australia. They said: “Enough is enough”, and they formed the Heart Foundation.

In the last decade, after adjusting for age and population, the number of deaths from coronary heart disease have decreased by an average of 5.6% per year². While coronary heart disease is still Australia's biggest killer, the rate of deaths has fallen by 87% from their peak in 1968³.

Over the past six decades, we have achieved so much. Some key highlights of our 60 years include:



1960s.

1962 the Heart Foundation launched Australia's first five cardiac rehabilitation programs. Today, cardiac rehabilitation is a standard patient service, delivered across Australia, with widespread recognition of its vital role in recovering from a heart event.

1969 the Heart Foundation funded Australia's first specialist coronary care ambulance. These ambulances, staffed by highly trained paramedics, have delivered improvements in immediate diagnosis and treatment for heart attacks, leading to fewer deaths. Today, these ambulances are available across the nation.



1970s.

1973 Dr Ralph Reader, Director of the Heart Foundation, played a major role in research into the use of medication for treating high blood pressure. The study's findings significantly influenced treatment of high blood pressure.

1970s the Heart Foundation persuaded Telecom Australia (now Telstra) to introduce the Triple Zero (000) national free call for emergency services. Today 000 remains a free call from any fixed, mobile or pay phone, enabling all Australians to access care and support during an emergency.



1980s.

1983 the Jump Rope for Heart skipping program launched in Australian schools, helping kids to learn about the benefits of exercise for heart health and helping to raise money for the Heart Foundation. Since its launch, more than 10 million kids have participated in Jump Rope for Heart.

1989 the launch of the Heart Foundation's Tick program helped Australians to choose healthier food options when shopping at the supermarket.

We shall
empower people
to take action to
live a heart-healthy
lifestyle



1990s.

1993 Australia became the first country to record a decrease in the number of deaths from coronary heart disease. The rate of deaths has decreased by 87% since their peak in 1968³.

1995 the Heart Foundation launched its iconic Walking program. Over the past 25 years, Heart Foundation Walking has grown to become Australia's largest free walking community, with more than 70,000 participants in 2019.



2000s.

2008 the Heart Foundation signed the 'Close the Gap' campaign Statement of Intent, making a commitment to help to address the heart health gap between non-Indigenous and Aboriginal and Torres Strait Islander Australians.

2009 the hard-hitting 'Warning Signs of a Heart Attack' campaign is launched by the Heart Foundation. The campaign successfully raised awareness of the warning signs of a heart attack and of the need to quickly call Triple Zero (000) to save lives.



2010s.

2018 marked 50 years of the Heart Foundation funding world-leading heart health research. Since 1959, the Heart Foundation has invested more than \$650 million (in today's dollars) to support Australian researchers and to improve the prevention, diagnosis and treatment of heart disease.

2019 the Heart Foundation releases the award-winning 'Serial Killer' campaign, generating significant community awareness of the impacts of heart disease and leading to the Australian Government introducing Medicare-funded heart health checks.



2020 and beyond.

As we enter the final year of our 2018-2020 One Heart strategy, we continue to lead the fight for Australian hearts through funding research, developing treatment guidelines for health professionals, supporting patient care and helping Australians to live heart-healthy lifestyles.

Going into a new decade, we remain committed to creating an Australia free of heart disease.

A new, high profile approach to fighting for Australian hearts.

In 2019, we renewed our fight against heart disease with fresh, daring, focused and compelling public health awareness campaigns.

Our bold, creative approach aimed to start conversations about heart disease. These conversations focused on changes in the way the health system prevents and manages heart disease; delivering policy change to improve access to care and support for Australians with heart disease and those at risk of developing these conditions.

These campaigns, supported by News Corp Australia, helped to deliver real, lasting change that will help to improve the heart health of many Australians.

Serial Killer

Launched in February 2019, in partnership with News Corp Australia, the 'Serial Killer' campaign aimed to reignite the public conversation about coronary heart disease, Australia's number one killer². The campaign also looked to advance the Heart Foundation's long-standing call for a Medicare-funded Heart Health Check.

The 'Serial Killer' campaign, which incorporated a Sunday newspaper wrap-around, as well as online advertising, television, radio, social media and an online landing page, won widespread public acclaim for its daring, shocking approach to placing combatting heart disease back on the public agenda.

The campaign featured members of the public sharing real stories of their encounters with the serial killer (their heart attack), as well as the story of Clive Small, a former detective and NSW Police Assistant Commissioner. Mr Small was directly involved in solving some of Australia's worst serial killer cases and was struck by a heart attack, placing his life in real danger.





The Heart Foundation 'Serial Killer' campaign aimed to cut through Australians' dangerous complacency about coronary heart disease, our most prolific killer, one that in 2018 took the lives of 51 people every day, killing 18,500 Australians each year⁴. The campaign called on the Australian Government to invest in the prevention of heart disease, and motivated Australians to understand their levels of risk.

The Serial Killer campaign received numerous awards:

- 2019 Mumbrella Awards Media Campaign of the Year
- 2019 Cannes Lions International Festival of Creativity Awards (shortlisted in three categories)
- 2019 Effie Awards Short Term Effects (gold), Media Led Idea or Media Partnership (gold), Not for Profit (silver), Positive Change (silver)
- 2019 News Media Awards Best Execution of Print Advertising for a Client (National/Metro), Best Execution of Integrated Advertising for a Client (Open), Best Execution of Native Advertising for a Client (Open), Best Innovation for an Advertising Client (Open) and Best Community or Social-Purpose Initiative (Open)
- 2019 Australian Marketing Institute Awards for Creativity in Brand, Product or Service Marketing; Integrated Marketing Communications program; Social Change Marketing and Not for Profit Marketing
- 2019 B&T Awards Best PR Campaign.

Walk Away from a Killer

Launched in October 2019, the campaign featured an online ad and social media promotion, as well as coverage in News Corp Australia newspapers. The 'Walk Away from a Killer' campaign highlighted the number of Australians who die from heart disease each day and a new approach to defeating the killer.

The campaign called on Australians to walk towards a healthier heart by downloading the Heart Foundation's Walking phone app and joining a Heart Foundation Walking group.

The campaign encouraged physical activity by highlighting the heart health benefits of walking and sharing the stories of people whose lives improved thanks to walking regularly.



Strategic Pillar 1: Prevention

The Heart Foundation works to reduce the prevalence and impact of risk factors for heart disease. With coronary heart disease being Australia's biggest killer², we take a broad and collaborative approach to tackling these conditions. The tragedy of heart disease is that many related deaths can be prevented by acting to minimise risks. The Heart Foundation develops and implements evidence-based programs and awareness campaigns to help prevent people from developing these conditions.

In 2019, the Heart Foundation's work delivered significant progress on achieving the goals outlined in our One Heart strategy, specifically our Prevention pillar's aim to reduce the prevalence and impact of risk factors for heart disease. However, coronary heart disease continues to be Australia's biggest killer² and the leading cause of death for people over 65 years of age. In response to this, the Heart Foundation resolved to boldly engage the community in new conversations about short-term and long-term actions they can take to prevent heart disease.

To begin these conversations, we launched large scale public awareness initiatives, including the 'Serial Killer' and 'Walk Away From a Killer' campaigns. These campaigns focused on delivering changes to government policy and people's behaviour by inspiring Australians to minimise their risks of developing heart disease by:

- learning more about their heart health
- visiting their general practitioner to have a Heart Health Check
- increasing their levels of physical activity, specifically walking.

Heart Age Calculator

This year, the Heart Foundation launched an innovative, new tool to engage and educate Australians about their heart health. This project builds on our One Heart Risk Reduction goal to ensure that: more Australians will know how to reduce their risks of heart disease.

Launched in January 2019 as part of our 'Serial Killer' awareness campaign, the Heart Age Calculator is a web-based tool that empowers users to answer questions about their lifestyle and other health factors, and uses the answers to calculate a unique 'heart age' for each user.

This helps people understand their risk of having a heart attack or stroke by comparing their 'heart age' with their actual age. If a person's heart age is higher than their actual age, they may be at greater risk of having a heart attack or stroke, and they are then prompted to discuss their results with their regular doctor. As part of this discussion, the doctor can advise the patient on the steps they can take to minimise their risks of developing heart disease.

The successful launch of this tool saw a significant, positive community response, with more than one million Australians completing the online Heart Age Calculator by the end of 2019 and learning more about their heart health.

We also launched an education and awareness program specifically for general practitioners and nurses; this involved promoting the Heart Age Calculator in medical publications, as well as hosting education workshops and roundtables. We also developed and delivered webinars, fact sheets for health professionals and patients, and attended health conferences, including the Royal Australian College of General Practitioners' GP19 conference in South Australia.

Medicare Item for a Heart Health Check

Serial Killer was dramatically successful: within a week of its launch, the Australian Government agreed to fund life-saving Heart Health Checks for Australians at risk of heart disease, something the Heart Foundation had been advocating for more than 10 years to achieve. This commitment was backed by other major parties in the parliament. The campaign also alerted Australians to their risk of heart disease and how they can address this risk by completing the newly launched Heart Age Calculator.

All major political parties voted to support legislation enabling the introduction of a Heart Health Check for all Australians over the age of 45 and for Aboriginal and Torres Strait Islander Australians over 30. The checks, offered from April 2019, are available to people who have never been diagnosed with heart disease.

Delivered through general practices, and carried out by a general practitioner or nurse, the Heart Health Check helps to identify and manage a patient's risk of having a heart attack or stroke in the next five years. The most vital part of the process is the patient and the healthcare worker collaborating to manage heart disease risk through changes to lifestyle, levels of activity, diet and possibly, medication.



**The Heart Health
Check could
prevent 42 heart
events every day across
the next five years
and save more than
9,000 lives**



The delivery of this life-saving reform is the achievement of a goal in our One Heart strategy. The Heart Foundation estimates that over the next five years the introduction of the Heart Health Check could prevent an average of 42 heart events every day such as heart attacks, stroke and related deaths; and save more than 9,000 lives and save \$1.5 billion in health costs.

National Action Plan for Heart and Stroke

In 2019, Heart Foundation staff continued to collaborate with colleagues at the Stroke Foundation on the development of the National Action Plan for Heart and Stroke. The plan outlines actions the Australian Government can implement immediately to reduce the prevalence of cardiovascular disease and limit its burden and impacts on the health system and the community.

The Action Plan focuses on developing and prioritising initiatives to improve cardiovascular disease across:

- prevention and early detection
- diagnosis and treatment
- support and care
- research

This year, the Action Plan Steering Committee, chaired by Professor Emily Banks from the Australian National University, completed the:

- consultation to inform the development of the Action Plan
- a review of existing national, state and territory heart disease and stroke programs
- collation of the evidence base underpinning the recommended priority actions contained in the Action Plan.

The Steering Committee has delivered The National Strategic Action Plan for Heart Disease and Stroke to the Department of Health for endorsement by the Australian Health Ministers Advisory Council (AHMAC). So far, the Government has announced \$4 million in funding to support priorities listed in the plan.

Review of evidence and launch of new guidelines for heart-healthy eating

Poor diet is the leading risk factor for death and disability worldwide, it is also the leading contributor to developing heart disease. In August 2019, the Heart Foundation released updated dietary guidelines covering new advice for heart-healthy eating, specifically relating to eating meat, eggs and dairy.

Based on its review of evidence covering how certain foods impact heart disease risk, we recommend people should follow a heart-healthy diet where:

- plant foods make up most of the plate, including vegetables, fruits and wholegrain cereals, as well as legumes (chickpeas, beans and lentils)
- fish and seafood are included as protein choices
- the plate includes smaller servings of other animal-based products, such as milk, cheese, yoghurt, eggs, poultry and lean meat.

The new guidelines also covered heart-healthy approaches to eating eggs (with no limits for healthy people) and restrictions on eating red meat (suggesting people should eat less than 350g of unprocessed red meat such as beef, pork or lamb in a week). The guidelines included no limits on eating poultry.

Women and heart disease

Coronary heart disease is a leading killer of Australian women, and tackling this impact is a key priority of our One Heart strategy. These conditions claim the lives of 22 women every day², nearly three times as many deaths as those linked to breast cancer². This year, together with the George Institute for Global Health, the Heart Foundation brought together more than 250 leaders in clinical care, research, women's health and women living with heart disease to develop strategies to improve women's heart health. The 2019 event is the second forum held and the first with a national focus.





Event highlights included:

- a keynote address by Professor Robyn Norton, the George Institute for Global Health, on the need for sex and gender analysis of the impact of heart disease across the life course
- presentations across hypertension in pregnancy, emerging findings on tears in coronary arteries near the heart (SCAD), and advances in the management of heart failure in women
- the identification of priorities to address over the next two years, including more research into the sex-specific differences between men and women and heart disease; the need to investigate why outcome disparities between men and women continue to exist for in-hospital and post-discharge patients; increased public awareness about the relevance of heart disease to women's health and its impact on women; and the need to address the impacts of heart disease on the most disadvantaged women in the community.

Other highlights of our work in this area:

- working with experts to set research and implementation priorities to reduce the impacts of heart disease on women. These recommendations are with the federal health minister
- delivering a successful advocacy campaign leading to the inclusion of a national cardiovascular health and women campaign as part of the National Women's Health Strategy 2020-2030
- the expansion of the New South Wales Hearts and Heels cardiology format to other states
- influencing the work of the Australian Institute of Health and Welfare in publishing an update to its 2010 report on cardiovascular disease in women. The updated report was released in June 2019.

Heart Foundation Walking program

Heart Foundation Walking is Australia's largest, free walking program. The program supports people to start and to keep walking because walking is a wonder drug that can help lead to a healthier heart.

You can start walking today and step towards a healthier heart by joining one of our walking groups or downloading the Heart Foundation Walking app.

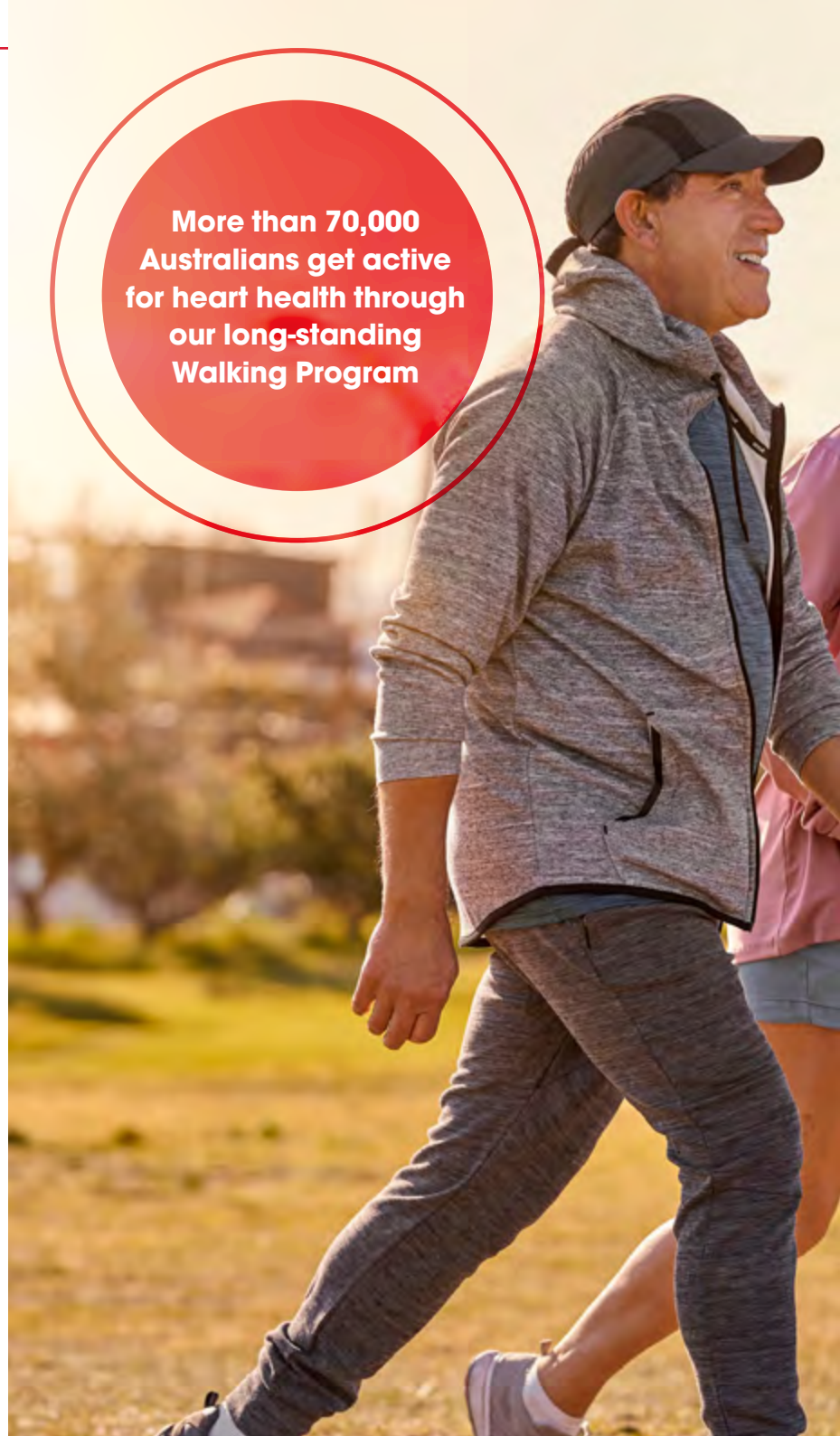
In 2019, the Walking program reached the significant milestone of supporting 70,000 Australians to get walking for better heart health. Growth in engagement and participation was driven by a number of walking challenges:

- 10 out of 10 - had 7,950 participants with an average of 9,009 steps each day
- MotivApril - had 11,530 participants with an average of 9,265 steps each day
- Put your foot down - had 17,409 participants with an average of 8,518 steps each day.

This year, the Walking program engaged with participants across Australia, involving them in the design of the program's evolution, specifically seeking input into:

- The development of the 'Walk Away from a Killer' public awareness campaign which raised community understanding of the role of physical activity in protecting your heart health
- Updates and improvements to the Walking program.

More than 70,000
Australians get active
for heart health through
our long-standing
Walking Program





Active Living

We continued advocating for Australians to get active more often for improved heart health, with a focus on increasing the number of Australians who are regularly walking. Highlights include:

- Discussions at the Queensland government's first Walking Summit
- The launch of Queensland's Walking Strategy, the nation's first state-based strategy
- Presenting at the Adelaide event, Let's Make Walking Great Again!, together with representatives from Walking South Australia and the state health department. The Heart Foundation also supported the event's call for a state-wide walking strategy.

Healthy Active by Design

This program supports local governments and developers to design and create built environments that enable healthy and active living. Program resources are available on the Heart Foundation's website.

In October 2019, the program's collaboration with ASPECT Studios to develop an entry into the Future Park Design Competition, organised by the Australian Institute of Landscape Architects and the University of Melbourne, was one of 31 shortlisted entries.

The entry, "Park as a Suburb", envisaged the inner-city Melbourne suburb of Collingwood transformed into an interconnected urban parkland, with a focus on improving community health and wellbeing.

Active Australia Innovation Challenge

In its second year, the Active Australia Innovation Challenge saw primary and secondary schools, universities, TAFEs, colleges, and other organisations, including councils and community groups, develop and implement innovative projects to encourage physical activity in a community.

In 2019, the number of applications almost doubled, with 252 submissions. Of those entries, 21 reached the final review round, and eight projects received funding.

The Australian Government provides funding for the Active Australia Innovation Challenge, and funding runs to 2021.

Each year eight projects receive \$10,000 funding to help kick start the project. This year's winners included:

- Surfing The Spectrum, an initiative that enables children with autism to access surfing lessons
- Dancing on My Own in a Crowded Room, a "silent disco" for aged care residents, including those in beds and wheelchairs, at Mackellar Care Services aged care in Gunnedah, New South Wales.

The Heart Foundation thanks the Australian Government Department of Health for funding the challenge as part of its Healthy Heart Initiative.

Blueprint for an active Australia

The Blueprint for an Active Australia, 3rd Edition (the Blueprint) summarises the evidence for actions that can increase physical activity levels. The document positions the Heart Foundation as a key national advocate for a funded and implemented National Physical Activity Action Plan.

Developed by 50 Australian and international experts in physical activity and the built environment, including Heart Foundation staff, the Blueprint is a recognition of the influence of the built environment on levels of physical activity.

Physical inactivity is responsible for 10–20% of disease burden for related diseases, and 11% for coronary heart disease⁵.

The Blueprint presents a case for change, listing more than 270 actions in 13 areas, within the five pillars: physical environments, programs, public education, policy measures and priority populations.

The Blueprint informed progress on national physical activity policy reviews and strategy, including:

- the National Obesity Strategy
- the National Sports Plan
- the Infrastructure Australia National Audit submission
- the publication of *Whole of Systems Approaches to Physical Activity Policy and Practice in Australia: The ASAPa Project Overview and Initial Systems Map* in *Journal of Physical Activity and Health*.
Authors: William Bellew, Ben J. Smith, Tracy Nau, Karen Lee, Lindsey Reece and Adrian Bauman.



Walkwise

Thanks to Walkwise, approximately 3,400 older Australians have joined the Heart Foundation's Walking program since July 2019.

The two-year program focuses on:

- improvements to the built environment to support physical activity for older Australians
- community and health professional education and awareness of the benefits of walking for the heart health of older Australians
- building connections to the Heart Foundation Walking program.

Walkwise also aims to support people at greater risk of developing heart diseases and other illnesses, including people who:

- live in disadvantaged communities, including rural regions, areas of low socioeconomic status (SES)
- people from a non-English speaking background
- Aboriginal and Torres Strait Islander Australians.

The implementation of the program is supported by Hassell architects and urban design, the University of Western Australia's Social Care and Social Ageing Living Lab, as well as recipients of the Better Ageing grant. The Walkwise program receives funding through the Better Ageing grant, provided by Sport Australia, an entity of the Australian Sports Commission (an Australian Government organisation).

Rheumatic Heart Disease

A bacterial infection of the throat or the skin causes this heart condition. Without treatment, this infection can lead to permanent heart damage. Rheumatic Heart Disease (RHD) is considered a Developing World disease. In Australia, this condition affects almost 4,500 Aboriginal and Torres Strait Islander peoples⁶, with children aged 5-14 years facing the highest risk⁷.

Rheumatic Heart Disease is preventable, and the Heart Foundation's work in this area focuses on improving prevention, diagnosis and treatment of the condition.

In 2019, we continued to focus on prevention and treatment of Rheumatic Heart Disease through:

- continued work with our partner organisation, Rheumatic Heart Disease Australia, delivering revised clinical guidelines and the development of an education program for children living in the Northern Territory
- ongoing management of the Pilbara Project, a community-based prevention program for Aboriginal and Torres Strait Islander peoples living in the Pilbara region in Western Australia
- continued work in an advisory role on the Queensland RHD Action Plan
- ongoing partnership with St Vincent's Hospital in Sydney to provide a range of audio-visual resources to support Aboriginal and Torres Strait Islander people affected by heart disease.



Strategic Pillar 2: Support & Care

Every day more than 1,000 Australians are treated in hospital for heart disease⁸. Across our country many more people are living with the daily pain, discomfort and challenges of these conditions. Guided by our One Heart strategy, the Heart Foundation believes in enhancing care for these people. We deliver innovative, evidence-based programs and initiatives to support them, their families and carers.

Our One Heart strategy guides us to deliver support programs and resources that assist people who have:

- an acute coronary syndrome (heart attack or unstable angina)
- heart failure
- valvular heart disease
- an arrhythmia
- had heart surgery.

Our support programs focus on people living with heart disease, including communities that are disproportionately affected by these conditions, such as:

- Aboriginal and Torres Strait Islander peoples
- people living in remote, rural and regional areas
- socioeconomically disadvantaged people
- culturally and linguistically diverse communities.

My Heart My Life pilot program

Launched in November 2019, My Heart My Life works to improve people's understanding of and self-management of their heart health after experiencing a heart attack or angina. The program supports patients and their carers through this difficult time in their life.

During their hospital stay, patients and their carers can enrol in the My Heart My Life program. After enrolment, patients receive a booklet that highlights information about their condition and outlines priority actions for their post-surgery recovery.

Other elements of support include:

- follow up phone call from the Heart Foundation Helpline. During this call, Heart Foundation staff check on the patient's recovery and need for support
- access to emails providing links to useful information and resources
- online information and new printed materials covering heart health tips and ways to reduce the risk of a repeat heart attack and angina-related hospital admissions.

The My Heart My Life program aims to provide support to 75,000 Australians with heart disease.

In the two months from November 2019, close to 100 patients joined the program, across 27 hospitals participating in the pilot.





**In 2019, more than
24,000 Australians
called the Heart
Foundation Helpline**

Living Well with Heart Failure

Heart Failure, a condition where the heart does not pump as well as it should, can be deadly. Patients with this condition often experience multiple hospital admissions, creating a significant burden for themselves and the health system.

Adherence to evidence-based treatment is the best way to keep patients out of hospital. Still, barriers exist in a busy health system, and complex information can hamper a patient's self-care of their condition.

The Heart Foundation worked with patients and health professionals to develop a series of videos called Living Well with Heart Failure. The video series helps to guide a conversation between heart failure patients and their health care team, with a focus on looking after their health, staying out of hospital and knowing when to ask for help.

Feedback on the video series is positive, with one carer stating, "The videos are brilliant, really easy to understand and give a realistic and honest impression of heart failure with a great positive spin on how it is a manageable condition."

Heart Foundation Helpline

The Helpline provides access to free, personalised heart health information and support for:

- people living with heart disease
- callers looking for information on specific heart conditions
- people seeking information about reducing their heart disease risk
- medical professionals caring for patients with heart disease or a heart condition.

In 2019, the Helpline answered calls from more than 24,000 Australians, a 22% increase on 2018. A health care professional, such as a cardiac registered nurse, cath lab technician or pharmacist, answers each call. Support is also available to people who speak languages other than English.

Frequent topics discussed include:

- cardiovascular disease risks
- seeing a general practitioner for a Heart Health Check
- understanding cardiovascular disease diagnoses and treatments
- knowing the warning signs of a heart attack.

You can call the Heart Foundation Helpline on 13 11 12 during business hours in your capital city.

Lighthouse Hospital Project

Since 2012, the Lighthouse Hospital Project has led change and improvements to in-hospital and post-hospital care for Aboriginal and Torres Strait Islander heart patients. The project focuses on delivering culturally safe and appropriate care for Aboriginal and Torres Strait Islander patients during their hospital stay.

Key focus points for the project include:

- fostering cultural awareness and competence in acute-care staff, and
- supporting hospitals to reduce rates of discharge against medical advice for Aboriginal and Torres Strait Islander patients.

Project achievements include:

- reaching almost 44% of Aboriginal and Torres Strait Islander patients admitted for cardiac care, and
- delivering the program across 18 hospitals: five in Western Australia, five in New South Wales, five in Queensland, one in South Australia, one in Victoria and one in the Northern Territory.

The project is a joint initiative of the Heart Foundation and the Australian Healthcare and Hospitals Association (AHHA).

Pathway to Cardiac Recovery

The Heart Foundation has worked to create a standardised approach to the development of educational content for cardiac rehabilitation programs; this work was necessary due to a lack of a consistent national curriculum.

Evidence shows that attending a post-heart attack rehabilitation program improves a patient's recovery and supports their return to everyday activities. In a 6-12 week program, patients learn about and participate in physical activity, minimising lifestyle risk factors, chronic disease management and are supported to minimise their chance of having future heart events.

The Heart Foundation created this standard program with input from staff, academics, clinicians and patients.





Smart Heart Guidelines app

Developed by the Heart Foundation, together with the Cardiac Society of Australia and New Zealand (CSANZ), and launched in November 2019, this mobile app provides health professionals with access to clinical practice guidelines for the treatment of heart diseases, through interactive tools and calculators.

The content in the app covers guidelines for the treatment of:

- atrial fibrillation
- heart failure
- acute coronary syndromes.

Improved monitoring for outcomes of cardiac rehabilitation

This year the Heart Foundation co-chaired a national task force developing 10 evidence-based quality indicators for cardiac rehabilitation programs.

Cardiac rehabilitation is an effective form of preventing secondary, post-hospital discharge cardiovascular events. Collecting data to better understand the delivery and use of cardiac rehabilitation services will help to identify:

- levels of service available
- usage of these services
- barriers and opportunities to increase referrals to cardiac rehabilitation
- opportunities to improve the delivery of cardiac rehabilitation and patient outcomes.

The task force worked to:

- develop 10 evidence-based national cardiac rehabilitation quality indicators
- consult widely on the development of quality indicators
- overcome barriers to collecting data for each indicator
- identify and collaborate with federal and state government stakeholders to support the endorsement and implementation of the indicators.

The Heart Foundation thanks the National Cardiac Rehabilitation Quality Indicator Taskforce and the clinicians, policymakers and researchers whose work helped to inform the development of national cardiac rehabilitation quality indicators.



**Celebrating six
decades of supporting
and investing in heart
health research**

Strategic Pillar 3: Research

The Heart Foundation is proud of our 60-year history of innovation and our role in funding many of Australia's leading heart health researchers. Our long-term investment, worth more than \$650 million (in today's dollars), has led to lifesaving breakthroughs, from the development of the first automatic pacemaker in 1962 to the development and testing of a vaccine for Rheumatic Heart Disease in 2018.

We are Australia's largest non-government funder of heart health research. Between 2018–2020, as part of our One Heart strategy, we are investing \$50 million into research initiatives that:

- reduce the risks and impacts of heart disease, and
- improve outcomes for people living with heart disease.

Our research funding supports and develops leading heart research in Australia. The breadth of our research program means that, in 2019, we helped fund more than 200 researchers.

Across 60 years, our funding of, and support for, heart-health research has been instrumental in facilitating breakthroughs in the battle against heart disease, including:

- funding research that led to the development of the pacemaker
- funding research that led to the development of warfarin
- improved management of high cholesterol
- development of new imaging techniques
- many improved treatments for high blood pressure, heart failure, kidney damage and blood vessel disease.

Our Research Program:

- funds heart research from bench to bedside and beyond
- supports a range of topics across biomedical, clinical, public health and health services
- funds individual researchers and team-based research projects.

Our commitment to transparency in research funding

We can invest in life-saving heart health research thanks to the generosity of our donors, and we are committed to following objective and transparent processes in all decisions relating to funding allocations through:

- an independent peer-review process to select the projects we fund; this ensures funding of the best possible projects and effective use of donors' money
- selecting projects by external committees. The committee members review and rank all applications, based on scientific merit
- engaging committee members who are experienced researchers and academics and who have expertise in a broad range of cardiovascular health disciplines
- involving 96 volunteers across eight external committees to ensure a rigorous, independent process.

Today, our research program boasts more than 250 alumni members, a wonderful milestone underlining the depth of our positive contribution to understanding heart health, developing new treatments for heart disease and advancing the careers of leading medical researchers in Australia and overseas.

2019 Research awards

Each year the Heart Foundation announces research awards and grants that recognise and invest in the work of our best and brightest researchers.

In 2019, we recognised these innovators whose work is shaping the future of heart health research in Australia:

Ross Hohnen Award for Research Excellence Vanguard Grants

This grant recognises the memory of Ross Hohnen AM OBE, who played a critical role in establishing the Heart Foundation. This award recognises 2019's most outstanding and innovative Vanguard Grant application. The recipient receives an additional \$10,000 on top of the Grant.

- Associate Professor Saurabh Kumar, University of Sydney - *Accuracy and Utility of Smartphone-based ECG Monitors for Diagnosis of Cardiac Arrhythmias.*



Each year the
Heart Foundation
invests in the work of
our best and brightest
heart health
researchers



Heart Foundation Paul Korner Innovation Award

This award recognises 2019's most innovative successful Future Leader Fellowship and Postdoctoral Fellowship applications. The recipients receive an additional \$20,000 on top of the Fellowship.

Future Leader Fellowships

- Dr Hang Ta, The University of Queensland
- Smart nanomedicine with diagnostic sensor and stimuli-responsive treatment mechanisms for cardiovascular diseases.
- Dr Lining Ju, University of Sydney
- Novel 'Mechano-medicine' combats deadly platelet clotting in diabetes.

Postdoctoral Fellowships

- Dr Rachel Climie, Baker Heart and Diabetes Institute (Vic) - *Novel vascular ageing biomarkers for prediction of cardiometabolic disease and related mortality in high-risk populations.*
- Dr Cheryl Carcel, University of New South Wales
- Providing explanations for the sex differences in cardiovascular mortality in Australia and evaluating the economic impact of strategies to reduce these inequities.

In 2019, we funded 76 new research projects to the value of \$15.5 million, bringing the Heart Foundation's investment into research to more than \$650 million (in today's dollars). This year we funded:

- 30 Fellowships
- 9 Scholarships
- 31 Project Grants
- 6 Awards

Fifty-six per cent of successful applicants for 2019 research grants were women.



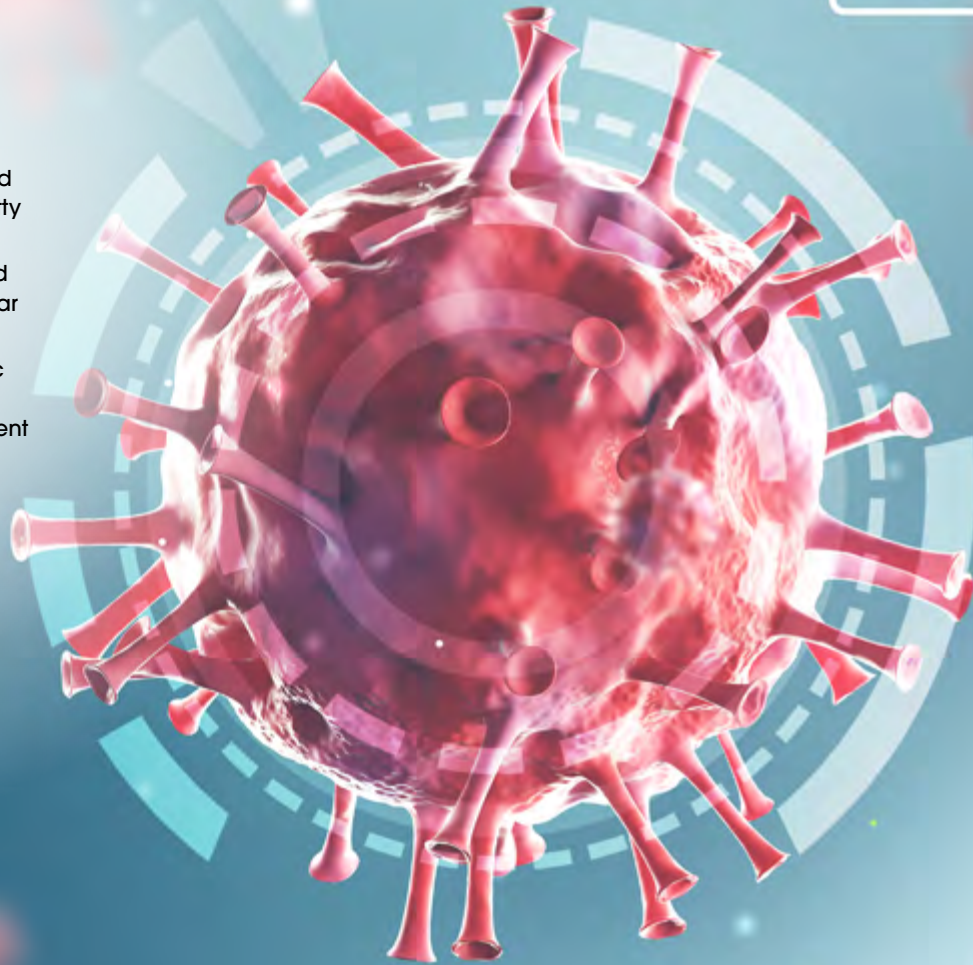
Research spotlight: Nanomedicines

Dr Hang Ta,
The University of Queensland

As part of our 2019 funding, Dr Hang Ta from The University of Queensland has received a Heart Foundation Paul Korner Innovation Award on top of her Future Leader Fellowship. The innovation award recognised Dr Ta's research into tiny nanomedicines. Her work involves coupling the nanomedicines with MRI technology to detect and treat heart conditions, such as blood clots and fatty plaque build-up in arteries.

"The nanoparticles, based on gold, iron oxide and other metals, will be tuned to detect cardiovascular disease and its stage or progression," Dr Ta said.

"Knowing whether a blood clot is acute or chronic or whether plaque is stable or vulnerable is very important for doctors when deciding on a treatment protocol. In addition, the materials can be used to simultaneously deliver targeted treatments in a controlled manner," she said.



2019 initiatives boost Heart Foundation research

This year we launched our new Research Portal. The online tool enables researchers to submit applications to our funding programs, and allows institutes to endorse applications for final submission to our peer-review process.

The portal will be a one-stop site for researchers to submit applications, receive funding updates, manage their funded awards and partake in our peer review and Alumni programs.

Heart Foundation Research Alumni

Today, our Research Alumni program boasts 254 members across Australia. In 2019, we held Research Alumni events in three states, enabling emerging researchers to hear stories of success, and of overcoming challenges, from many of our established Heart Foundation researchers.

In 2018, we asked our alumni to “Share Your Research Success” stories and, in 2019, we received that feedback. This is the story of one of our alumni:



Research spotlight: Professor David Crawford

Director, Institute for Physical Activity and Nutrition,
Deakin University Research

Professor Crawford nominates the work of Heart Foundation researchers in supporting his knowledge of the role nutrition and physical activity play in preventing and managing cardiovascular disease. He cites the role of this work in supporting behaviour-change strategies to promote healthy eating, increased physical activity levels and prevention of obesity.

“While it is well recognised that poor eating and inadequate physical activity are major contributors to heart disease risk and to the overall burden of disease, less is known how to intervene to improve these health behaviours,” Professor Crawford explained.

“The research my team and I have conducted over the past 20 years has sought to identify how best to improve population nutrition and physical activity, and so prevent disease.”



Strategic Pillar 4: Strengthening our Organisation

The Heart Foundation receives approximately 80% of our funding from the kindhearted giving of everyday Australians. This generosity empowers us to fund world-leading heart health research, innovative prevention and support programs and impactful awareness campaigns.

Thousands of Australians give with open hearts, placing their trust in the Heart Foundation to invest and spend this money to deliver real, lasting and positive results. We are committed to transparency about our income and expenditure, with a focus on sharing details of our achievements. We appreciate the support of individuals and organisations who give so generously so that we can fight for all Australian hearts.

We look to develop and implement innovative and sustainable approaches to building and growing a diverse revenue base.

Our sources of revenue include:

- Individual giving
- Community fundraising
- Corporate partnerships
- Transformational giving and philanthropy
- Gifts in Wills/Bequests
- Government grants
- Investment income

Gifts in Wills/Bequests

The Gift in Wills/Bequest program provides information and resources to supporters considering leaving a gift in their Will or those who have already included a gift. We share resources covering Will wording, different styles of gifts and ways to work with family and solicitors to ensure a person's Will is current.

We ensure that people who have included a gift in their Will are informed about the Heart Foundation's work, and how their gift makes this possible.

Gifts included in Wills are critical in funding our work. They deliver more than 50% of our revenue, fund 60% of our research projects, and provide funding certainty that enables us to plan future programs and initiatives.

In 2019, we inspired more than 500 supporters to include a residual (percentage) gift in their Will. This type of gift retains value over time, creating a positive impact on our ability to save Australian hearts for years to come.

This year we received more than \$31 million from Gifts in Wills (this is an increase of \$2 million from 2018) from more than 400 generous supporters.

Individual Giving

There are many opportunities for people to support the Heart Foundation and our lifesaving work.

We focus on developing relationships with our new donors, encouraging them to support our programs and initiatives through one-off and regular giving.

In 2019, we extended our efforts to engage with existing supporters and to increase the number of people giving to help fund our work, including:

- three fundraising appeals which raised more than \$2.5 million; this money will fund initiatives across research, prevention and patient support. In 2019, our Tax Appeal exceeded its fundraising target by close to 10%
- launching successful new donor acquisition activities and initiatives across online and telephone lead generation
- bringing on board more than 5,900 new donors through our appeal content
- growing our regular giving donor base by over 4,900 people
- inspiring more than 900 regular donors to increase the level of their gift
- engaging with past donors, leading to more than 44,000 people renewing their donations
- delivering regular communications to our supporters, highlighting the positive impacts of their donation.





Community Fundraising

Heart disease touches the lives of so many Australians, which is why many embrace the Heart Foundation's community fundraising initiatives. These programs see people coming together with family members, friends, work colleagues and others in their community to raise money to support our work.

Give with Heart Day

The Heart Foundation's crowd-funding campaign marked its second year by exceeding its target to raise a total of \$1.14 million. On our annual giving day, other generous Heart Foundation donors quadrupled money given by the community.

Give with Heart Day was promoted through e-mail and social media marketing, as well as widespread media exposure.

The day focused on raising funds to support heart health research, including initiatives to understand sudden cardiac death, a condition that claims around 150 young lives each year².

MyMarathon

Now in its third year, MyMarathon is a community fundraising initiative that empowers people of all fitness levels to run, walk, jog or wheel the distance of a marathon: 42.2 kilometres. Their journey can be completed in four hours, four days or four weeks across October.

Beyond its vital role in raising funds to support Heart Foundation research and programs, MyMarathon provides an opportunity to engage supporters on the importance of keeping active for better heart health.

The MyMarathon recruitment campaign delivered an increase in individual participants, as well as an increase in the number of company teams involved. In 2019 we saw a significant boost in registrations, with growth of 27% compared with 2018.

The Heart Foundation is grateful to all participants for their efforts in raising funds and getting active through October 2019.

Jump Rope for Heart

The Heart Foundation's iconic and long-running school skipping and fundraising program continued its work encouraging kids to get active and eat well to protect their heart health.

Thirty-six years after its launch, Jump Rope for Heart welcomed the participation of more than 800 schools and 200,000 students across Australia. Their remarkable efforts helped to raise more than \$2 million for the Heart Foundation.

Since its launch in 1983, more than 10 million children have skipped in this iconic program. Some of our Jump Rope for Heart stars include:

- **Daniele from Galilee Regional Catholic Primary School in South Melbourne, Victoria.**

"This year I want to raise money for something very special to me and my family. This is especially important to me because this year my dad died from heart disease and since that happened, I want to raise money to make others aware of this disease and (to) save other people's lives. I miss my dad!" - Daniele bravely described his motivation for participating.

Daniele raised \$11,809 across more than six hours of jumping; what an amazing effort! In 2019, Galilee Primary School raised \$24,100; we greatly appreciate their generous support.

- **Xavier from Bannockburn P-12 College**

One day, after school, Xavier Simpson brought home a Jump Rope for Heart flyer. After reading through the material, his parents explained that the kids joining in would be raising money to help people with a heart condition, people just like Xavier.

"He got that smile on his face," recalls Xavier's dad Brenton. Next, his son said, "I want to do it!"

"We explained that he could just raise money, or he could skip as well," Brenton explained. "He said, 'I want to raise the money and skip too.' He's a very determined kid. He never gives up."

Xavier became a Jump Rope for Heart superstar just weeks after being diagnosed with a complex cardiac condition, for which he will eventually need surgery. Supported by friends and the school community, Xavier fought fatigue and dizziness to become an unstoppable skipper; his efforts raised \$690 to help fight heart disease.





Corporate Partnerships

The Heart Foundation works with like-minded businesses and brands who align with our values and understand the importance of our mission.

We align with brands to create the best outcomes for the heart health of Australians, our supporters and the brand's customers.

We welcome the opportunity to work with partners to raise the awareness of heart health and reduce the impacts of heart disease.

Major partnerships this year include our work with:

- Toyota in South Australia, where the Heart Foundation delivered heart-health assessments for staff and customers. This initiative, delivered in regional communities, helped raise awareness of heart disease risks and the importance of Heart Health Checks.
- Chevron in Western Australia, where the company's support enabled the local Aboriginal community and the Heart Foundation to deliver the Pilbara Aboriginal Heart Health program in the remote region. The initiative included activities to improve heart health and boost local health services.
- Partner brands including Zivany, La La Land, Petals Australia, Annabel Trends, Printsplace, Springfree Trampoline, Swanky Socks, Mon Purse and Bloomex joined our new cause-related customer marketing program, Gifts from the Heart. Participants donated a percentage of sale proceeds to the Heart Foundation.

Transformational Giving

These significant philanthropic investments have the power to transform the heart health of all Australians by supporting the delivery of the Heart Foundation's strategic priorities. Such major financial contributions enable funding for innovative research, programs that help to reduce the prevalence of heart disease risk factors and new initiatives to support Australians living with heart disease.

In 2019, the Heart Foundation's Development team marked its second year; we welcome enquiries and invite you to work with our team who will ensure your philanthropic investments with the Heart Foundation are meaningful to you and make a lasting, positive contribution to Australia's heart health.



Strategic Pillar 5: Our People

Purpose and passion drive the people who work for the Heart Foundation. Our staff are at the centre of delivering our One Heart strategy and creating an Australia free of heart disease. The Heart Foundation team made up of staff and volunteers, contribute to a high-performance culture committed to delivering for all Australian hearts.

Our People & Culture team, working towards our goal of One Heart, One Team, supports the organisation and its staff to be at their best by working to:

- build a culture of high performance
- attract and retain great people
- develop our people
- recognise and reward performance.

We recruit high-performance staff committed to giving their best in our fight for all Australian hearts. We focus on retaining great people by investing in their training and development and recognising and rewarding their success.

These actions go to our organisation's values and our employee value proposition Purpose, Passion People. Our staff chose these words to describe why they work, and remain in their positions, at the Heart Foundation.

Results of 2019 Culture survey

This year we surveyed our staff to understand their views of our organisation, its culture and work. Key themes identified in staff responses focus on our strengths:

- staff felt a strong connection to our employee value proposition
- staff believed the organisation was committed to their wellness at work
- staff recognised a culture of collaboration.

Survey results also demonstrated staff identified improvements in:

- Employee engagement
- Staff effectiveness
- Organisation culture.

Supporting our people to thrive

We support our staff to perform and succeed by investing in their wellbeing through our Thrive initiative, covering:

- living a healthy lifestyle
- developing stronger mental health
- improving women's and men's health
- safety at work, including ergonomics
- our Employee Assistance Program.

Thrive also recognises that connectedness can assist in building a culture of staff collaboration. Our Thrive program creates social opportunities for staff through regular events to celebrate the organisation's achievements and the contributions made by everyone who works for the Heart Foundation.



Corporate Governance

During 2019, the National Heart Foundation of Australia ('Heart Foundation'), effectively operated as a single unified national organisation which allowed greater emphasis on efficiently delivering our One Heart 2018–2020 Strategy.

The delivery and collaboration of localised activities and events was also crucial to our national strategy and input from the Local Advisory Boards remains an important component of our governance structure.

The Heart Foundation's current strategic plan, "One Heart", aligns directly with the Heart Foundation's vision and mission focusing on five strategic pillars of Prevention, Support & Care, Research, Strengthening our Organisation and Our People.

The Heart Foundation Board ('Board') is committed to ensuring that standards of good governance are realised openly and with integrity, commensurate with the Heart Foundation's broader objectives. Part of the Board's role in relation to corporate governance is to implement and maintain a culture of good corporate governance respected by both internal and external stakeholders. The Board recognises its role in overseeing the determination and implementation of policy frameworks that reflect good corporate governance aligned with the Australian Charities and Not-for-profit Commission ('ACNC') Governance Standards.

To ensure best-practice corporate governance, the Heart Foundation integrates and incorporates the ACNC Governance Standards, being:

- Standard 1 – Purposes and not-for-profit nature
- Standard 2 – Accountability to members
- Standard 3 – Compliance with Australian laws
- Standard 4 – Suitability of responsible persons, and
- Standard 5 – Duties of responsible persons.

The Heart Foundation continues to be committed to undertaking governance measures which strengthen relationships and processes to ensure that the funds raised by, or gifted to us, are used to carry out our vision – an Australia free of heart disease – and 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.

Board of Directors

President

Mr Chris Leptos AM

President Mr Chris Leptos AM is chairman of SEA Electric, non-executive director of IDP Education (ASX:IEL), senior adviser to Flagstaff Partners and Adjunct Professor of Practice with Monash University. Former Senior Partner with KPMG, Managing Partner Government at Ernst & Young, and former General Manager of Corporate Development for Western Mining Corporation. Governor of The Smith Family, member of the Board for the Faculty of Business & Economics at the University of Melbourne.

Other Directors

Associate Professor David Colquhoun

Member of the Heart Health and Research Committees. Cardiologist in private practice and actively involved in research and preventative cardiology. Member of the Scientific Committee of the National Institute of Complementary Medicine (NICM); member of the Scientific Committee of the Gallipoli Medical Research Foundation; and Co-President of the Clinical and Preventive Cardiology Council of the Cardiac Society of Australian and New Zealand (CSANZ).

Clinical Professor Jenny Deague

Chair Heart Health Committee

Director of Cardiology at Joondalup Health Campus since 2012. Member of the Senior Leadership Team, and Medical Advisory Committee at Joondalup Health Campus. Year 3 Medical Student Coordinator at Joondalup Health Campus. Clinical Professor of Health Sciences at Curtin University, Western Australia

Mr John Etherington AM

Chair Finance Committee

Chartered Accountant; 28 years in public practice, including 16 years as a partner of Deloitte. Currently a non-executive director on a range of public, private and not-for-profit organisations.

Ms Diana Heggie

Over 26 years working in the not-for-profit sector with more than 10 years' experience in executive roles. Current directorships include Chair of Peninsula Health, Director of the Abbotsford Convent Foundation.

Professor Len Kritharides

Chair Research Strategy Committee

Professor Kritharides is a Senior Staff Specialist and Head of the Department of Cardiology at Concord Repatriation General Hospital (CRGH) Sydney, Conjoint Professor in Medicine at the University of Sydney, Head of the Atherosclerosis Research Laboratory at the ANZAC Research Institute and Clinical Director of the Cardiovascular Stream of the Sydney Local Health District. Currently President of the Cardiac Society of Australia and New Zealand and Chairman of the Board of Governors of the Heart Research Institute Sydney.

Mrs Cynthia Payne

Member of the Finance Committee. Mrs Cynthia Payne is originally educated as a registered nurse and holds a Bachelor of Applied Science (Nursing) and a MBA (UNE) with majors in Human resource management and Association management. Her professional memberships include: MAICD, FIML, FGIA, MBEA, MAOQ and MCNA. She has been a Director of the Heart Foundation since 2017, she is Board advisor to privately held national Construction company Total Constructions (2018) and Managing Director of her own executive and management consulting firm - Anchor Excellence (2018). She is past Chair of Arts Health Institute (2011-2015) and The Australian Organisational Excellence Foundation (2015-2016). She is a recognised industry leader in aged care, business excellence and leadership. In 2018, she was awarded 'Woman of the West' for her achievement in business by the University of Western Sydney.

Mr Todd Roberts

Chair Investment Committee

Chartered Accountant for more than 19 years; General Manager Business and Corporate Banking Victoria, Commonwealth Bank of Australia. Formerly a Partner in a Chartered Accounting firm and Finance Director and CFO of a private-equity backed investment firm; Fellow of the Institute of Chartered Accountants; AICD; and the Governor's Leadership Foundation. Board member and sub-committee Chairman of other not-for-profit organisations.

Ms Alice Tay

Chair Risk Audit and Governance Committee

Member of the Investment Committee, Deputy Chair ACT Gambling and Racing Commission, Director The Fly Program, Lawyer, Graduate Australian Institute of Company Directors, Fellow Governance Institute of Australia

Ms Jennifer Tucker

Chair Development and Brand Committee

Over 16 years' experience in a range of senior marketing, sales and business leadership roles in the consumer products sector, and a proven track record in developing marketing and consumer-experience platforms to accelerate innovation, consumer conversion and drive organisational change. Currently 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

ACT

Mr Richard Rolfe AM

Audi Centre Canberra

NSW

His Excellency General the Honourable David Hurley AC DSC (retd)

Governor of New South Wales – until 1 May 2019

NSW

Her Excellency the Honourable Margaret Beazley AC QC,

Governor of New South Wales – from 2 May 2019

NT

Her Honour the Honourable Vicki O'Halloran AM

Administrator of the Northern Territory

QLD

His Excellency the Honourable Paul de Jersey AC

Governor of Queensland

SA

His Excellency the Honourable Hieu Van Le AC

Governor of South Australia

TAS

Her Excellency the Honourable Kate Warner AC

Governor of Tasmania

VIC

Mr Daniel Andrews MP

Premier of Victoria

VIC

Her Excellency the Honourable Linda Dessau AC

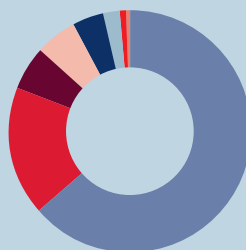
Governor of Victoria

WA

The Honourable Kim Beazley AC

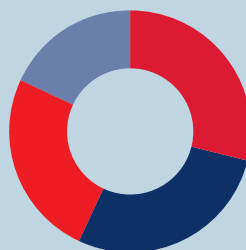
Governor of Western Australia

Financials



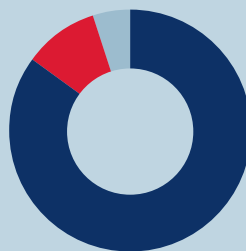
How you've helped us in 2019

Bequests & Memorial Giving	63.63%
Regular Givers & Appeals	17.48%
Community Fundraising events	5.69%
Major Gifts	5.50%
Jump Rope for Heart	4.34%
Raffles	1.98%
Corporate Partnerships	0.95%
Trusts & Grants	0.43%



What your donations supported in 2019

Health programs	29%
Communications, health campaigns & administration	28%
Research	25%
Fundraising	18%



Sources of income

Public Support	85%
Grants for health programs & research	10%
Other income	5%

References

The Heart Foundation reports a surplus of \$2,522,000 in 2019.

The result was boosted by the requirement to recognise a positive adjustment of \$6,311,000 at 31 December relating to an increase in 'fair value of investments' based on the positive movement in the share market in the last quarter of 2019.

This result was ahead of planned expectations noting that in 2019 we:

- maintained our level of Bequest revenue however saw a small decline in Non-bequest fundraising revenue as competition for support from donations by the Australian public intensifies
- increased our actual level of expenditure on research as part of our commitment to an increased allocation of funds over a three-year funding cycle
- completed the delivery and evaluation of a number of significant Grant-funded health programs as contracted with External Partners
- managed our overall expenditure within forecasts as we finalised our transition to one organisation, ensuring that future delivery of our key health activities will provide the best benefit to all Australians.

Although the fundraising environment is 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.

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7. Parnaby M, Carapetis J. 'Rheumatic fever in Indigenous Australian children. *Journal of Paediatrics and Child Health*. 2010;46;pp. 527-33. Australian Institute of Health and Welfare. Rheumatic heart disease and acute rheumatic fever in Australia: 1996 – 2012, Cardiovascular Disease Series. Cat. no. CVD 60. Canberra: AIHW, 2013.
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Heart Foundation Helpline 13 11 12

heartfoundation.org.au

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(02) 6282 5744

New South Wales Sydney

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East Sydney NSW 2011
(02) 9219 2444

Northern Territory Darwin

Shop 1-3 Tiwi Place
Tiwi, NT 0810
(08) 8982 2700

Queensland Brisbane

1 Abbotsford Road
Bowen Hills QLD 4006
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South Australia Adelaide

155-159 Hutt Street
Adelaide SA 5000
(08) 8224 2888

Tasmania Hobart

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Hobart TAS 7000
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Victoria Melbourne

Level 2, 850 Collins Street
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