

“ I feel that by giving a donation I may help to save a life.”

“ The heart is so vital to life. Keep up the good work.”

“ I support the Heart Foundation because they have been a great help to me, 15 years ago I had a triple bypass, since then a stent and valve and pacemaker operation and am told it's a miracle I'm still here.”

“ It's important work you're doing – thank you!” “ I donate because I lost a friend to heart disease. She was only 24 when she died and it broke my heart.” “ I love being part of an organisation that wants to find cures and make people's lives easier with their heart health and general wellbeing.” “ I think of all those who might have a longer happier life if the heart health message was better heard.” “ I support the Heart Foundation because it might happen to me and anyone I know or anyone else.” “ Being a volunteer for many years now, gives me a sense of worth and pride that I can help in small ways as well.”

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WE WANT TO HELP **PROTECT EVERY HEART** IN AUSTRALIA

MORE THAN **9 MILLION** adult Australians are either **OVERWEIGHT** or **OBESE**



EACH YEAR, ALMOST **10,000** Australians die of a **HEART ATTACK**
 That's **1** life every **53** minutes

DID YOU KNOW? **9 OUT OF 10** AUSTRALIANS have one or more risk factors for cardiovascular disease

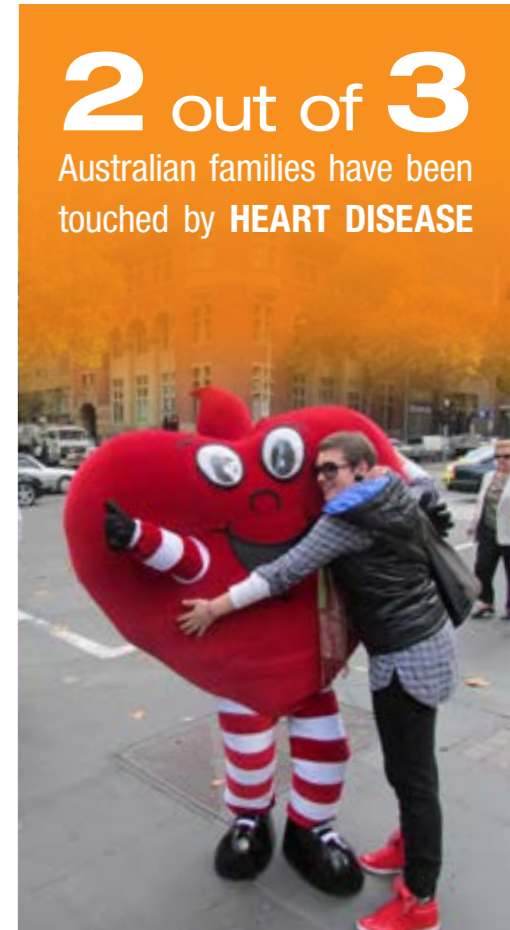


DID YOU KNOW? **HEART DISEASE** is the single **BIGGEST KILLER** of Australians



We want to **reduce premature death and suffering** from heart, stroke and blood vessel disease.

2 out of 3 Australian families have been touched by **HEART DISEASE**





2013 was a year of welcomes and farewells for the Heart Foundation. It was the first year of our current five-year strategy, For all Hearts, which staff embraced, working hard throughout the year towards achieving our four key goals. We also settled in the revised governance and structural arrangements that resulted from a new Agreement of the Federated Heart Foundation, finalised at the end of 2012. The organisational changes to our internal operations have since delivered some efficiencies, and it is expected that this will continue into the future.

I would like to pay tribute to Mr Bruce Carter, the previous National President, who was recognised this year for his outstanding contribution to the work of the Heart Foundation over a period of more than 20 years at a state and national level. The Board unanimously agreed to award the Heart Foundation's highest award, the Sir John Loewenthal Award, to Mr Carter during 2013. The Board also recognised the dedicated service of Mr Roger Herring, by awarding him a Kempson Maddox Award (posthumously). Mr Herring was a Queensland Board member and long-time member of the National Investment Committee. Sadly, Mr Herring passed away in 2013, but his legacy well and truly lives on through his success in paving a new model for finance and investment for the Heart Foundation, which led to more funds being focused on research.



The Board farewellled Professor Garry Jennings AO, Chair of the Cardiovascular Health Advisory Committee (CVHAC) for over ten years, and welcomed Professor Leonard Kritharides as a Director and incoming Chair of CVHAC. Also in 2013, Professor Jennings AO and Mr Barry Davies OAM, the previous National Treasurer, were invited to become Members at Large in recognition of their commitment and service.

We also farewellled Dr Lyn Roberts AM, who announced during the year that she would retire as CEO, National at the end of 2013. On behalf of the Board, I would like to pay tribute to Dr Roberts for her 15 years of tireless and dedicated service on behalf of the Heart Foundation. Dr Roberts leaves us in a very strong position to continue our important work.

We are pleased to welcome Ms Mary Barry into the post, whose track record in leading and managing change will be invaluable to us as we continue to strive towards our ultimate goal – reducing premature death and suffering from heart, stroke and blood vessel disease.

I would like to acknowledge the commitment of my fellow Board members, and once again express our sincere appreciation to you, our supporters, and thank our many dedicated volunteers and staff for another successful year.

Associate Professor Peter Sexton
National President



It is with some sadness that I write this last message as CEO, National, as I have made the decision to retire. As I look back on 15 years with the Heart Foundation, I am immensely proud of what our many supporters, donors, volunteers and hardworking staff and honoraries have achieved.

In the late 1960s, Australia's epidemic of heart attack and stroke was at its peak, with cardiovascular disease (CVD) accounting for an astounding 56% of all deaths. Heart attacks were feared and fatal. Not any more.

Today, CVD still accounts for 31% of all deaths, but many of these deaths occur in older age, and many more people survive cardiac events and go on to lead long and productive lives. Turning the tide on the CVD epidemic of the 20th century is one of the greatest achievements in the history of healthcare. And it's one in which the Heart Foundation played a leading role, driving change, investing in research, engaging governments and promoting programs that helped achieve our guiding goal of cutting death and suffering from heart disease and stroke.

We rely on the generous donations of ordinary Australians, and it has been a privilege to lead this organisation with the support and trust of the community.

The role of CEO, National, was an amazing experience, with diverse people and issues to deal with in any one day. You might be walking with the Prime Minister or speaking with some of our donors around heart health matters, giving a lecture to students, at a conference or working on papers for a meeting.

I have been particularly pleased with the level of funding support to CVD research the Heart Foundation has provided over the years and with our ability to support the developing careers of researchers via scholarships and fellowships.

I would like to acknowledge the four National Presidents I have had the honour of working with – Richard Ryan, Harold Hope, Bruce Carter and Peter Sexton. I would also like to thank all of our National Board members over the years. Thanks go also to my National senior staff, who are all amazingly loyal and dedicated and who have helped me to achieve many things.

I am also indebted to my eight CEO colleagues from the state/territory offices, who together help provide the overall leadership right across our federated Heart Foundation. Finally, I thank all of our incredible staff members, who are passionately committed to our purpose and values.

I am conscious that the job is far from done, and the current culture of complacency around heart disease is perhaps the greatest challenge for us in the future. But it will be for others to take the baton forward and to see Australia play its part in the global push to ensure that CVD is front and centre of the health agenda in the years ahead.

Dr Lyn Roberts AM
Chief Executive Officer, National





Walking is something special, really. Sometimes you find people that are walking around and you start talking and it's great."

— an Active Body Active Brain walker



Making the healthy choice the easy choice

We all know that keeping ourselves healthy is important. But we may be surprised that the environment around us can really shape our opportunities to keep active and access to healthy foods. We want to help create environments that give Australians healthy options and provide information and support to promote heart health. This is why 'Healthy Hearts' is a key goal in our new strategic plan. We want to be doing all we can to keep Australian hearts in the best health possible.

One big step for Walking

Our Walking program continues to be the largest free, community-based program in Australia, with over 20,000 members walking millions of kilometres collectively in 2013. We began work to revamp our Walking website, which will bring some exciting new changes. Our walkers will be able to track their progress, interact with other groups and take on challenges online.

Walking for an active body and an active brain

Along with the ACH Group, an aged care support service, and thanks to funding from the Alzheimer's Australia National Quality Dementia Care, we developed the Active Body Active Brain pilot, which demonstrates the effectiveness of walking as a non-pharmacological intervention for symptoms of dementia.

Paving the way to improve physical activity

Many people know that keeping physically active is another key factor for heart health. But, just like having a healthy food supply, taking part in physical activity is about more than the individual motivation – we need to help create environments that foster active lifestyles.



Keep an eye out at www.heartfoundation.org.au/walking

This is why we're taking action to advance policy, environment and lifestyle changes to help provide every Australian with opportunities to be active throughout their life, in the places they live, work and play.

DID YOU KNOW? There's a strong link between cardiovascular risk factors and dementia – so what's good for your heart is also good for your brain!

Putting people first

Put people first! We take part in active transport and built environment advocacy because all people have the right to live in an accessible community. This includes having a network of connected and easy active travel routes, which are safe, comfortable, attractive and well-maintained. These should link homes, shops, schools, parks, public transport interchanges, green spaces and other important destinations to make for a more active, healthy and vibrant community.



In 2013 we continued to advocate to all levels of government, to policy decision makers and to non-governmental organisations.

- We were part of the Moving People 2030 Taskforce, made up of representatives from eight national organisations, and were involved in writing the *Moving Australia 2030: A Transport Plan for a Productive and Active Australia* report. This important document calls for improved efficiencies of public transport systems and promoting walking and cycling.
- Following this, we were a key part of the development of the *Move It* document, which was developed from one of the chapters in the *Moving Australia 2030* plan. This put forward 10 key recommendations for active transport, in collaboration with the Cycling Promotion Fund.
- We were the only health organisation involved in the development of the *National Guidelines for Transport System Management*, which saw government, planners and industry come together and allowed us to make sure active transport is included in the planning process. This guideline development will continue in 2014.

DID YOU KNOW? The Australian health care system could SAVE

\$1.5 billion PER YEAR if more people were physically active for **30 MINUTES A DAY**

DID YOU KNOW? **2 IN 3** LONG-TERM SMOKERS

We know that a combination of legislation, education campaigns and taxation works to help smokers quit – and this will then help reduce the burden of cardiovascular disease.

Cutting the carnage caused by smoking

Smoking is a major cause of cardiovascular disease, and, along with the World Health Organisation, we fully support efforts that help us reduce the number of smokers in Australia.

In 2013, we welcomed the Australian Government's announcement for a major increase in tobacco tax. The tax will increase by 12.5% a year over four years, helping to bring Australia into line with international best practice. Research has shown that when the cost of smoking increases, the number of people quitting smoking and seeking help to quit smoking also increases.

We were also pleased that:

- the Future Fund, which helps meet the cost of public sector superannuation liabilities, agreed to no longer invest taxpayer dollars in tobacco companies
- the Liberal Party said it would no longer accept donations from tobacco companies, bringing it into line with the policies of the Greens and Labor.

Serving up a healthier food supply

Eating a healthy diet is important for your heart – but it's more than just an individual's actions that come into play when it comes to food. We think food should be made healthier before it hits supermarket shelves; that's why we focused on advocating for a healthier food supply in 2013.

We are continuing to work in partnership with the government and food companies to change the way foods are manufactured, through **food reformulation**. Food reformulation is when manufacturers reduce the unhealthy ingredients in processed foods such as salt and saturated fat, as well as increasing healthier ingredients such as dietary fibre, calcium, and fruit and vegetable content.

Ticking the boxes for heart health

Many Australians are familiar with the Heart Foundation Tick symbol. Tick continuously works with food companies, supporting food reformulation to improve the nutrition of the foods we eat every day.

Our nutrition standards are tough, so food companies work hard to earn the Tick. And once the Tick is on a food's pack, the food is regularly random tested to ensure they continue to meet our strict nutrition standards.



Look out for the Tick while shopping; it can help you easily choose the healthier products in a category of food, at a glance. Foods with the Tick are the options in a category which are lower in saturated fat, salt and kilojoules (energy).

90 tonnes of salt removed

As one of Australia's major food manufacturers, Mars Food Australia (Mars Food) recognises its important responsibility to play a role in improving the health and nutrition of all Australians.

By using the Tick criteria and working with us, Mars Food took action to improve the nutrition of a wide range of their food products, without compromising on taste or quality.

In 2013, Mars Food reformulated their DOLMIO® Extra pasta sauce using the Tick criteria, removing approximately 16 tonnes of salt from the Australian food supply. Along with other reformulations, including MasterFoods® Recipe Bases, and KAN TONG® cooking sauces, the company's total salt reduction since 2007 now stands at 90 tonnes.



Children also eat over 3 times more than they need, an alarming 2.2kg per year.

Halt Hidden Salt

Australian adults are eating 3.2kg of salt a year. That's over three times more than we need. What's worrying is that most of this salt isn't added at the dinner table, but is hidden in the foods we buy at the supermarket and eat every day. If we can reduce the amount of salt Australians eat by just 3g a day (30%), we could help prevent 6,000 deaths every year.

In July 2013, we launched the Halt Hidden Salt campaign, which calls on the government to commit to a National Action Plan on Salt. This means that we're calling for more funding and support to boost food reformulation to get more salt out of more food, more quickly. We are also campaigning for mandatory targets to be set for the amount of salt in all processed and takeaway foods so all our food is healthier, not just some.

In the short time since it launched, the Halt Hidden Salt media coverage reached over 6 million people.

1,365 Australians have signed up and pledged their support to the campaign.

We were also:

- involved in the release of the updated Australian Dietary Guidelines, in particular, making sure these were developed using an evidence-based approach for recommendations about dietary fats such as nuts and avocados, healthier oils in cooking and spreads
- a part of the consensus statement with the Cancer Council, Diabetes Australia and the Australian Dental Association to Rethink Sugary Drinks, which calls on government, schools and other organisations to take action to inform the public about the health impacts of sugar-sweetened drinks.

Turning evidence into practice

In 2013, we conducted our first survey of Active Living professionals, to make sure that our evidence-based tools for professionals were relevant, valued and making a difference. We continued to work on the Healthy Spaces and Places front, and also developed a range of new resources for professionals, including *Healthy by Design SA*; *Streets for People (SA)*; *Healthy Active By Design WA*; *Victorian Planning implementation tools*; *A guide for planning healthy lifestyle programs and events (NT)*; and the *Stand@work case study (NSW)*.

Why is this important?

Through our evidence-based resources, we can provide guidance and practical tools to help professionals such as urban planners, architects, transportation engineers and elected officials to create healthy built environments that promote physical activity. For example, you're more likely to go for a walk to the shops if there's a nice path from your home to get there, rather than drive.

You can **reduce your risk of heart disease by swapping foods** that are high in saturated fats with those with unsaturated fat; and reducing your intake of sugar-sweetened drinks, which are high in kilojoules that can lead to weight gain and obesity.

Stand up for your heart health

How much time in your day do you spend sitting down? For many of us, it can be hours on end. In 2013, we identified sitting for long periods as an independent risk for heart disease, even for those who exercise frequently.





When a heart attack occurs, you don't always get a second chance. My dad didn't – luckily, my brother and I did." – Margaret Kilby, survivor

Helping hearts (and minds) recover

Margaret Kilby (pictured left) was seemingly healthy – she was young and fit – when she had her first heart attack. One minute she was living life as normal, the next everything was turned upside down and she was worried she'd never see her young son Marcus grow up.

Margaret was lucky though. Following her first heart attack, it was suggested to her that she should have some cardiac rehab, which had enormous benefits.

Cardiac rehab is a vital part of recovery for people who have experienced heart attacks, and can help prevent future hospital stays, heart problems, and, most importantly, help to get through the difficult time following a heart attack. Sadly, only three in 10 Australians who suffer from a heart attack take part in cardiac rehabilitation. We're working to change this.

Margaret ended up suffering through three further heart attacks, but thanks to her rehab, she knew to act quickly when she recognised the warning signs again.

“Rehabilitation provides you with a program of not only strengthening you physically, but also getting your mind around what you've been through.”

Margaret says: “They help you learn to make healthier lifestyle choices and teach you how to maintain a good lifestyle and healthy choices.

“Cardiac rehabilitation taught me that I can do a lot, and how to take those steps to achieving healthy goals, and how to maintain a good lifestyle, and how to exercise. It taught me what I could do after having a heart attack and how far I should go.”

After her own harrowing experience, and witnessing loved ones suffer from heart disease too, Margaret is a passionate supporter of the Heart Foundation and committed to spreading the word about heart disease.

We're dedicated to saving lives - but there is still a lot of work to do

For over 50 years, we've been at the heart of the quest to beat cardiovascular disease (CVD). While it remains Australia's single biggest killer, the truth is it's largely preventable. Despite advances in management over the years - meaning more people are living longer – CVD still affects one in six people. This worrying statistic is the reason we want to help all Australians have access to quality healthcare, to make sure risk factors are managed, and that CVD is well treated as part of our Heart Care goal.

Spreading the word about warning signs

We want everyone to recognise the warning signs of a heart attack and know to call Triple Zero (000) when they notice them. Unlike what we see in movies or on TV, heart attacks are not always sudden and you may not even have chest pain. You might have arm, back, jaw or neck pain or discomfort; feel generally unwell; break into a sweat or feel dizzy and short of breath. Too many people die from a heart attack every year because they were not treated soon enough.

To help change this, we spread the word about the warning signs of a heart attack through Heart Week in May 2013. We developed kits that had information and materials to help health professionals and workplaces engage with their patients and employees about learning the warning signs of a heart attack. Over 10,000 kits were distributed across Australia, meaning thousands of people now know to act quickly and call Triple Zero (000) if they ever notice them.

DID YOU KNOW? **1 IN 2** patients with severe heart failure will die within **1 YEAR**

Working towards consistent levels of care

A heart attack requires timely and effective care to ensure you get the best health outcomes. Currently across Australia there are variations in the care provided – state to state, hospital to hospital. However, the Australian Commission on Safety and Quality in Health Care is developing a Clinical Care Standard for Acute Coronary Syndrome, which will define exactly what care a patient should expect. We are playing an important role in this, making sure that the Standard reflects the critical stages of the patient journey – from when symptoms begin, to when care is complete after being in hospital.

What does this mean? Australians can expect to receive a consistent level of quality, evidence-based heart healthcare across the country, throughout all levels of the health system.

They can be assured that their health care is appropriate for their condition and that this level of care will be monitored and measured to make sure health organisations are meeting this standard.

We also support the development of this Standard because it has the potential to improve access to care and reduce health inequities across geographical boundaries and among those in disadvantaged population groups.

“The day I got out of hospital, I rang the Heart Foundation and thanked you ... for saving my life from seeing your ads.”

– Kevin, Tasmania

We know we've saved lives

We know that lives have been saved across Australia by our work to promote the warning signs of a heart attack. More than 50 people took the time to tell us about how they survived their heart attack thanks to our campaign:

“What you guys are doing there is an essential service ...” – Jim, SA

Chronic heart failure is a major public health issue

Chronic heart failure is a debilitating condition, which means that a person's heart is unable to circulate blood as well as it should. Patients diagnosed with heart failure will often struggle with everyday life – basic tasks, such as taking a shower or walking down the hall at home, can feel impossible.

As our population ages, despite improvements in condition management, people are still suffering. The management of chronic heart failure is a pressing problem, with recurrent hospitalisation, disconnected care and poor case identification.

What are we doing?

On 24 April 2013, we hosted a ‘roundtable’ discussion, where experts provided their opinions about principles and action-based recommendations that would help to create a more systematic approach to heart failure care.

We know that a whole of health care system approach is required – and that by improving care quality we can have a substantial impact on the cost of heart failure and, more importantly, on a patient's quality of life.

The roundtable discussion helped us to identify four key areas to focus on: a care model; data management and benchmarking; appropriate workforce planning – such as ensuring specialist cardiology support is available; and research.

Following this, we created the document, *A systematic approach to chronic heart failure care: a consensus statement*. It has now been used by some state governments across the country to help them address the current system of care in place for heart failure.

Why is this important? Our recommendations, if adopted, have the potential to create and promote much better health outcomes for heart failure patients – meaning less suffering and better quality of life.

HEART FAILURE costs
Australia an estimated
\$7 billion EACH
YEAR

20-30%
of patients with mild to moderate **heart failure** will die within one year

Heart disease and depression are intertwined

We know that heart disease patients are at higher risk of depression – having a heart attack and living with a debilitating condition can have a huge impact on someone's wellbeing. So, it's important to screen for and recognise depression or extreme stress in order to provide the best possible care. Depression has a significant impact on a patient's quality of life, and can affect whether or not they take their medicines and follow advice given to them.

We worked to update our position statement on psychosocial risk factors and coronary heart disease (CHD), after new evidence was released in 2013 that showed psychosocial stressors have an impact on those living with CHD.

Why is this important? By updating our position statement, and by constantly reviewing the most up-to-date evidence available, we can help provide health professionals with better guidance in order to care for their patients.



Our work, *A systematic approach to chronic heart failure care: a consensus statement* is helping to improve the care that heart failure patients receive.



“Jermaine loved life, his family and his friends. Music was his solace, rugby was his passion. He was a proud Yaegl man, celebrating his culture through painting, fishing and hunting. For Jermaine, the future was bright.”

– Lesley King, Jermaine’s mother

Health equity for all

We believe that all Australians should be given the chance to lead healthy lifestyles regardless of income, education or background. In an effort to improve heart health for all Australians, we included equity as a specific goal in our 2013–2015 strategy, For all Hearts.

DID YOU KNOW? **AUSTRALIANS** living in the most disadvantaged communities are

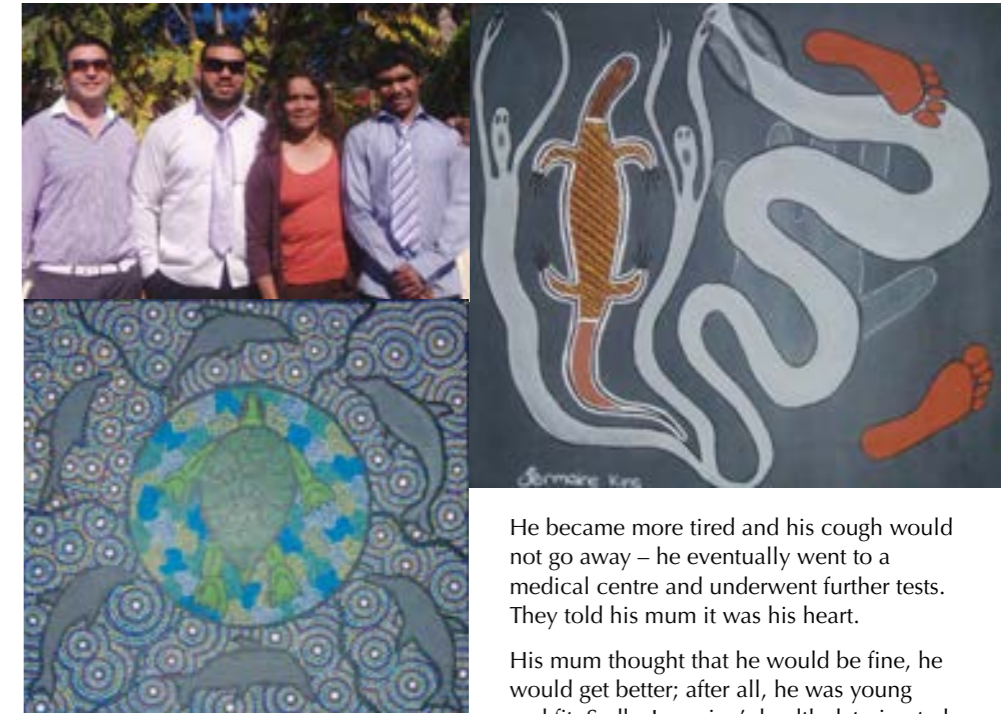
40% MORE LIKELY TO DIE FROM CARDIOVASCULAR DISEASE than those living in the most affluent communities

Heart disease rates in Australia have improved in recent years, but these gains have not been equally experienced by all Australian communities. Research continues to show that the higher your income or level of education, the better your heart health.^{1,2} People living in disadvantaged areas are 40% more likely to die from heart disease than those living in more affluent communities.¹

Why is this the case?

Where we are born, live, work and age has a big impact on our health. We all have a responsibility to take care of our own health, but it isn’t right when things outside our control – such as our gender, the colour of our skin or how much money we earn – restrict our ability to do this.

The quality and perceived safety of our neighbourhoods – such as footpaths, parks and lighting, for example, can determine how physically active we are. The type of food outlets we can get to influences our ability to buy affordable healthy food.



Likewise, conditions at work, such as job security, how much control we have in our daily work and how much time we spend sitting can also affect our heart health. Tackling some of these “causes of the causes” will go a long way to reducing avoidable cases of heart disease.

Jermaine’s legacy will live on

At the age of 18, young men feel indestructible. They are carefree and live life to the full. Jermaine was described by his family as a bit of a larrikin; he was a young warrior, proud of who he was and especially of the colour of his skin.

Jermaine lived with his family in a rural area of NSW, and loved his footy. His mother often watched him play, always barracking from the sidelines. After one particular match, Jermaine was tired and developed a cough that he couldn’t seem to shake. His mum put it down to a summer cold.

He became more tired and his cough would not go away – he eventually went to a medical centre and underwent further tests. They told his mum it was his heart.

His mum thought that he would be fine, he would get better; after all, he was young and fit. Sadly, Jermaine’s health deteriorated and he was flown to Sydney for a heart transplant. This terrified his family, but his mum thought he would be safe in the hospital, with experts around him, with modern medicine and technology to save his life if it was needed. He died waiting for his new heart, just six weeks after his diagnosis.

Jermaine’s family, devastated by their loss, have been working with us to let other families know about the importance of seeking medical attention early and raising awareness of heart disease in young Aboriginal people.

In 2013, the Heart Foundation began the process of developing a Reconciliation Action Plan, which will be dedicated to Jermaine.

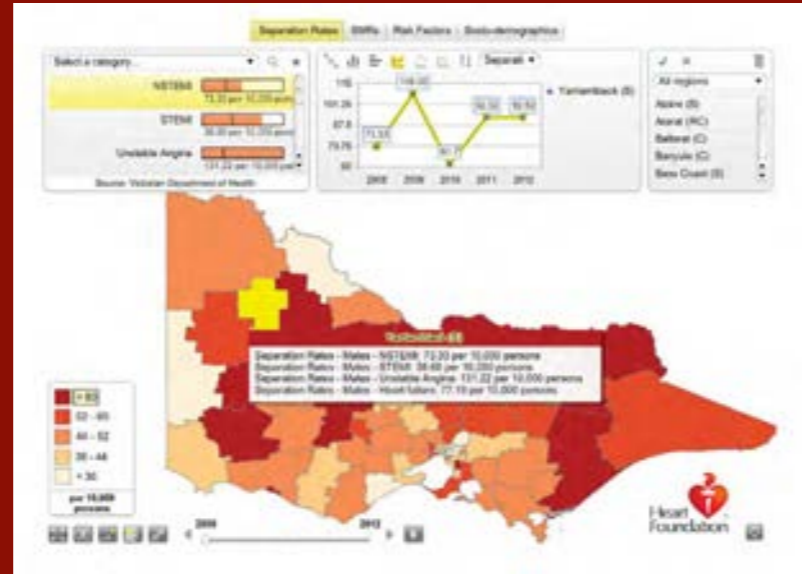
EQUITY

We're committed to help improve the health of:

- Aboriginal and Torres Strait Islander peoples
- socioeconomically disadvantaged Australians
- people living in rural and remote communities
- vulnerable culturally and linguistically diverse people.

To support this goal, we have:

- appointed a part time National Manager and part time Senior Policy Advisor, for health equity
- established a Health Equity Advisory Committee with leading health equity experts and researchers
- developed a scoping paper – *Many Hearts: One Australia – a Health Equity Scoping Paper for the Heart Foundation* to identify health equity priorities for the Heart Foundation
- developed health equity principles for the Heart Foundation
- commenced a national Heart Maps project, where we will map cardiovascular disease risk across Australia, by local government area.



Why is this important?

Cardiovascular disease is largely preventable. Nearly one in five deaths from heart disease could be avoided each year if death rates for the most advantaged sector of the community applied to the rest of the population.³ If we can empower communities and take away just some of the barriers people face, we will begin to address unfair cardiovascular health differences.



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DID YOU KNOW? PEOPLE living in the most disadvantaged communities outside a major city are **3x** MORE LIKELY TO SMOKE than those living in the wealthiest communities in a major city⁴





Every dollar spent on cardiovascular research generates the equivalent of an **\$8 return** to the community through improved health benefits.

Could an iPhone detect heart problems?

Most of us walk around with the power to do so much from the palm of our hands – smartphones have changed our way of life. Researcher Nicole Lowres, funded by the Heart Foundation, is on a quest to see if smartphones could also save lives. Using a device that attaches to an iPhone, a person's electrocardiogram (ECG) can be measured. By simply holding the phone, the electrical impulses travelling through the heart muscle can be measured, and abnormalities identified.

All you need is 30 seconds

Nicole's research centres on this because nearly one in every 20 adults aged 65 or over have a heart rhythm problem called atrial fibrillation (AF). With AF, the top chamber of the heart doesn't beat properly, meaning blood clots can form, increasing your risk of having a stroke. It's a silent killer, as most people won't have symptoms and don't know they even have AF until it's too late.

The 'iECG' technology can take a person's reading in about 30 seconds, and, along with a computer-aided diagnosis, can identify those people with an abnormality quickly. If someone is suspected of having AF, they're referred to their GP for further treatment. When AF is diagnosed early, your chance of having a stroke can be significantly reduced.

Nicole's public-health-based research is aimed at finding a way to screen people quickly and easily. "I have conducted my trials in pharmacies across Sydney and, so far, found that 1.5% of people screened had undiagnosed AF – this equates to more than 50,000 Australians over the age of 65 who are at risk of stroke and don't know it."

Because of you, Nicole can continue her lifesaving work

The support of our donors allows us to fund researchers like Nicole.

"While I was working in clinical practice I was always interested in evidence-based practice and implementing the best care for my patients. This inspired me to get involved in the research behind these evidence-based guidelines.

"The funding from the Heart Foundation has allowed me to work on my research full-time, and concentrate all my energy into it. The opportunity to give back to help the wider community is very appealing."

Peer review

To ensure the funds we have are invested as effectively as possible, all award applications undergo rigorous peer review, involving assessment by independent, external review committees.

The Heart Foundation Research Committee consists of some of the most outstanding and highly respected cardiovascular health professionals in Australia. The Research Committee provides strategic advice and guidance to our Heart Foundation Research Program and also oversees the peer review program to ensure that it is managed fairly and transparently. Although our Research Program is supported financially, in part, by several commercial and health industry partners, this peer review system, management and operation remains completely independent of any external influence.

Where the money goes

Across the country, we invested more than **\$12 million** in world-class research in 2013.

As well as public health research, like Nicole's, we also fund health services research; biomedical research, which looks at fundamental processes from a molecular, cellular, organ or whole-body view; and clinical

DID YOU KNOW? More than **50,000** Australians over the age of 65 are at risk of stroke and don't know it

research, which aims to improve ways of diagnosing, treating and managing cardiovascular disease.

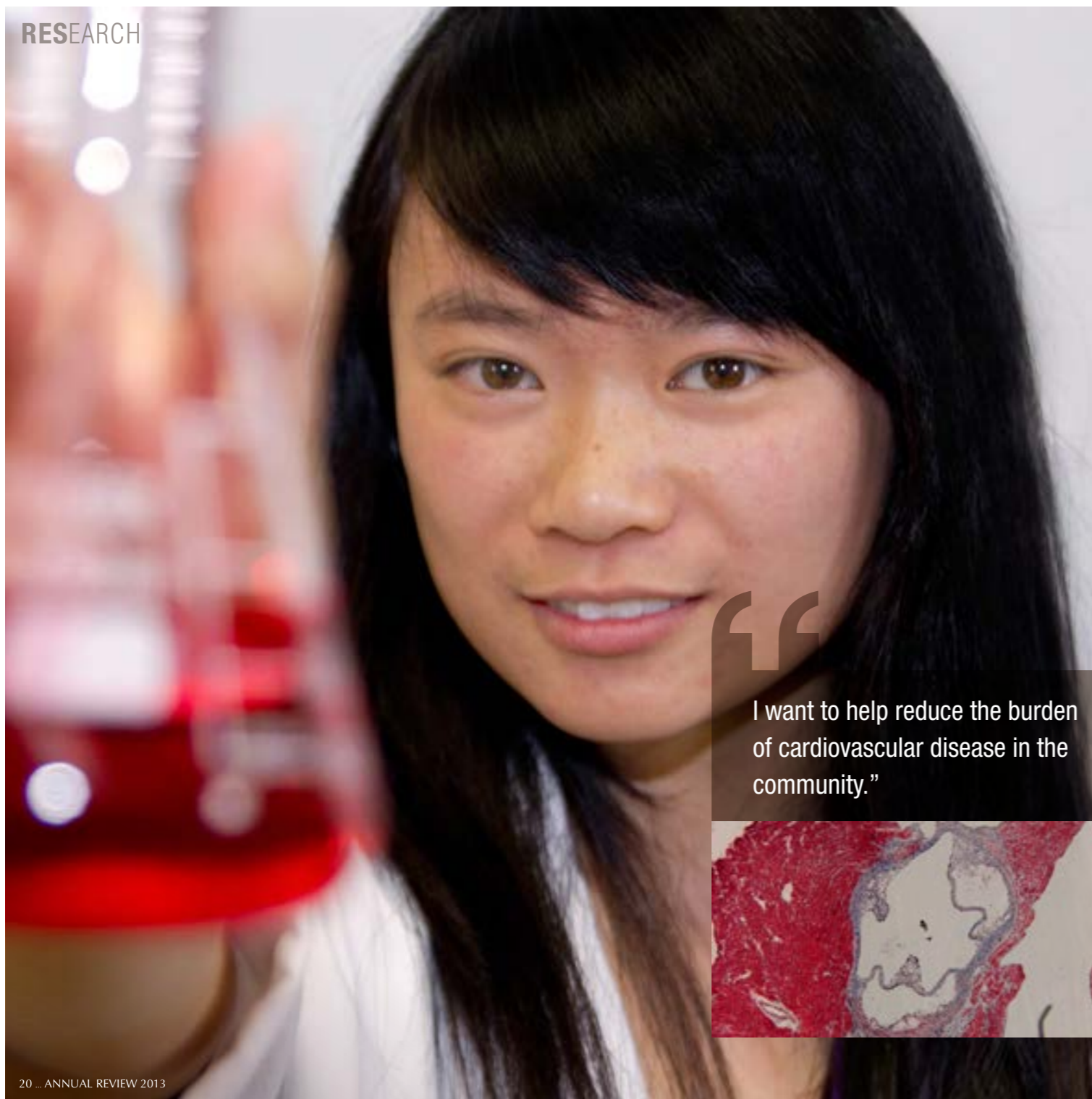
From projects that look at the links between stress and heart disease, or how sitting for too long can impact our heart health, to how oestrogen may contribute to heart disease in women, **our researchers are driving change.** We want to find the best possible ways to prevent, treat and manage cardiovascular disease.

As a charity, and the largest non-government funder of cardiovascular research in Australia, we were able to support 195 major awards in 2013.

Co-funding partners

In 2012, our Research Program received 600 applications for awards, with funding to commence in 2013. Although the majority of these were of high quality and worthy of support, we were only able to fund a small number of these applications. This number would be much lower if it weren't for the support of our co-funding partners.

We are proud of the co-funding partnerships established with our affiliates – with their support, we're able to fund more research projects. Thank you to our co-funding partners for 2013: The National Health and Medical Research Council, National Stroke Foundation, *beyondblue*, Diabetes Australia Research Trust, HeartKids, South Australian Government Department of Health, NSW Cardiovascular Research Network/NSW Office for Medical Research and the World Congress of Cardiology.



“I want to help reduce the burden of cardiovascular disease in the community.”

Medical research is the first step

Could we know our risk of a heart attack before birth?

When Maria Nguyen (pictured left) was a student, she quickly learnt the importance of medical research and how, eventually, it underlies most clinical decisions.

“I wanted to be able to contribute to this field in a way that would be meaningful and unique.”

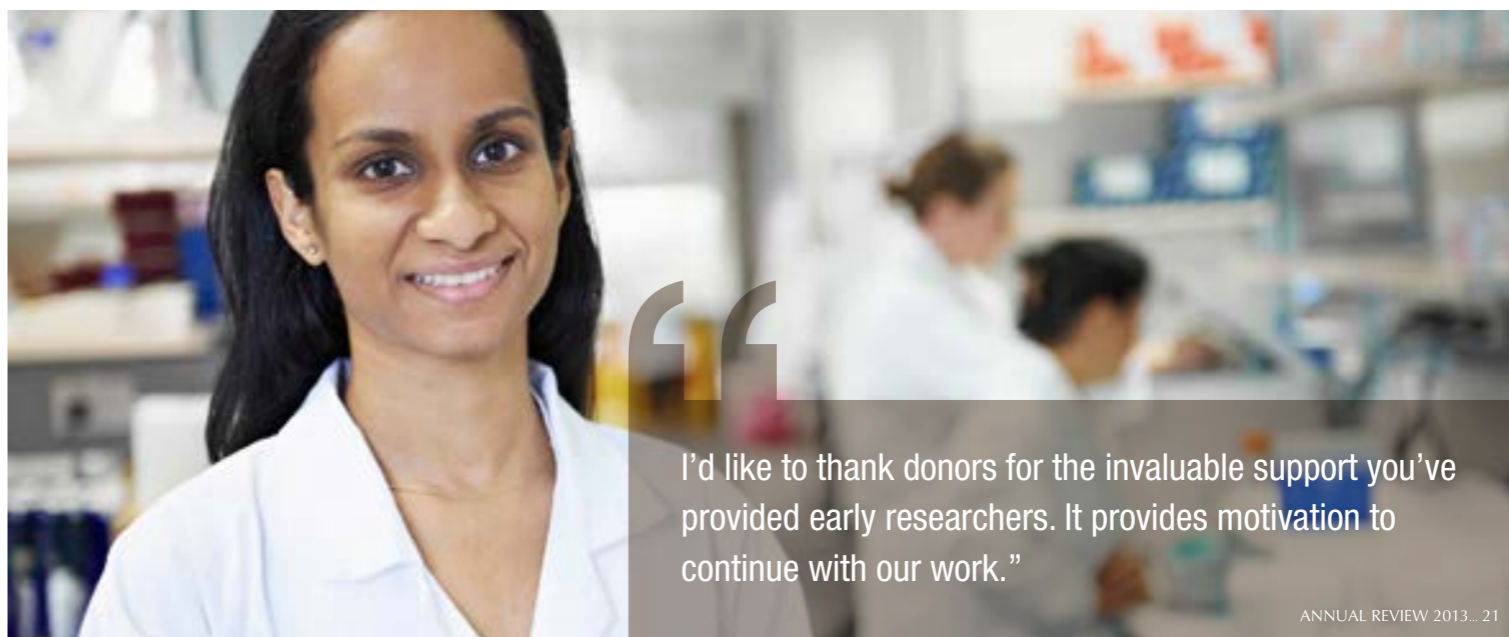
Maria is researching inflammation in pregnancy, and whether this can affect the health of the heart and vessels in the offspring. In particular, Maria is investigating whether this inflammation causes fatty plaques to develop – which, in time, can grow and lead to heart attack or stroke in later life.

Protecting donated hearts

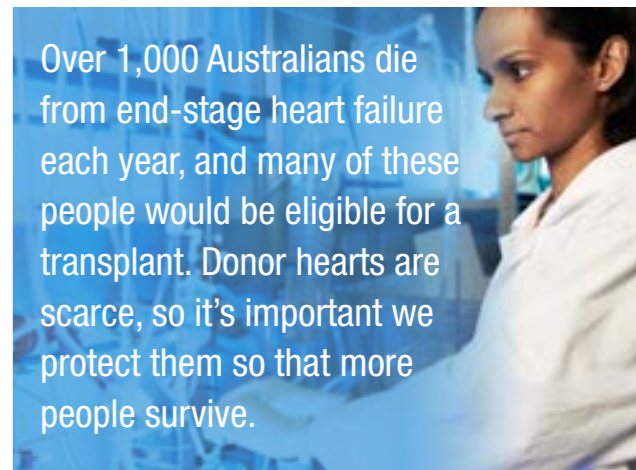
Clinical research can help people survive

Gayathri Kumarasinghe (pictured below) is investigating how we can improve the preservation of donor hearts while in cold storage during transport to the recipient.

Hearts can often be accidentally damaged in transit, because of limitations in the way they are preserved. But by preventing this damage by improving the way the heart is protected, it can recover and function at a better capacity once it's transplanted.



“I'd like to thank donors for the invaluable support you've provided early researchers. It provides motivation to continue with our work.”



Over 1,000 Australians die from end-stage heart failure each year, and many of these people would be eligible for a transplant. Donor hearts are scarce, so it's important we protect them so that more people survive.

“Our goal is to improve the function of hearts transplanted currently, and to ultimately increase the number of successfully transplanted hearts by utilising the full donor pool.”

Until there's a cure ...

Since 1959, we have invested the equivalent of \$382 million towards research into the cause, diagnosis, treatment and prevention of cardiovascular disease. Cardiovascular disease is still the single biggest killer of Australians – so there is still a lot of work to do.



All of us can fall victim to heart disease but you CAN make a difference.

Forty years in your community

2013 marked the Centenary of Canberra, and our milestone 40th year working as a vital part of the ACT community. With the start of a new strategy, we worked this year to build stronger links in the community – from government to the business, health and research sectors.

Why is this important?

We want to improve the heart health of all Canberrans. And to do that we need to be working across industries to make sure we're targeting the decision-makers who can help make our local area, food supply and healthcare the best they can be.

Finding the positive in a tragedy

Captain Ivan Ingham (pictured above), an officer in the Australian Navy, ran the 2013 Canberra Times Fun Run in honour of his dear friend Carolyn – who'd sadly passed away weeks earlier due to an undiagnosed cardiomyopathy.

"Carolyn was in good shape – barely into her 50s, she was a fit, healthy and vibrant woman with a loving husband, also in the Navy, and two daughters.

"But without warning, she collapsed and couldn't recover after being placed on life support.

"I wanted to draw something positive from this tragic situation – and decided that running the Fun Run and raising money for the Heart Foundation would be a fitting tribute."

Captain Ingham raised nearly \$3,000 to help fund lifesaving research and advances in diagnosing heart conditions.



DID YOU KNOW? **6 OUT OF 10**
 Canberrans are considered **OVERWEIGHT** or **OBESSE**

The year that was

- After years of advocating, we're thrilled that the ACT Government launched its Healthy Weight Action Plan, which focuses on a whole of government approach to addressing this pressing issue in the community.
- We were particularly pleased to be recognised for our work in the ACT Health Promotion Awards 2013. Our Kids at Play program won the Promoting Health and Wellbeing for Children category.
- Our HeartLink project launched a health sector pilot intervention to help improve identification of people at high risk of having a heart attack or stroke. This will help improve links with community services that can support patients to make positive changes to their lifestyle – and help prevent something like a heart attack from happening.



Moving towards a healthier future

Our Heartmoves program continued to diversify in 2013, with classes for Aboriginal women in the inner south, adding to the groups moving for heart health in the inner north. We also saw an increase in participation by people with disabilities, who were often joined by their support workers – helping to increase physical activity levels for both.

HeartLink will help make it easier for **GPs** to **provide heart health checks** for patients – this is the best way to identify your **risk of a heart attack** or stroke.



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 Mr A Stubbs, BASc(Health)



We want to say ...
 to all our incredible community fundraisers.



Heart health is about more than whether you eat well and exercise. That's why we work with government and industry to make sure our food supply and local environment are healthy too.

A healthier place to live, work and play

This year, the team in NSW have worked tirelessly to help make our state a healthier place to live and work in. Through partnerships with research institutes, universities, government, celebrities and sports teams, we want to make sure every person in NSW has a healthier heart.

March 2013 saw us farewell Mr Tony Thirlwell as CEO, and we warmly welcomed Ms Kerry Doyle to the post.

We also had a fantastic start to our Big Heart Appeal in September, with the team hitting the streets to launch the event. Sydneysiders might have spied our huge heart-shaped balloon at Customs House, with many people joining in the fun to help spread the word about our lifesaving work.

A joint effort

We want to encourage people to get out and about. That's why we joined forces with the NSW Premier's Council for Active Living (PCAL) to sponsor a successful two-day visit from Dr Karen Lee, an urban planning expert from New York City Health Department. Along with meetings with the Premier's department, planners, architects, health and transport officials, discussions were had about what we can replicate in NSW from the Big Apple itself – making our environment healthier and encouraging physical activity and heart health. A key outcome from Dr Lee's visit was the announcement that NSW will host an International Walking Conference, Walk 21, at Luna Park on 21–23 October 2014.

- The NSW Cardiovascular Research Network (CVRN) held its fourth annual State of the Heart Showcase. Chief Executive Kerry Doyle was proud to announce our commitment to a further \$250,000 of support for the CVRN, which was matched by the NSW Government. This additional half a million dollars of support will help to aid research into better prevention, effective treatments and the best care for cardiovascular disease.
- We teamed up with the Australian Cardiac Rehabilitation Association (ACRA) and the George Institute's National Secondary Prevention Alliance to raise the public profile of cardiac rehab to encourage more people to take part.

DID YOU KNOW?

Only three in 10 Australians who suffer from a heart attack take part in cardiac rehabilitation? Cardiac rehab is a vital part of recovery – in the short term you'll have help to make positive lifestyle changes, and in the long term it can significantly reduce your chances of having another heart attack.

A key focus is making sure that this is recommended to every patient being discharged from hospital after a heart attack, and working to make sure everyone has access to this vital service no matter where they live.

Be Stronger, Live Longer

Our regional office in Kiama was lucky enough to receive an additional year of funding for the Be Stronger Live Longer campaign for Aboriginal people in the local Illawarra and Shoalhaven communities.



Knowing the gifts will be used for groundbreaking research is really exciting.”

With a focus on healthy eating and physical activity, we want to make sure that Aboriginal and Torres Strait Islander people have access to the same heart health prevention and education levels as others.

Through Be Stronger, Live Longer, we've seen:

- two hundred and thirty Aboriginal people take part in healthy Koori cooking programs
- over 100 people attend Heartmoves Aqua
- more than 300 Mobile Health Checks offered to the community at local events
- development of local radio ads, and posters featuring community members promoting healthy living.

Lionel's giving back

Having had two coronary bypass operations, Lionel Sardar (pictured below) was determined to give something back. That's why he doorknocks every year for our Big Heart Appeal, and can often be found in our Sydney office, ringing supporters to say thank you for their contributions.

“I'm thoroughly enjoying my time in the office, working alongside dedicated, enthusiastic and passionate people, who are driven by helping people live with healthy hearts,” said Lionel.

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Ms Kerry Doyle, PSM, BA(Hons Class 1) (from March 2013)



Tackling smoking together:
Smoking is one of the biggest risk factors for a heart attack.



Landmark smoke-free launch

In October 2013, the Tiwi Islands Shire Council, along with our NT team, launched a new smoke-free policy for all shire sites. We worked with the council to develop and implement the initiative, which aims to promote health, especially around tobacco and heart disease, through positive lifestyle messaging. The initiative uses unique, locally designed smoke-free signs, which are now displayed across 30 shire sites. The launch was fronted by members of the Tiwi Bombers Football Club. Sport is a significant part of many young Tiwi Islanders lives, and the Bombers' motivational talks helped highlight the smoke-free message.



Four out of 10 Aboriginal and Torres Strait Islander people over the age of 15 **smoke on a daily basis**. That's why we're supporting policies in places like the Tiwi Shire.

Keeping the heart in the north

2013 was a big year for our NT team, who worked with our Commonwealth Government colleagues to keep heart health front of mind for remote communities. With the Remote Active Living and Tackling Smoking and Healthy Lifestyle projects continuing, we worked with multiple partners to strengthen the capacities of remote workforces to deliver healthy lifestyle messages at a local level, focusing on children, youth and the broader community.

For all Territorians

- Along with our work in the Tiwi Islands, we worked closely with local governments to make smoke-free communities a priority across the Northern Territory. The Tackling Smoking and Healthy Lifestyles Project, supports this focus through direct engagement with communities and has extended the focus to cover the communities of Goulburn and Croker Islands, covering a population of around 3,500 Aboriginal and Torres Strait Islander people.
- We worked to deliver absolute Cardiovascular Disease (CVD) risk training to 21 healthcare workers in the east Arnhem area. These workshops were designed to increase the knowledge, skills and confidence of clinicians who work with community members every day – and will allow them to identify people who are at risk of a heart attack or stroke, and help them to modify their lifestyle.

Your absolute CVD risk is the combination of risk factors that show your overall likelihood of having a heart attack or stroke in the next

5 years



We want to have an active role in regional tobacco control, encouraging community members to quit smoking – all to help prevent chronic illness such as heart disease.



- We are for all Territorians! We've worked with the City of Darwin to make sure that the city centre has plenty of green space and safe places to be active through Healthy Spaces and Places workshops, allowing engagement and consultation with town planners and policy makers about the importance of these spaces to the cardiovascular health and social wellbeing of our community.
- We also conducted Healthy Lifestyles workshops, with over 90 community workers taking part, who can now help us to spread the word about healthy eating, physical activity, the importance of being smoke-free and the importance of getting regular health checks.

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An army of hearts

Queenslanders again showed what they were made of in 2013. Together, we raised an amazing \$1.1 million as part of our Big Heart Appeal in September. We also worked with the community to kick off the first year of our For all Hearts strategy. From making sure Queenslanders could recognise the warning signs of a heart attack, to improving care for people with heart disease and increasing our research contributions, there's no doubt 2013 was successful due to our army of dedicated people who want to make every heart in the Sunshine State healthy.

We're all HEART

- Practitioners now have a one-stop website for information on heart health. The Heart Education, Assessment and Rehabilitation Toolkit (HEART) Online was launched in 2013, and provides the most up-to-date, best-practice information on cardiac prevention, rehabilitation and heart failure management. We were proud to work with the Queensland Government, along with other content experts around the country, on this unique project.
- Our Jump Rope for Heart Outreach program works with schools in remote and regional areas in Queensland, to teach our kids the benefits of exercise and healthy eating.

Hundreds of students have benefitted from our **Jump Rope for Heart Outreach program**, which operates in rural and remote areas.



Thanks to support from the Queensland Government, we visited over 180 schools to jump start Jump Rope for Heart programs this year.

- Our community fundraisers were out in force at more than 140 events, including the Paul Morgan Charity Lunch and Bicycle Queensland Brisbane to Gold Coast Cycle Challenge. We recognised and thanked our valued supporters through morning teas, donor events and our annual memorial and thanksgiving service.

The Queensland Big Heart Appeal raised over **\$1 million** this year thanks to your big hearts!



My heart, my family, our culture

Equality in healthcare is something we work towards, especially for people in rural or remote areas. In 2013, we ran several workshops in Aboriginal and Torres Strait Islander communities across Queensland on *My Heart, My Family, Our Culture*. This important resource helps us communicate vital messages about heart health to these communities. We were thrilled to receive ongoing support from BHP Billiton Cannington, enabling us to continue our Heart Health Manager role in Townsville, providing greater local support in northern Queensland.

Pam's big heart

Since 2005, Pam Russell has been an incredible volunteer for the Heart Foundation. Her no-fuss, positive attitude and professional approach has seen her become an indispensable part of our wider team. Her hard work saw her win the Queensland Volunteer of the Year award this year. Pam works hard on our Memorial Giving program, and is a comforting voice on the other end of the phone for our supporters, who are often grieving the loss of a loved one from heart disease.

"It is a difficult time for families who are grieving, but we want to let them know that their gift to the Heart Foundation has been very much appreciated," said Pam.

"We simply want to say thanks and let them know we are thinking of them."

Pam also played a huge part in organising our Memorial and Thanksgiving Service on 5 May, which offered people the chance to remember those who have passed away from heart disease. Students from the Loreto College chorale (pictured left) performed on the day, making it a moving event.

Our Volunteer of the Year, Pam, is a comforting voice at the other end of the phone line: "We simply want to say thanks."



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Mrs Cathy Donald, BCom (from April to August 2013)

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Heart disease can affect anyone, which is why we are so grateful for the support of people like Tara.

The way cities and towns are planned affects people's opportunities to walk, cycle, use public transport, access healthy food and be connected with their community. **The more people enjoy a healthy lifestyle, the less likely they are to develop heart disease**, and that's something we're working towards every day.

A snapshot of our many heart health initiatives in 2013

We were proud to host over 500 delegates in Adelaide at our fourth National Heart Foundation Conference. It provided government, stakeholders, health professionals, researchers and donors a unique opportunity to connect and share our diverse work, research and learnings to improve heart health.

Our collaboration on Healthy by Design SA – which aims to promote the design of heart-healthy environments that help to bring physical activity and active transport into everyone's daily routine – was formally recognised through the Planning Institute of Australia's President's Award.

Painting the town red for Shane

Two years ago, Tara's life was turned upside down. Tragically, her husband Shane suffered a fatal heart attack at the young age of 28 – leaving Tara (pictured left) and their three-month-old son Henry behind. Tara wanted to raise funds and awareness about heart disease, and so, on what would have been Shane's 30th birthday, Tara held a Red and White Heart Night, with over 150 people turning out to celebrate his life together, raising over \$16,000.

1,445,943 is the number of **kilometres** our **SA WALKERS** have travelled this year!



Healthier communities, healthier hearts in 2013

- Our Heart Foundation Walking program in SA stepped up, with over 850 new participants joining walking groups. Over 2,800 dedicated South Australians are now keeping physically active for their heart health through Heart Foundation Walking.
- BeAWARE is our free online training module that helps staff at doctor's surgeries and pharmacies to understand the warning signs of a heart attack or stroke. Over 270 people completed training this year – meaning more non-clinical frontline staff will know what to do if someone calls or comes into the practice with those symptoms.
- SA topped the Heart Foundation Healthy Community Awards, with Adelaide City Council and the Mid Murray Council winning their divisions on the national stage. Healthy communities are those that create easy, safe and accessible spaces that make it easy to be physically active – like walking to the local shops rather than driving. The City of Salisbury and Barossa Council also received Highly Commended awards.

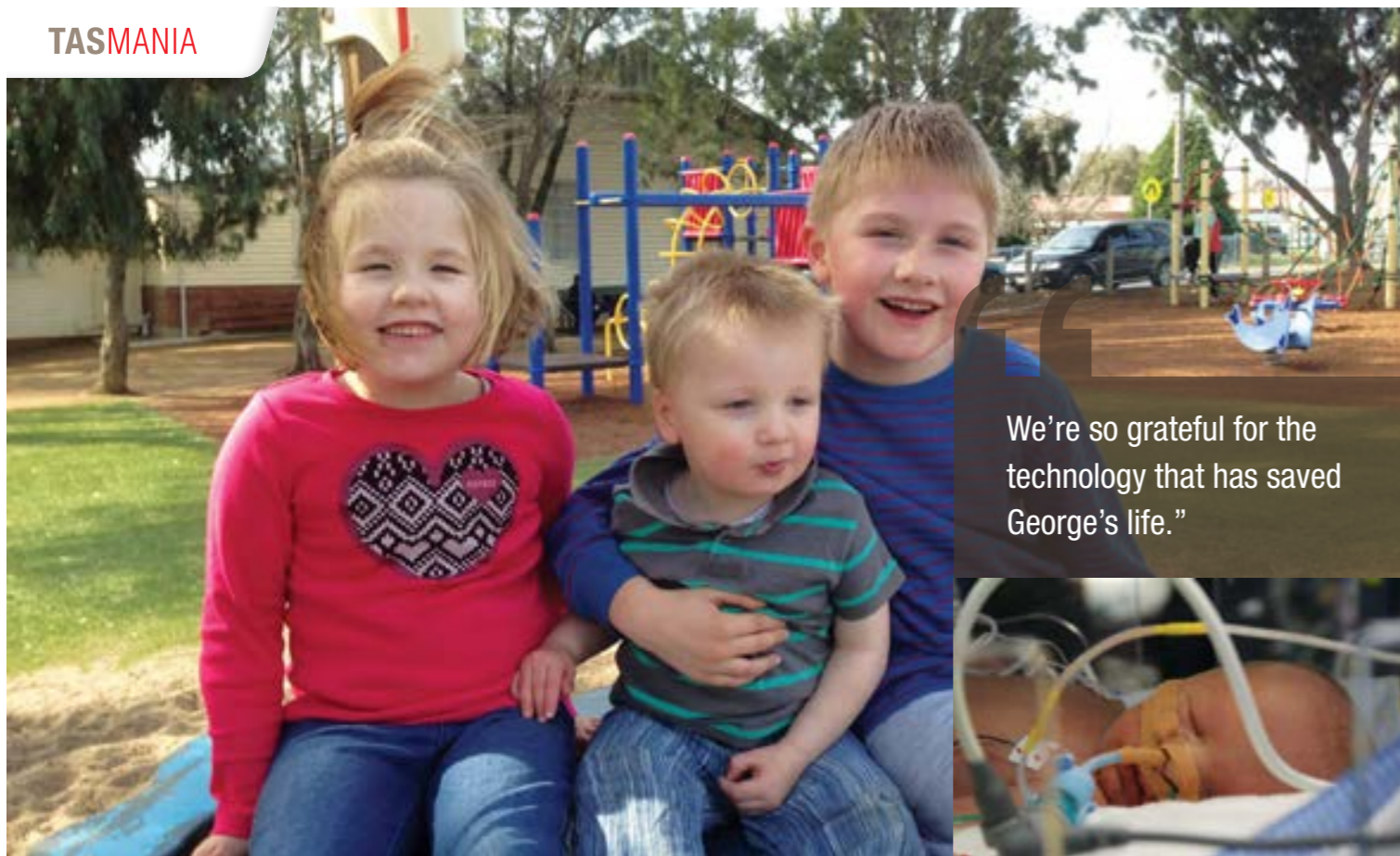
- A huge supporter of the Heart Foundation in SA, the Ahrens Group, teamed up with the Red Cross College to provide subsidies for sporting clubs to purchase lifesaving cardiac defibrillators. We also provided information and materials about Warning Signs of a Heart Attack to over 300 sporting clubs across SA – so that more people can recognise these symptoms and then promptly call Triple Zero (000).
- Leading SA researchers continued to deliver outstanding work.



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DID YOU KNOW? **15%** of patients who experience **warning signs of heart attack or stroke** will call or go to their local doctor first, instead of calling **Triple Zero (000)**



We're so grateful for the technology that has saved George's life."

Your big hearts broke records

2013 was a year of breaking records and making firsts in Tasmania. From bumper participation in our City to Casino Fun Run, to more than \$3 million in funds raised throughout the year – we were amazed at your big Tasmanian hearts. We held our first salt-free function, with over 300 people enjoying a delicious breakfast to launch our Halt Hidden Salt campaign, which showed us just how much salt is hidden in the foods we buy at the supermarket and eat every day.

Because of your support, we were able to invest funding into four research projects in Tasmania.

We also assisted three Honours Scholars just starting out in their careers, through a partnership with the Menzies Research Institute.

Every little bit helps – especially for kids like George

George Lennon had his first heart operation when he was a tiny four days old. His parents had no idea he even had anything wrong with his heart until he was born, and was rushed to hospital. Now two years old, George is a happy little toddler, even though there is prospect of more surgery later on.

That's why his older brother and sister, St Mary's College students Charlie (7) and Alice (5), took part in the Heart Foundation's Jump Rope for Heart in 2013. Heart health is a cause close to the Lennon family heart, and Charlie and Alice couldn't wait to take part in Jump Rope at school.

"They're very protective of their little brother and share a special bond," their mother, Claire Lennon, said.

Heart Foundation's Jump Rope for Heart turned 30 in 2013, and for the last 30 years it has been a fun way to teach our kids about the importance of heart health. Every donation, big or small, makes a real difference.

OVER **10,000**
JOURNEYS were taken
by our Walkers in
Tasmania in 2013

Working in partnership

- The Heart Foundation often works in partnership with other organisations, research institutes and health charities to achieve our goals. This year, we were a key driver in establishing the Tasmanian Government Joint Parliamentary Select Committee on Preventative Health. Through this, we want to help address the causes of poor health in Tasmania.

Why is this important? We may think that exercise and eating well are the ways to keep our heart healthy, these aren't the only factors. Housing, income, education and family support can sometimes have more of an impact on someone's health and wellbeing than access to medical care. For this reason, the Committee's job will be to look at how we can address these factors that impact on our health for the future.

- We played a lead role in developing a State Policy for Active Spaces and Places – this draft policy and our submission to the Parliamentary Inquiry will form a platform for our advocacy leading up to the state election in March 2014.

We're hopeful that this policy will be referred by the Premier to the Tasmanian Planning Commission to undergo required public consultation before being tabled in Parliament to be passed into law in 2014.

Why is this important? Healthy communities are ones that encourage physical activity through the way they're designed. Active Spaces and Places is aimed to improve the built environments where we live, work and play – in the long run, this will help us to improve heart health.

- Our Gala Ball turned 21. More than 500 guests helped us celebrate our 21st Annual Gala Ball in 2013. This premier event helped us raise thousands of dollars to support world-class research.
- Our Walkers in Tasmania are able to see some of Australia's most beautiful scenery as they take steps to improve their heart health. We were thrilled to see over 1,300 people take part in our Walking program this year.

Can a footpath help prevent a heart attack? — YES.
The way your community is designed can either help or hinder your likelihood of keeping active. **A HEALTHY HEART REQUIRES EXERCISE!**

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Chief Executive Officer

Mr Graeme B Lynch, BCom, LLB(Hons), GradDipLS, FCPA, GAICD, FAIM





Together, Robyn and Arthur have supported people with heart disease for 27 years.

More lives can be saved

After a long campaigning effort by our Victorian staff, we were delighted to see the state government commit to equip paramedics in rural Victoria with clot-busting drugs that can be administered to patients on the way to hospital. This means that more lives can be saved and any damage to the heart muscle can be minimised.

We also built stronger links with our community, donors, people with heart disease, partner organisations, corporations and government in Victoria over the past 12 months. Our success has been greatly assisted by the generosity of the public, who continue to support improving the heart health of all Australians. We held an inaugural dinner at the National Gallery of Victoria for over 300 people to say thank you to our many supporters.

Hundreds of rural Victorians' lives could be saved each year by having access to these clot-busting drugs.

Our Victorian team were also proud to develop Heart Maps this year, using the last five years of state government health data.

The interactive maps show the prevalence of a heart attack in our 79 local government areas, and also show levels for risk factors, such as how many people are considered overweight or obese. The maps are a unique tool that will show where there is greater need for care and support – and show where services should be prioritised.

Building a heart-healthy Victoria

- We worked hard to build and strengthen our ties with culturally and linguistically diverse communities in 2013. We know there is a gap for health messages to these communities, so we developed materials in Arabic, Mandarin, Italian, Greek and Spanish, to better reach people from these backgrounds. It was particularly important for these communities to be aware of the warning signs of a heart attack, and our step-by-step action plan was also translated, to help more people know what to do if they noticed any symptoms.

DID YOU KNOW? **700,000+** people have been reached through these translated materials and media

- It's no secret that smoking is bad for our health. That's why we're happy to see the state government introduce legislation to ban smoking in outdoor areas such as children's sports grounds, swimming pools and skate parks. We're now working with Quit Victoria to influence the government to introduce this policy in outdoor dining areas – another step in our efforts to be smoke-free.

After taking part in our training sessions, nearly half the participants felt more comfortable applying the principles of a healthy built environment in their plans.

Peer support, like that offered by **Heartbeat Victoria directly promotes positive physical and psychological wellbeing** – it decreases feelings of isolation, and encourages people to keep up with healthy behaviours, such as exercising, healthy eating and taking medicines.

- On a local level, we have delivered training sessions to local council planners across Victoria about how to create communities and environments that make it easy for people to walk, cycle and be more physically active.

Keeping the Heartbeat going for 27 years

Robyn and Arthur Fennell are the heartbeat of the Goulburn Valley. As foundation members of the region's Heartbeat Victoria branch, they have, for the last 27 years supported people living with heart disease through peer support, social, health and wellbeing activities. The support group has raised much-needed funds for cardiac and emergency equipment for their local health services.

Arthur Fennell says: "In 1980, when I had open-heart surgery, there was no heart support available. My experience reinforced the benefits of sharing experiences and encouraging others towards their recovery and ongoing wellbeing."

The Fennells have supported the Heart Foundation and helped many people with their passion and enthusiasm along the way.

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Ms Amanda Fischer, BCom, MAICD (until November 2013)

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Patron-in-Chief
His Excellency Alex Chernov AC, QC, Governor of Victoria





Cardiac rehab helped Trisha recover from a heart attack at age 46. It can save your life.

Support is strong in the west

We were amazed by the level of support from West Australians in 2013. Incredibly, more than \$7.2 million was raised, through key events such as the HBF Run for a Reason, through legacies and through many community fundraising events throughout the year. This surpassed our expectations by more than \$1 million. Every little bit helps us in our quest to beat heart disease.

Walking and cycling as transport can definitely deliver multiple benefits for the community – including cleaner air, reduced congestion and, importantly, reduced risk of cardiovascular disease. Walk Over October, run annually by the Heart Foundation and the WA Government, is a state-wide campaign that aims to raise awareness of the health, transport, recreational and environmental benefits of regular walking.

Making the healthy choice easy

- Most of us spend a lot of our work day sitting in the office. That’s why, in 2013, we were happy to work with the Cancer Council WA and the University of Western Australia to introduce a new support service aimed at improving employee health and wellbeing.

Healthier Workplace WA offers free resources to all workplaces across the state to support and encourage people to make positive lifestyle changes – such as eating well, exercising and choosing not to smoke. Over 1,000 people are already involved in the program.

- LiveLighter is a hard-hitting public education campaign designed to address the growing waistlines of West Australians. The program encourages people to commit to healthier choices, as well as educating them on how this can prevent chronic illnesses like heart disease. Just two years into the campaign, it seems the message is getting through. This year we found that nearly seven out of 10 survey respondents who had seen LiveLighter advertising were compelled to take action to reach or stay at a healthy weight.

On your bike!

Riding or taking public transport can reduce congestion, pollution and help your heart.



DID YOU KNOW? OBESITY COSTS Western Australian public hospitals more than \$240 MILLION A YEAR — with this predicted to soar to over half a billion dollars by 2021.

Measuring in milestones

Trisha Langridge (pictured left) is lucky, there’s no doubt about that. When she suffered a heart attack at just 46 years old, during a netball game, she gave her friends and daughter a scare. However, thanks to good hospital care and by making some healthy lifestyle changes, Trisha is now living life to the full and works with us to show others the benefits of cardiac rehabilitation.

She still meets up with others from her cardiac rehabilitation group now, even years later, to walk and talk. Cardiac rehabilitation is a key part of the recovery process from a heart event. It provides patients with long-term support and lifestyle tips to make sure their heart is as healthy as possible, as well as people who really understand what it’s like to live with heart disease.

“I measure my life in family milestones – such as seeing my daughter through school, university and even walking her down the aisle at her wedding.”



We took to the streets to show how much of a difference taking just 70 cars off the road could make.



Directors and Office Bearers

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- Chief Executive Officer**
Mr Maurice Swanson, BSci, GradDipNutrition&Dietetics, GradDipHlthSci, MPH



We couldn't do it without you

THANK YOU

Everyday Australians are making medical breakthroughs possible

We want to **thank the thousands of everyday Australians** who help us to make world-class research possible through leaving us a gift in their Will. As a charity we receive very little government funding, and we rely on this generous support to help us commit to vital, long-term research projects that help unlock significant medical breakthroughs in heart health.

These very special gifts come from people from all walks of life, and whether large or small, allow us to work towards our goal of protecting every heart in Australia now, and in the future.



Spot the celebrity!

We were lucky enough to have the support of celebrities such as model Zac Stenmark, who hotfooted his way through the competition on the TV show *Dancing with the Stars*; and swimmer Stephanie Rice, who won *Celebrity Apprentice* this year. They both chose the Heart Foundation as their charity to support, raising thousands of dollars in the process.



Thanks to supporters like you, we've raised an amazing amount of money this year. As a charity, we rely on this to help us fund lifesaving research, community education and prevention programs.

Your big hearts really helped others

Our Big Heart Appeal in September, previously known as the Heart Foundation Doorknock Appeal, saw us raise nearly \$5 million in 2013. This incredible effort was thanks to thousands of volunteers across the country who put on their walking shoes and knocked on doors in their neighbourhoods.

ACT	–	over \$222,000
NSW	–	over \$1,380,000
NT	–	over \$40,500
QLD	–	over \$1,100,000
SA	–	over \$537,000
TAS	–	over \$211,000
VIC	–	over \$728,000
WA	–	over \$743,000

Across the country, thousands more were raised by:

- dedicated community fundraisers who chose to Do it for Heart, by running, swimming, walking, celebrating, cooking or just doing things their own way to support the Heart Foundation
 - students, teachers and parents, through Jump Rope for Heart, which celebrated a milestone 30th birthday in 2013
- Special thanks* goes out to schools in NSW, who raised over \$1.5 million in 2013 – this amount is the second highest ever raised by schools in the state in a single year!
- talented athletes who took part in some of the biggest races in the world, including marathons, both in Australia and overseas.

THANK YOU



“If the Heart Foundation didn’t exist, I wouldn’t be alive today”
– Lindsay Bingham (centre), a survivor and supporter of the Heart Foundation

Thank you to our supporters

As a single parent of four, Lindsay Bingham wanted to be around as long as possible to support his kids, whose mother passed away from a brain haemorrhage when they were still young. Despite being active, Lindsay wasn’t sure why he was getting breathless walking to the shops. After a visit to the GP, he was referred to a cardiologist, where it was discovered Lindsay had a 90% artery blockage. Luckily, lifesaving bypass surgery was performed and, following a cardiac rehabilitation program, he was back to his normal life in no time.

Lindsay’s enjoyed many happy years with his family since then, and has now marked an incredible 10 years of giving through monthly donations.

A massive thank you to our 16,000 generous supporters who donate every month to support our work, and the 130,000 kind-hearted people who responded to our appeals for support during 2013.



Left: Swan View Primary School representatives accept their award. **Far left:** Jeremy Scott joins the team at Sunrise.

Biking around the world

Two years ago, Jeremy Scott decided to take a leisurely bike ride ... from the UK to Auckland! Covering over 50,000 km, Jeremy has been raising money for us after living with a heart condition as a child and facing heart surgery at just four years old. So far, he’s raised thousands of dollars for the Heart Foundation – an amazing feat.

Community fundraisers come from all walks of life and, like Jeremy, help contribute to our lifesaving work every day by doing things they love, or by taking part in challenges.

23 years and \$71,000!

Swan View Primary School in WA won a Heart Foundation WA President’s Award for their amazing efforts in our Jump Rope for Heart program. In its 30-year history, Swan View Primary School has taken part 23 times, and has raised over \$71,000. Students, teachers and parents alike have put in time and energy over the years to help spread the word about heart health to the most important generation – our kids.

“I have been a teacher for 40 years, involved with Jump Rope for Heart for 25 years,” teacher and Jump Rope for Heart coordinator Mr Durant said. “Apart from improving students’ fitness, health knowledge and pride in giving back to the community, I find the main benefit is as a vehicle for cooperative learning – it helps their all-round development across subject areas.

“It also develops perseverance – one of the highlights was when a girl told me excitedly she’d been trying to do double-unders for two years – and she’d just done one.”

We started hearts and shared the love

We were proud to launch our new program for employee wellbeing with Start your Heart. Start your Heart is a six-week online challenge that encourages participants to pick a pledge to work towards that will help them to live a healthier lifestyle – and improve their heart health in the process.

This new program was rolled out for two of our corporate sponsors. We were amazed at the response from employees and the results – we saw over 1400 people take part, and an incredible nine out of 10 participants planned to continue with the healthy changes they’d made to their lifestyle.

“Start your Heart made me more aware of the difference that food and exercise makes to the health of your heart. It got me out of my bad habits. I’ve lost 7 kg and can now run 8 km in 30 mins!”

NP♥sU

Across the country, thousands of dollars were raised, thanks to women enjoying a half-price makeover at Napoleon Perdis concept stores in June. The iconic Australian cosmetics brand helped us to spread the word about the risks of heart disease, especially among women.

Napoleon Perdis raised an incredible \$52,000 from their NP♥sU campaign



We couldn’t save lives without your support

We want to thank our amazing corporate sponsors, whose support means we can make a difference and ultimately help to reduce premature death and suffering from heart, stroke and blood vessel disease:

- Aurizon
- Medibank Community Fund
- rebel
- Suncorp Group
- Curves Australia
- Goodlife Health Clubs
- Napoleon Perdis.

Together, they’ve contributed over \$1.4 million to help us save lives.

THANK YOU

Thank you and farewell to Dr Lyn Roberts

Our CEO, National, Dr Lyn Roberts retired at the end of 2013, after 15 years of service to the Heart Foundation – with 12 of those as CEO. A tireless champion for heart health, she led many important campaigns that will make a real and lasting difference to the hearts of Australians. Some of her career highlights include:

- championing the importance of the Heart Foundation's research program – in particular helping younger researchers pursue careers in cardiovascular research here in Australia, rather than overseas
- driving healthy eating and a healthier food supply in Australia, not only through the Heart Foundation's Tick program but also through the national Food and Health Dialogue
- promoting the importance of Aboriginal and Torres Strait Islander people's heart health, strengthening our role in developing new guidelines for rheumatic heart disease and addressing the inequities in care of Indigenous heart attack patients
- implementing the 'Warning signs of heart attack' campaign, which has helped educate Australians about the early symptoms of a heart attack and the importance of calling an ambulance fast, as well as our 'Go Red for Women' campaign, which raised awareness of women's heart disease risks.

Special thanks to each and every one of our staff members across the country, who work tirelessly to support our goals.



Thank you to our National Board for their guidance and support throughout 2013

Patron

Governor-General of the Commonwealth of Australia, Her Excellency Ms Quentin Bryce AC

Board of Directors

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Professor A M Tonkin AM, MBBS, MD, FRACP

Chief Executive Officer – National

Dr L M Roberts AM, DipAppSci(Chem), BA(Hons), PhD



2013 was the first year of the new five year For all Hearts strategy and the financial performance for the year has built a solid platform to deliver against this strategy. The highlights of the 2013 financial performance are as follows.

- An operating profit of \$782,000, an improvement on the prior year, and highlighted strong fiscal management within the organisation, without compromising the level of research expenditure.
- We recorded an improvement in revenue to \$73 million, in an operating environment that continued to be challenging. The vast majority of our revenue is generously donated by individuals within the Australian community, for which we are extremely thankful. 2013 income from bequests totalled \$22m while non bequest income met expectations, following a strategic review of several programs.
- Continuous improvement remained front of mind in our fundraising activities, to ensure the Foundation could invest in its core purposes. The Board remain satisfied with the cost to income ratio of these activities, which improved in 2013.

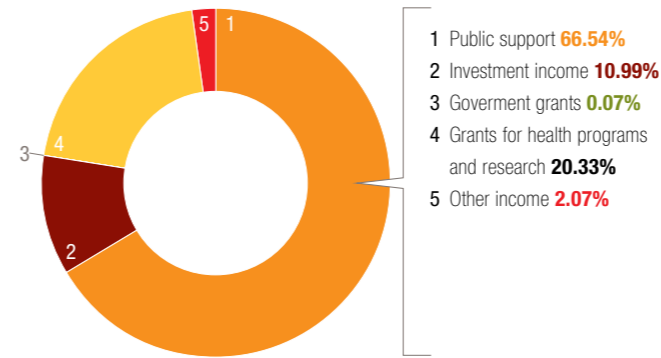
- We aligned our health programs to the new For all Hearts strategy and continued our firm commitment to research into cardiovascular health, with \$12 million of funding injected into research. This level of investment was consistent with the prior year with our investment in research totalling \$65 million on a rolling five year basis.
- Rigorous strategic management of the investment portfolio produced a return above the market. Prudent investment strategies in line with our policies helped us gain appropriate returns on the assets invested across equities, bonds and term deposits.

The Heart Foundation remains focused on identifying operational efficiencies going forward, to ensure expenditure is directed to those activities that best contribute to achieving our strategic goals thus providing the best health outcomes for all Australians.

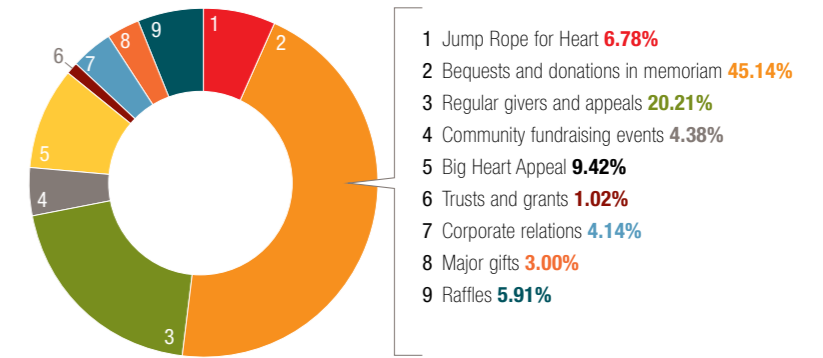
In summary, the Heart Foundation outperformed its budgetary expectations in 2013, while at the same time delivering extensive health and research programs to Australian communities.

Mr Todd M Roberts, FCA, IPAA, FAICD, SAFIN, FGLF
National Treasurer

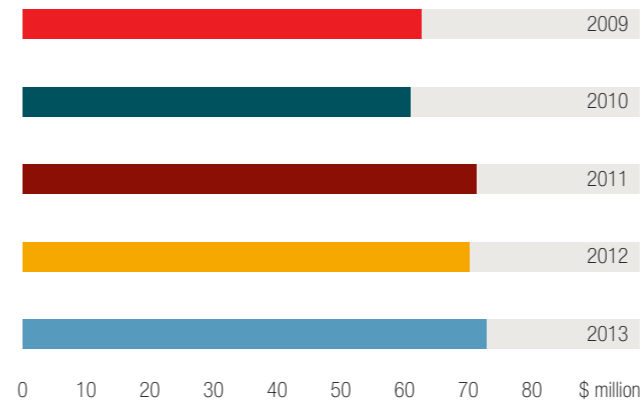
Sources of income for 2013



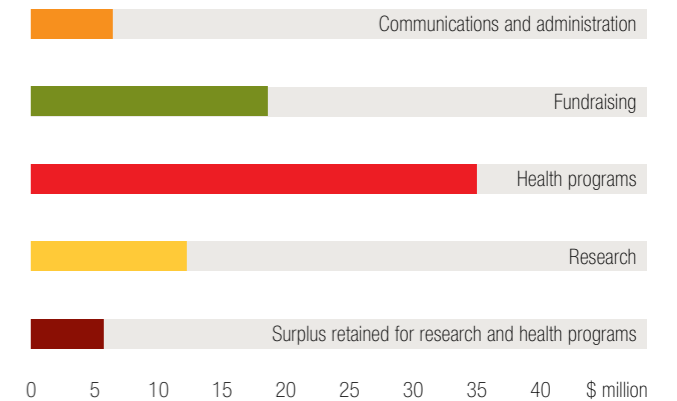
How you've helped us in 2013



Our income over the past five years



What did your donation support?



In 2013, **your big hearts** helped us raise **\$72.8 million**.
We spent \$72.1 million to help **make a difference to Australia's heart health**.



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