



2018

ANNUAL REVIEW

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

We are there
for the 580,000
Australians living
with heart disease
today⁴





About Us

At the Heart Foundation we believe in a future free from heart disease. Right now, almost 13 million Australian adults have three or more risk factors for heart disease.¹ Our work is purpose-driven, focused on stopping Australia's number one killer: heart disease, which takes 51 lives every day.²

To eradicate heart disease, we fund the highest-impact heart research and work to improve heart disease prevention, care and support for all Australians. We make a real difference in the fight for the heart health of Australians.

Every day our work delivers:

- funding for heart-health researchers
- advocacy to governments and industry to increase funding and resources for heart health, with evidence-based guidelines
- awareness about living a heart-healthy lifestyle through education and the provision of resources
- support for people living with heart disease and people looking to improve their heart health
- education and resources for living a heart-healthy lifestyle
- support for health professionals to prevent, diagnose and treat heart disease

The generosity of everyday Australians funds our life-changing work. Donations make up 80% of our funding.*

Too many families lose a loved one to heart disease, but we are making progress. While heart disease is still the leading cause of death, the rate of deaths has decreased by 86% since their peak in 1968.³

We are there for the 580,000 Australians⁴ living with heart disease today, and we are working to prevent and manage heart disease for future generations.

* Excludes government funding

Contents

Message from our President & Group CEO	5
Thank you	6
Our Strategy	8
Our Year 1 Achievements	10
Looking ahead to 2019	12
Prevention	14
Support & Care	22
Research	26
Strengthening our organisation	32
Our people	40
Corporate Governance	42
Board of Directors	42
Patrons	44
Financials	44
References	45





Message from our President & Group CEO

The Heart Foundation is dedicated to preventing heart disease and improving the heart health and quality of life of all Australians through our work in prevention, support and care and research.

This year was one of transformation and transition for the Heart Foundation as we changed our governance arrangements, enabling us to operate as a single, unified national organisation. It was also a year of progress as we commenced our One Heart 2018-2020 Strategy and continued our fight for Australian hearts.

Our One Heart strategy committed the organisation to a bold plan for achieving an Australia free of heart disease. The strategy sets out our priorities to ensure a consistent focus over the next three years.

Every day, heart disease takes the lives of 51 Australians,² making it our single biggest killer. This statistic and its impact drive everything that we do.

Our focus on research and public health awareness campaigns aims to further reduce the number of deaths as a result of heart disease. We also focus on supporting the 580,000 Australians who live every day with the pain and discomfort of heart disease.⁴

We began the year with a commitment to invest a record \$50 million over three years, towards the highest-impact heart health research. We also made a substantial investment into research that showcases Australia as a global leader in stroke prevention. The Stroke Prevention Grant was made possible by a generous \$5 million bequest, enabling the largest single grants offered by the Heart Foundation.

We continue to be able to make these investments thanks to the generosity of everyday Australians.

In 2018, we said farewell to our National President, Dr Jennifer Johns AM, after nine years on the Board and four as chairperson. We also said goodbye to several long-serving Heart Foundation Directors. We thank them all for their dedication and service to our organisation. We also welcomed Mr Chris Leptos AM as our new Heart Foundation President.

Across Australia, our leadership teams, staff and incredible volunteers have worked towards delivering on our One Heart strategy with dedication, purpose and ambition. We thank them for their commitment and efforts in making a vital contribution to delivering on our vision.

Mr Chris Leptos AM
President

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



Thank you

We are grateful to like-minded people, organisations and businesses who share our vision of an Australia free of heart disease; we thank them for their support.

Everything we do is made possible by the generosity of our supporters.

The support we receive from our donors, fundraisers, volunteers, corporate partners, as well as government and non-government partners, allows us to deliver on our vision and mission.

We also recognise the incredible effort and dedication of healthcare professionals, including surgeons, specialists, general practitioners, nurses, Aboriginal healthcare workers and others, whose work to save Australian hearts impacts on 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 given to 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 in helping 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 kindness 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 2018, 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.



QANTAS
WELLBEING



Stockland
it's your place



Government Partners



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 at least 500 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

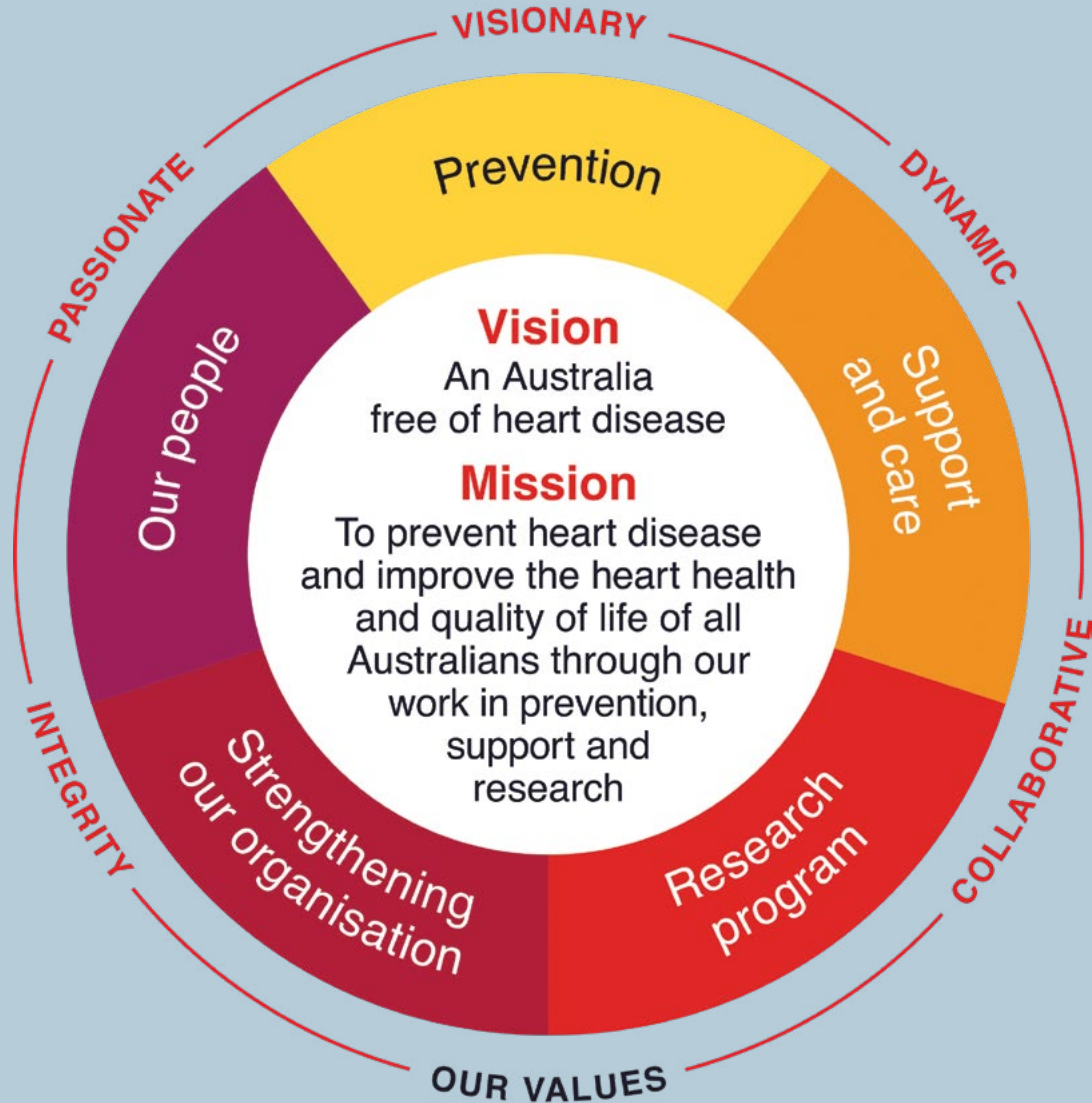
We shall be One Heart, One Team by:

- 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:

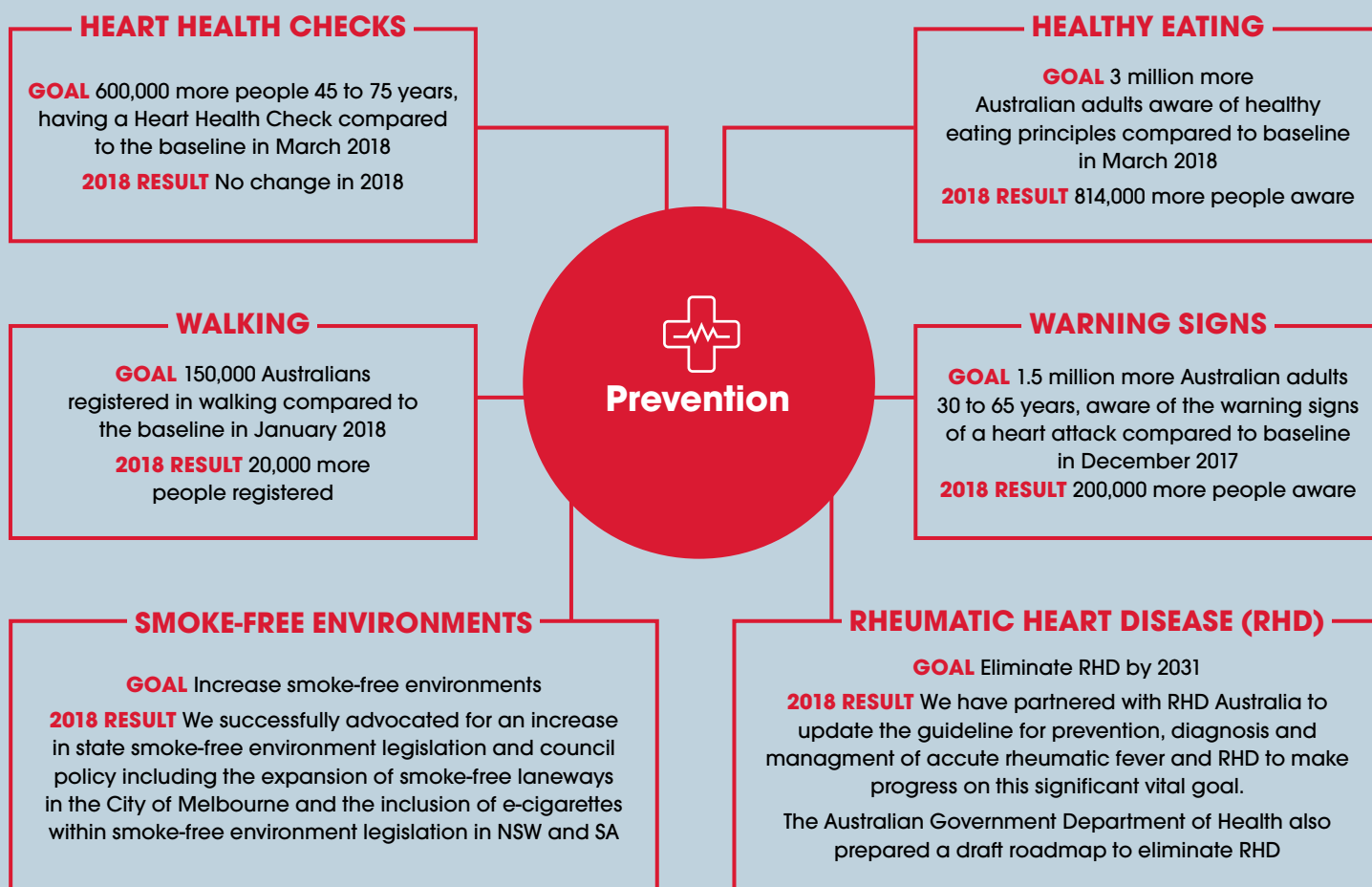
- place a special focus on communities disproportionately affected by heart disease, including Aboriginal and Torres Strait Islander peoples; people living in remote, rural and regional areas; people who are socioeconomically disadvantaged; and culturally and linguistically diverse groups
- enhance our 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.

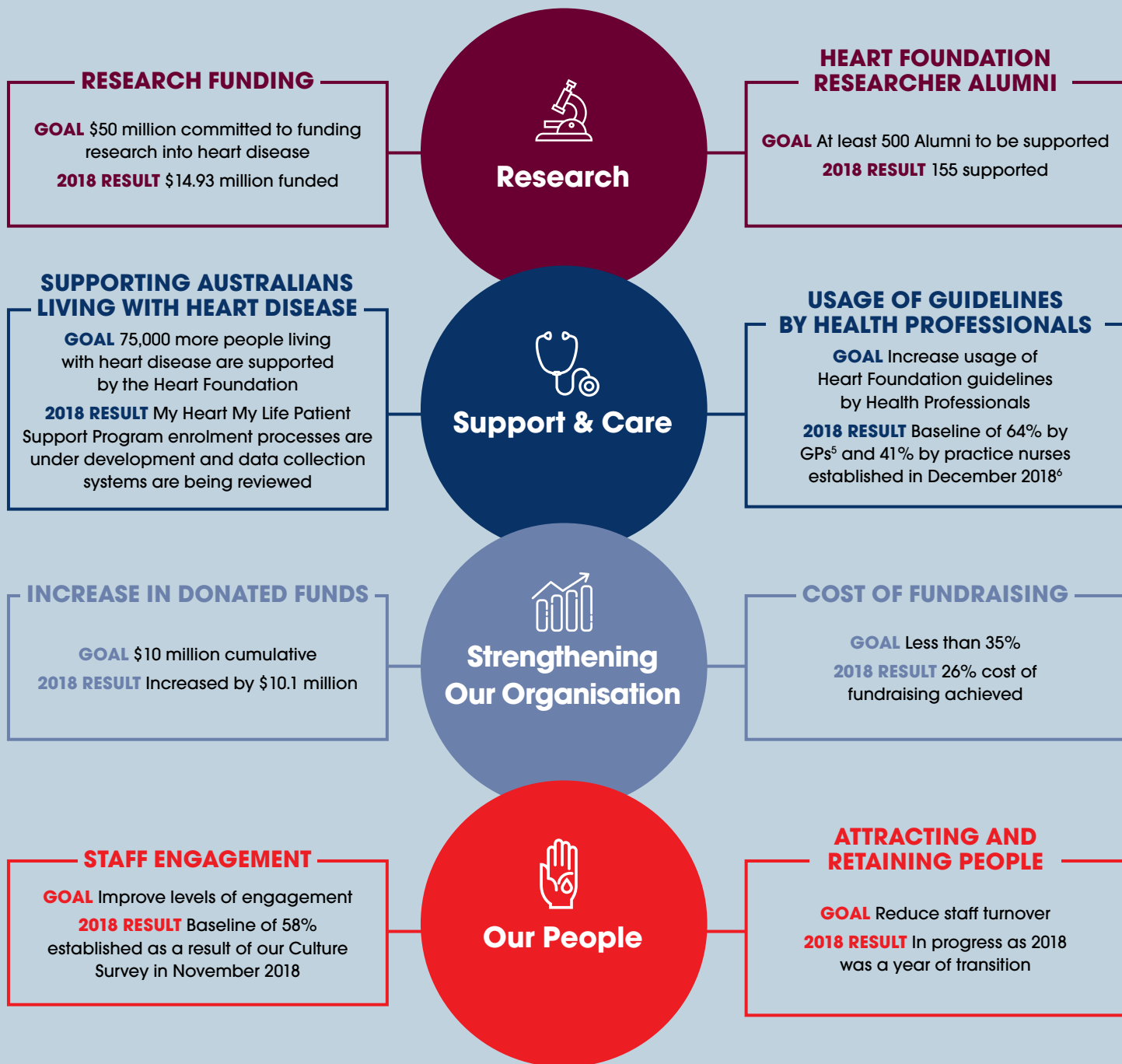
One Heart 2018–2020 Strategy



2018: Our Year 1 Achievements

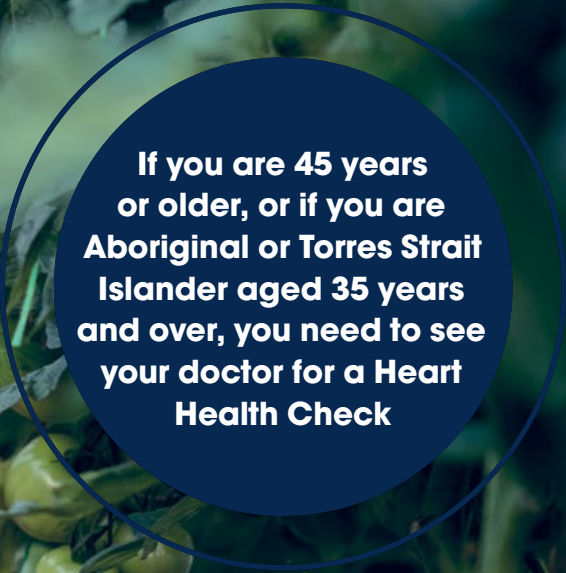
To track our progress on delivering the One Heart strategy, it's useful to reflect on some of our achievements. The results below reflect what we have achieved in Year One against our three-year target. Many of the initiatives outlined below are reported on in more detail in this Annual Review.





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





If you are 45 years or older, or if you are Aboriginal or Torres Strait Islander aged 35 years and over, you need to see your doctor for a Heart Health Check

Looking ahead to 2019

The second year of our One Heart strategy will see us focus on raising public awareness that heart disease is the number one killer of Australians.

In 2019, we shall strengthen our leadership role in the heart health space by delivering integrated community-awareness campaigns that inform, motivate and provide clear calls to action. This will encourage Australians to learn about and act on heart disease prevention, and through donations help us continue our work.

Importantly, we shall empower people to take action to lower their heart disease risk and live a heart-healthy lifestyle.

An important first step will be the launch of our Heart Age Calculator, a tool that helps people to understand their risk of a heart attack or stroke by determining their heart age. The higher your heart age is when compared to your actual age, the higher your risk of having a heart attack or stroke.

Our call to action will be specific: if you are 45 years or older, or if you are Aboriginal or Torres Strait Islander aged 35 years and over, you need to see your doctor for a Heart Health Check.

As an organisation, we shall spend time explaining what a Heart Health Check is and why people should have one, as well as advocating to government for a range of policies that could better support comprehensive assessment of people who are at a high risk of developing heart disease.

We shall continue to support people living with heart disease by increasing awareness of, and expanding our current suite of, resources and support tools to empower them to manage their condition, enable their family members and carers to support them on their journey and support health professionals to provide high-quality, evidence-based care.

We shall continue to work on delivering better care for people living with heart disease, as well as for those facing health inequalities and barriers to accessing care.

To achieve this, we shall work with our partners and measure our impact across raising awareness and achieving policy changes.

Continuing to support and fund the highest impact heart-health research will remain a key priority under our One Heart strategy. The work of these researchers builds on the promise of our vision to deliver an Australia free of heart disease.



Strategic Pillar 1: Prevention

We aim to reduce the prevalence and impact of heart disease. We do this by increasing Australians' awareness of the risk factors for heart disease, supporting them to adopt heart-healthy lifestyles, and advocating to government and industry to improve heart health.

Our focus is on the areas where we can make the biggest difference: active living, food and nutrition, risk reduction and tobacco control.

Our prevention programs and initiatives address heart disease risk factors and support people to adopt heart-healthy lifestyles by:

- encouraging people to see their doctor or health professional to get a Heart Health Check
- raising awareness of the risk factors of heart disease, including high cholesterol and high blood pressure
- educating the community about the warning signs of a heart attack
- improving Australians' knowledge of healthy eating patterns
- motivating and supporting people to get active through our Walking program
- advocating to all levels of government for healthy built environments, including safe and walkable places
- promoting policy change and action towards a tobacco-free Australia
- advocating to government for support of Heart Health Checks in general practice.

Active Living

Regular physical activity is great for heart health along with mental wellbeing and overall health. Our Active Living programs encourage all Australians to be more physically active.

Walking

Heart Foundation Walking is part of a broader Heart Foundation goal to encourage and support walking and physical activity to build the heart health of Australians. Regular walking is one of the best choices for Australians to reduce their risk of heart disease.

Heart Foundation Walking is Australia's largest free walking network and has been helping people to start and keep walking for more than 23 years.

The Heart Foundation Walking program, which is supported by the Australian Government and Queensland Government, works with a range of community stakeholders, including pharmacies, councils, general practices, retirement villages and shopping centres, who host walking groups in their community. You can also become an individual Heart Foundation walker.

Heart Foundation Walking groups offer a fun and social way for people to be active and are made up of over 40,000 members. In 2018, they were supported by more than 2,000 volunteers, participated in over five million walks, and completed over 20 billion steps.

In 2018, we also launched a new Heart Foundation Walking App to encourage more Australians to walk for their heart health. The app helps people to:

- create and manage a walking-based fitness program
- record and monitor statistics including walks participated in, total steps taken, and kilometres walked
- set and achieve goals
- access up-to-date health information, as well as tips on diet, fitness and training.

Prime Minister's One Million Steps

Thanks to the Australian Government in March 2018 we launched the Prime Minister's One Million Steps campaign, which encouraged Australians to walk more often and increase their daily step count.

Participants signed up to walk one million steps in 20 weeks (around 7,100 steps each day). Highlights of the campaign included:

- over the campaign, participants walked a total of 10 billion steps
- 22,300 walkers taking part
- the first person to reach one million steps, Bob Ueckert, reached this target in three weeks.



Being active is one of the most important ways that Australians of all ages and abilities can improve their health and wellbeing



Healthy Active by Design

We know that where you live has as much impact on your health as how you live. The Healthy Active by Design initiative focuses on implementing changes to the built environment that make it easier for people to be more active and to improve their heart health.

The program helps planners, designers and local governments to build healthier and more active communities. Our One Heart 2018-2020 Strategy advocacy goals call for more support for active travel and promotion of Healthy Active by Design principles.

Healthy Active by Design has a dedicated website www.healthyactivebydesign.com.au that provides tools, checklists, videos and case studies to support the design of healthy, active neighbourhoods and communities.

The Active Australia Innovation Challenge

In 2018, The Active Australia Innovation Challenge was launched to encourage Australians to get involved in raising awareness of the benefits of physical activity in building heart health and reducing the risk of heart disease. The Heart Foundation and Department of Health invited schools, tertiary institutions, organisations, councils and community groups to develop and submit innovative ideas to encourage physical activity in a chosen community.

The winners each received a grant of \$10,000 to help turn their project into a reality. In total 130 submissions were received across every state and territory. Eight grants were awarded to the most innovative projects, from a virtual-reality headset encouraging aged-care residents to be more active; tandem bicycles to allow people with vision loss to enjoy cycling; to a study into high-intensity interval training at work.

Healthy eating for healthy hearts

Healthy eating patterns do not rely on one type of food or one type of nutrient to promote heart health. Heart-healthy eating patterns are based on a combination of foods chosen regularly over time.

This year we continued to deliver resources and support to help Australians make informed, heart-healthy food choices, guided by our Healthy Eating Principles, which recommend eating:



a variety of fruits, vegetables and wholegrains



a range of healthy protein sources, including fish and seafood, lean meat and poultry, legumes, nuts and seeds



reduced fat dairy, such as unflavoured milk and yoghurt, and cheese



healthy fats, including nuts, seeds, avocados, olives and their oils for cooking



herbs and spices to flavour foods, instead of adding salt

To help Australians enjoy a heart-healthy diet, we published 140 delicious recipes, available on our website, and presented our Healthy Eating Principles to health professionals and community groups across Australia.

We continued to advocate for food reformulation to improve the healthiness of discretionary foods, with a focus on menu labelling and reducing the levels of sodium, saturated fat and added sugar in these foods.





Together with VicHealth and The George Institute for Global Health, we continued delivering the Unpack The Salt awareness campaign, which informs Australians about the impacts of high salt content in foods on our cardiovascular health. We continued to work with some food manufacturers to reformulate products with high salt/sodium content. This has supported the work being undertaken through the Healthy Food Partnership, an initiative supported by the Australian Government, which saw government, the public health sector and the food industry work together to encourage healthy eating and changes to food manufacturing.

Women and Heart Disease

Heart disease is the second highest cause of death for Australian women, taking 22 lives each day.² Nearly three times more women die from heart disease than breast cancer.²

Delivering an integrated women and heart disease campaign is a key priority under our One Heart Strategy. In 2018, we expanded our New South Wales-based Women and Heart Disease program into a national initiative.

Across the past three years the New South Wales-based program has:

- achieved a 36% increase in awareness that heart disease is a leading cause of death in women⁷
- achieved a 20% increase in the number of women having Heart Health Checks; this means an additional 50,000 women have seen their general practitioner for a Heart Health Check⁷
- directly reached approximately 7,000 women supported by our community grants program
- created and distributed 35 videos featuring women's heart health stories via social media channels
- generated more than 500 media reports covering the Making the Invisible Visible campaign, which raised community awareness of heart disease in women. This media coverage reached approximately 4 million people in 2017 and 6.5 million in 2018.

With a focus on women health professionals and research, the program continues to raise awareness of women's experience with heart disease. The program informs women about their risk and the positive steps they can take to prevent and manage heart disease, ensuring women most at-risk of heart disease, including women from Aboriginal and Torres Strait Islander communities, culturally and linguistically diverse communities and rural and remote communities, have access to the information and support they need.

A key achievement in 2018 was the creation of online resources for health professionals specifically focused on increased heart disease risks faced by women who experienced complications during pregnancy such as pre-eclampsia or gestational diabetes.

Reducing the risks of heart disease

As part of our One Heart Strategy we are also focused on educating Australians to know and understand their risks of heart disease.

Australian Heart Maps

We believe every Australian should be able to live a full and healthy life, no matter where they live or their cultural background. However, we know that some areas and communities across Australia face significant inequities in the prevalence of heart disease risk factors.

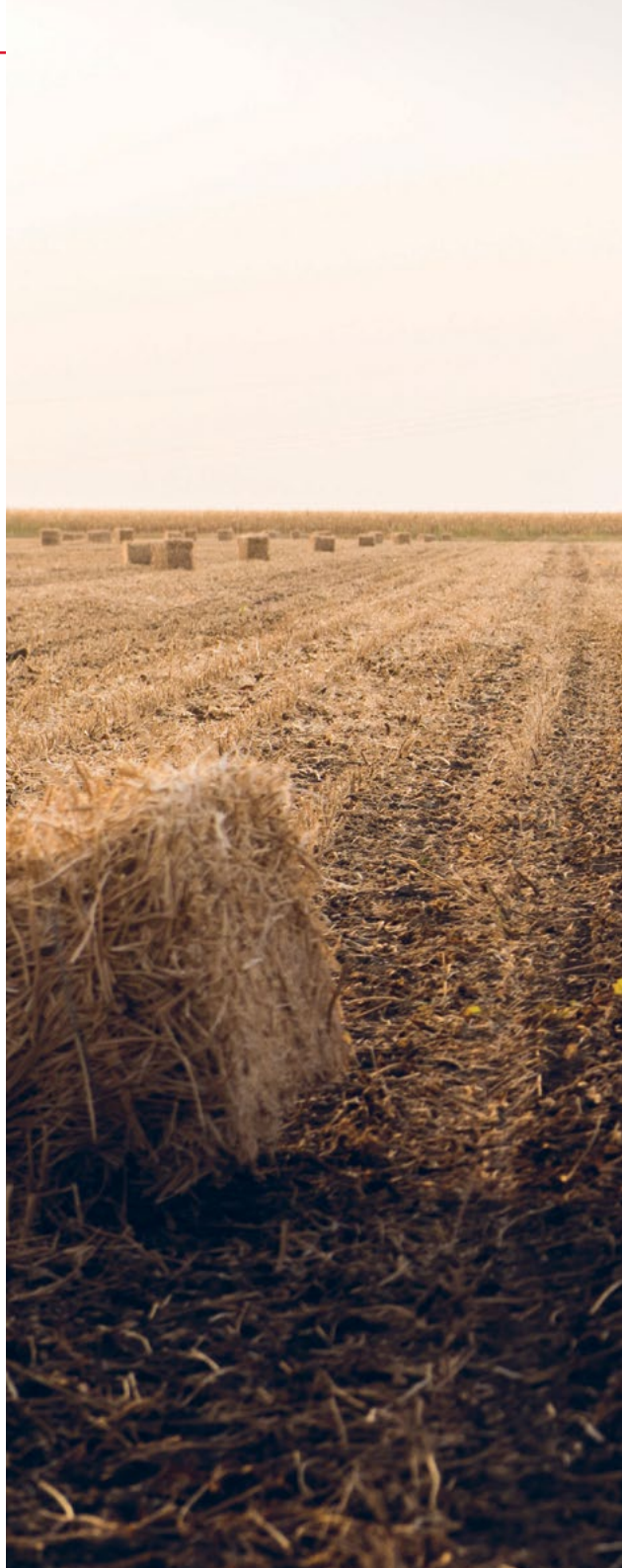
In 2016, we launched the Australian Heart Maps – an online platform that displays Australia-wide data on hospital admissions for heart events, deaths from coronary heart disease and risk factors for heart disease, such as high blood pressure, high cholesterol, smoking and obesity. The Heart Maps display data at regional, local government and state levels, capturing and illustrating areas and communities where inequities exist.

Heart Maps can create profiles of local government areas, providing a snapshot of heart-related disease in that area, and can compare this to other areas within the state and across Australia. This is a powerful tool for local health service providers and planners to understand the needs of their region compared to others, and to support resource planning and delivery. The Heart Maps are also useful for advocating to government to ensure heart health services address areas of need.

This year, we updated the Heart Maps with new data that, for the first time, highlights heart disease disparities between Aboriginal and Torres Strait Islander peoples and non-indigenous Australians.

The updated Heart Maps were launched in November 2018 at the National Aboriginal Community Controlled Health Organisation (NACCHO) Conference in Brisbane, Queensland. The launch attracted significant media coverage, which will help create new opportunities to collaborate with other organisations to address heart-health inequalities.

The Heart Foundation is grateful for the support of the NACCHO and our colleagues at the South Australian Health and Medical Research Institute (SAHMRI), Flinders Medical Centre (Aboriginal Liaison Unit) and the WA Department of Health for testing the Heart Maps local profile feature.





Reducing harm from tobacco

We know that tobacco usage increases the risk of heart disease. Together with other public health partners we continued to advocate for additional tobacco controls that will lead to a tobacco-free Australia.

In 2018, new tobacco control legislation was passed in the following states:

- **New South Wales** the *Smoke-Free Environment Act 2000* was amended to ban the use of e-cigarettes and e-cigarette accessories in areas which are already smoke-free
- **South Australia** the *Tobacco Products Regulation Act 1997* was passed to include e-cigarettes, ensuring that e-cigarettes and e-cigarette accessories have the same regulatory restrictions as tobacco products. South Australia also banned online or telephone sale of e-cigarettes and accessories, as well as shisha and e-cigarettes sales to minors
- **Western Australia** the *Tobacco Products Control Act 2006* was amended to ban the sale of tobacco products to children, as well as fruit and confectionary flavoured cigarettes. The legislation was also changed to require retailers to display graphic point-of-sale warnings.

At the local level, more councils have implemented bans on smoking and the use of e-cigarettes in their central business districts, protecting the health of their communities and reinforcing health messages about the dangers of smoking.



Strategic Pillar 2: Support & Care

The Heart Foundation is there for the 580,000 Australians living with heart disease today.⁴ Our work focuses on advocating for and delivering support and care for people living with heart disease, and to their family members and carers.

A key element of our support and care work focuses on people and communities most in need, including Aboriginal and Torres Strait Islander Australians; people living in rural, regional and remote communities; culturally and linguistically diverse Australians; and people living in socio-economically disadvantaged communities.

We deliver support to people who:

- have had a heart attack or unstable angina
- have heart surgery
- have heart failure
- have an abnormal heart rhythm (arrhythmia), specifically atrial fibrillation
- have valvular heart disease
- have other forms of heart disease.

Health Professional Ambassador Program

Our Health Professional Ambassador Program provides education and training to health professionals working in cardiovascular health. This free program provides the latest evidence-based education, ensuring that practitioners across Australia are equipped to support people with heart disease across early detection and better ongoing management. This year all state-based programs merged into a single national program. This work included adopting a common program name, consistent design and branding for program materials, and creating a central catalogue of resources and a dedicated Heart Foundation webpage. In 2018, more than 130 health professionals completed our Health Professionals Ambassador Program.

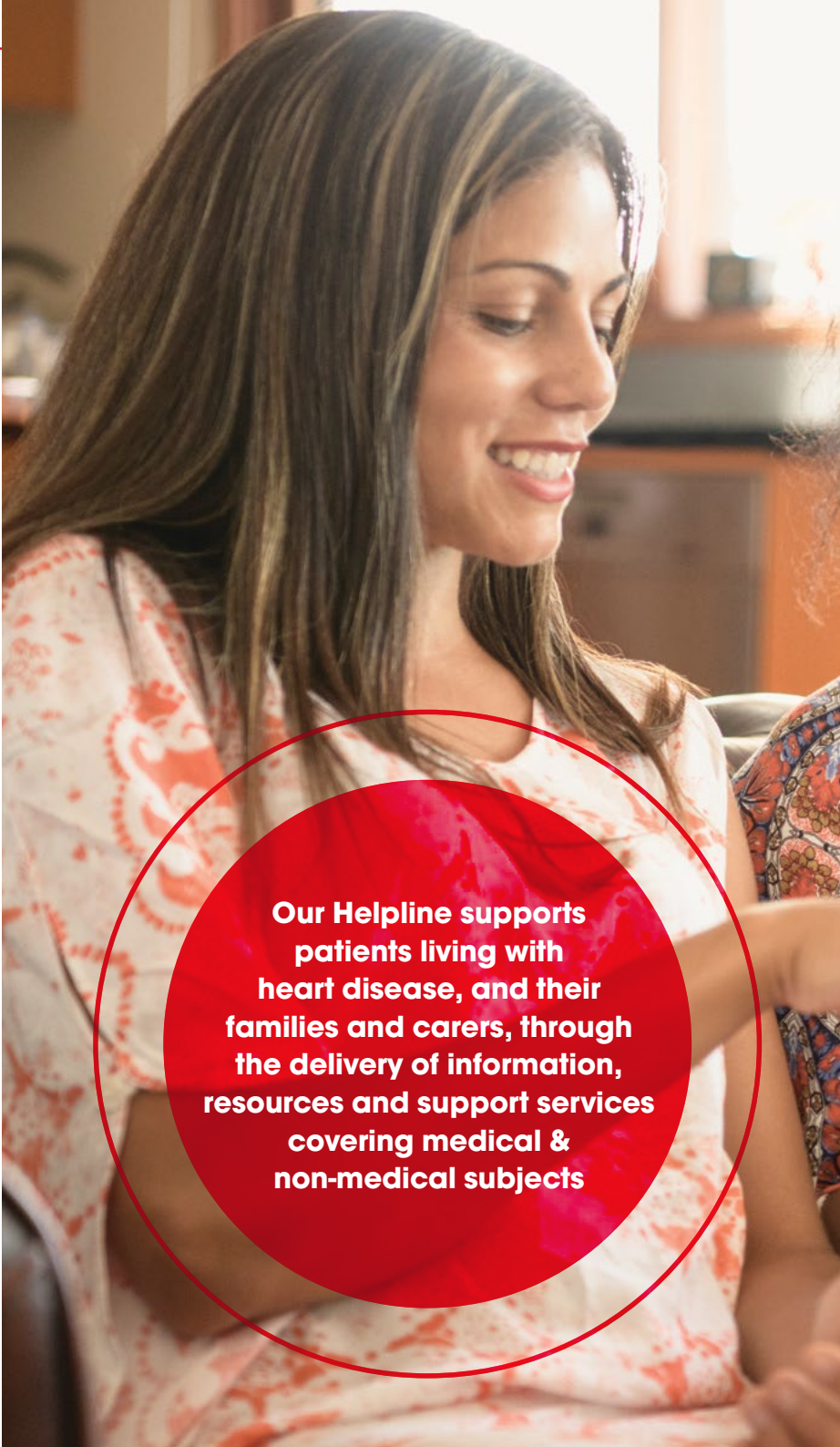
Heart Foundation Helpline

In 2018, the Heart Foundation Helpline marked its 20th anniversary. As a national telehealth service, our Helpline provides free, personalised heart health information and support to people living with heart disease or seeking information to help reduce their heart disease risk.

Our Helpline is available to all Australians for the cost of a local call and qualified health professionals answer each call. In 2018, we were proud to extend this service to the community on Norfolk Island.

This year was also one of innovation and partnerships for our Helpline, with initiatives including:

- a partnership with Ausmed Education, a leading continuing professional development service for Australian health professionals, giving our Helpline nurses access to more than 600 continuing professional development topics, training, and academic conferences
- working with the Department of Immigration and Citizenship to extend free access to the Translating and Interpreting Service (TIS) for another three years, to assist callers whose first language is not English
- continuation of our partnership with the Cardiomyopathy Association of Australia, who provide information and support to people living with cardiomyopathy, a serious condition which affects the heart muscle, and can lead to heart failure
- working with CareerTrackers, a national not-for-profit organisation that creates internship opportunities for Aboriginal and Torres Strait Islander university students. Through the partnership, the Helpline has created an internship for a student studying nursing and dietetics.



Our Helpline supports patients living with heart disease, and their families and carers, through the delivery of information, resources and support services covering medical & non-medical subjects



Lighthouse Hospital Project

Aboriginal and Torres Strait Islander peoples are almost twice as likely to die from cardiovascular disease as compared to non-Indigenous Australians.⁸

We wish to make a difference to the heart health of all Australians and are committed to closing the gap in life expectancy between Aboriginal and Torres Strait Islander peoples and non-Indigenous Australians caused by heart disease.

The Lighthouse Hospital Project, funded by the Australian Government and delivered by the Heart Foundation, aims to provide care for Aboriginal and Torres Strait Islander peoples that is culturally safe and appropriate. It supports patients to remain in hospital for the duration of their treatment.

This year the project focused on delivering on this promise by supporting hospitals to:

- create a welcoming environment that is acceptable and meaningful to Aboriginal and Torres Strait Islander peoples through artwork and the inclusion of local languages on signage and resources
- provide cultural awareness and competency training for staff, executive management and hospital boards
- integrate Aboriginal Health Unit staff into multidisciplinary teams and expanding and integrating the Aboriginal and Torres Strait Islander workforce
- improve admission and discharge processes and systems
- increase identification of Aboriginal and Torres Strait Islander patients through staff training and process and system changes.

In 2018, we built on a strong platform of governance, skills, knowledge and awareness to drive systemic and sustainable change.

During 2018, the project expanded delivery to 18 hospitals across the country and remains funded by the Australian Government.



**In 2018, we
invested more
than \$14 million to
support research into
the prevention, diagnosis
and treatment of heart
disease and related
disorders**

Strategic Pillar 3: Research

We are the nation's largest non-government funder of heart-health research and have invested close to \$600 million (in today's dollars) over the past six decades towards advancements in knowledge and understanding, and improving care and treatment for people with heart disease.

In 2018, we invested more than \$14 million into the prevention, diagnosis and treatment of heart disease and related disorders, marking the first year of our three-year commitment to invest \$50 million into life-saving heart-health research.

We believe evidence-based prevention and treatment is the most effective way to help all Australians to have better heart health.

Our research funding has helped support the development of the following important advances in care and treatment for people living with heart disease:

- the pacemaker, a life-saving device that, when implanted, delivers small electrical currents into the heart muscle, stimulating the heart to pump regularly
- the coronary care unit, a hospital ward that delivers specialised care, including continuous monitoring and treatment, for patients admitted for heart attacks, unstable angina, cardiac dysrhythmia and other cardiac conditions
- cardiac rehabilitation, an important part of care delivered after a heart event. The service supports patients to stay active and to stay out of hospital after successful treatment, with a focus on assisting them to take care of their heart health to prevent another heart event.

This year we received a total of 348 applications for research funding. We are pleased to have awarded 84 of these across 41 Fellowships, 7 Scholarships and 36 Grants.

In addition, we also recognised the best and brightest heart-health researchers in Australia through awarding these awards to outstanding and innovative applications:

Ross Hohnen Award for Research Excellence Vanguard Grants

This award is given in memory of Ross Hohnen AM OBE, who was instrumental in establishing the Heart Foundation. It recognises the most outstanding and innovative Vanguard Grant application, with the recipient receiving an additional \$10,000 on top of the Grant.

- Clinical Professor Graham Hillis, University of Western Australia (Western Australia) - *A pilot study of aspirin combined with warfarin in patients with left-sided mechanical heart valve.*

Heart Foundation Paul Korer Innovation Award

This award recognises the 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 Connie Wong, Monash University (Victoria) - *Novel strategies to improve stroke outcomes.*
- Associate Professor Yuerui Lu, Australian National University (Australian Capital Territory) - *Next-generation High-throughput 3D Microscopy for Cardiovascular Imaging.*

Postdoctoral Fellowships

- Ms Dorothea Dumuid, University of South Australia (South Australia) - *Optimisation of daily activity behaviours to inform interventions for cardiovascular health.*
- Dr James McFadyen, Baker Heart and Diabetes Institute (Victoria) - *Developing new treatments to improve outcomes after a heart attack.*

Stroke Prevention Grant

Thanks to a generous bequest of \$5 million, this year we were able to offer significant funding to two researchers working on innovative, internationally significant projects that showcase Australia as a leader in stroke prevention.

This year the grant provided funding to two projects:

- **Prevention of strokes in older Australians:** Led by Professor Sophia Zoungas from Monash University, this research explores the effectiveness of statins (medications often prescribed to lower blood cholesterol levels) in preventing fatal and non-fatal stroke in people older than 70 years of age. The study also aims to identify key stroke predictors and related changes in brain structure that occur with older age; this will assist with the diagnosis and prevention of stroke.

- **Testing vaccines to prevent Rheumatic Heart Disease (RHD) related stroke:** Led by Professor Michael Good from Griffith University, this research looks at the production of, and human testing of, newly developed vaccines to prevent streptococcal infection; one that prevents skin infection and one that prevents tonsillitis. These infections are linked to the development of RHD, a condition where heart valves can become stretched or scarred due to inflammation. This damage means that blood can flow backward through stretched valves that do not close properly, or blood flow becomes blocked due to scarred valves not opening properly. Heart surgery may be required to repair this damage. People living with RHD can experience stroke after blood clots develop on damaged heart valves. These blood clots can break off and lead to a blockage in a blood vessel in the brain, which causes stroke. In Australia RHD predominantly impacts Aboriginal and Torres Strait Islander peoples. If these vaccines are successful, they present an opportunity to reduce the incidence of RHD in these communities.



In 2017-18 more than 141,000 Australians had experienced a stroke?



Heart Foundation Researcher Alumni – at the very heart of research

Through our Alumni we facilitate new opportunities for researchers to connect and learn from each other's experiences.

This year the alumni program launched the Share Your Research Success program to capture and share stories of outstanding researchers whose work has been proudly supported and funded by the Heart Foundation over the past 50 years.

Research events around Australia

Across Australia we support heart-health researchers through a range of research events and programs which bring researchers, clinicians, public health representatives and medical students together, creating opportunities for mentorship, shared learning and collaboration.

10-year national commitment to medical research

The Heart Foundation, together with other health organisations, supported the call for substantial ongoing funding for the Australian Government Department of Health Medical Research Future Fund (MRFF). Together with our partners, we advocated for MRFF disbursements to match Australia's disease burden so that the community directly benefits from research into chronic diseases and to prioritise investment in preventative health research.



Photo: Dr Jelena Rnjak-Kovacina, Future Leader Fellow

Research spotlight: Better treatment for heart attack

Dr Jelena Rnjak-Kovacina is a biological engineer whose research is looking at “... how we can now grow artificial tissue in the laboratory to perform a range of functions that are normally done by a living organ in the body.”

The aim of her research is to develop a way to repair heart damage after a person experiences a heart attack. Dr Rnjak-Kovacina’s work is focused on producing “cardiac patches”, or replacement heart tissue grown in a laboratory.

How could a damaged heart be repaired? “The goal of my research,”

Dr Rnjak-Kovacina outlined, “is to develop cardiac patches by populating silk materials with isolated cells and investigating strategies that promote rapid and robust blood vessel formation.”

Dr Rnjak-Kovacina’s work is supported by a Heart Foundation research grant.



Photo: Dr Francine Marques, Future Leader Fellow

Research spotlight: Uncovering the unlikely link between gut bacteria and high blood pressure

Dr Francine Marques is a passionate heart health researcher who is leading a pioneering study into the links between hypertension (high blood pressure) and gut health.

Hypertension impacts more than six million Australians⁴ and the condition, if left untreated, can lead to heart failure, heart attack and stroke.

The condition is known as a “silent killer” as there are no obvious symptoms, and most people won’t know that they have the condition until it is too late.

Dr Marques’ research found that certain gut bacteria play a significant role in the development of high blood pressure. Her research found that eating a fibre-rich diet can help improve blood pressure. “Gut microbes digest the fibre we eat and, in the process, release molecules called “short-chain fatty acids”. We hope to isolate how

these molecules implement protective mechanisms that can decrease blood pressure and offset heart failure.

“Thanks to the Heart Foundation and all its supporters we have an amazing set up to conduct this vital research.”

In 2018, the Heart Foundation awarded Dr Marques an additional grant to support her work in 2019, including a clinical trial to test the use of a fibre supplement to reduce blood pressure.





Strategic Pillar 4: Strengthening our Organisation

Every donation to the Heart Foundation makes a vital contribution to our fight against Australia's biggest killer: heart disease. Generous Australians provide 80% of our funding and this allows us to fund world-leading research and to deliver innovative programs that help raise awareness of heart disease. Our fundraising also enables us to offer support to those people living with or affected by heart disease.

Our revenue-raising activities align to our purpose, values and ethics. Our goal is for a diversified and growing revenue base enabling us to deliver our mission and priorities.

Our streams of revenue include:

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

Gifts in Wills/Bequests

Gifts in Wills (also known as Bequests) are a legacy donation, a way for people to be remembered, and make a significant difference to future generations. Gifts in Wills, in particular residual gifts (percentage of estate), provide us with a major source of income. In 2018, we inspired 475 people to include, or consider including, a bequest in their will.

This year we gratefully received more than \$29 million from Gifts in Wills (this is an increase of \$6 million as compared to 2017).

Individual Giving

There are a number of ways the Australian community supports the work that we do.

Face to Face Fundraising

Our Individual Giving strategy develops relationships with new donors and encourages them to regularly support our work. Regular giving helps provide long-term sustainability of funding, giving us the ability to plan for future programs and initiatives to support the heart health of Australians.

We are committed to transparency by demonstrating the positive impacts that come from individual donations, via regular communications with donors.

Engaging with potential donors in public spaces, such as regional shopping centres, is also an important part of building community recognition of the Heart Foundation; our face-to-face fundraisers are a key part of this work.

Community Fundraising

Our Community Fundraising initiatives are a social way to make a positive impact and help us help Australians affected by heart disease. It involves getting together with friends, family, colleagues and community members to fundraise for us through one of our many programs and initiatives.

Give with Heart Day

In 2018 we piloted a new crowd-funding initiative: Give with Heart Day. The event encouraged community donations through an incentive; every dollar given would be quadrupled by the Heart Foundation's generous donors. The day specifically focused on raising funds that would be allocated to high-impact research into areas such as congenital heart disease.

The event achieved results well above our expectations, with donations reaching \$816,954 on the day.



Photo: Angela Burgess, Heart Foundation supporter who has Congenital Heart Disease.



MyMarathon

2018 was the second year of our MyMarathon community fundraising initiative, held in October. MyMarathon encourages participants of all fitness levels to run, walk, or jog the distance of a marathon. This 42.2 kilometre journey can be completed over four hours, four days or four weeks.

MyMarathon helps to reinforce the importance of keeping physically active for better heart health, while raising money to support our work.

This year MyMarathon saw the number of registrations increase by 55% and the amount raised increase by 59% compared to 2017. A key MyMarathon highlight in 2018 was the launch of company teams. Forty companies from across Australia joined and around 1,000 of their employees participated.

We are incredibly grateful to everyone who helped to raise money for the Heart Foundation, and we want to acknowledge some of the standout teams and individuals.

The leading company teams were PwC Australia (Queensland Division) and RTL Mining and Earthworks Pty (Victoria).

MyMarathon's leading individual fundraiser

Our leading individual fundraiser was Madeleine Brookes from New South Wales. With 21 Australians dying from a heart attack each day², Madeleine knows too well the impact this statistic has on families. Writing on her fundraising page, she said:

"Unfortunately, the biggest legend became part of that statistic earlier this year – my beautiful Dad, the guy with the biggest heart of them all. Like many others, Dad showed no signs of poor heart health. He walked over 10,000 steps every day, played touch footy and tennis, and swam. I have decided to create this page for the Heart Foundation who are dedicated to fighting the single biggest killer of Australians. To help make a difference, I'll be completing 100km over the month of October in loving memory of my Dad, and other families who have lost a loved one or are going through this pain."





Jump Rope for Heart

Jump Rope for Heart is our iconic skipping and fundraising program, run in primary schools throughout the year. It encourages kids to have a positive attitude towards exercise, healthy eating and heart health while raising vital funds to fight heart disease.

This year Jump Rope for Heart celebrated its 35th birthday. In this anniversary year, over 300,000 children at 1,200 schools across Australia skipped, and raised almost \$3 million for the Heart Foundation.

We wish to thank all children, their schools and their school communities who continue to support Jump Rope for Heart.

"It felt heart-warmingly good to combine children meeting physical education outcomes from the Australian curriculum with altruism; it encourages children to feel good about doing good for themselves and a greater cause." - Rebecca Rechichi, PE Teacher, Cornerstone Christian College, Dunsborough WA



Jump Rope for Heart's biggest fundraiser

Cian Gollner from Orange Public School in New South Wales was Australia's highest individual fundraiser in 2018; raising more than \$6,000. Cian has a rare heart tumour and has had surgery to have this removed and is continuing to receive treatment.

Photo: Cian Gollner and his parents



Corporate Partnerships

The Heart Foundation is proud to partner with some of Australia's leading organisations; their support and reach helps to raise awareness of heart disease with their employees and the wider community.

Existing partnerships include Qantas Wellbeing and Terry White Chemmart where we worked together to raise awareness of the risks of heart disease and the importance of Heart Health Checks.

This year the Jump Rope for Heart program was also generously supported by HART Sport, the program's Presenting Partner. The partnership provided an opportunity to promote and encourage physical activity to school children across Australia.

Major Gifts

At the Heart Foundation, Major Gifts have the power to transform the heart health of all Australians. When you choose to support us through a significant philanthropic investment, you are aligning your interests with our strategic priorities. This support can ensure we achieve our mission of preventing heart disease and improving Australians' heart health. Whether you direct your investment towards enabling innovative cardiovascular research, reducing the prevalence of heart disease risk factors, helping us develop and implement supportive programs for heart disease patients, or building our capacity to do more on all these fronts, a Major Gift will ensure our ambitions become a reality.

In 2018, we established a specialised Major Gifts team. We welcome your enquiries and invite you to work with our team who will ensure your philanthropic investments with the Heart Foundation are meaningful to you.



Strategic Pillar 5: Our People

Our people are at the heart of delivering all that we do. The Heart Foundation team, made up of staff and volunteers, are guided by our values, and together we are fighting for all Australian hearts. Our priority is to build a high-performance culture to ensure we attract and retain great people. We invest in development and training of our people and recognise and reward success.

Our values are underpinned by our employee value proposition of **Purpose Passion People**. These three words were identified by our people as key to why they work and stay at the Heart Foundation.

Love your Work is our peer-to-peer recognition program that allows staff to recognise another staff member for any achievement, contribution, or service, that merits recognition and reward. These successes are celebrated in our offices across the country.

We understand the importance of good health and wellbeing in the workplace, and staff wellbeing is paramount to our success. Our Thrive program offers staff health and wellbeing resources, as well as opportunities to improve their fitness through a variety of physical activities. Our People and Culture team provide support and development for all staff.

Throughout the transition to a single unified organisation, our leadership group regularly consulted with staff using culture surveys and workshops. The results of these surveys, and the feedback received from employees at workshops and other forums, helped our leaders ensure that the needs of all staff were considered throughout the transition.

We successfully brought together eight states and territories into one single unified organisational culture, built around working in ways that are accountable, empowered, integrated and customer focused.

We now have the best people sharing and building on local successes for the benefit of the entire organisation to achieve efficient and effective outcomes.



I am proud to work at the Heart Foundation



I have the opportunity to make a difference every day



I enjoy working with supportive and passionate colleagues



My workplace supports my lifestyle



My work is challenging and meaningful

Corporate Governance

In 2018, the National Heart Foundation of Australia (Heart Foundation) changed its governance structure to enable it to operate as a single unified organisation and to focus more effectively on delivering our One Heart 2018–2020 Strategy.

The National Company and State and Territory entities agreed to a series of governance changes to support a single operational structure governed by a skills-based Board of Directors. Local Advisory Boards were established in each State and Territory to provide advice and support on local issues and to ensure that important local networks are maintained.

In addition to the establishment of Local Advisory Boards, each State and Territory nominated two representatives to become members of the National Company. The delivery of localised activities and events are crucial to our strategy. The input from the Local Advisory Boards and State and Territory members is an important component of our renewed governance structure.

The governance changes will ensure that the Heart Foundation can continue to operate in a transparent, open manner to ensure that it retains its place as a trusted and authoritative voice on heart health.

In May 2018, we welcomed Mr Chris Leptos AM as our new Heart Foundation Board President.

Looking ahead

The governance changes that took place during 2018 resulted from 18 months of intense consultation, collaboration and effort across the entire organisation. These changes will ensure that the Heart Foundation can build on its 59-year history of achievements to remain a sustainable, values-based organisation. The changes will allow us to better coordinate our work in the community and will better support the implementation of our current One Heart 2018–2020 Strategy.

Board of Directors

President

Mr Chris Leptos AM

Deputy Chairman of Flagstaff Partners and non-executive director of IDP Education (ASX:IEL). Currently chairman of SEA Electric and chairman of industry regulator auDA. Former Senior Partner with KPMG, and 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 at the Faculty of Business and Economics for the University of Melbourne, and Professorial Fellow with Monash University.

Other Directors

Associate Professor David Colquhoun

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).

Dr Jenny Deague

Chair Heart Health Committee

Director of Cardiology at Joondalup Health Campus since 2012. Former Head of Echocardiography at Royal Perth Hospital and then worked in private practice at Hearts West and in public health at Armadale Hospital coordinating undergraduate medical training (Notre Dame and University of Western Australia). Coordinates medical student education with the University of Western Australia and is a member of the Senior Leadership Team, Medical Advisory Committee and Clinical Review Committee at Joondalup Hospital. Assisting in developing an active research program within the cardiology department at Joondalup Hospital. Former Board member CSANZ and Presbyterian Ladies College in Perth. Graduate of the AICD.

Mr John Etherington

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 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

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 Deputy Clinical Director of the Cardiovascular Stream of the Sydney Local Health District. Currently President of the Cardiac Society of Australia and New Zealand, Chair of the Specialist Training Committee in Cardiology of the Royal Australasian College of Physicians and Chairman of the Board of Governors of the Heart Research Institute Sydney.

Ms Cynthia Payne

A Registered Nurse with a Bachelor of Applied Science and an MBA, Member of AICD, Fellow with the Institute of Managers and Leaders, past Chair of the Arts Health Institute, The Australian Organisational Excellence Foundation in NSW and ACT. Aged Care adviser and consultant. Chairs the leading Aged Services Association Member Advisory Committee and has been a recipient of several awards, including GOLD for SummitCare under the Australian Business Excellence Framework.

Mr Todd Roberts

Chair Investment Committee

Chartered Accountant for over 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

Partner at Meyer Vandenberg Lawyers, leading the firm's corporate and commercial law division. Deputy Chair ACT Gambling and Racing Commission, Director Hands Across Canberra and Director Chief Minister's Charitable Fund.

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
Sir Peter Cosgrove AK MC (retd)**

Governor-General of Australia

ACT

Mr Richard Rolf AM

Audi Centre Canberra

NSW

**His Excellency the Honourable David Hurley AC
DSC (retd)** Governor of NSW

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

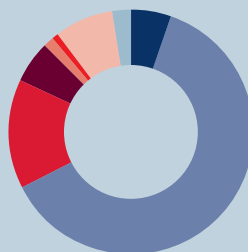
VIC

Her Excellency the Honourable Linda Dessau AC
Governor of Victoria

WA

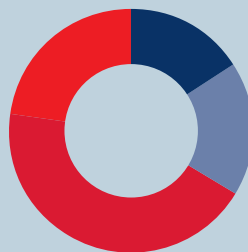
The Honourable Kim Beazley AC
Governor of Western Australia

Financials



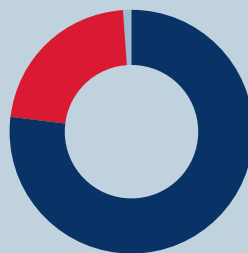
How you've helped us in 2018

Bequests & Memorial Giving	62.26%
Regular Givers & Appeals	14.34%
Major Gifts	7.97%
Community Fundraising events	5.61%
Jump Rope for Heart	5.45%
Raffles	2.30%
Trusts & Grants	1.32%
Corporate Relations	0.75%



What your donations supported in 2018

Health programs	44%
Research	23%
Fundraising	17%
Communications & administration	16%



Sources of income

Public Support	77%
Grants for health programs & research	22%
Other income	1%

References

The Heart Foundation reports a deficit of \$822,000 in 2018.

The result was significantly impacted by the requirement to recognise a negative adjustment of \$7,654,000 at 31 December relating to a decline in 'fair value of investments' based on the negative movement in the share market in the last quarter of 2018.

This result was ahead of planned expectations noting that in 2018 we:

- achieved a revenue increase of 10% from the previous year with the most noticeable increase being from bequests
- maintained our actual level of expenditure on research as part of our commitment to an increased allocation of funds over a three-year funding cycle
- managed our expenditure to forecasts as we transitioned to a new organisational structure to ensure that future delivery of our key health activities will provide the best benefit to all Australians.

Although the fundraising environment remains 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.

1. Australian Bureau of Statistics 2018, National Health Survey, 2017-18 custom data request.
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3. Heart Foundation calculations based on Australian Bureau of Statistics 2018, Changing Patterns of mortality in Australia: 1960-2017, ABS Cat. no. 3303.0.55.003, December.
4. Australian Bureau of Statistics 2018, National Health Survey, 2017-18, data customised using TableBuilder.
5. Heart Foundation, 2019. General Practitioner 2018 Survey Report, Melbourne.
6. Heart Foundation 2019, Practice Nurse Survey Report 2018.
7. Heart Foundation 2018, Go Red for Women survey, 2015-17.
8. Australian Institute of Health and Welfare 2018, Cardiovascular disease snapshot, cat. no. CVD 83, AIHW: Canberra.
9. Australian Bureau of Statistics 2018, National Health Survey: First results, 2017-18, cat. no. 4364.0.55.001, December.

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MC-CORP-020.1.0319

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