



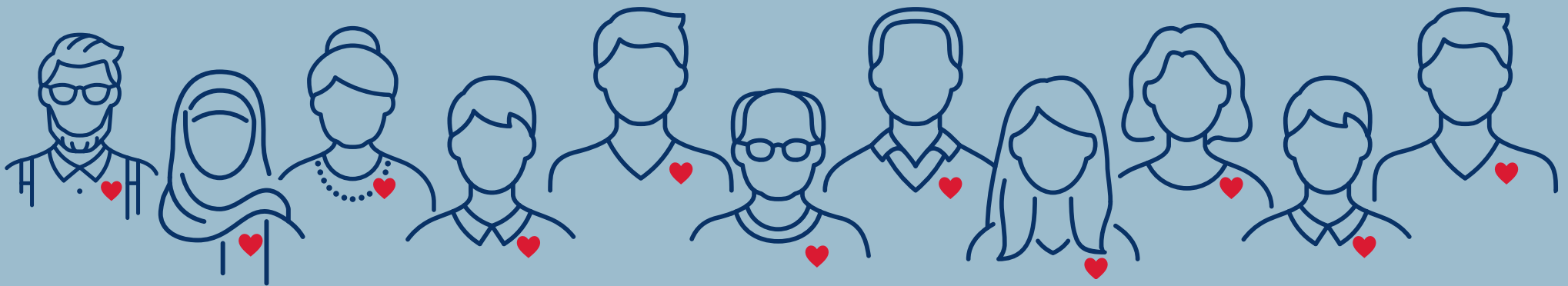
Annual review

2024



Our Purpose

We are leading the fight
to save Australian hearts.



Our Vision

Towards an Australia free of heart disease.

Our Mission

To reduce heart disease and improve the heart health and quality of life for all Australians through our work in risk reduction, support and care, funding research and addressing health inequities.



Acknowledgement of Country

The Heart Foundation acknowledges the Traditional Owners and custodians of the land on which we work and live, and recognise their continuing connection to land, waters, and community. We also acknowledge and respect their right to speak and care for their country in accordance with their lore, customs and traditions. We pay our respect to them and their cultures, and Elders past, present and emerging.

The Heart Foundation works across the traditional lands, nations and cultures of First Nations people right across Australia.

We acknowledge and pay respect to the custodians of the lands on which our State and Territory offices are located.

- Gadigal people of the Eora Nation (Sydney)
- Lands of the Kaurna people (Adelaide)
- Whadyuk people of the Nyoongar Nation (Perth)
- Lands of the Ngunnawal people (Canberra)
- Lands of the Larrakia people (Darwin)
- Turrbal and Yuggera people of the Meanjin region (Brisbane)
- Wurundjeri people of the Kulin Nation (Melbourne)
- Muwinina people of Nipaluna (Hobart)

About us

At the Heart Foundation, we remain passionate about our role as the peak body for heart research, education, patient support and advocacy in Australia.

Our focus is clear – reduce heart disease and improve heart health and quality of life for all. Heart disease is still Australia's biggest killer, causing tens of thousands of deaths each year.

We continue the fight to reduce heart disease by funding research, healthcare programs and providing the latest clinical evidence, education and resources to improve quality of care. Our work aims to improve the heart health of everybody, including those at greatest risk of cardiovascular disease.

1. Australian Institute of Health and Welfare (2022). Heart, stroke and vascular disease: Australian facts. <https://www.aihw.gov.au/reports/heart-stroke-vascular-diseases/hsvd-facts/contents/about>. 'Related conditions' refers to stroke and blood vessel diseases.

2. Australian Institute of Health and Welfare. National Mortality Database. <https://www.aihw.gov.au/reports/heart-stroke-vascular-diseases/hsvd-facts/contents/disease-types>



4.5 million
Australians living with
heart disease and
related conditions¹

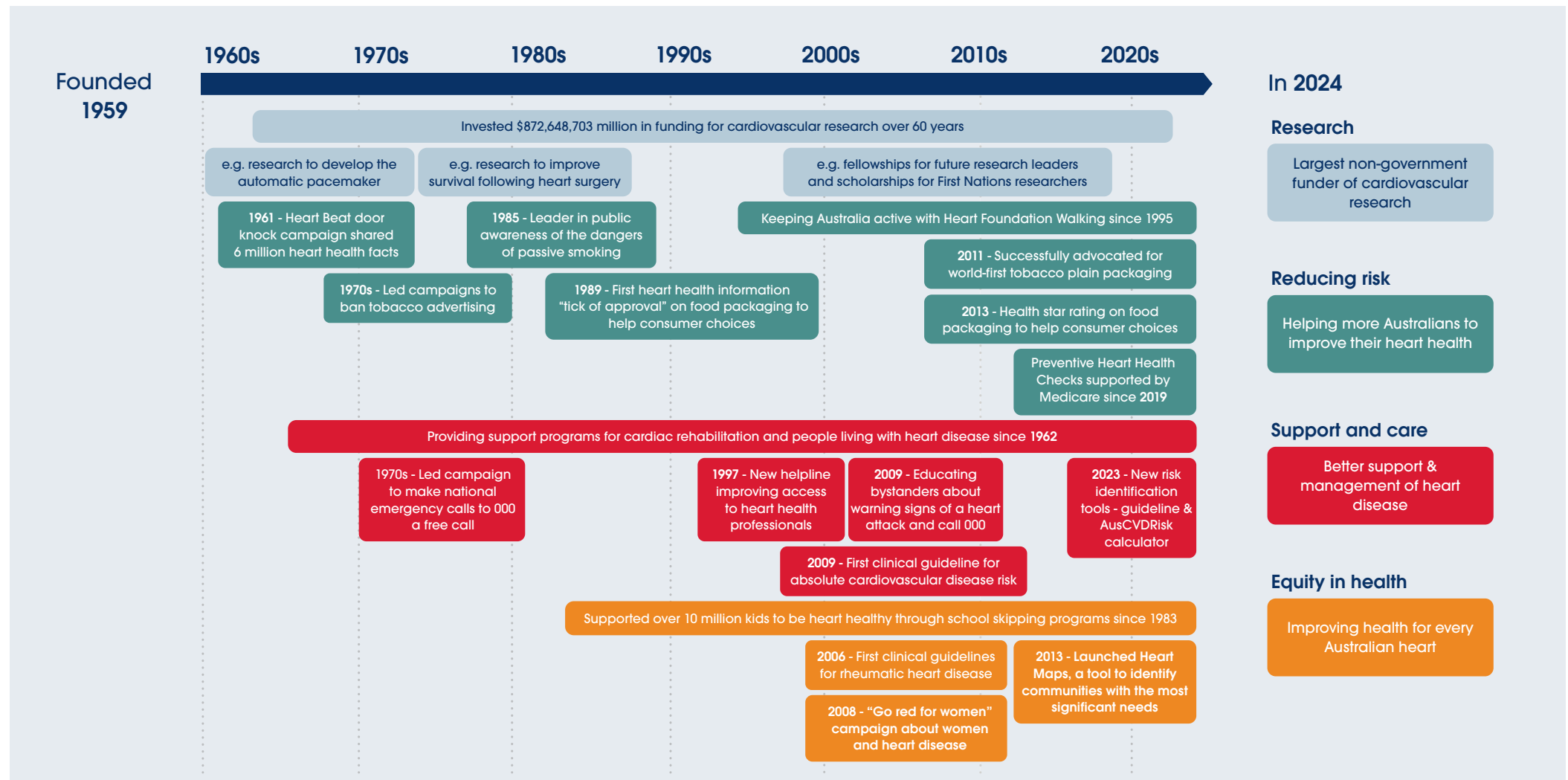
1 in 4 deaths in
Australia are caused
by heart disease²

Contents

Our purpose	2
Our vision and mission	3
Acknowledgement of Country	4
About us	5
Saving Australian hearts for 65 years	7
Message from the Chair	8
Message from the CEO	9
Our achievements in 2024	10
Our strategy: A generational vision for Australia's heart health	12
Strategic activity 1: Empowering more Australians to reduce their risks and manage their heart health	13
Strategic activity 2: Facilitating and funding high-impact heart health research	28
Strategic activity 3: Advocating for heart health	34
Strategic activity 4: Positively impacting the heart health of all people in Australia	42
Enabling activity 1: Ensuring financial sustainability and growth to further scale our community impact	48
Enabling activity 2: Supporting our people in their work to end heart disease	55
Board Directors	63
Board Patrons	66
Board Committees	67
Thank you to all our supporters	69
Financial Report	74

Heart Foundation: Saving Australian hearts for *65 years*

Over the last 65 years our work has reshaped the healthcare landscape in Australia. Since we were founded in 1959, we have helped millions of people to live longer and healthier lives and invested \$872 million (in today's dollars) into world-leading research programs. We have shared some of the highlights of our work over the last 65 years to help Australians improve their heart health.



Message from the Chair

For over 65 years, the Heart Foundation has remained steadfast in its mission — to prevent heart disease, support people living with it to lead long, fulfilling lives, and fund vital research that underpins these efforts.

While our mission has remained constant, the environment within which we do these things has changed.

Heart disease is now substantially a disease of poverty and postcode disadvantage, where the poorer you are, the further out of town you live and away from healthcare services, the more likely you are to see your life shortened by heart disease. The environment around us – the paths we walk on, the shops we buy our food in, and even the air we breathe, can determine our experience of heart disease, including when and how badly it will affect us.

These were amongst the insights we gained from spending 2024 in a determined and thoughtful process of consultation, culminating in the generational vision statement, *Health for Every Heart*, which was launched nationally in early 2025. This is a vision statement that sets out our ambitions for heart health over the next 25 years, setting ourselves ambitious targets to reach so that everybody in Australia can have the best heart health possible.

Taking this long-term approach was a deliberate and conscious break from the cycle of three-year strategic

plans through which we have traditionally determined our targets and measured our performance. We asked ourselves whether we could chart a long-term course to reach a point by the middle of this century where heart health is achievable by everyone living here. We consciously asked ourselves what our role in all this should be, and how we could work with other organisations – such as other charities, industry, and governments – to achieve our ambitious agenda.

That process of consultation took time and patience, and I want to thank our leadership team led by our CEO, David Lloyd, and also our board, State and Territory Advisory Boards and the wider community for their generosity and support. All provided input and guidance as we built the platform on which a national movement towards achieving universal heart health in Australia will be built.

The positive financial outcome of the organisation over the last two years is striking, but much remains to be done. In part, our positive financial position has been achieved by dint of an impressive culture of cost awareness and control that now pervades everything the Heart Foundation does. We are quite simply, very careful with the money we spend, and we consider at every turn how to extract greater value for our mission from every donor dollar entrusted to us.

It has also been achieved with the support of the continuing generosity of the remarkable number of people in Australia who support the Heart Foundation

with a gift in their Will. Through all the programs we run and all the research we fund, we do our very best to honour the trust that is implicit in these remarkable gifts, and to earn the respect of the next generation of bequestors willing to support us.

Beyond this though we must ensure that our resources are diverse and growing, and to this end we committed in 2024 to a program of revenue diversification and growth that will reliably underpin our work over the quarter century described in our vision statement, *Health for Every Heart*. Whilst it is our duty to be ambitious, it is also incumbent on us to think about our financial future carefully and conservatively. The board, leadership team and staff of the Heart Foundation have a responsibility to hand the Heart Foundation over to our successors in good and steadily improving financial shape for the work ahead. I am proud to say that we are heading in the right direction with this task.

The Heart Foundation team work hard, and they achieved much in 2024. Their work is a great source of pride for all of us who serve as volunteer board and committee members. We will continue to work together in our respective roles with mutual respect, trust and humility in the shared task of bringing heart health to everyone in Australia.



Mario d'Orazio

Board Chair,
Heart Foundation

Message from the CEO

The National Heart Foundation of Australia has always been an organisation rooted in the community it serves. The 55,000 people in our walking groups across every state and territory, the one in six Australians living with heart disease and their clinicians who rely on our publications and resources, the cardiovascular researchers whose work we support, and our more than 50,000 generous donors. These are the communities we exist to serve. Without them, we would not exist.

Throughout 2024, we achieved a great deal to support the interests of these communities.

The Medicare Heart Health Check, a 20-minute consultation with a GP to understand a person's risk of heart disease, remained a cornerstone of our prevention work. The Heart Foundation was instrumental in the creation of this Medicare Benefits Schedule item in 2017. Although originally introduced as a temporary item, our sustained advocacy has helped secure its continuation through to 2028. In the past year, uptake has nearly doubled, with over 800,000 checks completed and more than one million uses of the associated cardiovascular risk calculator. Tens of thousands of heart events have been prevented, and lives saved, through this initiative alone.

Our flagship program for people living with heart disease, *MyHeart MyLife*, was relaunched in a personalised, online format. Designed for those newly diagnosed or recovering from a heart event, it has been taken up strongly by patients and continues to grow.

We continued investing in cardiovascular research through Future Leader Fellowships, Vanguard Grants and Scholarships. For the first time we published an

Impact Report on what that support has achieved by way of outcomes that have had a positive impact on heart health in Australia. It is increasingly important that we make this connection, and that the translation of the very high-quality research we support into better health outcomes is understood.

We also launched the Catalyst Partnership Grants. This new initiative marked a shift in the way the Heart Foundation works. We issued a nationwide call for bold ideas that could transform Australia's efforts to tackle heart disease. We placed few restrictions on who could apply, inviting anyone with an ABN and a compelling proposal. More than 220 expressions of interest were submitted, not only from research and clinical institutions, but also from community organisations, charities and the private sector.

By the end of 2024, it was clear that Catalyst had created excitement and momentum. It signalled the Heart Foundation's emerging role in Australia's innovation ecosystem, where new therapies, technologies, services and public policies are developed. Many of the partnerships formed through Catalyst will support the long-term goals outlined in our 25-year vision, *Health for Every Heart*.

While innovation is vital, so too is trust. In a world saturated with misinformation and disinformation, communities need access to accurate, evidence-based guidance. In 2024, we continued to develop public policy based on the best available research. We promoted the Cardiovascular Risk Guidelines released in 2023 across the primary care sector, completed the Acute Coronary Syndrome Guidelines, and identified Hypertension and Lipid Management

Guidelines as the key focus for the coming year.

This evidence is vital because it informs our advocacy, a highlight of which in 2024 was the strengthened tobacco and vaping legislation. The Australian Government introduced world-leading reforms to address the alarming rise in e-cigarette use, particularly among younger people. These products, aggressively marketed by the tobacco industry, present one of the greatest threats to heart health in a generation. The Heart Foundation worked in partnership with others across the health sector to support the passage of this reform so that Australia does not face a repeat of the smoking epidemic. There is more to be done, but this legislation is a vital step forward.

The Heart Foundation is supported by a dedicated, expert and voluntary Board of Directors, along with Advisory Boards in every state and territory. These groups ensure we remain attuned to local issues and connected to the realities facing diverse communities across the country. I thank them for their insight, generosity and shared ambition for what the Heart Foundation can achieve.

That ambition must be guided by responsibility and strong governance, but it should also inspire us to pursue a future in which heart health is achievable for everyone in Australia.



David Lloyd

Chief Executive Officer,
Heart Foundation

Our *achievements* in 2024



Heart Health Checks

814,447 (cumulative) Heart Health Checks delivered since 2019. 14% more Heart Health Checks than in 2023.



AusCVDRisk calculator

Our cardiovascular disease risk calculator wins prestigious iAward for digital innovation. Completed 800,000 calculations since its launch in 2023.



MyHeart MyLife patient support program

2,600 people joined in the first few months after program launch. Over 5,000 people living with a heart condition are connected by our peer support communities.



Heart healthy eating

43,639 recipe e-book downloads via our online store.



National Walking Initiative

688 walking groups and 1066 volunteers helping over 55,000 people to become more active. Delivered our 300,000th Personal Walking Plan.



Engaging with policymakers

We successfully advocated for a three-year extension to the Medicare Heart Health Check, as well as enhanced tobacco and vaping control legislation.



Positive impact for every heart

108 initiatives underway to improve equity, diversity and inclusion in heart health.



Local action for heart health

Invested in 13 new projects across all 8 states and territories.



Health professionals

Over 150,000 health professionals accessed the online Heart Health Check toolkit.

34,000 views of the clinical webinar series.



Funding heart research

Invested \$13.63 million in 71 cardiovascular research projects.



Financial sustainability and growth

Achieved \$66 million in revenue.

Over 90,000 supporters contributed to help us continue our work.

Health for every heart: developing a 25-year roadmap for cardiovascular health

Our new roadmap sets out a vision to achieve heart health for everyone in Australia by 2050.

Heart disease remains the leading cause of death in Australia. If nothing changes, Australia can expect to see 1.37 million individuals experience a cardiovascular disease event from 2020 – 2029³, resulting in \$62 billion in healthcare costs. Failure to prevent the growing burden of cardiovascular disease and associated chronic conditions threatens both our health system and our length and quality of life.

Responding to this urgent need, in 2024 the Heart Foundation started to develop a long-term plan to tackle heart disease over the next 25 years. The aim of this long-term strategy is to make the generation of people in Australia who will turn 50 in 2050 the heart healthiest generation ever.

This generational vision for heart health, *Health for Every Heart*, was launched in early 2025.

In 2024, we supported development of the 25-year vision and continued our work to improve heart health through six key activities:

Strategic activities



Empowering more Australians to prevent heart disease and manage their heart health.



Facilitating and funding high impact, cardiovascular health research.



Advocating for heart health.



Positively impacting the heart health of all people in Australia.

Enabling activities



Ensuring financial sustainability and growth to further scale our community impact.



Supporting our people in their work to end heart disease.

3. Sources: Marquina C, Talic S, Vargas-Torres S, Petrova M, Abushanab D, Owen A, et al. Future burden of CVD in Australia: impact on health and economic outcomes between 2020 and 2029. *Eur J Prev Cardiol.* 2022;29(8):1212-9; Federation WH. Trends in CVD 2024. <https://world-heart-federation.org/world-heart-observatory/trends/>.

Strategic activity 1: Empowering people to reduce their risks and manage their heart health

We strive to prevent heart disease before it strikes through a range of programs designed to reduce individual risk. We also work to improve the quality of life and health outcomes of people living with heart disease.

In 2024, we achieved this by:

Helping people understand their risk of heart disease

We reached out to more people about ways they can better learn about their risk through tools like Heart Health Checks with their doctor and the online AusCVDRisk calculator.

Promoting healthy living to reduce risk of chronic disease

We supported community-wide action to address physical inactivity, provided education and recipes to promote heart-healthy eating patterns and took steps to make Australia's cities healthier and more active.

Supporting people living with cardiovascular disease

We launched *MyHeart MyLife*, our free support program for people living with heart disease and those who care for them. The program helps people improve their physical and mental health following a cardiac event.

Providing access for clinical professionals to education about the latest heart healthcare advances

We developed and delivered a heart health national clinical webinar series for health practitioners, and a national roadshow for primary care providers about preventing and managing heart health.

In 2024, the Heart Foundation supported local heart health needs through investment in state and territory specific projects, which address local priorities and align with our national initiatives.

We have shared in the following section the key 2024 achievements across our health programs, that aim to reduce heart disease risk and manage heart health.



Helping people understand their risk of heart disease

Heart Health Check: knowing your risks

We are committed to improving the early detection and prevention of heart disease by encouraging more at-risk people to see their general practitioner for a Heart Health Check.

A Heart Health Check is a Medicare subsidised 20-minute check up with your general practitioner to assess your risk of having a heart attack or stroke in the next five years.

Through 2024, the Heart Foundation continued to advocate for Medicare support of the Heart Health Check, securing an extension in early 2025 for a further three years through to 2028.

We are improving uptake of the Heart Health Check by:

- **Increasing awareness about using the Heart Health Check to learn about their risk** through national campaigns such as Heart Week.
- **Helping people take action and understand their individual risks** using free, online tools such as the Heart Age Calculator.
- **Supporting health professionals to deliver best practice prevention** through new tools, clinical guidelines and education such as the Heart Health Toolkit.
- **Working with general practices to identify people at high risk** through targeted screening programs aimed to recall people at risk of heart disease and see their general practitioner for a Heart Health Check.

In 2024:

214,335

Heart Health
Checks delivered
(total cumulative)

14%

more Heart Health
checks than 2023

3 year

extension to Medicare
support for Heart
Health Checks secured

Number of Heart Health Checks delivered



Heart Week 2024: “Never miss a beat”

Heart Health Checks: helping people reduce their risks

During Heart Week 2024, the Heart Foundation delivered a nationwide campaign ‘Never Miss a Beat’, which encouraged people to consider their personal risk of heart disease. The heart health campaign targeted both health professionals and the public to reinforce the importance of Heart Health Checks in understanding your personal risk factors.

During the Heart Week 2024 campaign:

- We had an earned media reach of over 60 million⁴
- There were almost 55,000 calculations completed using the AusCVD Risk calculator
- More than 34,000 Heart Health Checks were delivered across April and May

The 2024 campaign was shortlisted for a Golden Target Award by Communication and Public Relations Australia in the Health Campaign category.

Heart Week engagement with policymakers

During Heart Week 2024, every Member of Parliament at state, territory and federal level received an advocacy pack, sharing our key heart health policy priorities, impact insights in their local area and media assets to support engagement and awareness in their communities. The packs helped Members of Parliament engage in conversations with people in their electorates about the importance of heart health.

During the Heart Week 2024 campaign:

- 19 million eyes and ears were reached
- Over 1.1 million health professionals were reached
- 34,000 Heart Health Checks and 55,000 risk calculations were completed



4. 'Earned media reach' refers to the number of times that Heart Week features in the media (e.g. radio, news articles) reached people in Australia.

From policy to practice: implementing the cardiovascular risk guideline and calculator

In 2024, the Heart Foundation led a national campaign to increase uptake and use of the new Australian Guideline for assessing and managing cardiovascular disease risk, as well as the new risk calculator, AusCVDRisk.

Using both of these online tools, healthcare providers can assess a person's risk of developing a heart attack or stroke in next five years, then work with them to help manage that risk.

The guideline and risk calculator were developed by the Heart Foundation, setting the new standard for clinical cardiovascular disease prevention in Australia. Since its launch in 2023, there have been over 800,000 completed calculations using the Aus CVD Risk calculator.

We raised awareness about the new prevention tools in the fight to end heart disease through a national awareness campaign, clinical education webinars for healthcare providers and Cardiovascular Disease Primary Care Roadshows. These clinical education activities were targeted for regions disproportionately impacted by heart disease.

We also began work that will embed the AusCVDRisk calculator into software used in clinical practice.

The Heart Foundation gratefully acknowledges the financial support of the Australian Government in delivering this project.

AusCVDRisk wins Australian digital innovation award

Our cardiovascular disease risk calculator won the 2024 Victorian iAward

cvdcheck.org.au

The AusCVDRisk calculator was recognised for its innovative design and development at the 2024 iAwards, winning in Victoria and reaching the national finals. The iAwards is Australia's longest running innovation recognition program, promoting excellence in the Australian digital ecosystem. Previous winners have included leading tech innovators such as Google and Atlassian.



Towards a national cardiovascular screening program: building the foundations

In 2024, we brought together primary care and industry stakeholders to begin co-design of Australia's first targeted cardiovascular disease screening program.

The Heart Foundation is committed to increasing preventive health impact through a range of programs that help people prevent cardiovascular disease, the nation's leading cause of death. However, these existing preventive programs largely rely on opportunistic screening, leaving so many people without an understanding of their risk of heart disease or how they can manage it.

A national population-wide preventive screening program for cardiovascular disease could save 1.37 million Australians and \$62 billion in healthcare costs by 2029

We convened stakeholders from across the health sector to discuss co-designing a national cardiovascular screening program. The group considered the target populations, clinical pathways, funding models and approaches to rolling out this type of program in the community.

Through this sector-wide discussion, we determined that for maximum health and economic impact a national cardiovascular screening program should involve:

- screening individuals for cardiovascular disease risk when they engage with the health system.
- using existing primary care infrastructure to roll out the screening, strengthening the role of primary care providers in national preventive health efforts.
- follow-up with individuals after their risk assessment, ensuring continuity of care following their screen.
- a holistic approach to preventive health by screening individuals for their risk of other chronic diseases when they come in for a heart health assessment.

By securing a further three years of Medicare support for the Heart Health Check, we have a solid foundation to build a nationwide screening program. We will continue to work collaboratively across the sector into 2025 to develop cost-effective ways in which Australia's first cardiovascular screening program could be rolled out.



Promoting active lifestyles for healthy hearts

National Walking Initiative

In 2024:

- **688 walking groups** supported over 55,000 people to become and stay active, led by **1066 volunteer organisers**
- **96,835 people** signed up for a six-week Personal Walking Plan
- **96% participants** tell us they intend to continue their walking habits
- **20 grants** awarded to fund community walking initiatives
- **Over 48 million people** reached through the Walking Wins campaign

Hundreds of thousands of people across the country continue to experience the physical, mental and social benefits of regular exercise through the Heart Foundation's National Walking Initiative. In 2024, we have grown the initiative's reach and impact resulting in healthier lives and reducing the risk of heart disease for participants.

The National Walking Initiative tackles the problem of low physical activity levels in Australia in four ways:



Heart Foundation Walking, a free program for people to get active, regardless of where they live and their fitness level.



Public awareness campaigns, including *Walking Wins*, a national mass-media campaign promoting the importance of physical activity for heart health, and campaigns specific for healthcare professionals that provide education and awareness about Heart Foundation Walking.



Grants for community-led physical activity initiatives, which are tailored to priority populations such as First Nations Australians and people living in areas of lower socio-economic advantage.



Encouraging design of neighbourhoods for active living, working with built environment professionals on cities and urban planning that support active living.

Heart Foundation Walking

Nearly 700 walking groups supported 55,000 people from all walks of life to get and stay active in 2024 through Heart Foundation Walking.

Throughout the year, Heart Foundation Walking reached new walkers from right across Australia.

We helped establish new diverse walking groups to meet different needs.

New aqua walking groups were introduced to better suit participants living in the tropical heat of the Northern Territory. Increased outreach has resulted in more Walk Organisers, groups and walkers from culturally and linguistically diverse communities as well as people living in areas of socio-economic disadvantage.

Personal Walking Plans continued to grow, reaching the milestone of 300,000 new and returning participants who have signed up for a free, six-week plan since the program began. Participants continue to be supported through phone text (SMS) conversations, providing an easy way for them to ask questions and send progress updates.



"I've noticed changes in my breathing. I'm sleeping better. My mental health is much better. And it's not so hard to go out and do it. The first week was, oh God, here we go. (Now walking is) much less daunting."

- 2024 participant with a Personal Walking Plan

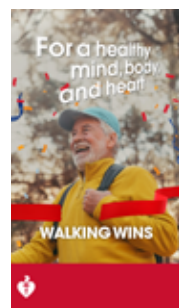
Public awareness campaigns about the benefits of walking

We engaged with over 2,500 health professionals to raise awareness and provide education about the benefits of physical activity for heart health. We also developed new resources to enhance referrals to Heart Foundation Walking by health professionals. In collaboration with the Royal College of General Practice, we delivered the *Walk Well Together* campaign and educational webinar promoting physical activity through the Healthy Habits app and the Heart Foundation Walking program.

“Hosting the walking group has been a game-changer for me. It’s not just about business; it’s about building relationships and making a genuine difference in people’s lives. Plus, it’s opened doors to new opportunities and collaborations that I never would have imagined.”

- Exercise Physiologist, QLD

We reached a large public audience through *Walking Wins*, a national mass-media campaign promoting the importance of physical activity for heart health and Heart Foundation Walking. The campaign had strong public reach of over 48 million views, with almost 10 million video views and 5.3 million listens of the radio advertisement.



Funding community-led initiatives for physical activity

We awarded 20 grants throughout Australia to support community-led physical activity initiatives through the Active Australia Innovation Challenge and Local Coordinator Small Grants. These grants help local organisations bring innovative physical activity initiatives to life, with the purpose of making heart-healthy activities more inclusive and accessible to everybody.

Active Living: designing cities for active lifestyles

We encourage improving the design of our cities, towns, streets and buildings to create more walkable, liveable and heart healthy neighbourhoods.

The Heart Foundation's *Healthy Active by Design* website provides best-practice, evidence-based resources and guidance for industry professionals and decision makers to make it easier for people to lead heart-healthy lives.

We have made significant progress during 2024, focussing on rebuilding our engagement and outreach with industry professionals, including through university education courses for budding urban planners.

We launched *Walkability in Less Advantaged Areas*, a new online module to help urban planning practitioners address specific barriers to greater walkability in areas of low socio-economic advantage. It was produced in collaboration with the University of Canberra's Health Research Institute and over 30 academic researchers across Australia.

We continued to engage with the urban planning industry through professional conferences, presentations and workshops to encourage the design of healthy and active environments. We have built relationships with organisations including the Australian Institute of Traffic Planning and Management, the Planning Institute of Australia and the Australian Local Government Association.

We educated the next generation of urban planners about active living and heart health by contributing to higher education course material for students at the University of Western Australia.

- **23,072 Healthy Active by Design website visits**
- **Over 2000 subscribers to Healthy Active by Design news**
- **1,588 LinkedIn followers**



Supporting heart-healthy eating

Heart Healthy Eating Patterns

We help people improve their health through better eating patterns.

Our programs provide education, recipes and other go-to resources, building strategic partnerships and advocating for systems-level change.

In 2024, we:

Developed a comprehensive suite of 25 new resources, including new Healthy Eating Skills webpages, which have tips and tools to help people plan, shop and cook heart-healthy meals to change their eating behaviour.

Promoted our co-designed nutrition project at the Nutrition Society Australia conference, presenting resources we have developed specifically to reduce table sugar consumption in East Arnhem Land.

Advocated for change and provided evidence-based, nutrition policy advice on issues such as sugar content labelling on beverages, improving commercially available foods for infants and reducing unhealthy food marketing that targets children.

Revitalised the Dinner Plan Program with new content, using our newly developed resources and healthy eating skills webpages. The Dinner Plans program will be relaunched in 2025.

Raised vital funding for our research and healthcare programs through the generous donations of 1,752 supporters who downloaded our free recipe e-books.

In 2024:

25

new resources to help
people eat healthier

43,639

total recipe
e-book downloads



Supporting people after a heart event

Launch of *MyHeart MyLife* patient support program

In 2024, we launched *MyHeart MyLife*, the Heart Foundation's flagship patient support program for people living with coronary heart disease and their carers to help them manage their condition and live healthier, happier lives.

Over 2,650 people joined *MyHeart MyLife* in 2024

Over 5,000 people living with heart disease are connected through peer-supported communities

The free, 12-week tailored program provides evidence-based information and resources to support both physical and psychosocial wellbeing. Program participants can also access an online community to connect with others living with heart disease and specific resources for Australians living in rural and remote areas.

Participant feedback has been very positive so far with many people reporting that they have already made changes to improve their diet and increase their physical activity since joining the program.

"I am grateful for the information and interaction I received from *MyHeart MyLife*. I refer to it all the time and it keeps me honest to myself and I know there are others in the same boat as me. Thank you for that."

— *MyHeart MyLife* participant in 2024

Connecting people living with heart disease through nationwide peer support networks

In 2024, we have grown our two peer-support networks, *MyHeart MyLife* and *Supporting Young Hearts*, to over 5,000 people living with a heart condition and their caregivers. As well connecting people, we delivered a Wellbeing Series through these safe, moderated, online communities to help boost social and emotional health. We shared posts to the communities with approaches and tips on mindfulness and meditation, using images with real-life examples that better represented and resonated with the community.

Members of the two online communities have told us that they feel less alone, and feel comforted knowing there is somewhere to turn for support when it is needed.



Clinical education for health professionals

Our clinical education webinar series is a go-to resource for primary care health professionals, providing the latest evidence-based insights into cardiovascular disease prevention and management.

In 2024, leading international and Australian experts delivered three interactive clinical education sessions as part of accredited continuing professional development:

- **Metabolic Matrix**
Introducing cardiovascular-kidney metabolic syndrome
- **Weighing In**
Unpacking new evidence in managing obesity and cardiovascular disease
- **Let's Get Physical**
The role of exercise in cardiovascular health

In 2024:

- an average of 700 health professionals attended per webinar.
- over 47,900 live and recorded views of the webinar series.

"Extremely relevant webinar with excellent presentations on current research and both pharmacological and non-pharmacological management. The case-study, GP input and discussion provided valuable insights into applying the findings to real-life patients. Thank you."

- General Practitioner, VIC

National Primary Care Cardiovascular Disease Roadshow

In 2024, the Heart Foundation's nationally designed and locally implemented National Primary Care Roadshows reached four regional and metropolitan areas across Australia – Brisbane North, Canberra, Adelaide and the New South Wales Hunter New England and Central Coast region.

In partnership with Primary Health Networks, the roadshows delivered clinical education to general practitioners, nurses, and cardiologists through virtual interactive workshops on heart disease prevention, tailored to the specific needs of each local area.

We appreciate the financial support from the Australian Government Department of Health and Aged Care to deliver the roadshow series in 2024. We would also like to thank our four partners in 2024 – Adelaide Primary Health Network, Brisbane North Primary Health Network, Capital Health and Hunter New England and Central Coast Primary Health Network.



"The session provided an informative, practical and interactive learning experience, localised to the area I work. The expert-led discussions, case studies and local insights offered valuable, evidence-based strategies to enhance my clinical practice."

- General Practitioner, Hunter New England & Central Coast Primary Health Network

Local action for heart health

We recognise that each state and territory can have different priorities for improving heart health of their communities.

In 2024:

- 13 projects across 8 states and territories that:
 - engage their communities
 - embed equity, diversity and inclusion in project design and delivery
 - deliver impact locally

The Heart Foundation invested in 13 new projects across all states and territories in Australia in 2024 that respond to local needs and align with the Heart Foundation's mission. The projects are focussed on engaging the community, delivering impact locally and show potential for future growth. By collaborating nationally, impactful projects and programs can be shared with other states and territories that may have similar heart health needs and priorities.

In this section, we provide a snapshot of the local projects funded in 2024, to be delivered through 2024 and 2025.



Empowering bystanders to help save lives

Cardiac arrests occurring outside hospital have poor survival rates if medical assistance is not nearby. Immediate assistance from a bystander doubles the survival rate for a sudden cardiac arrest compared to when a patient must wait for medical help to arrive.

These projects aim to build confidence among people in these communities to respond to a cardiac arrest emergency and save more lives.



SA – Health Minister Chris Picton – (middle) at shockingly simple campaign event



NSW – Regional AED training

SOUTH AUSTRALIA | Shockingly Simple awareness campaign

A digital campaign educating the community on how easy life-saving defibrillators are to use in an emergency, which is step three in the chain of survival. Chain of survival: CALL triple zero, PUSH perform cardiopulmonary resuscitation (CPR) and SHOCK use an automated external defibrillator (AED).

In 2024: The state-wide campaign was a huge success, meeting all engagement targets, with plans to roll it out in other states and territories.

VICTORIA | Heart Safe Communities⁵ (with Ambulance Victoria)

Providing education for people in high-risk communities about performing CPR, using an AED and training on a first response smartphone app (GoodSAM⁶).

In 2024: Expanded to 12 new communities, reaching a total of 43 Heart Safe Communities across Victoria.

NEW SOUTH WALES | Defibrillators in regional New South Wales (with Heart of the Nation)

Educating people in Central West NSW – who have the highest incidence of out of hospital cardiac arrests in the state – about how to recognise and respond to a cardiac arrest.

In 2024: Delivered 16 free education sessions in 11 different towns, with 8 AED packages donated to local councils.

TASMANIA | Improving outcomes of out-of-hospital cardiac arrests

Awareness campaign promoting steps needed to respond to a cardiac arrest in Tasmanian communities, which have the highest incidence of out-of-hospital cardiac arrest and longer ambulance wait times than all other Australian states.

Coming in 2025: Using data linkage research to understand where bystander training could have the greatest impact and help save lives.

5. Heart Saf. Communities. <https://www.heartfoundation.org.au/about-us/heart-safe-communities>

6. GoodSAM app. <https://www.heartrestarter.com.au/>

Advancing equity in heart health

We recognise there are significant disparities in heart health in some parts of Australia and that specific challenges experienced in these places can contribute to inequity in heart health outcomes.

These projects aim to deliver projects and programs that advance health equity and focus on approaches that address specific barriers and improve heart health outcomes for priority populations.



NORTHERN TERRITORY | Strong Hearts, Strong Communities

Delivering culturally-relevant health literacy education for First Nations communities on heart health, built on knowledge of their communities and lived experiences.

In 2024: Delivered education sessions for 86 First Nations people in 3 remote communities (Gunbalanya, Angurugu and Umbakumba) about how to prevent acute rheumatic fever and rheumatic heart disease.

QUEENSLAND | Strong Hearts

Empowering local leaders and developing tailored, community-driven solutions to reduce occurrences of acute rheumatic fever and rheumatic heart disease in First Nations communities, using a similar approach to *Strong Hearts, Strong Communities* in the Northern Territory.

Coming in 2025: Bringing champions onto the project who will support and empower First Nations leaders with lived experience of acute rheumatic fever and rheumatic heart disease. The aim is to foster change and leadership for improved heart health within their communities.

WESTERN AUSTRALIA | Women's Heart Health Breakfast

Brought together influential individuals, healthcare professionals, corporate leaders, donors and community members for a conversation about women's heart health.

In 2024: 160 attendees were welcomed to country by local Nyoongar elder, Ms Tina Hayden, who shared her personal experience of heart health in women, followed by a panel discussion on key aspects of women's heart health, including "listening to your heart" to recognise when medical attention is needed.



Promoting healthy living to prevent heart disease

We understand that making healthy choices such as keeping active and heart-healthy eating are more difficult for people in some parts of the country compared to others.

These projects aim to help people increase their health literacy, improve physical activity, as well as develop healthier eating habits.

WESTERN AUSTRALIA | WA Jump Rope for Heart

12-week Pilot Program to help increase participation in *Jump Rope for Heart* among primary schools in Western Australia.

In 2024: 1045 WA candidate schools identified with nine WA schools registered in only 8 weeks. Ten school associations have been recruited to promote the program in WA beyond the 12-week pilot.

NORTHERN TERRITORY | Table sugar reduction in East Arnhem Land (with the Arnhem Land Progress Aboriginal Corporation)

Co-designed culturally-relevant nutrition resources aimed to influence table sugar consumption by Aboriginal people in East Arnhem Land.

Coming in 2025: Tailored public health nutrition posters, videos and other resources to be shared with five remote communities: Ramingining, Galiwin'ku, Milingimbi, Gapuwiyak, and Mijilang.

QUEENSLAND | Springfield Healthy Hearts (with the University of Queensland)

Transforming the Queensland city of Greater Springfield into Australia's first "Heart Healthy City" as a model for other communities wishing to foster a culture of heart health. It aims to elevate residents' health, quality of life and wellbeing, and enhance the city's liveability.

Coming in 2025: Continue to raise awareness and deliver education about cardiovascular health through community-centric policies and programs such as *Heart Foundation Walking* and *Jump Rope for Heart*.



Raising awareness about heart health and our programs

We understand that not everyone in Australia has had the opportunity to learn about how they can support the fight against heart disease and how they can prevent it.

These projects aim to share heart healthy messages and the work of the Heart Foundation with new audiences.

AUSTRALIAN CAPITAL TERRITORY | Canberra Raiders Game Day

Public activation and digital marketing campaign for the National Rugby League home team, Canberra Raiders, to raise awareness about heart health and Heart Foundation health programs.

In 2024: Highly visible Heart Foundation branding and messaging on game day with 17,000 in attendance and live media cross to the Heart Foundation stall. \$4,000 raised for the Heart Foundation.

NEW SOUTH WALES | Sydney Marathon Festival

Headline charity partnership with Sydney Marathon to engage with a new cohort of supporters and raise funds for Heart Foundation programs and initiatives.

In 2024: Raised awareness about the Heart Foundation through branding, messaging and education, which was prominent for 25,000 runners and a large crowd against the backdrop of iconic Sydney landmarks. \$35,000 raised at the event.

TASMANIA | Agfest 2025

Tasmania's largest public event, held over three days in northern Tasmania to celebrate agriculture, innovation and community spirit. For the first time, the Heart Foundation will be an exhibition sponsor for Agfest in 2025.

Coming in 2025: The Heart Foundation will be on site, offering heart check testing and helping patrons to better understand their level of cardiovascular disease risk.



Strategic activity 2: Facilitating and funding high impact, evidence-based heart health research

Our research activities encompass our multi-million dollar funding portfolio, strategic and collaborative partnerships and connecting the cardiovascular research community across Australia.

In 2024, we continued our commitment to advancing knowledge so that we can better prevent, treat and manage conditions like heart disease, stroke and blood vessel disease. We delivered this by:

- **Funding high impact research that will significantly enhance heart health.** We introduced Catalyst Partnership Grants, an innovative new program centred on partnerships with a wide range of industry and other key stakeholders in the health sector.
- **Ensuring our research programs will deliver impactful outcomes.** We established an evaluation framework to make sure research outputs advance understanding and knowledge and inform health care practice and policy.
- **Fostering sector-wide collaboration.** We connected researchers and leveraged research. building Cardiovascular Research Networks in six states across Australia.
- **Continuing to strengthen our international partnerships.** We were an active participant in the Global Cardiovascular Research Funders Forum throughout the year including the International Research Challenge on Women's Cardiovascular Health.

We extend our thanks to the panel of independent peer and consumer reviewers who volunteer their time and expertise to ensure rigorous review in our highly competitive grants program. We also thank volunteer members of the Research Advisory Committee, who share their expert advice and provide strategic direction for the Heart Foundation's research program.

We have shared some of our 2024 achievements in supporting high-impact, evidence-based research in the following section.



Funding research to better combat cardiovascular disease

In 2024, the Heart Foundation's flagship funding schemes awarded over \$13 million across 71 cardiovascular research grants that will support researchers and their projects.

\$13.63 million to support:

12

Future Leader
Fellowships

15

Postdoctoral
Fellowships⁷

23

Vanguard
Grants

12

Postgraduate
Scholarships

2

First Nations
CVD Grants

7

Collaboration and
Exchange Awards

Enhancing impact of our research funding program

In 2024, we launched new initiatives to increase the impact of the research we fund.

New opportunity - Catalyst Partnership Grants

These grants are a novel, collaborative way of funding innovative ideas and solutions to improve heart health in Australia. They aim to accelerate innovation through longer-term, high-impact investment and by fostering partnerships across multiple sectors and industries.

Global Cardiovascular Research Funders Forum

Together with our Global Cardiovascular Research Funders Forum partners, we launched a first of its kind International Research Challenge on Women's Cardiovascular Health aimed at transforming the landscape of women's cardiovascular health. It will award the successful international, multidisciplinary network up to US\$10 million over five years to undertake research that will drive real world impact.

Research Impact Report

This annual impact report captures the 'real world' reach of research funded by the Heart Foundation and highlights its impact in advancing knowledge, capacity building, improving policy and practice, and its broader health, social and economic impacts. This report helps to demonstrate the remarkable impact of the groundbreaking research funded by the Heart Foundation to our research community and supporters.

⁷. includes 1 Honorary Fellowship.

2024 Research Awards

Shirley E Freeman Innovation Award

This award recognises the most innovative, successful, female-led applications to the Heart Foundation's Postdoctoral Fellowship and Future Leader Fellowship programs. It has been named in honour of Shirley E Freeman AM (1924–2014), the first woman to receive research funding from the Heart Foundation. Successful recipients receive \$20,000 in addition to the fellowship funding.

2024 Postdoctoral Fellowship: Dr Elizabeth Paratz, St Vincents Institute of Medical Research

Project: *Implementing the globally-leading CODEX registry to drive new insights into sudden cardiac death.*

2024 Future Leader Fellowship: Dr Amy Baxter, La Trobe University.

Project: *Boosting efferocytosis in vascular diseases to promote tissue repair.*

Paul Korner Innovation Award

This award recognises the most innovative, successful, male-led applications to the Heart Foundation's Postdoctoral Fellowship and Future Leader Fellowship programs. It was established to honour Professor Paul Korner, a pioneer of cardiac physiology in Australia who passed away in 2012. Successful recipients receive \$20,000 in addition to the fellowship funding.

2024 Postdoctoral Fellowship: Dr Ashley Meakin, University of South Australia

Project: *Understanding and targeting the maternal-placental-fetal androgen signalling axis to reduce maternal and offspring CVD risk in pregnancies complicated by excess androgens.*

2024 Future Leader Fellowship: Dr Jarmon Lees, St Vincents Institute of Medical Research.

Project: *Translating new therapies for Friedreich ataxia heart disease.*

Ross Hohnen Award for Research Excellence

This award recognises the most outstanding and innovative research project among awardees of the Heart Foundation Vanguard Grant. It has been established to honour Ross Hohnen AM OBE, who played an instrumental role in founding the Heart Foundation. In addition to research grant funding, the successful recipient receives \$10,000 in project support.

Awardee: Associate Professor Jonathon Fanning, The University of Queensland

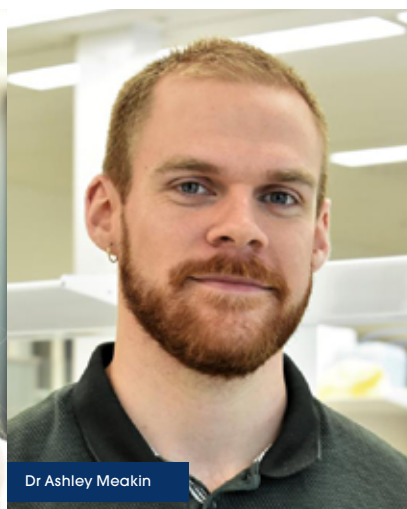
Project: *Surgery-related Heart Injury Evaluation: Limiting Damage (SHIELD) with dual antiplatelet therapy and dapagliflozin – a pilot study.*



Dr Elizabeth Paratz



Dr Amy Baxter



Dr Ashley Meakin



Dr Jarmon Lees



Associate Professor Jonathon Fanning

Building local communities of cardiovascular researchers

Our cardiovascular research networks are vibrant, world-class networks, bringing together cardiovascular researchers who are working to improve the prevention and treatment of cardiovascular disease for every heart in Australia.

Supported by the Heart Foundation, these networks create connections and strong research communities that help build local research collaborations, as well as advocate for increased state government support for cardiovascular research.

In 2024, the Heart Foundation established a new research network in Tasmania, and continued to support our networks in New South Wales, Queensland, Western Australia, South Australia and Victoria. Each of the networks continued to focus on helping build career pathways for early- and mid-career cardiovascular researchers. The networks also provided ongoing support to help research communities to share knowledge, as well as to provide expert cardiovascular research advice to governments and other key stakeholders.



Six networks connecting cardiovascular researchers across Australia

In 2024, the Heart Foundation established the National Cardiovascular Research Network with representatives from all six state-based networks to better identify opportunities for research knowledge sharing and collaboration across Australian jurisdictions.

- 6 research networks
- 1 new network established in 2024
- Over 1400 members nationwide
- \$287,000 in research funding awarded



NSW Cardiovascular Research Network

Established: 2005

Membership:

Over 650 individuals, 6 universities and 8 medical research institutes.

Highlights in 2024:

- \$200,000 in awards and grants to NSW heart health researchers for professional development, career advancement, innovation grants and travel awards.
- Launched a new grant scheme for rural, regional or remote cardiovascular research projects.
- 10 workshops and networking events for EMCRs - writing masterclass, communication workshop, 3-minute pitch competition and Rising Stars seminar series.
- 13th Annual Showcase and Ministerial Awards, with the theme of First Nations heart health - celebrating cardiovascular research excellence.



QCVRN

QLD Cardiovascular Research Network

Established: 2015

Membership:

Over 360 individuals.

Highlights in 2024:

- \$21,800 in awards and grants: 3 PhD top-up scholarships, 4 grants to support development of major grant proposals, 14 grants to support professional graphics for publications and grants.
- 2024 Research Showcase and Networking Event "Looking forward: Advancing Cardiovascular Health for Tomorrow" with guest speakers Professor Stephen Nicholls and Heart Foundation CEO, David Lloyd.
- Established an Emerging Leaders Committee who drive events, opportunities, and capacity-building initiatives and advise the network on EMCR-related matters.



WA Cardiovascular Research Alliance

Established: 2019

Membership:

245 individuals.

Highlights in 2024:

- Celebrated the 5 year anniversary of the network, launching a new strategic plan to strengthen its mission and impact.
- Early-mid career researcher Research Symposium - 'Heart-to-Vessel'
- Annual Awards Night celebrating research successes with the WA research community.
- 15 awards and prizes: 6 Student and EMCR awards, 4 Travel and development awards, 2 Leadership and impact awards, 3 Mentorship and excellence awards.



SA Cardiovascular Research Network

Re-launched: 2023

Membership:

Over 120 individuals.

Highlights in 2024:

- First SA Cardiovascular Research Awards night, attended by Hon Chris Picton, SA Minister for Health and Wellbeing.
- Facilitated \$66,000 in grants from South Australian research trusts awarded to 8 researchers - EO Myers and Tom Simpson Trusts.
- 3 research and networking events SA Cardiovascular Research Showcase, 130 attendees including The Hon Mark Butler MP, Minister for Health and Aged Care.
- Emerging Leaders Symposium Early Career Researcher Mentor Dinner.



VIC Cardiovascular Research Network

Established: 2023

Membership:

process under development.

About 100 event attendees

Highlights in 2024:

- Focused on growing membership of the new network in its first year, including establishing a membership enrolment process.
- Panel discussion for members about First Nations people living with heart disease and their healthcare journey. The event was attended by over 100 people, including The Hon Mary-Anne Thomas MP, the Victorian Minister for Health.
- Established the Early to Mid-Career Researcher Committee, representing the interests of future research leaders, supporting their development and strengthening research capacity in Victoria.



TAS Cardiovascular Research Flagship

Established: 2024

Membership:
About 60 individuals

Highlights in 2024:

- Launched the new network and established the Steering Committee and Lived Experience Advisory Group.
- The Heart Foundation became the major sponsor of the flagship, hosted at the Menzies Institute for Medical Research at the University of Tasmania.
- Set the strategic priorities for the new network – reducing risk and improving cardiovascular health outcomes – by working collaboratively with health professionals, policymakers and the community.



Strategic activity 3: Advocating for heart health

In 2024, we continued our work to advocate for government policy and investment decisions that will lead to better heart health outcomes across Australia.

This work has included developing proposals for government investment as part of state and federal budget processes. We made influential submissions to government consultations and parliamentary inquiries and put forward the best available evidence to ensure new laws and policies have the best possible impact on heart health. We also meet regularly with government ministers, politicians, policymakers and industry to make the case for a heart healthier Australia.

We have shared some of the highlights of our 2024 policy and advocacy activities in the following section.



8

total Parliament House events
held at around Australia

27

total submissions
to government consultations
and parliamentary inquiries

3

new state Parliamentary Friends
of Heart Health groups

3

federal budget submissions,
4 state election statements

Securing Australian Government support for Remote Community Laundries: Towards an end to rheumatic heart disease in Australia

In 2024, the Heart Foundation advocated for government investment to expand access to Remote Community Laundries, which have shown positive results in preventing rheumatic heart disease and acute rheumatic fever for First Nations communities.

Rheumatic heart disease occurs when there is permanent damage to one or more heart valves following acute rheumatic fever, which is caused by an untreated bacterial infection of the skin and throat. First Nations people represent four out of every five acute rheumatic fever and rheumatic heart disease cases in Australia, which are among the highest rates in the world.

Through 2024, the Heart Foundation engaged with policymakers, advocating for expansion of the Remote Community Laundries initiative. Increased access to laundry facilities lowers the risk of infection within affected communities, and in turn, helps prevent acute rheumatic fever and rheumatic heart disease from developing. The Remote Community Laundries project is already underway in a few communities in the Northern Territory, led by our partner organisation, Aboriginal Investment Group.

In early 2025, we were pleased to see the Australian Government respond to the Heart Foundation's call for additional investment in the Remote Community Laundries initiative by committing funding to build and upgrade 12 remote laundries the Northern Territory and Central Australia. This was announced as part of the Prime Minister's Closing the Gap speech in Parliament.

This success supports the Heart Foundation's broader contribution to national efforts towards ending rheumatic heart disease in Australia, and our advocacy at the state and territory level to expand this project across Australia to as many affected communities as possible.

Tightening controls of harmful vaping products

In 2024, the Heart Foundation continued to advocate for tighter controls on tobacco and vaping products, ensuring Australia remains a global leader in reforms that reduce the harmful effects of smoking and vaping.

- **Significant victory for heart health in 2024: tighter controls on tobacco, vaping and e-cigarette products**
- **Builds on our successes in 2023 and anti-smoking advocacy over the last 40 years**

Our focus in 2024 has been persistent advocacy and strategic policy engagement to further restrict access to the newest nicotine-based threat to our health – e-cigarettes and other vaping products. New reforms and laws were introduced in 2024 by the Australian Government, supported by \$737 million in budget measures (2023-2024)⁸ and implemented by the Therapeutic Goods Administration⁹. These changes strengthen standards for vaping products by prohibiting the importation, domestic manufacture, supply, commercial possession and advertisement of disposable single use and non-therapeutic vapes. These new restrictions represent another significant victory in our ongoing battle against health issues caused by tobacco and nicotine products.

This builds on our advocacy in 2023, which resulted in tighter tobacco and vaping controls through new strategy and legislation, designed to further restrict advertising, enhance plain packaging requirements and introduce new controls for e-cigarettes and vaping products.

Over the last 40 years we have made a significant contribution to reduce smoking rates among people in Australia, working together with other leading health organisations. Our collective efforts have been based on well-established clinical evidence that smoking is one of the foremost risk factors for a range of health complications, particularly cardiovascular disease.

8. Minister for Health and Aged Care. Taking action on smoking and vaping. Media Release, 2 May 2024. <https://www.health.gov.au/ministers/the-hon-mark-butler-mp/media/taking-action-on-smoking-and-vaping>

9. Therapeutic Goods Administration. Changes to the regulation of vapes. Last updated 1 October, 2024. <https://www.tga.gov.au/products/unapproved-therapeutic-goods/vaping-hub/changes-regulation-vapes>

Engaging with policymakers about heart health at every level of government

Heart health in 2024 at Parliament House, Canberra

Over 100 politicians and health sector stakeholders experienced the breadth and impact of the Heart Foundation's work at two major heart health events held at Parliament House in Canberra in 2024.

2024 Parliamentary Showcase

At the 2024 Parliamentary Showcase, the Heart Foundation showcased our work in heart disease prevention, research, and community programs, including *Jump Rope for Heart*, nutrition initiatives and the National Walking Initiative. With our partners Heart of the Nation, we demonstrated the benefits of increased public access to automated external defibrillators. We shared the stage with partners Aboriginal Investment Group (AIG) about their work on community-led remote laundries, which help prevent infections that can lead to rheumatic heart disease.

2024 Heart & Stroke Health Day

At the seventh annual Heart & Stroke Health Day, Members of Parliament and their staff took proactive steps for their heart health. We offered on-the-spot heart health assessments in collaboration with the Stroke Foundation and corporate partners Bayer, Amgen and Abbott. We leveraged this excellent opportunity to engage with all parliamentarians about the importance of introducing policies aimed at improving heart health, such as increasing exercise, building active cities, tighter tobacco control and ensuring people can access healthy food choices.

These events demonstrated the impact that our life-saving heart health initiatives can have for the community, and the vital role for government investment in making sure that this work continues from now into the future.

New Parliamentary Friends of Heart Health groups in three states

In 2024, the Heart Foundation established new Parliamentary Friends of Heart Health networks in South Australia, Tasmania and New South Wales.

With the success of the national Parliamentary Friends of Heart Health, the Heart Foundation established groups in three new states in 2024 with the aim of launching a Parliamentary Friends Group in every state by end of 2025.

Co-chaired by parliamentarians across different parties, the groups provide an opportunity to engage policymakers with heart health. This included advocating for policies and government investment to improve heart health. It also provided an opportunity to share the latest evidence-based advice on approaches to address heart health in each of the parliamentarian's electorate.



Local advocacy for heart healthy action

Healthy Active by Design planning principles for new NSW Mayors

Following the 2024 local government elections in New South Wales, the Heart Foundation reached out to newly elected mayors advocating for action on heart health through initiatives at the local government level. We formed partnerships with councils to support active living. This included providing advice on prevention programs, how to incorporate our Healthy Active by Design planning principles within their locality, and how to access the Heart Foundation's walking program.

Motivating Heart Health Checks in high-risk areas across Australia

The Heart Foundation launched a social media campaign targeting high-risk areas for cardiovascular disease - Logan (QLD), Blacktown (NSW), Kwinana (WA), Cessnock (NSW) and Maribyrnong (VIC). The campaign was designed to connect individuals with general practitioner appointments for Heart Health Checks. Throughout the campaign, we engaged with local MPs and mayors and sought their support to encourage people to have a Heart Health Check.

Submissions to government consultations and parliamentary inquiries

In 2024, we made 27 submissions to government inquiries and consultations where we advocated for action in a range of areas that impact on heart health, including:

- **helping people make healthier food choices for themselves and their kids.** We advocated for improving commercial foods for infants, limiting unhealthy food advertising for children and five-start heart healthy labelling on food packaging.
- **tighter tobacco and vaping controls.** We continued our fight over four decades to reduce smoking rates in Australia by advocating for tighter controls on vaping products.
- **reducing inequities in health caused by poverty.** We continued to advocate for policies that address social determinants of health in our submission to the Senate Inquiry into the Extent and Nature of Poverty.
- **designing our cities to be more active to increase physical activity among Australians.** We advocated for urban design and net zero infrastructure to consider active transport and walkability as top priorities in our responses to consultations on the National Urban Policy and the Infrastructure and Transport Net Zero Roadmap.
- **recognising the impact of heart disease on excess deaths during the COVID-19 pandemic.** We provided expert evidence to the Senate Inquiry into Excess Mortality, providing data, analysis and recommendations to help reduce mortality through surge periods brought on by emergencies like a pandemic.

Advocating for stronger government investment in heart health initiatives

Throughout 2024, the Heart Foundation advocated for a range of initiatives that support our vision of a world where people live free from heart disease.

2025-2026 federal budget submission: reducing risk and improving health equity

Our budget submission put forward three initiatives for consideration by the Australian Government to support better heart health:

1. **Expand the National Walking Initiative under the Get Australia Moving framework.**
Calls for investment in a range of initiatives to boost participation in walking and improve walkability of our cities and streets.
2. **Expand the Remote Laundries Project for more remote First Nations communities across Australia.**
Calling for investment in this effective community initiative to help end rheumatic heart disease.
3. **Strengthening Medicare for heart health prevention.** Calling for permanent Medicare support for the Heart Health Check and investment to boost its uptake.

State election advocacy in 2024: focus on heart disease prevention

TASMANIA | March

Called for investment in cardiovascular research funding and public awareness campaigns on vaping and called for policies that provide better access to cardiac rehabilitation and promote healthier lifestyles.

NORTHERN TERRITORY | August

Called for investment in education about smoking and vaping cessation, targeting remote First Nations communities, and expansion of the Remote Community Laundries Project to reduce the impact of rheumatic heart disease.

QUEENSLAND | October

Called for investment in preventive health programs, cardiovascular research and rollout of the Remote Community Laundries Project, and called for legislative change to mandate automated external defibrillator installation in priority areas.

AUSTRALIAN CAPITAL TERRITORY | October

Called for investment in a public health campaign to boost Heart Health Checks, and called for legislative change to mandate automated external defibrillator installation in priority areas.

State and Territory Advisory Boards

The Heart Foundation's State and Territory Advisory Boards provide expert strategic advice on our activities and support our advocacy at the state and territory level. We thank the Advisory Board members for volunteering their time to help us deliver on our mission to end heart disease.



Australian Capital Territory

Mark North
Chair

Our local advocacy efforts continued to build in 2024. Through Heart Week, we engaged with all sides of Government and published a 2024 ACT election statement outlining key priorities to improve heart health in the ACT. We delivered the second year of the 'Skipping for Healthy Hearts' program, an initiative funded by the ACT Government to promote heart health and physical activity among children in the ACT.

The ACT Advisory Board continued to support Heart Foundation community events, most notably the inaugural Canberra Coastrek and an activation event at a Canberra Raiders home game.

A key milestone for 2024 was the reestablishment of a Canberra office for the Heart Foundation. The new office provides a central and more visible presence for the Heart Foundation in the nation's capital. Finally, we were delighted to welcome Meegan Fitzharris, a former ACT Health Minister, as a new Advisory Board member.



New South Wales

Jim L'Estrange
Chair

Throughout 2024, the New South Wales Advisory Board assisted in the design and delivery of numerous Heart Foundation activities and events. The NSW Advisory Board's regional visits idea progressed into action, with visits to Port Macquarie and Tamworth helping to spread Heart Foundation messages to regional communities and connect with local organisations working to improve heart health.

The NSW Advisory Board enjoyed the opportunity to provide strategic advice across a range of the Heart Foundation's activities including the 25 year strategy, *Health for Every Heart*, Catalyst Grants, Heart Foundation Walking, First Nations Heart Health, the national revenue strategy and state development fund.

Board members were also very pleased with the results of the 2024 brand campaign, an issue in which they have been keenly engaged

over the last few years. The campaign had significant results in increasing donations, visits to the Heart Foundation website, newsletter sign-ups, new donors, and an improvement in the charity index.

NSW Advisory Board also enjoyed the opportunity to be directly involved in a number of Heart Foundation events in the state including the NSW Cardiovascular Research Network's annual awards showcase and research pitch competition; an event highlighting the Heart Foundation's work in women's heart health; raising awareness during Heart Week; and helping to improve communications with supporters in NSW.

The NSW Advisory Board thanks the Parliamentary Friends of Heart Health for their support in 2024 and we look forward to a strong partnership with the Heart Foundation in 2025, driving the *Health for Every Heart* vision forward.



Victoria

Associate Professor Dion Stub
Chair

Throughout 2024, the Victorian Advisory Board has enjoyed the opportunity to provide strategic advice, specific to the needs of Victorians.

We welcomed a new member, Belinda Hillard, who brings a wealth of knowledge in the community impact of cardiovascular disease, as well as her own lived experience.

The Victorian Advisory Board were pleased to provide:

- advice on mentoring opportunities for early- to mid-career researchers through the newly established Victorian Cardiovascular Research Network.
- contribution to the Heart Foundation's 25 year national strategy through Advisory Board specific consultation.
- provide access to networks to promote the opportunity for philanthropic partners to support the 2025 Catalyst Grants program.
- promote the work of the Heart Foundation through speaking appointments for key Victorian stakeholders including Morgan Stanley and the Victorian Bar Association.

The Victorian Advisory Board worked with Ambulance Victoria to promote the availability and use of automated external defibrillators in lower socioeconomic neighbourhoods. We look forward to strengthening our relationship with Ambulance Victoria in 2025 as we continue to roll out this project.

Heart Safe Communities is a public health initiative aimed to improving survival from a cardiac event that occurs in the community by empowering bystanders to step in and have a go at cardiopulmonary resuscitation and use an automated external defibrillator. Funding from the Heart Foundation is being used to purchase tools and resources to roll out the program. These resources will support education sessions and events conducted by Ambulance Victoria paramedics and volunteers, empowering community members with the skills and confidence to respond effectively during emergencies.



Northern Territory

Dr Marita Hefler
Chair

In 2024, the Northern Territory Advisory Board continued government engagement through a territory election year, grew our local programs and partnerships, built a stronger focus on First Nations heart health and contributed to the Heart Foundation's national efforts to improve heart health equity across Australia.

Our First Nations Heart Health team worked on a series of projects to help improve heart health within First Nations communities, including supporting the Champions4Change program. This program is entirely designed and led by First Nations people with lived experience of acute rheumatic fever and rheumatic heart disease.

The First Nations Heart Health team also delivered local heart health education sessions in remote community settings, developed new heart health resources for First Nations peoples and participated in research projects to strengthen First Nations data collection and culturally appropriate care.

Through our engagement with the NT Government, we prioritised the importance of government investment in projects and policies that reduce heart disease. This included information

about the impact that the Remote Community Laundries can have in reducing the burden of acute rheumatic fever and rheumatic heart disease in First Nations communities. Government and opposition engagement ahead of the NT election complemented the Heart Foundation's national advocacy efforts to secure election commitments at the federal level ahead of the general election in May 2025.

Two projects were delivered with funding support through the Heart Foundation's State and Territory Development Fund, *Strong Hearts, Strong Community* and the *Table Sugar Reduction project* enhancing the Heart Foundation's impact and reputation in the NT. Both projects deliver public health measures that aim to reduce heart health risk factors that are common in First Nations communities.

The NT Advisory Board is incredibly proud of what we've achieved in 2024 for health equity both in the NT and nationally. We look forward to continuing our strategic engagements to improve heart health outcomes in the NT and for communities across Australia.



Queensland

David Fagan
Chair

Ahead of the 2024 Queensland election we put forward an election statement to all parties and candidates outlining the Heart Foundation's key priorities to improve heart health in Queensland. We received positive feedback and engagement, and we are now working with the new parliament to encourage the take-up of our priority initiatives.

Ahead of the local government elections in Queensland we published an op-ed in 11 different newspapers talking about the importance of improving walkability within local government areas. The piece highlighted how making more walkable communities can lead to better heart health outcomes. Our messages on walkability reached more than 1.5 million readers across the state.

During Heart Week we secured the support of the Queensland Parliament by having the parliament building lit up in red for the week. This visual display prompted many people to get in touch with us to talk about what can be done to improve heart health in our community.

This year we recruited new Advisory Board members who have also brought with them a wealth of experience and talents. Joining the board are Dr. Louise Baldwin, Samantha Saunders, Donna Hancock, and Tabetha Bozin. I would like to thank Paul Lucas, who finished his term on the board last year, for insights, dedication and service to the Heart Foundation over many years.

This year marked the completion of my second and final term as Chair of the Queensland Advisory Board. It has been an honour to lead a group of passionate individuals dedicated to reducing the impact of heart disease across our state. I look forward to working with the new Chair to continue the important work of the Heart Foundation in Queensland.



Western Australia

Mike McKenna
Chair

Throughout the year the WA Advisory Board focused on delivering local initiatives to help spread the Heart Foundation's key messages on preventing, treating, and improving heart health.

This included the WA 2024 Women's Hearts Breakfast attended by 160 guests. A panel discussion, featuring Ben Harvey, Chief Reporter for The West Australian, Olympian Zoe Arancini and cardiologist Dr. Matthew Best, explored heart health and performance under stress, helping to shine a light on the critical issue of women's heart health.

Working with the local community the Advisory Board participated in the WA consultation roundtable to help develop the Heart Foundation's new strategic vision for heart health, *Health for Every Heart*. The roundtable brought together more than 80 stakeholders and community representatives from across the state, with each bringing important local perspectives that have informed the Heart Foundation's new national agenda.

Increasing our engagement with WA parliamentarians and making sure that heart health remains a policy priority was a priority for us last year. To aid our conversations with Members of Parliament about heart health we held a heart health day at Parliament House. Members were able to come along and have their key heart health indicators tested and have a conversation about how to look after and improve their heart health. The event provided a platform for us to discuss our policy priorities ahead of the 2025 state election.

I appreciate the continued support of all advisory board members, stakeholders and our supporters for their help in reducing the burden of heart disease across the state.



Tasmania

Ms Jane Bennett
Chair

Tasmania has the highest mortality rate in Australia for cardiovascular disease and the Tasmanian Advisory Board is dedicated to supporting the Heart Foundation's work to change that. This includes working in partnership with the Tasmanian Government's Department of Health on a cardiac rehabilitation project called Healthy Hearts. This project aims to identify what support is needed for Tasmanians recovering from a cardiac condition or at high risk of developing cardiovascular disease, as well as how that support should be delivered.

Over the last year there has been a focus on supporting initiatives in Tasmania to improve outcomes for cardiac arrests that occur outside hospitals. These include supporting Ambulance Tasmania's GoodSAM app which helps bystanders and first responders save lives in the event of a nearby out-of-hospital cardiac event, raising automated external defibrillator awareness in the community and a patient research project.

The Heart Foundation increased its engagement with the Tasmanian Government with the launch of a new Tasmanian Parliamentary Friends of Heart Health group. The launch of the group was celebrated with a guided walk of MPs through Hobart.

The Heart Foundation made contributions towards health policy development in Tasmania providing submissions on Tasmania's draft Cardiac Strategy and State Budget Community Consultation. We also worked with the Tasmanian Government to advocate for support for the new Northern Heart Centre at the Launceston General Hospital.

Another major highlight was connecting Tasmanian research to the growing Cardiovascular Research Networks hosted by the Heart Foundation across Australia. Support for the Tasmanian network was secured through a three-year sponsorship agreement with the Menzies Institute of Medical Research at the University of Tasmania.



South Australia

Arabella Branson
Chair

In 2024, the South Australian Advisory Board welcomed three new members Michelle Wilson, Josh Hubbard and Fiona Besir. I'm thrilled about the extensive knowledge and skills across business, public health, fundraising and lived experience that they bring, which will support our work in South Australia.

A key focus for the SA Advisory Board was to boost the Heart Foundation's visibility and profile in the community. One major highlight was launching the *Shockingly Simple* public awareness campaign in October - November 2024. The campaign raised awareness and built community confidence in using automated external defibrillators in an emergency. The Heart Foundation partnered with Ambulance Council of Australia, South Australian Ambulance Service, St Johns and Surf Lifesaving SA to host a *Restart a Heart Day* community event.

Government engagement was also a priority. One highlight was our Parliament event, co-hosted with the Hon Chris Picton MP, South Australian Minister for Health and Wellbeing. Associate Professor Peter Psaltis, co-chair of the South Australian Cardiovascular Research Network (SA CVRN) and senior cardiovascular research leader spoke at the event about weight

management drugs (such as Ozempic) and cardiovascular disease. The event provided an opportunity for members of parliament to discuss the important role that future research and medical interventions can have on heart health.

The Heart Foundation contributed to state policy on heart health, including legislation on unhealthy food advertising, amendments to the South Australian Automated External Defibrillator Bill 2024, and advocating for state budget measures to support remote laundries that will help end rheumatic heart disease in South Australia's First Nations peoples. We also supported national advocacy efforts by engaging South Australian federal parliamentarians on the need for ongoing investment in the Heart Foundation's National Walking Initiative.

The SA Advisory Board was pleased to see the SA CVRN go from strength to strength. After re-launching in 2023, the network has grown its reach and impact, raising the profile of South Australian cardiovascular research through events such as the inaugural awards ceremony and Annual Showcase. The network awarded over \$66,000 for South Australian research, funded through the Tom Simpson Trust and EO Myers Trust.

Strategic activity 4: Positively impacting the heart health of all people in Australia

Our objective is to ensure our work positively impacts the heart health of all people in Australia by meeting diverse needs and experiences.

Early in 2024 we launched our *Every Heart* strategy to improve equity, diversity and inclusion (2024-2029) and began to apply the strategy across the breadth of the Heart Foundation's work.

Every Heart is centred on three goals:

1. Ensure we make a positive impact.
2. Ensure that our programs and resources are accessible, relevant and valued.
3. Foster a culture that champions equity, diversity and inclusion.

We have shared highlights of our progress on implementing our equity, diversity and inclusion strategy, *Every Heart*, in the following section.

"We recognise that the good fortune we all enjoy in working for the Heart Foundation also comes with the responsibility to do everything we can to ensure our work contributes to those who need it most."

- David Lloyd, CEO of the Heart Foundation



Every Heart: equity, diversity and inclusion in heart health

In 2024:

Over 100
initiatives

to advance equity,
diversity and inclusion

29

teams across Heart
Foundation committed
to implementing
these initiatives

3x

increase

in initiatives underway since
developing the strategy

Throughout 2024, 29 Heart Foundation teams across the organisation identified and committed to over 100 equity, diversity and inclusion initiatives suited to their team's work that would advance the three goals of our *Every Heart* strategy.

To ensure our initiatives are effective and impactful, we developed a monitoring and evaluation framework to regularly track our progress through the five-year journey set out in the strategy.

Our work on developing the equity, diversity and inclusion strategy has been instrumental in informing the Heart Foundation's 25 year vision for heart health, *Health for Every Heart*.

"When I first started this exercise, I thought it wasn't really relevant to my work.
But now that I've gone through it, I realise it is in everything I do!"

"It brings a richness and satisfaction to my work that I never could have imagined.

— Heart Foundation team members on implementing *Every Heart*



Spotlight on Heart Foundation initiatives to advance *Every Heart*

Equity, diversity and inclusion initiatives are embedded across all the work we do, with many of our *Every Heart* initiatives discussed throughout this report. The examples shared below show the types of initiatives that are underway across the breadth of the Heart Foundation's work.

Embedding supplier diversity in our business practices

We collaborated across the whole organisation, including finance, technology and transformation, and legal, risk and governance to establish processes and systems to identify and engage suppliers with diverse perspectives, products and practices. These efforts ensure supplier diversity will become embedded in our business-as-usual operations as we continue to develop these processes in the year ahead.

Our progress so far means that for the first time in 2024, we were able to report on expenditure by supplier diversity, such as First Nations suppliers.

Expanding our use of inclusive language and imagery in heart health resources for patients and the public

We prioritised several initiatives that ensure we use inclusive imagery and language in our heart health advice and resources to ensure they are relevant and appropriate for the people that they aim to assist.

Throughout 2024, we took on several initiatives aimed at expanding inclusive language and imagery across all our resources, including:

- ensuring appropriate accessibility requirements were considered as a priority during the redesign of the Heart Foundation website.
- updating internal resources such as our photo library and our clinical and brand style guides. These resources are used by all teams across the Heart Foundation to assist them to use inclusive language and images when preparing new heart health materials and communications for health professionals and the public.
- revising our heart health resources focused on awareness and patient support so that they can reach more diverse audiences. These are resources about heart health matters such as acute coronary syndrome, automated external defibrillator awareness and guidelines for hypertension and cholesterol.



Better heart health for First Nations peoples in Australia

An essential part of the Heart Foundation's work to advance equity, diversity and inclusion in heart health is to address the disparity in heart health outcomes for First Nations peoples.

Cardiovascular disease is the main contributor to the gap in life expectancy between First Nations peoples and other people in Australia¹⁰. This is predominantly due to the complex interplay between social, cultural, economic, environmental and political factors as well as the intergenerational impacts of colonisation. First Nations Australians have nearly three times the cardiovascular disease burden and twice as many deaths from heart disease compared to non-First Nations Australians.

We deliver culturally sensitive programs, provide health education resources and strategic advocacy to help address the significant and unacceptable disparity in heart health.

In 2024, we are proud to have:

Grown our First Nations Heart Health team. Four First Nations people lead the Heart Foundation's work to advance equitable and sustainable health outcomes.

Continued to work with First Nations-led organisations. We continued our partnership with the Aboriginal Investment Group on the Remote Community Laundries project and began a new partnership with Red Dust, to develop community-led resources to improve heart health literacy, with a focus on acute rheumatic fever and rheumatic heart disease.

Worked to address the First Nations heart health gap by supporting, promoting and translating research into clinical practice, and partnering with research teams delivering on grants in this field.

Built cultural capability within the Heart Foundation, ensuring important First Nations events and celebrations are shared, applying a cultural lens to Heart Foundation work and providing learning opportunities for our people.

Engaged with communities on heart health in Barunga, Northern Territory. We once again attended the Barunga Festival in 2024. We held *Jump Rope for Heart* sessions and hosted a stall where there were cardiovascular health professionals available to yarn with attendees and answer heart health questions. Speaking with politicians attending the festival, we took the opportunity to advocate for investment in infrastructure in remote communities, including for remote laundries, which can play an important role for reducing the incidence of scabies, acute rheumatic fever, and rheumatic heart disease. Prior to the festival, we visited Barunga School providing a range of health literacy education and heart-healthy activities to help build relationships within the school community.

Begun work to develop culturally safe, evidence-based heart health education and support for First Nations people and communities. This work has included the redesign of the *MyHeartMyFamilyOurCulture* suite of resources, and community resources that share essential advice and information about acute rheumatic fever and rheumatic heart disease.



10. Australian Bureau of Statistics. Causes of Death: Table D1.23.18. 2020

A deeper understanding of Acknowledgements of Country

As part of delivering *Every Heart*, we delivered a workshop to help our people better understand and connect with the Acknowledgement of Country addresses that we deliver to open our gatherings.

This culturally relevant and respectful workshop has built confidence among Heart Foundation people to develop a connection with words we say during the address. Since the workshop, our people across the organisation have delivered more personalised, meaningful Acknowledgements of Country that come from the heart, as they are meant to be.



Contributing to national efforts towards ending rheumatic heart disease and acute rheumatic fever

One of our immediate priorities is to support Australia's First Nations people address acute rheumatic fever and rheumatic heart disease.

First Nations people represent over 80% of acute rheumatic fever and rheumatic heart disease cases in Australia and have some of the highest rates of these conditions in the world.

Acute rheumatic fever is an illness usually caused by infection with a bacterium called group A *Streptococcus* (Strep A), which usually infects the throat and skin.¹¹ Rheumatic heart disease is when there is permanent damage to one or more heart valves following acute rheumatic fever, particularly when it is not diagnosed or treated early enough.

In 2024, we continued to contribute to national efforts towards ending rheumatic heart disease and acute rheumatic fever by:

Growing the Champions4Change program, a culturally safe prevention and support program for at-risk communities, which is designed and led by First Nations people with lived experience of rheumatic heart disease. In 2024 we focused on co-designing the next stage of the program with current Champions, including a paid participation framework for Champions going forward.

Advocating for government support to expand the preventive health project, Remote Community Laundries, to more First Nations communities across Australia. The project is currently underway in several communities in the Northern Territory in partnership with AIG. Laundries increase access to washing facilities to prevent scabies, a key risk factor for infection, which can lead to an increased risk of developing acute rheumatic fever and rheumatic heart disease. Laundries have led to a 60% reduction in scabies in communities to date.

Continuing to support best practice and culturally safe care through updating and maintaining of the Australian Guidelines for acute rheumatic fever and rheumatic heart disease with the Menzies School of Health Research, which is based in the Northern Territory.

Supporting and promoting research that contributes to the elimination of acute rheumatic fever and rheumatic heart disease, engaging with a range of research organisations who are working towards ending rheumatic heart disease.



11. Heart Foundation. Acute rheumatic fever (ARF) and rheumatic heart disease (RHD). <https://www.heartfoundation.org.au/first-nations-heart-health/acute-rheumatic-fever-and-rhd>

Enabling activity 1: Ensuring financial growth and sustainability

Increase our focus on financial sustainability and growth to further scale our community impact.

We recognise that delivering on our vision, mission and goals requires long-term financial sustainability. We strive to secure and grow our revenue to create new opportunities for innovation in our research, programs and partnerships, ensuring lasting impact and honouring the incredible generosity of our donor community.

In 2024, our fundraising activities focussed on

- Growing and diversifying new and existing revenue, including expanding the number of supporters.
- Delivering revenue programs using best practice, effective financial management and the responsible and ethical use of donor funds.
- Developing a new revenue strategy which will support the delivery of the Heart Foundation's 25-year vision, *Health for Every Heart*.

Appeals, regular giving and community fundraising

Every dollar we receive from our individual and regular givers means we are able to fund research, education and health programs that make a lasting difference to Australia's heart health. This overwhelming generosity means that we can help more people and achieve our mission.

In 2024, we were grateful for the generosity of nearly 90,000 supporters, who collectively raised nearly \$14 million to help us fight heart disease.



~90,000 supporters
\$13.9M raised

- **20,007 donors** who gave **\$3,702,701** to the Heart Foundation's seasonal campaigns such as our holiday and tax appeals.
- **10,751 donors** who gave **\$3,125,561** as part of our regular giving program through weekly, fortnightly or monthly donations.
- **50,662 donors** gave **\$6,129,463** through our community fundraising events including Skip Your Way and Coastrek.
- **1,667 donors** gave **\$199,475** in memory of their loved ones.
- **83 corporations** who established workplace giving programs to support the work of the Heart Foundation.

Community fundraising for heart health

Our community fundraising programs empower individuals to get involved and make life-changing impact on Australia's heart health.

Jump Rope for Heart

For more than 40 years, *Jump Rope for Heart* has been the Heart Foundation's flagship fundraising program.

In 2024, all our skippers and schools achieved remarkable results with over 1100 schools raising more than \$2 million for Heart Foundation research and health programs.

Our top fundraisers during the 2024 campaign were:

Top school fundraiser - \$32,201 raised

St Francis Catholic College, Edmonds Park

This was the first time this school participated in the program.

Top student fundraisers - Raised \$10,000 each

Mila and Harlow Macdougall, brother and sister team
Newcastle Grammar School, New South Wales.

Top teacher voted teacher of the year by the Jump Rope for Heart team

Emily Clifton, Baulkham Hills North Public School,
New South Wales

- **Over 250,000 students**
- **1101 schools**
- **\$2.095 million raised**

Ayla's Heartwarming Journey:

From open-heart surgery to Jump Rope for Heart

Ayla is a true heart hero who has overcome incredible odds. Born with a congenital heart condition, she faced open-heart surgery at just six days old.

Now at primary school, Ayla loves dancing, dress-ups and being outdoors. During her first year at school, she came home one day with excitement and enthusiasm as she told her parents about how she wanted to be part of *Jump Rope for Heart* because it was raising money for heart health. Ayla's parents, Taryn and Michael, were delighted that the first fundraising event at the school was for the Heart Foundation.

Although she'd never used a skipping rope before, Ayla was determined to learn so she could take part in *Jump Rope for Heart* at her school. Ayla developed new skipping skills and was able to raise \$300 for the Heart Foundation.

Ayla shared her joy about her amazing achievement - "I felt prouder than I'd ever felt before".

Congenital heart defects are a type of heart condition people are born with, and sadly it is one of the leading causes of death of babies in Australia. Ayla is just one example of the one in 100 live-born babies who are affected by a congenital heart condition.

Ayla's journey is a testament to the impact of the *Jump Rope for Heart* program.



Skip Your Way for 30 Days

The Heart Foundation introduced *Skip Your Way for 30 Days*, a new fundraising campaign to raise funds for heart disease research and health care programs while making a positive impact on your own heart health.

In 2024, 1,500 participants were encouraged to skip every day during the month of November and raised over \$118,000 for the Heart Foundation.

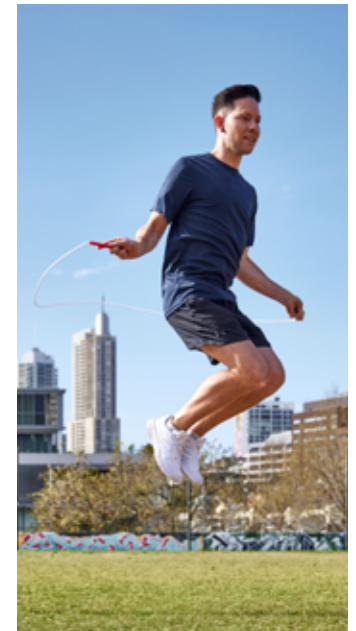
We would like to extend a special thanks to Luke Boon, World Skipping Champion, who shared his world-class skipping skills with the *Skip Your Way* community.

Do it for Heart

The *Do it for Heart* community continued their strong support during the 2024 campaign with 270 heart heroes hosting events, celebrating milestones, taking on challenges or “daring to quit” commitments to raise money for the Heart Foundation.

In 2024, heart hero Kiara Keating completed an amazing 40 marathons in 40 days, raising \$16,662 for the Heart Foundation. Kiara has a family history of heart disease and wanted to set herself a challenge that would not only make a difference, but also leave a lasting impression and showing the world what she's capable of achieving.

We congratulate Kiara on her tremendous achievement.



Coastrek 2024

6

events around
Australia

\$3,082,758

raised from
~42,000 donors

1,965

teams of
7,494 trekkers

233,340

combined
kilometres trekked

162

volunteers
86 Heart Foundation
staff supporting events

In 2024 the Heart Foundation partnered with Coastrek to deliver six life changing walking events at picturesque coastal locations around Australia – Sydney (New South Wales), Canberra (Australian Capital Territory), Mornington Peninsula (Victoria), the Sunshine Coast (Queensland), Fleurieu Peninsula (South Australia) and Margaret River (Western Australia).

Across the six Coastrek events in 2024, over 7400 participants in 1,900 teams trekked distances ranging from 20km to 50km. All teams pledged to raise at least \$2,000 with many surpassing that goal. They raised an impressive \$3 million, which will support life-saving research and vital heart health programs on women's heart health and rheumatic heart disease.

The Coastrek walk events were supported on event days by 162 volunteers and 86 Heart Foundation colleagues to create truly memorable moments for everyone involved.



Philanthropy

Through our philanthropy program, Heart Foundation supporters can have a direct impact on our work to improve heart health.

In 2024, we were delighted to engage with over 200 supporters whose major contributions funded heart health and research programs that will benefit communities across Australia.

- **Major gifts from trusts and foundations supported 22 research projects addressing critical knowledge gaps.**

The funded research will examine how and why heart disease develops, advance several groundbreaking new treatments, and discover novel strategies for better management of life-threatening cardiovascular conditions. Donations ranged from support for research fellowships and postdoctoral work, and specific programs like the focus on atrial fibrillation.

- **Five major grants funded programs to empower First Nations people to take control of their heart health.**

These programs raise awareness about how to prevent rheumatic heart disease including understanding risk factors and making healthy lifestyle choices. Thanks to this vital project funding, our team and Champions4Change are able to continue their work with remote communities to build knowledge and skills.



Direct impact through simple solutions

Why the Vera Friedman Charitable Foundation supports Remote Laundries

Tania Burstin, Professor Deb Friedman, and Michael Friedman know first-hand the impact of rheumatic heart disease, a condition that remains entirely preventable.

Their mother, Vera Friedman, was born in the aftermath of World War II to Holocaust survivors and lived in poor conditions as a refugee with her family before arriving in Australia in 1948. Vera developed rheumatic heart fever as an infant and had no symptoms during her school years in Australia. She discovered she had rheumatic heart disease in her late 40s, which required open heart surgery followed by lifelong healthcare management. Vera sadly passed away in 2021 at the age of 74.

Vera's children felt strongly that no one should be exposed to rheumatic heart disease in Australia - a modern, wealthy country - when it is completely preventable. Vera's daughter, Deb, who is a medical professional, recommended to her sister, Tania, that they donate to the Remote Community Laundries initiative run by the Heart Foundation.

After visiting Barunga (Northern Territory), Tania was moved by the powerful simplicity of the Remote Community Laundries Project - an initiative providing essential hygiene infrastructure to prevent infections that lead to rheumatic heart disease.

"I was so struck by how simple it was, and that it was preventative, NOT curative. Curative is expensive and difficult. This prevention is so simple and relatively cheap. And the laundries have all the other social benefits as well."

The Heart Foundation is deeply grateful to the Vera Friedman Charitable Foundation for their generous commitment of \$50,000 to support our Remote Community Laundries Project.

We recognise and honour the legacy of Vera Friedman, a woman dedicated to helping others, and her husband, Harry, whose hard work and success made this extraordinary gift possible. Their values of resilience, generosity, and social responsibility live on through their children and the impact they continue to make.



Gifts in Wills

We sincerely thank all our incredible supporters who have generously chosen to leave gifts that support our mission to end heart disease. Gifts in Wills remain the Heart Foundation's largest source of revenue, making a significant impact on our work.

By choosing to include the Heart Foundation in your Will — no matter the size of the gift — you can help us continue our essential efforts, including life-saving heart research, for years to come.

We are truly grateful to the 4,137 individuals who have pledged to leave a gift to the Heart Foundation in their Will.

To find out more about gifts in Wills, scan here



A gift for future generations

Walking Towards a Lasting Legacy: Philip Elwin

"I've had the amazing experience of being given so much in life, and here I am, wanting to continue this giving and receiving cycle into the future," says Phillip Elwin, reflecting on his decision to leave a gift in his Will to support the Heart Foundation.

Giving back to the community has been a consistent theme throughout Phillip's life. From the earliest stages of his career as a science teacher in 1967 to his 13 years mentoring young educators in Papua New Guinea, Phillip's dedication to education, service, and connection has remained steadfast. His love for nature, first sparked by early holidays in the Blue Mountains, has been a lifelong passion that has greatly contributed to his physical and mental well-being. *"I really feel alive when I'm out in nature,"* he says, a sentiment reflected in his passion for walking and encouraging others to embrace an active lifestyle.

Upon returning to Sydney in 2012, Phillip sought new ways to contribute to his community. He became a leader of the Sydney Walk, Eat and Talk (SWEAT) walking group, originally formed as an English conversation group, and helped transition it into a Heart Foundation Walking group in 2013. Under his guidance, the group flourished, fostering social connection, cultural exchange, and a commitment to heart health. The group remains active today.

Phillip's decision to leave a gift in his Will to the Heart Foundation was deeply personal. The organisation's holistic approach to health, advocacy for better public policies, and commitment to tackling preventable heart disease strongly resonated with him. He was particularly moved by its work in reducing rheumatic heart disease in Aboriginal communities, a cause close to his heart after witnessing a colleague pass away from the disease at a young age.

For Phillip, the decision to leave a gift in his Will is an extension of his lifelong values — giving, educating, and building communities. *"I'm confident that the Heart Foundation will continue to do many, many good things in promoting healthy living in Australia,"* he says. His legacy will ensure that the Heart Foundation can keep promoting healthy, connected lives for generations to come.

To find out more about Gifts in Wills, visit: www.heartfoundation.org.au/gifts-in-wills/testimonial-philip



Enabling activity 2: Supporting our people

Continued investment in our people is key to the Heart Foundation's ongoing success.

We strive to motivate and empower our people to deliver positive, impactful outcomes within communities nationwide.

We prioritise creating a work environment that fosters innovation, accountability, engagement, and continuous improvement. We continually review our processes to ensure they are efficient and effective, maintaining high standards and best practice in all aspects of our operations.

In 2024, we continued to support our people, the organisation and our aspirations by:

- **Supporting our people.** We invest in our high performing people to nurture their growth, development, and fulfilment within our organisation. We aim to foster a culture where people feel supported, valued, and inspired to achieve extraordinary outcomes together.
- **Living our values.** We strengthen connections to our organisational purpose, enhance performance and foster positive culture and networks among our people through our core values.
- **Ensuring equity, diversity and inclusion underpins everything we do.** We strive to create a safe and inclusive work environment for everyone, to represent the communities we serve and recognise diversity is essential for our success.
- **Connecting volunteers.** We are dedicated to nurturing and building relationships with more than one thousand volunteers who generously donate their time and effort each year to advance our work towards ending heart disease.



In 2024



190 people were working at the Heart Foundation



8 office locations nationwide



Over 1400 volunteers supporting our work

114 colleagues delivering our research program, grants and awards

11 Evidence & Data insights colleagues, who support evidence-based program design and decision-making

82% of the workforce and 42% of our Board of Directors were women

34 Public Communications & Advocacy colleagues who engage with governments and the public on cardiovascular health policy, legislation and funding

4 Equity in health colleagues who ensure our programs strive for equitable outcomes for every heart

25 colleagues who engage with our supporters & donors through community fundraising programs like *Jump Rope for Heart* and *Coastrek*, corporate and philanthropic donors, gifts in Wills and regular giving

25 colleagues delivering our healthy living programs including Heart Foundation Walking and nutrition programs

28 colleagues delivering our heart health programs including risk reduction initiatives increasing Heart Health Checks, patient support programs and clinical education

31 Operations & Business Services colleagues who deliver services to support effective operations and finance for all our activities



190 staff in 2024

Evidence & data insights	6%
Executive support & administration	3%
Equity in health	2%
Healthcare programs	28%
Research funding & programs	7%
Leadership	6%
Operations & business services	16%
Public communications & advocacy	18%
Working with supporters & donors	13%

Supporting the growth and wellbeing of our people

We are committed to a supportive work environment where every individual can thrive both personally and professionally.

As part of this commitment, we provide access to comprehensive services tailored to the holistic wellbeing of our people, promoting their overall health and resilience.

We ensure that our people have access to comprehensive services through our Employee Assistance Program and that it is suited to the evolving needs of our workforce. This includes one-on-one support, support for managers, financial coaching, specialist LGBTIQA, First Nations and Domestic Violence support and a dedicated program for Mental Health Month in October.

We support the professional development of our people through various individual, team, and organisation-level learning opportunities.

We ensure that we hear and address concerns raised by our people.

We bring our teams together regularly to reflect, listen and plan for success. We support and facilitate feedback through various forums, which helps us to identify and effectively address trends and concerns.

One key forum for the Heart Foundation is the Wellbeing, Health and Safety Committee, which is comprised of employees from across the organisation. The committee provides valuable input into development of Heart Foundation policies and practices for physical and psychosocial health and safety in the workplace. We also encourage regular feedback through our engagement survey conducted annually and through culture check-in sessions.

We are deeply committed to enabling our people to balance work and life by maintaining support for flexible work practices.

Our goal is to find the ideal balance between meeting organisational needs, commitment to our donors, supporting work-life harmony, enhancing employee well-being, and cultivating a positive and engaging workplace culture. We recognise the diverse needs of our people by offering flexibility and focusing on results-driven performance and empowering our teams with adaptable work schedules.



Recognising achievements

We celebrate the achievements and contributions of our employees and office-based volunteers.

In 2024:

64 nominations for the Love Your Work Award

Love Your Work is our heartfelt peer-to-peer recognition program. Through this initiative employees and office-based volunteers are empowered to shine a spotlight on colleagues or volunteers who have gone above and beyond in their demonstration and delivery of our organisational goals and values. Each quarter, the outstanding winners are nationally recognised and celebrated for their exceptional contributions.

All long-term employees and volunteers honoured with a Recognition of Service award

We honour and celebrate the remarkable accomplishments of all long-term employees and volunteers with the Recognition of Service Award. The dedication and hard work of our long-standing team members are invaluable to our success, and we proudly acknowledge and appreciate their loyalty and expertise.

All Heart Foundation volunteers celebrated

We highlight the contributions and impact of volunteers across our organisation and celebrate the significant impact they make during National Volunteer Week in May and International Volunteer Day in December. Volunteers have shared how much they appreciate recognition throughout the year.

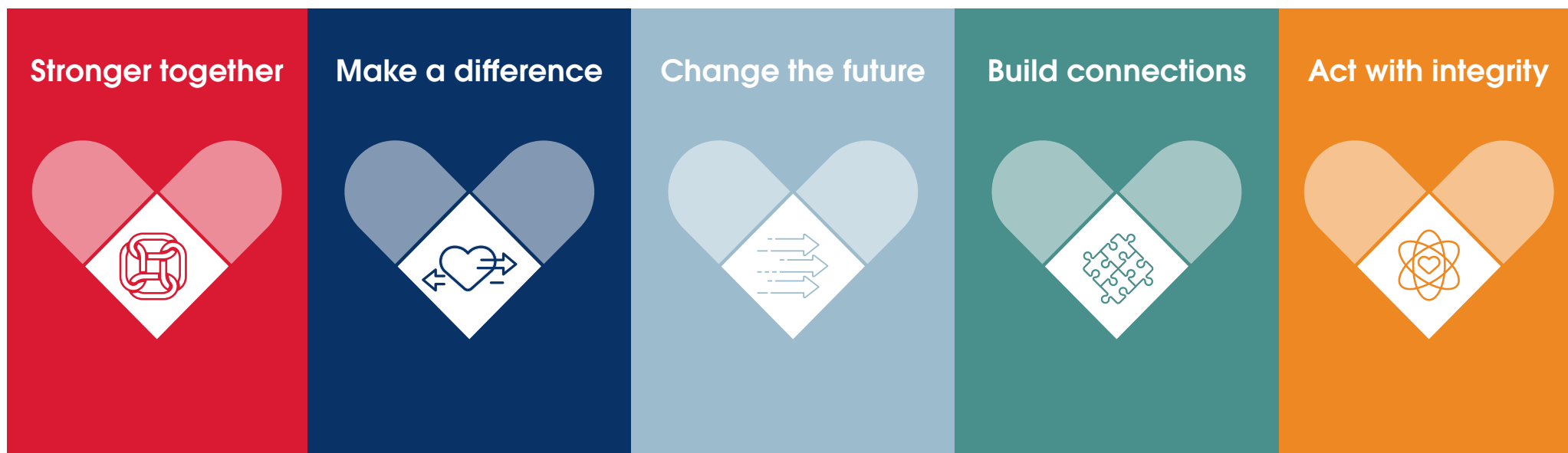
Ensuring fair remuneration

Our annual remuneration review ensures that our people are compensated fairly and equitably, and in line with similar positions in the for-purpose sector. This reflects our commitment to recognising the value of our employees' contributions and maintaining a fair and just work environment.



Our values

Our organisational values underpin the way we work together to deliver on our mission and strategy. They continue to represent what is important to our people and to the Heart Foundation.



We believe in the power of unity, as we are stronger when we work together. We support each other by showing respect and leveraging diverse backgrounds, talents, perspectives and resources.

We are proud of our history and our achievements; we use our past success to guide the future. We work with evidence to be a trusted voice on heart health – when the evidence changes, we change with it.

We are courageous and think big, but we don't ignore the details. We promote creativity and innovation in our thinking and actions to continually increase our reach and impact.

We build connections with our community, stakeholders, partners and customers. We strongly believe that what we do every day is for the benefit of others.

We are honest and take responsibility for our actions. We value the opinions of others and always assume positive intent. We enhance our trusted reputation through the responsible and transparent use of donor funds.

Volunteers supporting heart health

Throughout 2024, we were fortunate to have over 1400 volunteers generously donate their time, skills, experience and energy to a range of Heart Foundation community events, fundraising, consumer groups, expert advice and health programs.

Among the dedicated Heart Foundation volunteers there were:

- **over 1000 people who led walking groups** as part of the National Walking Initiative, which has grown by 26% in one year.
- **16 members volunteered for the First Nations program, Champions4Change**, to provide support and education about rheumatic heart disease and acute rheumatic fever.
- **58 Advisory Board members**, who connected our work with communities across all Australian states and territories so we are able to deliver impact at a local level.
- **11 Consumer Advisory group members** who shared their lived experiences and personal connection to heart disease to inform health programs and clinical guidelines.
- **128 peer and consumer reviewers** who ensured we fund high calibre and relevant research across our \$13 million research program.

In 2024:

1487

volunteers from
18 to 94 years

72%

of all volunteers were
walk organisers

16

new volunteers for the
Champions4Change
program



The Golden Shoe Awards: celebrating our volunteers

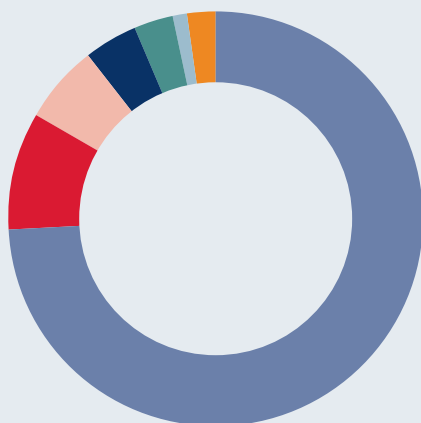
In 2024, the Heart Foundation celebrated eight outstanding volunteers who organise walking groups, recognising their leadership in encouraging physical activity and social connection. These volunteers demonstrate the power of grassroots health initiatives, supporting thousands of Australians to stay active and engaged.

The Golden Shoe Awards celebrate the dedication of Heart Foundation Walking's volunteer Walk Organisers, who play a crucial role in fostering heart-healthy communities across Australia.

"Being involved has enabled me a sense of purpose and belonging that was missing in my life. Living with a life-threatening condition is very isolating at times and understanding that my experience and knowledge has contributed to new research opportunities for applicants is extremely rewarding."

- Felicity Tucker, volunteer Consumer Review Panel Member

1487 volunteers



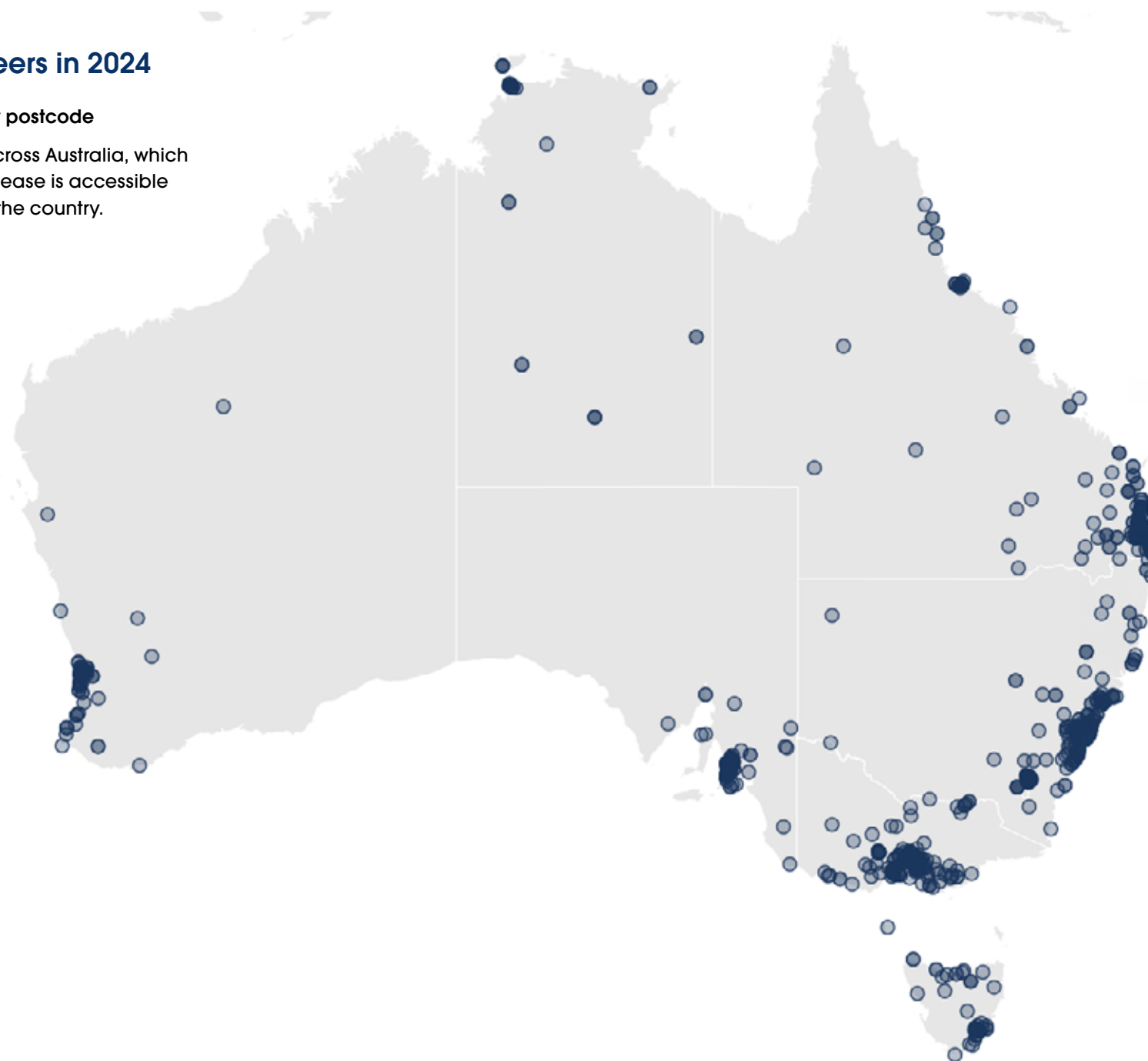
National walking initiative	72%
Coastrek	9%
Peer & consumer reviewers	6%
Advisory board members	4%
Rocky Wrap volunteers	3%
Champions4Change members	1%
Other	2%



Heart Foundation volunteers in 2024

The Heart Foundation's volunteers by postcode

The volunteer community reaches across Australia, which means that our work to end heart disease is accessible to some of the most remote parts of the country.



Board of Directors



Chair

Mario D'Orazio

*Chair of the Board & Chair,
Revenue Committee*

Mario D'Orazio has more than 40 years' experience in media as a journalist and senior manager. He is a former managing director of Channel 7 Perth and has wide experience in commercial and not for profit boards including government, education and the arts. He is a board member of the Australian Broadcasting Corporation, where he chairs its People and Culture Committee, and chairs the Australian Institute of Management WA. He is a member of the Creative Australia Finance and Governance Panel, a past chair of the WA Academy of Performing Arts, while his previous directorships include Australia Post and the Australia Council for the Arts.



Board Directors

Rodney Boys

*Director & Chair, Risk, Audit
and Governance Committee
(from 25 September 2024)*

Rodney Boys is a deeply experienced senior executive and company director with more than 30 years experience across a range of industries with large-scale enterprise experience in capital allocation, digital transformation, cost efficiency and the implementation and oversight of strong systems of performance management, risk management, compliance and governance. Rodney's executive leadership positions include Chief Financial Officer, Chief Information Officer, Chief Supply Chain Officer and Interim CEO & MD of Australia Post. Rodney is Graduate of the INSEAD International Executive Program and the Australian Institute of Company Directors and a Fellow of CPA Australia and a non-executive director of Lindsay Australia Limited. Rodney is the Chair of the Heart Foundation's Risk, Audit and Governance Committee.



Associate Professor David Colquhoun

Director

Associate Professor David Colquhoun is a cardiologist in private practice, he is also actively involved in research and preventative cardiology, reflected in his role on the Heart Foundation's Heart Health and Research Committees. His specific interests include preventative cardiology, nutrition and psychosocial factors for heart disease.

David was a member of NICM, International Olive Oil Council Scientific Committee and Gallipoli Research Foundation; and the Co-President of the Clinical and Preventive Cardiology Council of the Cardiac Society of Australian and New Zealand (CSANZ). David became a member of The Springfield Alliance in 2025 and has been Co-Director of the QLD Lipid Group since 2015 and a member of QLD AMA Committee for Specialists since 2024. In 2025 David set up the QLD "Infection, Vaccines and Heart Disease Working Group". He holds an MBBS from the University of New South Wales.



Associate Professor Nicholas Cox

Director

Associate Professor Nicholas Cox is an interventional cardiologist with an interest in infarct angioplasty and cardiogenic shock. Nicholas was an early advocate for the use of radial access for coronary intervention and has published in this field. He has performed a very high number of coronary interventions in over 15 years of practice as an interventional cardiologist. Nicholas consults in all aspects of general cardiology, including the diagnosis and management of patients presenting with coronary disease, heart attack and chest pain. He trained at Melbourne University, Royal Prince Alfred Hospital Sydney, and The Brigham and Women's Hospital, Harvard Medical School.

Board of Directors (continued)



Professor Clara Chow AM
Director
(from 14 August 2024)

Professor Chow is a Cardiologist at Westmead Hospital, Professor of Medicine, at the University of Sydney, and Academic Director of the Westmead Applied Research Centre. At Westmead, she is Program Director, Community Based Cardiac Services with responsibilities for the Rapid Access Cardiology Services, and also member of the Western Sydney Local Health District Board.

She also holds honorary roles as the Academic co-Director CPC Westmead, and professorial fellow at the George Institute for Global Health. She was President of the Cardiac Society Australia and New Zealand 2021-2023. Clara has a PhD from the University of Sydney, Australia in cardiovascular epidemiology and international public Health and a Postdoc from McMaster University, Canada.

The main focus of her research is cardiovascular disease prevention and she has expertise in digital health interventions development and evaluation and over 350 published papers. Her clinical interests are in cardiac imaging particularly cardiac CT and echo.

Professor Chow was also a National Heart Foundation of Australia Future Leader Fellow Level 2 from 2016 to 2020 and is current holder of a National Health and Medical Research Council of Australia Investigator grant.



Isabelle Demir
Director & Chair,
Investment Committee

Isabelle has more than 20 years' experience in funds management and banking and advisory across Australasia, Europe and the Middle East. Isabelle has served on the Boards and Committees of numerous infrastructure companies and has a track record in guiding these companies through challenging financial and regulatory periods. Isabelle is currently a Senior Advisor at Cranmore Partners in Dubai, United Arab Emirates and Chair of the Heart Foundation's Investment Committee.



Rebecca Davies AO
Director & Chair, Research
Strategy Committee

Rebecca is an experienced and effective non-executive director across a range of sectors and settings. As a highly regarded lawyer, she acted for many high profile Australian and international clients. Rebecca now holds a range of director and committee positions, mostly in health and related areas. She has been a consumer advocate for medical research for many years and has been a consumer representative both in Australia and overseas, including for the National Health and Medical Research, Medical Research Future Fund and British Heart Foundation.



Stephen Halliday
Director

Stephen Halliday has more than thirty five years' experience in a successful career across media, politics, government and government relations. As a government relations specialist

he has worked for fourteen years as a Director with Hawker Britton before starting his own practice. He worked with clients across the widest range of industry sectors. Stephen was Mike Rann's Chief of Staff as both Premier and Opposition Leader in South Australia (1994-2004). This followed a career including work as a Media Adviser to both Governments and Oppositions in South Australia and as a journalist in TV and radio at the ABC. Stephen has a BA (Journalism) and is a Graduate Member of the Australian Institute of Company Directors (GAICD).



Ian Humphreys
Director

Ian is a partner in Ashurst's Brisbane office. He specialises in employment, energy and resources, occupational health and safety, workplace relations and workplace training. He provides a full range of industrial relations and employment law services to clients, including many of Australia's largest corporations, employer associations and government entities. His services include the provision of high-level

strategic advice and the conduct of major litigation. Ian is a specialist in the mining, energy and resources sector. He is a primary adviser on complex industrial disputes, workplace change initiatives and other workplace incidents.



Professor Ray Mahoney
Director

Ray is a Bidjara man with family ties to Central West Queensland who has codesigned a range of cardiovascular disease, health service evaluation and eHealth research projects with Aboriginal and Torres Strait Islander Community Controlled organisation partners and health services. He is the Discipline Lead of Population Health and Professor of Aboriginal and Torres Strait Islander Health in the College of Medicine and Public Health at Flinders University & Principal Research Scientist in the Australian eHealth Research Centre, Health & Biosecurity at CSIRO.



Jennifer Tucker
Director

Jennifer Tucker has more than 25 years of experience in business leadership roles across retail and consumer products, in businesses such as Bunnings and DuluxGroup, and is member of the Remuneration and Nomination Committee on the Heart Foundation Board. Jennifer has degrees in Commerce and Law, is a graduate of the Harvard Business School Advanced Management Program and Australian Institute of Company Directors Course. Jennifer is also Chair of CAD (Coronary Artery Disease) Frontiers, a Non-Executive Director of HitIQ (Concussion Management System) and is a member of Chief Executive Women and a former member of the Mission for Cardiovascular Research Expert Advisory Panel.



Professor Gemma Figtree AM
Director (to 31 May 2024)

Gemma is a Professor in Medicine at the University of Sydney and an Interventional Cardiologist at Royal North Shore Hospital in Sydney. She is the Chair of the University of Sydney's multi-disciplinary Cardiovascular Initiative. She is a strong advocate for cardiovascular research – as President of the Australian Cardiovascular Alliance. She also chairs the Medical Research Future Fund Cardiovascular Mission Expert Advisory Panel.



Peter Matruglio
Director (to 31 May 2024)

Peter Matruglio is an experienced professional with a proven track record of working with boards, executives and their teams to leverage finance, risk and business intelligence for competitive advantage. He has over 35 years' experience, including approximately 20 years as a partner with both Ernst & Young and Deloitte. Peter is a Fellow of Chartered Accountants Australia and New Zealand, an Australian CPA and a graduate of the Australian Institute of Company Directors. In addition, he is an Adjunct Professor with the University of Canberra Faculty of Business, Government and Law and a member of the NSW Chartered Accountants Advisory Group. Peter has also been a Member of the Heart Foundation Investment Committee since July 2023. Peter was the Chair of the Heart Foundation's Risk, Audit and Governance Committee (Committee Chair from 30 May 2023 to 31 May 2024).



Board patrons

National

Her Excellency the Honourable Ms Sam Mostyn AC
The Governor-General of the Commonwealth of Australia

New South Wales

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

Northern Territory

His Honour Professor the Honourable Hugh Heggie AO PSM
Administrator of the Northern Territory

Queensland

Her Excellency the Honourable Dr Jeannette Young AC PSM
Governor of Queensland

South Australia

Her Excellency the Honourable Frances Adamson AC
Governor of South Australia

Victoria

Professor the Honourable Margaret Gardner AC
Governor of Victoria

Western Australia (co-patrons)

His Excellency the Honourable Chris Dawson AC APM
Governor of Western Australia

Mrs Darrilyn Dawson

Board committees



Research Strategy Committee

Chair: Rebecca Davies AO

Committee members: Prof John Atherton, Prof Emily Banks AM, Prof Livia Hool, Prof Garry Jennings AO, Prof David Kaye, Prof Jason Kovacic, Prof Ray Mahoney, Prof Jim Sherman, Jennifer Tucker.

The Research Advisory Committee provides strategic and expert advice on the Heart Foundation's research funding program and engagement with the research community. Contributions by active members of the Committee this year were greatly valued.



Investment Committee

Chair: Isabelle Demir

Committee members: Harvey Kalman, Ben Prisk, Lindsay Skardoon, Ian Humphreys, Rodney Boys

The Investment Committee advises the Board on investment management matters and ensures the Heart Foundation's investment portfolio is managed in accordance with our Investment policy.





Revenue Committee

Chair: Stephen Halliday

Committee members: Jane Bennett, Nicholas Cox, James L'Estrange

The Revenue Committee advises on the strategy and implementation of revenue programs at the Heart Foundation. These may relate to brand, marketing, fundraising, commercial or social impact investment and other revenue growth initiatives.



Risk Audit and Governance Committee

Chair: Rodney Boys

Committee members: Natasha Anning, Wendy Black, Jamie Blanchard, Ian Humphreys

The Risk Audit and Governance Committee advises the Board on its audit, risk and governance compliance role and supports the Board to ensure the Heart Foundation operates effectively and meets its legal and compliance responsibilities.



Nomination and Remuneration Committee

Chair: Ian Humphreys

Committee member: Jennifer Tucker

The Nomination and Remuneration Committee reviews the composition of the Board and Committees with the objectives that the Board and Committees are composed of members who have the skills and experience to fulfil their obligations as officers of the Heart Foundation with diligence and judgment. This Committee also oversees the CEO recruitment, performance and remuneration. The Committee makes recommendations to the Board about appropriate succession planning.



Thank you to all our supporters

We are grateful to all our supporters over the last 12 months who have shown incredible generosity to help us in our fight to save Australian hearts. Thank you for your support, which will make a difference to individuals, families and communities across the country and help us achieve the Heart Foundation's vision of an Australia free of heart disease.

Donors and Fundraisers

Every dollar donated is helping the Heart Foundation to deliver programs and research to keep families together. Thank you for your generosity, whether it be through fundraising on our behalf, regular giving on a monthly basis to us or one-off donations across the year.

Gifts in Wills

Leaving a gift in your Will creates a legacy that supports heart health for generations to come. We are deeply grateful to everyone who made this enduring contribution to the Heart Foundation this year and to those who have pledged to do so in the future.

Philanthropy

Thank you to the philanthropists and trustees whose significant and thoughtful investments are helping us to reduce heart disease and improve heart health throughout Australia.

Government and Corporate Partners

We thank our corporate partners for walking the path towards better heart health with us. We are grateful for your financial and strategic support and helping us spread the message about our work.

Volunteers

In 2024, we were fortunate to have the support of over 1400 volunteers who contributed across all areas of our organisation all over Australia. Their generosity contributes to achieving our goals, which we never take for granted. We cannot thank you all enough.

Workplace Giving

Over the last 12 months many employers across the country made the decision to support the Heart Foundation through giving programs in their workplace. We are grateful for the generosity of your people and to the organisations who matched the contributions.

Health Care Workers

We greatly admire the commitment and passion of our incredible health care community – surgeons, medical specialists, general practitioners, nurses, Aboriginal and Torres Strait Islander health care workers, allied health practitioners and others – who must be acknowledged for their continued support of people living with heart disease. Thank you.

Gifts in Wills

In 2024, the Heart Foundation was privileged to receive over 422 gifts from the estates of generous individuals in our community. We extend our deepest gratitude and sympathies to the loved ones and friends of these supporters. We thank those extraordinary people who left gifts of over \$10,000 from their estate or trust to transform the heart health of many generations to come.

We would also like to acknowledge the supporters who wish to remain anonymous.

Jeannette Adrian	Elaine Margaret Clarke	Catherine Mary Girgenti	Judith Ellen Barton Hunt	Robert William McIntyre
Andrew James Schreuder Foundation	Marie Arnold Clist	Francesco Giovanni Girgenti	Robert John Francis Inglis	Malcolm James McLearn
William Gordon Angus	Joan Leonora Conway	Margery Jean Gist	Jean Esme Hughes Trust	Judith Ann McMinn
Daphne Ashfield	Roger Hugh Cook	Gladys Freeman Trust	Adelaide Margaret Johnson	Florence Marguerita McNamara
Shirley Margaret Askew	Christine Anne Cooper	Moir Macgregor Glen	Marjorie Ada Keller-Tun	Irene May Michelutti
Anthony Rex Leonce Aslangul	Craig Varley Cormack	Judith Ann Goodfellow	Janet Helen Kelly	Richard William Milligan
Enid Mary Baldwin	Coleene Jean Cruikshank	John Arthur Gradwell	John Kennedy	Peter Gordon Francis Mills
Harold Lawrence Barons	Beryl Olive Cutcliffe	Richard John Graham	Margaret Elizabeth Lea	Margaret Helene Morris
Robert James Barrett	Edna May Dacey	Pamela Bernice Green	Harold Leslie Leamon	Milena Nemec
James Leslie Barry	Hester Hendrina Johanna Dalton	Dianne Marie Greenwood	Alberta Helena Lederman	The Doctor Eldred Maurice Newman
The Beryl Pearl Pilkington Perpetual	Audrey Jean Davies	Glen Irvine Groat	Ronald Basil Levy	Memorial Trust
Charitable Trust	Gwenda Joyce Doorey	Mary Bernadette Gunning	Lindsay James Baldy Trust	Elizabeth Mary Nicol
Clare Beutum	Dorothy Alice Money Trust Fund	Patricia Campbell Hain	Susan Evelyn Lissenden	Shirley May Nutting
Bill and Mena Malloy Trust	Peter Raymond Dorrough	Richard Norman Hainsworth	Shirley Lorraine Loffler	Coral Ann O'Brien
Colin Francis Bird	Frances Dunne	Hansen and Kean Bequest - Charitable	Margaret Ann Lundie	Desmond Patrick O'Brien
Judith Towl Blackett-Smith	Edith Jean Elizabeth Beggs Charitable	Trust	Ursula Margarethe Gerda Lupton	Anne Frances Olney
Walter Edgar Bloxsom	Trust	Harold Muir Charitable Trust	Mabel Edna Cardwell Charitable Trust	Lynnette Oyston
Dudley Leonard Boehm	Thelma Dorothy Edwards	Neil Stanley Haysom	Keith Victor Mallett	Emily Joan Page
Verna Gertrude Bomford	Anthony Maurice Edwards	Henry Cyril Robjohns and Stella May	Dorothy Edna Maloney	Dorothy Beth Palmer
Maria Dolores Borg	Elsie Louise Thomas Memorial Fund	Robjohns Memorial Trust	Peter Marcon	Pamela Anne Parkinson
Edith Joan Brock	Margaret Helen England	Clive Thomas Hewlett	Margaret Jean Bumpstead Trust	Ena Margaret Paterson
Marguerite Maria Brose	Estate of Danuta Rogowski	Kevin Brendan Hickey	Gwendoline Elizabeth Martin	Stanley James Pendall
Gina Wendy Burke	Jean Edna Margaret Ewin	Shirley Veronica Hillas	Mary Theresa Cromie Charitable Trust	Sylvia Mary Penketh
Sheila Burke	Jill Frances Ferguson	Leslie Roland Hines	Graham Houston Matheson	Desmond Palmer Phillips
Elsie Isabel Burla	Anna Teresa Flanagan	Geoffrey Lawson Hook	Patricia McEnerny	Alexandria Phirros
Christina Busby	Edward John Fleming	Rachel Magda Hornung	Phyllis Margaret McInerney	Lucy Lorraine Pittaway
Wayne Robert Chitty	Sylvi Maria Frazer	Robert James Howard	Shirley Doris McInnes	Robert James Poncho
Helen Wilma Clark	Betty Norma Gale	Joan Annie Hunt	Barbara Clare McIntyre	Gweneira Porter

Leslie George Powell formerly from Mildura
Gladwyn Emma Wilson Estate
Queensland Gives Sub Community Foundation
Maureen Jean Rattray-Smith
Reginald and Doris Wait Trust
Enid Monica Rich
Hazel Marie Robins
Olive Mary Robinson
Lorna May Robinson
Lynn Kaye Rooney
Patricia Margarita Ryan
S.T.A.F. - B & S Colee
S.T.A.F. - The Jean May Carey Donation
Patricia Helen Sayer
Ivan Eric Schache
Jean Victoria Selke
Douglas Rowan Sharp
Beryl Sigg
Eric William Simpson
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Roger Barry Stammers
Gwenda Doris Steicke
Shirley Joyce Stimson
John Swain Stone
Debra Louise Swan
Joseph Tabone
Reinhard Hans Herman Tessmann
The Allan & Patricia Ellen Coulson Memorial Trust

The Beryl Beatrice Scott and Gordon Ferguson
Scott Memorial Trust
The Colin Cyril Telfer Memorial Fund
The Drury Trust
The E & R Kruger Trust
The Ira Josey, Peace Mary Keidge & Ashley Josey
Keidge Perpetual Charitable Trust
The Isabel E & Francis J Hickmott Charitable Trust
The JOPA Charitable Trust
The Stanley & Eunice Nicholson Trust
Dianne Rae Thomas
Betty Ann Thornton
Joyce Ursula Thornton
Aranka Veres
Walter Ernest Vick
Victor Russ Pittman Charitable Trust
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John Francis Walsh
Margaret Webb
Florence Joan White
Marjorie Elizabeth Wilks
Stanley Trevor Williams
Brian Campbell Wilson
Barry Ernest Wittgenstein
Equitee Trustees Charitable Foundation - Yvonne
Patricia Stevens Family Trust
Zammit Family Trusts 1 & 2



Major philanthropic donors

The Heart Foundation's achievements in 2024 are a testament to the generosity and commitment of our major philanthropic donors. In 2024, the following donors contributed \$5,000 or more to our work. Their contributions will continue to play a crucial role in advancing heart health research, supporting communities, and improving the lives of those affected by heart disease.

We would also like to acknowledge those major donors who wish to remain anonymous.

Over \$5,000				
Ahrens Group Pty Ltd	Hilary Wallace	Lodge Capitol No. 612 (NSW & ACT)	Simone E Arnott	Gladwyn Emma Wilson Estate - Price
Ann E Miller AM	Holy Mother of Montevergine	Lyn Williams AC	Smail Family Foundation	Coulsell Wilson Fund
Anna Oszlanski Memorial Fund	Ian Sharp	Mabel Kathleen Corless Trust	Stefan and Leanne Ahrens	Harold Muir Charitable Trust
- C/- GreaterGood	James L'Estrange	Madeline Crump & Madeline Williams	The Allan Beames Charitable	Henry F. Foster
Anthony F. Ponti	Janet M. Richardson	Charitable Trust	Foundation	Ian and Cass George
Anthony Masciantonio	Jarna Rider	Marles & Manning Charitable Fund	The Drury Trust	Janet Walters
Anthony Poynton	Jeffrey Chandler	Mary Peace	The Fred Pham Foundation	Lionel & Yvonne Spencer Trust
Australian Street Rod Federation Inc -	Jenni & Leon Alexander	Maureen Stevenson	The Ira Josey, Peace Mary and Ashley	Maple-Brown Family Foundation
Queensland Division	Jennifer J Rowland	Mayo Hardware Pty Ltd	Josey Keidge Trust	Patricia Mary Holmes Charitable Trust
Brian Faulkner and Wendy Faulkner	Joan Adler	Michael Garnham	The James and Hughes Charitable Trust	Fund
CMV Group Foundation	John Ballard	Mrs Olga Zampedri and the estate of	The Karen and John Kightley	Perpetual Foundation - The Cassidy
David Warneke	John Chalmers	Mr Adelio Zampedri	Foundation	Bequest Endowment
Davies Family Foundation	John Etherington	North Sydney Boys High School	The Katrina May Russell Foundation	Perpetual Foundation - The Edward
Dr Reece Gately	John Heathers	Paul Okkerse	The Lin Huddleston Charitable	Bullock Endowment
Drew Mollineau	John S Young	Perpetual Foundation - Marlene Phillips	Foundation	Perpetual Foundation - Wrigley
Elias Jreissati AM, KJGC, HonLLD	Julian Rose	Endowment	The Mabel Edna Cardwell Charitable	Endowment
Eric& Judy Heal	June Bramich	Perpetual Foundation - The Dallas and	Trust	The Elizabeth and Barry Davies
Ernest Lopez	Katz Family Foundation	Marion Langdon Endowment	The Muffin Foundation	Charitable Foundation
Ethel Wallace Foundation	Keith Bradley	Prithipal Gill	The Syd And Ann Wellard Perpetual	The Iorine Estelle Demmer and Hugh
Evan Gallagher	Kerrie Claffey in honour of Tom Claffey	Robert J Branchi	Trust	Eardley Demmer Charitable Trust
Family and friends of Endora Au	Kerry Stark	Rob's Ride	The Thomas Charles Tucker Charitable	The Vera Friedman Charitable
Gladys Freeman Trust	Kingspan Insulated Panels Pty Ltd	Roland Lee	Trust	Foundation
Glenda Shelley	L.R.Cazaly Trust	Ross Cunningham & Galco Group	The Henry Cyril Robjohns & Stella May	Over \$75,000
Graf family	Lady Marigold Southey Fund (Mutual	Rowan & Paula Lane	Robjohns Memorial Trust	Zammit Family Trusts No. 1 and No. 2
Gregory Crew	Trust Foundation)	Sadie B Edward	Toby Roderick	Snow Foundation
Harry Cohny Charitable Foundation	Lazarus and Sarah Levine Fund	Sandra and Neville Walliss	Tracey Henderson	Jenny Tatchell
Helen Clark	Lindsay James Baldy Trust	Select Foundation (TAS)	Warren Gray	The James & Vera Lawson Trust
	Lindy Shelmerdine	Sherrill L Muir	Over \$25,000	Queensland Gives, by Queensland
		Shinda Pty Ltd ATF The Antel Family Trust	Bill & Mena Malloy Trust	Community Foundation
			Collendina 5 Foundation	

Corporate supporters

We thank all our partners for their continued support and collaboration, whose contributions empower us to drive our mission forward and, together, create a lasting impact.

Corporate Partners



Morgan Stanley

Workplace Giving

Over 80 organisations participate in our Workplace Giving program, selection of partners below



Government



“Our partnership with the Heart Foundation is a perfect match. Their commitment to heart health aligns seamlessly with our mission. We’re excited to join forces and raise funds for groundbreaking research that will benefit Australians everywhere.”

— Greg Oliver, Chief Executive Officer and Group Managing Director, Fitness Lifestyle Group

Financial report

The Heart Foundation reported an operating surplus of \$7.4 million in 2024 (2023: \$1.5 million). This strong result was driven by the performance of our fundraising revenue, achieved through increased donations from Gifts in Wills and Individual Giving programs combined with a diligent cost management of the Heart Foundation's operations.

The net result was a surplus of \$18.9 million (2023: \$11.2 million), which includes the impact of the Foundation's investment portfolio. This was the result of a strong investment income combined with positive investment market movements, thereby increasing the value of the portfolio.

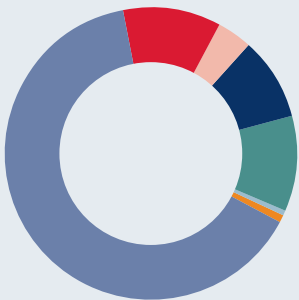
The Heart Foundation is primarily supported by generous donations from people throughout Australia. We recognise that we have a responsibility to our supporters and to the Australian community to ensure we can deliver improved heart health outcomes both now and for future generations. To achieve this, the organisation needs to be financially sustainable with expenditure managed

to fit within our revenue. We continually review and renew our fundraising efforts and programs to develop new initiatives and refresh existing activities to enable the growth of non-bequest income. We have also had strong focus on cost management to make the best use of our donor funds.

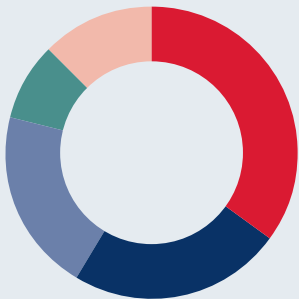
Our commitment to our mission continues, and in 2024 we:

- increased our revenue in a challenging fundraising environment.
- maintained our committed level of expenditure on research.
- increased our investment in Health Programs by 14%.

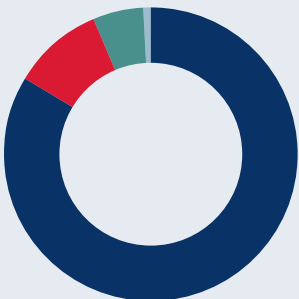
With a dedicated management team, our commitment to research expenditure and the delivery of high impact health programs has been maintained, and the financial outlook for the organisation is strong. The Heart Foundation has a solid platform to support our commitment to health programs and research into the future under *Health for Every Heart*, our 25-year vision for heart health.



How you've helped us in 2024	
Bequests & memorial giving	64.3%
Regular givers & appeals	10.9%
Philanthropy	3.8%
Community fundraising events	9.2%
Trust & grants	10.6%
Corporate partnerships	0.4%
Other income	0.8%



What your donations supported in 2024	
Research	35%
Health programs & education	23.7%
Fundraising	20.4%
Communications, Health Campaigns & Administration	8.5%
Investment in future programs	12.4%



Sources of income in 2024	
Public Support	83.8%
Grants	10%
Investment income	5.5%
Other income	0.7%

Heart Foundation 13 11 12
heartfoundation.org.au



Australian Capital Territory
Canberra

5B, Level 2, 101 Northbourne Avenue
Turner ACT 2612

New South Wales
Sydney

Level 3, 80 William Street
East Sydney NSW 2011

Northern Territory
Darwin

Level 2, 38 Mitchell St,
Darwin NT 0800

Queensland
Brisbane

Suite 0302, Level 3, 127 Creek Street
Brisbane QLD 4000

South Australia
Adelaide

155-159 Huft Street
Adelaide SA 5000

Tasmania
Hobart

ABC Centre
Level 1, 1 Liverpool St
Hobart TAS 7000

Victoria
Melbourne

Suite 2, Level 9, 565 Bourke Street
Melbourne VIC 3000

Western Australia
Perth

334 Rokeby Road
Subiaco WA 6008



The National Heart Foundation of Australia is a registered charity and accredited to carry the ACNC (Australian Charities and Not-for-profit Commission) Tick.

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