



Annual Report 2012-2013
Empowering People



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About this Report

This report provides our stakeholders with an overview of our performance in the 2012-2013 financial year. It highlights what we have achieved and presents statistical data for each of our programs. The audited 2012-2013 Financial Statements are included on pages 33-40.

Organisational Profile

Advocare Incorporated

Advocare Incorporated (Advocare) is an independent, community based, not for profit organisation that provides advocacy, information and education to people who receive government funded Aged Care services and to older people (50+ for Aboriginal and 60+ for non Aboriginal) living in the community who are victims or potential victims of Elder Abuse perpetrated by a person of trust in an informal relationship such as family or friends.

Government Funded Aged Care Services

Government Funded Aged Care Services include:

- Home and Community Care (HACC) services funded by the Department of Health WA and provided to people who live at home or in a community who have an ongoing functional disability, which prevents them from carrying out tasks of daily living
- Special care packages such as Community Aged Care Package (CACP), Extended Aged Care at Home (EACH) and Extended Aged Care at Home Dementia (EACHD) funded by the Commonwealth Department of Health and Ageing and provided to people who live at home and have complex care needs
- Residential aged care facilities



Our Philosophy

Advocare's philosophy stems from the principle that all people are entitled to the same human rights. Our advocacy work is based on the belief that all of our clients have the right to:

- Be in charge of their own lives, money and possessions
- Privacy, dignity and respect
- Good quality care that meets their needs
- Be informed about their rights, care, accommodation and fees
- Make a complaint



Our Vision

A community where the rights of people are supported and respected

Our Purpose

To provide systemic and individual advocacy to support the rights of older people and people with disabilities

Our Key Values

- Honesty and Integrity
- Respect
- Equity
- Proactive
- Person Centred

Advocacy

Advocacy focuses on fundamental human needs and can be simply defined as standing up for the rights of another person. This can be done through the process of speaking, acting or writing on behalf of the perceived interests of a person, or group, in need of support to promote, protect and defend their welfare and justice.

Advocacy:

- Is partial, empathetic and loyal to the disadvantaged party by being on their side and no-one else's to support their realistic demands
- Supports the disadvantaged to express what they want and secure their rights

The purpose of advocacy is to empower the disadvantaged to maintain or regain control over the decisions which affect their lives so they get the outcomes they need. While family members and support workers may act as advocates, there are circumstances in which having an independent, impartial advocate is a more desirable option.

Our Advocates

Advocare advocates are independent and autonomous professionals, whose main role is to empower and support the rights of people living in residential aged care facilities and those receiving community based care as well as older people who are experiencing abuse by family or friends.

We promote our clients' rights through individual advocacy to give our clients the ability and confidence to make their own decisions based on well informed choices.

The provision of education is carried out to aged care staff and recipients, and members of the greater community state-wide. Advocates aim to generate a full understanding of the range of challenges faced by older people, especially as those challenges could, whether inadvertently or not, impact upon their rights and quality of life.

Advocare maintains close working relations with other stakeholders and provides referrals to other sources of help in the community to ensure that our clients have all of the information they need to make informed decisions.

Unless the contrary is established, we assume that our clients are capable of making the decisions that affect their lives and we stress to them that they are the best people to make the decisions that will affect them, regardless of what their age may be.

Rather than stipulating to the client their best option, we work alongside the client providing information on their rights and assisting them to identify options so they can speak out confidently for their own interests.

Advocare, the only body recognised in this field by both State and Federal Governments in WA, provides a voice for residents of Aged Care facilities, clients of Home and Community Care services, victims and those at risk of Elder Abuse, including people from special needs groups such as Aboriginal and Torres Strait Islander (ATSI) and Culturally and Linguistically Diverse (CALD) backgrounds. Advocare ensures their rights are protected as provided for in the Charter of Residents' Rights and Responsibilities, The Community Care Common Standards and the United Nations Human Rights Charter (1945).

Advocare works only with clients who have the mental capacity required to make their own decisions. In a situation where a client, or potential client, has impaired decision making capacity and there is conflict within that client's family about their best interests, Advocare will refer the matter for consideration to the Office of the Public Advocate or encourage the service provider involved in their care to apply for the appointment of a guardian or administrator.

Chairperson's Report



I am proud to present this report in my first year as Advocare Chairperson.

It has been a busy year with a number of changes, challenges and achievements. Across the board, hours of service provided was maintained, assisted by the strengthened marketing efforts as a result of the decision taken in financial year 2011-12 to invest more resources in marketing.

The Home and Community Care Program saw 2,431 hours delivered of advocacy and information, the National Aged Care Advocacy Program provided 2,088 hours and the Elder Abuse Prevention Program provided 1,279 hours. Furthermore 324 educational sessions were provided across Western Australia, up 85 on the previous year. These efforts have been publically acknowledged with Advocare being announced as winner in the Bendigo Bank Active Ageing Leadership Award at the 2012 Seniors Awards. This category recognises organisations, such as Advocare, for innovation in planning and responsiveness to our ageing population. This award is a great reflection on the commitment of all staff

who work tirelessly to make a difference in senior's lives and is truly well deserved.

During the year with the support of the University of Western Australia, the Board and senior management, a review of the Advocare five year strategic plan as well as scenario planning was undertaken to ensure our strategies were still relevant and Advocare is positioned to take on the challenges it faces in the external environment. In this regard Advocare also made a submission in the 2013 Federal and State elections, and a Submission into the Senate Enquiry of the Aged Care (Living Longer, Living Better) Bill 2013 to increase systemic advocacy.

Building on the work by the CEO to raise the profile of Advocare, I am delighted that we have secured Perth as the host for the 2014 National Elder Abuse conference to be held on 3-5 September. This gives us a great platform to highlight not only the very important cause to which we as collective agencies work to address, but also a chance to highlight Advocare's leading position in WA.

Attending a number of Australian Institute of Company Directors functions across the year gave the CEO and I the opportunity to network and discuss the valuable work that Advocare does. It never ceases to amaze me the number of people that are totally oblivious to elder abuse, seemingly believing it does not happen in this day and age. This more than ever reaffirms our need to continue to do what we do to protect those most at risk in our ever ageing society.

I would like to acknowledge and thank my fellow Board members for their terrific support and dedication to the task at hand over the last year. The Board welcomed a number of new board members in - Peter Butler, Paula Clough and Veronica Lawrance.

Two Board members will be retiring this year and I want to acknowledge and thank them for their contribution over the last 6 years. Jeff Powell retires at the Annual General Meeting in October and the current Deputy Chairperson Britta Meyer will also retire.

Finally my thanks also go to the CEO Greg Mahney and all the staff at Advocare who have worked exceptionally hard to continue to deliver the valued services our clients demand. Your dedication to your work, clients and the organisation is greatly appreciated by myself and the greater board.

Mark Weller

Chairperson

Board Members AS AT 30TH JUNE 2013

Mark Weller *(Chair)*

Britta Meyer *(Vice-Chair)*

Greg Mahney *(CEO)*

Peter Butler

Paul Clough

Veronica Lawrance

Tara Ludlow

Jeff Powell

Lana Snook

Retired during the year:

Dr. Sonya Girdler



Chief Executive Officer's Report



It is a pleasure to once again comment on the past year at Advocare and to give some insights to the future.

This year, instead of leaving it to the end I wish to up front thank and congratulate the staff on their hard work and a job well done. Working in a small organisation, with limited resources can be very challenging at times, and this year has seen its challenges for staff. Despite this

they have unerringly focussed on the bigger picture and continued to deliver great services to clients.

Our new strategic plan has done its job of guiding the direction for the organisation and set the framework for all we have done.

There has been an increased emphasis on marketing and promotion of the work we do, and more media exposure. We have also been developing new opportunities to work with other organisations and partners. However, this work has served to emphasise the shortcomings of our current organisational structure. As a result, I, with assistance of the Board have developed a new structure to take us into the new year. This will bring a transformational

change to Advocare. It will free up resources to work more strategically and to grow and develop the organisation with a view to helping more clients and addressing more of their needs.

In the coming year we will also implement new technologies that will greatly improve our ability to provide high quality services.

During the past year the Commonwealth Government announced changes to the way aged care will be administered in the future. Advocare was able, through a number of forums, to provide feedback and advice on those changes. We are slowly trying to pass on the message to the Commonwealth that there is *only one group of independent professionals* who see the issues that go wrong with aged care. They are the aged care advocates at Advocare and similar organisations in other states. Our Advocates are visiting and talking to frail aged care recipients every day, and the knowledge and insights they gain can provide valuable information for policy makers.

We have also continued our national leadership in the area of elder abuse prevention. Our support of the Alliance for the Prevention of Elder Abuse, the Western Australian Network for the Prevention of Elder Abuse, our involvement with the International Network for the Prevention of Elder Abuse and our high quality education sessions and resource materials have ensured this. We are all looking forward to the National Elder Abuse Conference to be held in Perth in 2014.

And this brings us back to the future...

I am looking forward to the coming year with even more enthusiasm than usual. Our new organisational structure, the planned technology improvements and increasing opportunities for new and exciting projects means that Advocare will continue to grow and deliver more services to even more people. It will be a good year.

Greg Mahney

Chief Executive Officer



Staff AS AT 30TH JUNE 2013

Greg Mahney – Chief Executive Officer

Krystyna Cieslawski – Manager, Policy and Support

George Yip – Senior Advocate

Jenna Aziz – Marketing and Education Coordinator

Mary Kepert – APEA:WA Executive Officer

Sarah Patterson – Project Officer

Rachel Hodes – Advocate

Kellee Mitchell – Advocate

Michelle Penny – Advocate

Jenna-Lee Rodney – Advocate (Aboriginal Advocacy Program)

Sheryl Royal – Advocate

Lynette Walters – Accountant

Clare O'Connor – Accounts/Administration Officer

Helen Jackson – Administration Assistant

Resignations and New Appointments in 2012-2013

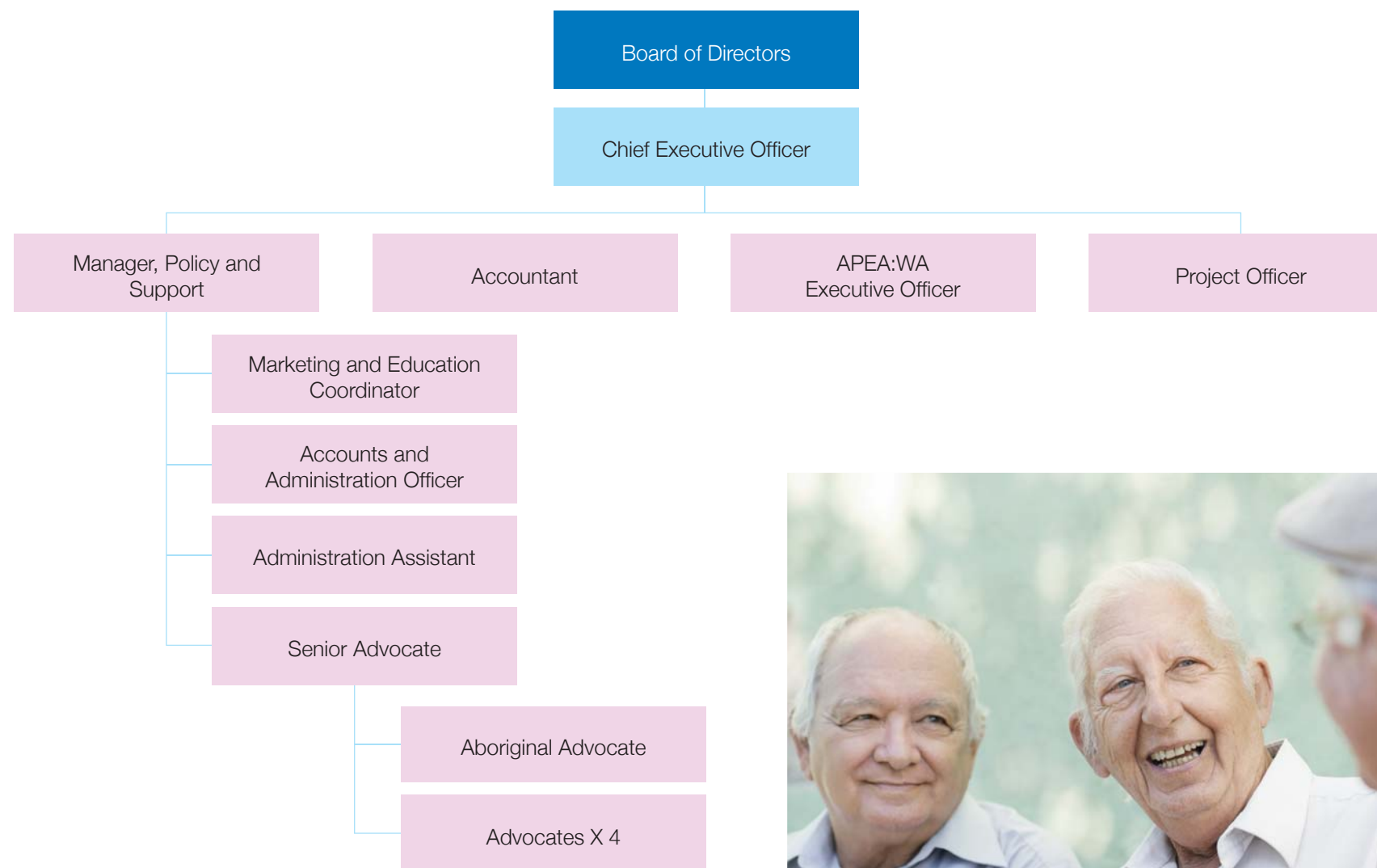
Resignations/Retirement

- 1) **Maree Cherubino** – Advocate (September 2012)
- 2) **Dianne Barker** – Senior Advocate (December 2012)
- 3) **Doris Hill** – Advocate - Aboriginal Advocacy Program (December 2012)
- 4) **Michelle Penny** – Advocate (June 2013)
- 5) **Taryn Ford** – Advocate (July 2013)

New Appointments

- 1) **Sheryl Royal** – Advocate (July 2012)
- 2) **Rachel Hodes** – Advocate (October 2012)
- 3) **George Yip** – Senior Advocate (October 2012)
- 4) **Jenna-Lee Rodney** – Advocate – Aboriginal Advocacy Program (October 2012)
- 5) **Kellee Mitchell** – Advocate (January 2013)

Organisational Structure



Reporting Against the Strategic Plan 2012-2015

The 2012-2015 Strategic Plan defines the direction Advocare aspires to follow and addresses four overarching goals against which all our services have been measured. The following tables depict Advocare's performance in regard to meeting the Key Performance Indicators in 2012-2013.

Objectives

- To grow and extend our services, and our physical and virtual presence
- Our role, purpose and brand is widely understood in the community and sector
- Valuing our people
- Grow our capacity within the community by working innovatively and developing strategic partnerships

Abbreviations:

A= Achieved; IP= In Progress; NS= Not Started; EO= Established & Ongoing



Strategic Objective

To grow and extend our services, and our physical and virtual presence

Key Performance Indicators	Performance
Review and audit IT architecture	A
Identify funding options/sources	EO
Engage technology providers	A
Ensure staff support to use technology	EO
Website, social media, e-advocacy, training, IT governance	EO
Research service requirements	EO
Explore physical options	EO

Strategic Objective

Our role, purpose and brand is widely understood in the community and sector

Key Performance Indicators	Performance
Marketing and communication plan is reviewed, resourced, implemented and rigorously evaluated	EO
Funding and resources are committed to supporting the marketing and communication plan	EO
Our people know what we do and can communicate our message in the community	EO
Effectiveness of marketing and communication plan evaluated against objectives	EO
The brand of Advocare is optimized as evidenced by: <ul style="list-style-type: none"> • The amount of people contacting Advocare • The community capacity to self advocate • The additional funding opportunities accessed 	IP

Strategic Objective

Valuing our people

Key Performance Indicators	Performance
All staff and board understand the expectations of their role, including safety, JDF's etc	IP
Ensure staff have the opportunity to learn and grow and have their contribution recognised	IP
Develop a culture in which staff feel supported to give voice to values	IP

Strategic Objective

Grow our capacity within the community by working innovatively and developing strategic partnerships

Key Performance Indicators	Performance
Identify and engage like minded organisations on a national and international basis to increase our capabilities in the community	EO
Engage the broader community as partners to ensure our objectives are met	EO

Marketing

Advocare is constantly striving towards our vision where the rights of people are supported and respected and in order to achieve this, Advocare has established a well rounded marketing and communications plan. This has allowed Advocare to expand our outreach and reach target markets across WA.

Marketing activities have been strongly focussed on improving communication so that not only our purpose and brand is widely understood in the community, but we are recognised as an aged care leader.

We continued to build a strong community presence and raise awareness within key audiences by participating in numerous community events and expos. Participation was extended regionally with Advocare attending the Manjimup bi-annual expo to support Home and Community Care clients understand their rights and remain independent at home.

Advocare staff showed their support in memory of the 22 victims of domestic homicide by joining the 22nd Annual Domestic Violence March in November. To raise awareness of elder abuse, Advocare worked alongside the Older People's Rights Service at a stall surrounding the rally providing information to community members.

Stakeholders were committed to promoting Advocare services through their publications, recognising the growing need for people to be supported by



CEO Greg Mahney with Robyn McSweeney, Minister for Child Protection; Community Services; Seniors and Volunteering; Women's Interests; Youth at the 2012 Seniors Awards



22nd Annual Silent Domestic Violence March

advocacy. To further engage with the broader community, we partnered with the Australian Association of Gerontology during the week leading up to World Elder Abuse Awareness Day to deliver a national webinar on 'Gender and Elder Abuse'.

To improve our virtual presence, an Advocare organisational video was produced showcasing Advocare's programs. The video reflects the services Advocare provides on a daily basis and has been well received by community members.



Radio advertising campaigns continued on stations Curtin FM and Capitol Radio to reach our older and frailer audiences, ensuring continuity of all media coverage. CEO Greg Mahney also took part in several radio interviews for World Elder Abuse Awareness Day.

The innovative way in which Advocare delivers services across the spectrum was recognised when presented as the winner of the Bendigo Bank Active Ageing Leadership Award. Advocare received the award at the highly anticipated 2012 Seniors Awards held at Crown Perth.

Advocare's marketing has resulted in recognition as a leader in the aged care industry, and has raised the profile of elder abuse in the WA community. In 2013-2014 Advocare will adopt more innovative marketing campaigns to reflect the ever changing forms of communication that marketing entails.



(Top) Advocare representative Jenna Aziz at Home and Community Care Manjimup expo

(Bottom) Left to Right – Annie Hugget and Tim Safe from Older People's Rights Service and Mary Kept from Advocare at the 22nd Annual Silent Domestic Violence March

Projects

The aged care industry faces a challenging future that includes an increasingly ageing population and an unstable social and economic climate. In response to this and with the government announcing new initiatives in aged care, a Project Officer role was created to identify industry needs and develop new initiatives.

The role has seen the development of many innovative projects that will help Advocare to:

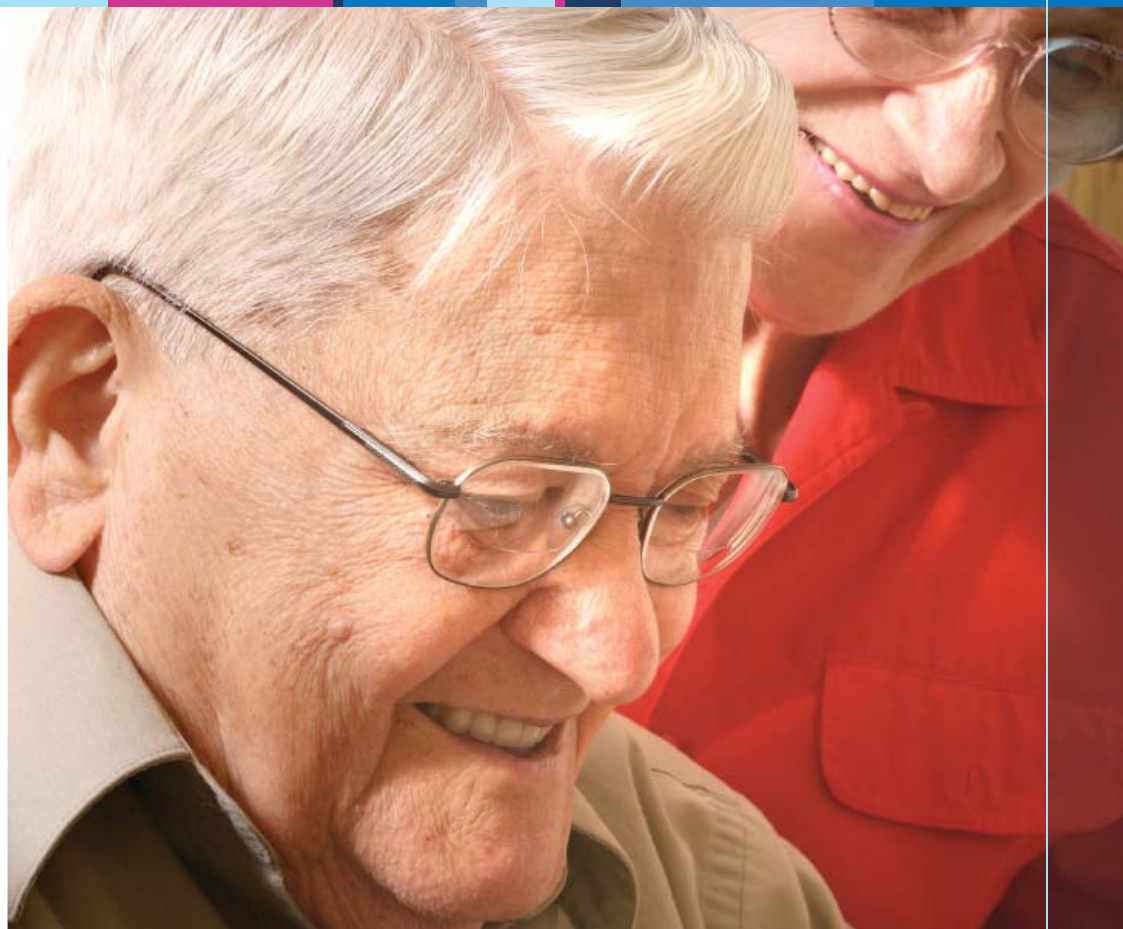
- Promote older people's rights through the development of new programs and projects
- Encourage discussion about seniors rights at a government level, both state and federal
- Increase awareness of Advocare's services

Highlights

Projects developed included:

- 2013 State and Federal pre-election submissions
- Submission into the Senate enquiry of the Aged Care Bill 2013
- Development of the Sexuality in Residential Aged Care Facilities Project

Through the development of these projects, Advocare has successfully raised and will continue to promote all aspects of aged care issues to relevant



stakeholders. It is anticipated that Advocare will become the recognised leader in aged care from a perspective of systemic change.

In 2013-2014 Advocare hopes to maintain its push to improve the standards of aged care in Australia by developing new projects that are recognised and adopted by the industry.

Main Activities

National Aged Care Advocacy Program

Provision of advocacy, information, education and referral for people who are residents of aged care facilities and people who are recipients of Community Aged Care Packages and Extended Aged Care at Home Packages

Home And Community Care Program

Provision of advocacy, information, education and referral for people accessing Home and Community Care services

Aboriginal Advocacy Program

Provision of culturally specific advocacy, information and education to Aboriginal people living in residential aged care facilities, receiving in home aged care packages or who are, or at risk of experiencing, mistreatment by family or friends

Elder Abuse Prevention Program

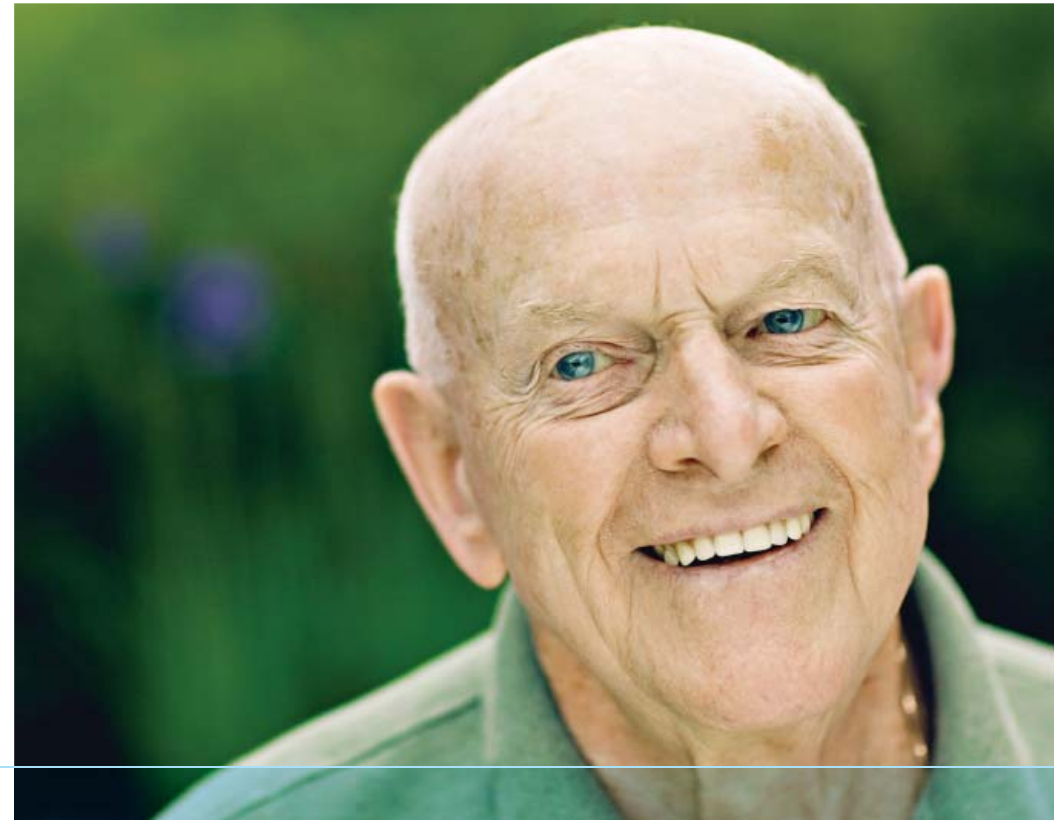
Provision of advocacy, information, education and referral for older people who are, or are at risk of becoming, victims of elder abuse from family or friends

Alliance For The Prevention Of Elder Abuse (APEA:WA)

Promotion of a whole of government policy framework for dealing with systemic issues of elder abuse in WA

Older People's Rights Service

Provision of legal support for older people experiencing abuse by family or friends and crisis support required in relation to the legal issue



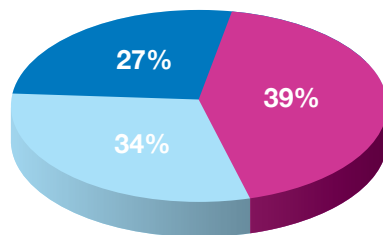
Performance in Brief

Advocacy and Information

The Home and Community Care Program recorded the highest number of advocacy and information hours with 2,431 hours, closely followed by the National Aged Care Advocacy Program with 2,088 hours and the Elder Abuse Prevention Program with 1,279 hours.

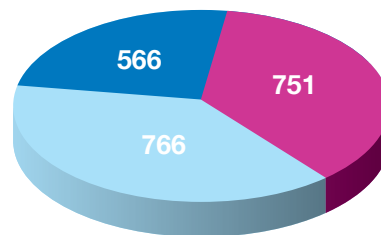
The average time spent on a case for the Home and Community Care Program, National Aged Care Advocacy and Elder Abuse Prevention Program was 7.5 hours, 5.6 hours and 2.2 hours respectively. The longer time period for Home and Community Care Program can be attributed to the complexity, and varying nature of the cases.

Advocacy and Information
Hours by program graph



■ HACC ■ NACAP ■ Elder Abuse

Advocacy and Information
Clients by program graph



■ HACC ■ NACAP ■ Elder Abuse



National Aged Care Advocacy Program

Program Description

The National Aged Care Advocacy Program provides advocacy, information, education and referral to people who are residents of aged care facilities and those who are recipients of Community Aged Care Packages and Extended Aged Care at Home packages.

Evidence shows there is an increasing need for advocacy as people are now entering facilities at a later age. By default, greater frailty impacts on their ability to advocate for themselves. Data indicates the increase need for advocacy when residents are dealing with life changing issues such as:

- The loss of their spouse
- The loss of their home and community
- Unresolved grief issues and
- Dependence on facility staff to both maintain their rights and initiate access to help when needed

Education sessions presented by Advocare are important in raising and maintaining staff awareness about abuse and the attentiveness of staff to the residents' right to access assistance or information from an independent advocate. These sessions allow staff to learn about the rights of residents and also how to facilitate discussions on how those rights relate to a support worker's daily tasks. Having staff that are educated about residents rights increases their capacity to provide high quality care and reduces the number of residents who need to address concerns through the complaints process.

In 2012-13 Advocare was funded by the National Aged Care Advocacy Program to provide only one education session for staff every ten years and only one education session for residents every five years. Combined with the high staff turnover experienced by the majority of facilities and current average length of tenure by residents, these current funding levels are clearly inadequate.

Over the past year, Advocare staff have provided many hours of additional, unfunded education sessions for staff and the positive impact that these sessions have on residents' quality of life cannot be underrated. Concerns have been raised by the fact that these additional sessions are placing pressure on Advocare's already limited resources.

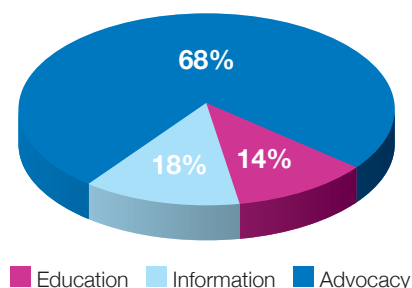
Program Performance Summary

During 2012-13 there were 290 National Aged Care Advocacy Program advocacy cases, and 476 requests for information which is a 37% increase in information requests from the last financial year.

Together with 110 education sessions to 1,821 attendees, Advocare provided 2,432 hours of service under the National Aged Care Advocacy Program.

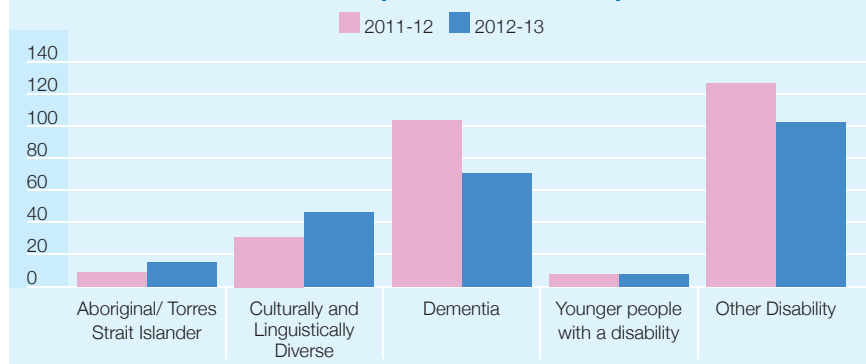


Summary of NACAP funded Activities hours



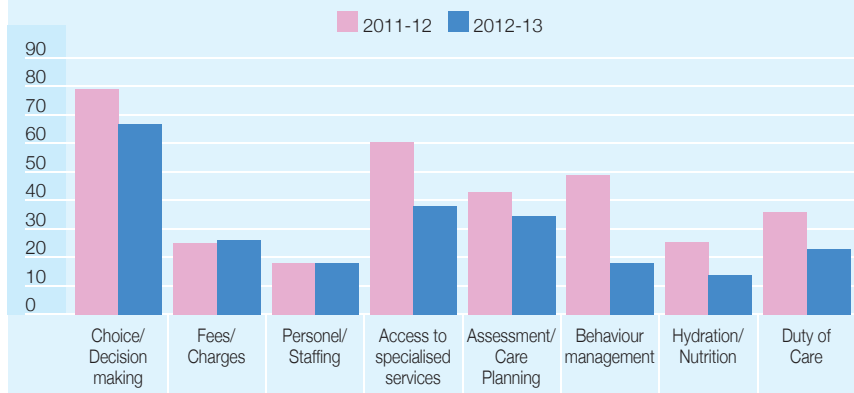
Education Information Advocacy

Clients in Special Needs Groups



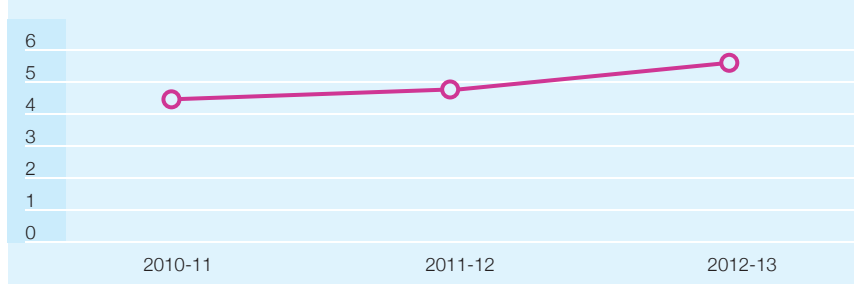
Due to effective marketing and the increased education that Advocare has undertaken, there is better understanding of our role, which has led to an increase in service delivery to Aboriginal and Torres Strait Islanders and Culturally and Linguistically Diverse clients, and a reduction in clients with dementia, who are better served by the Office of the Public Advocate.

NACAP Major Advocacy Issues



There was a reduction in many of the major National Aged Care Advocacy Program advocacy issues, which can be attributed to the increase in education for the staff, and increased capacity of aged care facilities to address issues before they are affecting the residents. The cases that are being addressed by Advocare advocates are increasingly more complex, so whilst fewer cases have reached advocates, increased time and expertise is needed for each case.

Average time spect on each NACAP advocacy case



Home and Community Care Program

Program Description

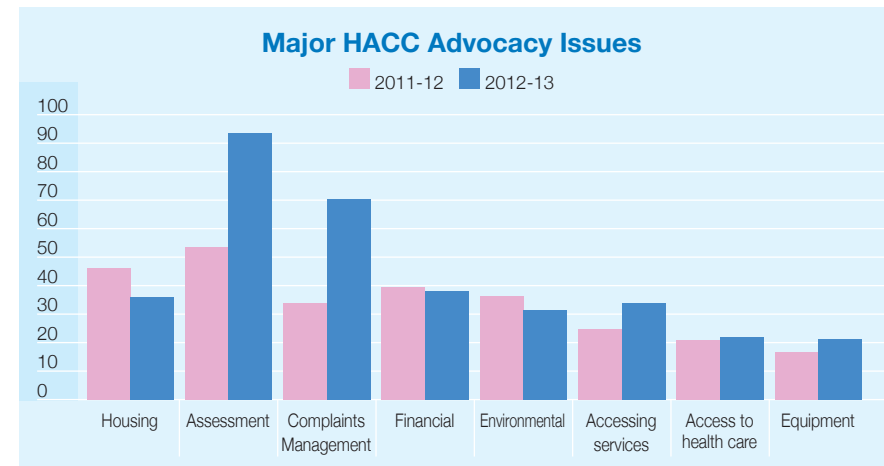
Frail, older people and younger people with disabilities living independently at home are able to access Advocare's Home and Community Care Program. Home and Community Care provides services that support and assist clients to remain living in their own homes and not be at risk of premature admission into residential aged care facilities.

Home and Community Care services include assistance in the home such as: cleaning, gardening and home maintenance, assistance in accessing their community such as shopping and medical appointments and providing respite for family carers. Advocare assists Home and Community Care clients to address issues including, but not limited to:

- Resolving complaints about the service they are receiving
- Advocating for changes to the level or type of service they are receiving
- Assisting older community members to access services
- Assisting with allied issues that are preventing clients from staying independent at home

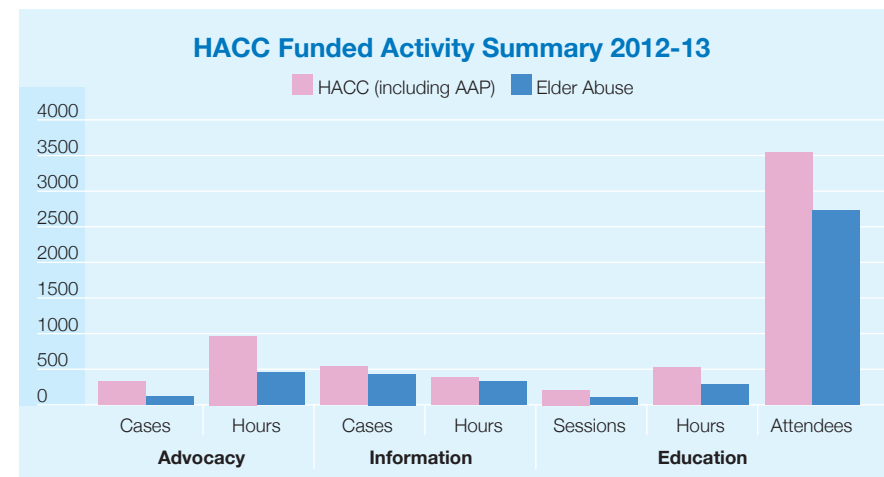
Program Performance Summary

In 2012-13 Advocare saw a rapid increase in the number of Home and Community Care clients accessing services to address housing issues. Housing difficulties, issues with the assessment process for service provision and complaints handling were the most common with 53 and 33 cases respectively.



Other Home and Community Care Funded Programs

Under the Home and Community Care Program, Advocare receives funding to provide the Aboriginal Advocacy Program and the Elder Abuse Prevention Program, which provide advocacy, information and education. The graph below demonstrates the distribution of Advocare's activities across all Home and Community Care funded programs.



Aboriginal Advocacy Program

Program Description

The Aboriginal Advocacy Program provides culturally specific advocacy, information and education to Aboriginal and Torres Strait Islander people living in residential aged care facilities, receiving in home aged care packages or who are, or at risk of experiencing, abuse by family or friends.

The Aboriginal Advocacy Program was established to assist Aboriginal and Torres Strait Islander people in Western Australia by:

- Providing information about their rights and responsibilities when seeking to access Home and Community Care Services
- Improving access to information for Home and Community Care clients about their rights and responsibilities
- Promoting the rights and entitlements of clients to Home and Community Care service providers
- Reinforcing respect for older Aboriginal and Torres Strait Islander clients

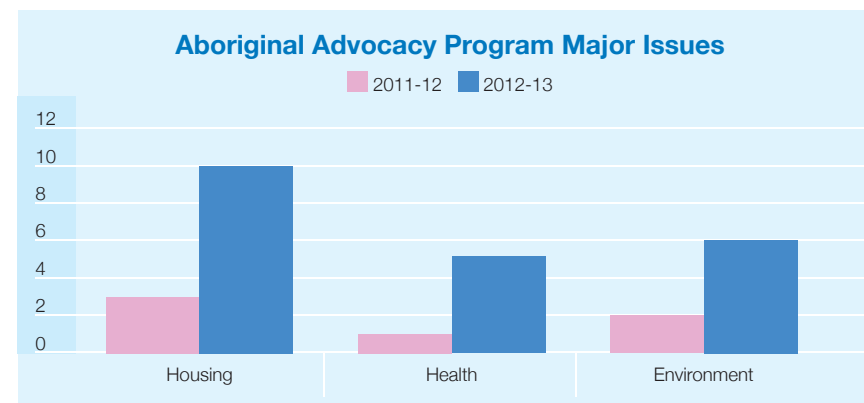
Program Performance Summary

In 2012-13 Advocare continued to promote the rights of older Aboriginal and Torres Strait Islander people on both an individual and systemic level.

Advocare's Aboriginal advocate assisted many older people to resolve issues they were facing, as well as attended meetings with various government departments such as the Department of Housing and Works, WA Health Department and Centrelink. This has helped raise awareness about cultural specific issues faced by Aboriginal and Torres Strait Islander clients.



The program saw significant growth in the past 12 months, due to the increased marketing and awareness raising, and the Aboriginal Advocacy Program has had a positive impact on the lives of many older Aboriginal and Torres Strait Islander community members.



The Aboriginal Advocacy Program saw an increase in their three major advocacy issues, housing, environmental concerns and access to health care.

Elder Abuse Prevention Program

Program Description

The Elder Abuse Prevention Program provides advocacy, information, education and referral for older people who are, or are at risk of becoming, victims of elder abuse from family or friends.

Advocare defines Elder Abuse as '*Any act occurring which causes harm to an older person and occurs within an informal relationship of trust such as family members or friends*', and can include:

- Financial abuse
- Psychological abuse
- Physical abuse
- Sexual abuse
- Social abuse
- Neglect

Research undertaken in 2011 by Advocare and the University of Western Australia stated that 4.6% of older people in Western Australia would experience some form of elder abuse. This equates to 1 in 20 people, an incredibly high number and can be linked to:

- The ageing population
- Housing shortage increasing the incidence of shared accommodation
- Increased cost of living forcing older people to be dependent on their family

- Frailty and physical dependence
- Lack of understanding about rights, finances and technology

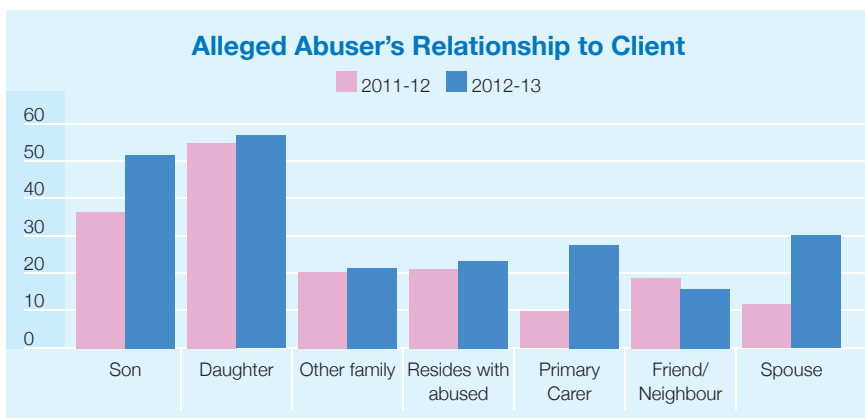
Abuse can occur in many different environments, including residential aged care facilities, hospitals and community settings. It is a complex social issue that covers both legal and illegal behaviors, both of which must be regarded with equal seriousness. A person's home is the most common place for abuse to occur and can also include the abuse of older family carers by care recipients.

Because of issues of shame and lack of self worth, abusive situations make it much more difficult for an older person to stand up for their own rights. Clients often explain the guilt and responsibility they feel when their perpetrator is their own son or daughter, and due to that guilt and shame, they will not take any action to prosecute the perpetrators with whom they have that relationship of trust.

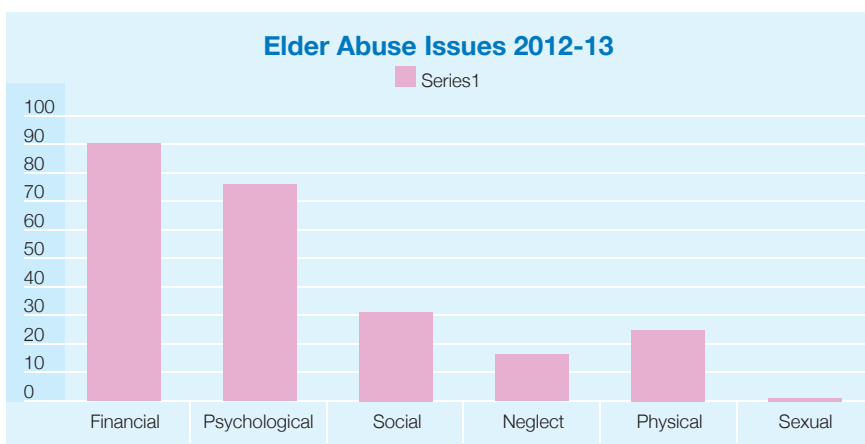
It is in this context that Advocare operates its Elder Abuse Prevention Program.

Program Performance Summary

Advocare's statistics show that a significant number of elder abuse perpetrators are the people who are directly responsible for the older person's care – such as adult children, spouses, grandchildren and other relatives or friends. There has also been a large increase in adult children being the alleged perpetrators.



In total Advocare received 122 requests for advocacy to address all forms of elder abuse, with a large portion of those being financial abuse.



Note: Many victims of abuse are experiencing more than one form of abuse, hence the higher number of issues versus the actual amount of clients.



The Alliance for the Prevention of Elder Abuse

The Alliance was established in 2005 to promote a whole-of-government policy framework that values and supports the rights of older people. The Alliance for the Prevention of Elder Abuse (APEA:WA) is a high level policy group which meets bi-monthly and includes Advocare, WA Police, Office of the Public Advocate, Public Trustee, Department of Health, Department for Communities and Local Government, Disability Services Commission, Legal Aid and the Western Australian Local Government Association (WALGA).

Members of APEA:WA work collaboratively to raise awareness of issues that surround elder abuse and to influence current attitudes, policies and practices in relation to elder abuse. APEA:WA forms an integral part of Advocare's elder abuse awareness strategy and is supported by a part-time Advocare staff member. The CEO of Advocare chairs APEA:WA meetings. The APEA:WA office is located within Advocare's Belmont office.

APEA:WA activities for the 2012-2013 year have included the following:

APEA:WA Strategic Plan

The Strategic Plan 2012-2015 has been shaped around three objectives:

- Raising awareness and understanding of elder abuse
- Facilitating policy development
- Supporting the provision of elder abuse prevention and protection services

After several interactions and generous re-formatting assistance from Public Trustee staff, the APEA:WA Strategic Plan has now evolved into a useful

document for tracking the various activities of the committee. The revised plan features continuous reporting timelines across a range of activities, to which all members are encouraged to contribute regularly via the APEA:WA Executive Officer.

Protocol Guidelines

The development of new Protocol Guidelines began in early 2013. A Protocols sub-committee was formed to guide the content of the revised document. In comparison to the 2006 publication, the sub-committee chose to adopt a comprehensive yet less complex format. The document was skilfully put together by researcher Dr Barbara Black-Blundell. The new Protocol Guidelines will be launched later in 2013.

Research

Professor Mike Clare and Dr Barbara Black-Blundell published their research paper *"Elder Abuse in Culturally and Linguistically Diverse Communities: Developing Best Practice"* in September 2012 and it

was presented to the APEA:WA committee at the October 2012 meeting. The research recommendations were discussed at a subsequent meeting and decisions were made about the best method of prioritising and progressing those recommendations.

Older People's Rights Service

Six years have flown by with the Older People's Rights Service assisting many seniors at risk of, or experiencing abuse from family or friends, mainly in the form of financial abuse.

In 2012-13 to further link the two agencies and better assist clients, a lawyer attended Advocare offices fortnightly to be readily available to provide information. This initiative proved to be successful, seeing many referrals.

The Department for Communities, through a special grant assisted the Older People's Rights Service in developing a new guardianship brochure. This brochure was available to clients and potential clients through educational sessions, expos and displays.

During 2012-13 60% of our clients were female and 40% male. Statistically there has been an increase in male clients utilising our service. Figures also reveal that whilst 60 % of our clients are from an English speaking background, 40% are from a Culturally and Linguistically Diverse background.

Our unit continued to cover a wide range of legal issues including family agreements, abuse of Enduring Powers of Attorney, criminal matters, and property matters. We have referred clients to the Public Trustee, private lawyers and the State Administration Tribunal.

There has also been an increase in the number of psychological abuse cases in the program. Our Social Worker continued to offer the intake for new clients, referring them to ongoing counselling and a variety of other social services. Other services provided included negotiating with hospitals, Centrelink, Department of Housing and Works, and Older Adult Mental Health services for clients.



Education Lawyer, Scott Johnson at an education session with older community members

Our Education Lawyer continued to deliver community legal education to groups and professionals around the issues of elder abuse. Some of the professionals we contacted included university professors, other lawyers and family violence workers. Displays and expos we attended included shopping centres, men's and women's community groups, carer and council expos in the metropolitan area.

The Older People's Rights Service feels privileged to be able to assist and support clients and as a result, will continually strive to improve the lives of seniors in the WA community.

Funding from the Department for Communities and the continued support from Advocare has been appreciated.

Education Report

Service Description

Advocare recognises the importance of developing the aged care and community sector and carries out a state wide education program.

The education program:

- Raises awareness of aged and community services to older community members to increase participation and decrease dependence on family and friends
- Provides training in the metropolitan, rural and remote areas to increase knowledge and understanding

Sessions are available to aged care recipients and staff, older community members, health students and professionals and various other key stakeholders.

Advocare provides education according to targets set out by relevant funding bodies. Requirements under our National Aged Care Advocacy Program only allow us to provide sessions to residential aged care residents once every five years and to staff once every 10 years. Education is available to Home and Community Care clients and staff as requested whilst we source places to educate older community members, students and health professionals.

During the 2012-2013 financial year, sessions were conducted to residents and staff of aged care facilities about rights and responsibilities, the complaints process and how to access free advocacy. Advocates also

provided education to existing and potential Home and Community Care clients on rights and responsibilities, the complaints process and advocacy. This included education sessions for Home and Community Care clients from culturally and linguistically diverse backgrounds utilising the services of an interpreter when required.

The Elder Abuse Prevention Program saw a decrease in the amount of education sessions provided in this financial year. This is based on the fact that more attention was focused on our contractual funding agreements – National Aged Care Advocacy Program education and advocacy.

Elder abuse education sessions were directed to several groups. This included allied health professionals, students and other industry professionals. Various older community groups were reached such as churches and city council's senior information days. Advocare was also added to the speakers list for Men's Shed clubs.

In addition, Advocare provided paid education sessions on elder abuse and assistance in accessing services to the superannuation fund GESB who run a workshop for people transitioning into retirement. The workshop outlines various subjects that older people need to know about as they grow older.

Advocare's Aboriginal education program was capably handled by both Doris Hill and Jenna-Lee Rodney. The number of education sessions in the 2012-13 financial year was significantly higher than the previous year. The majority of the Aboriginal education was provided informally.

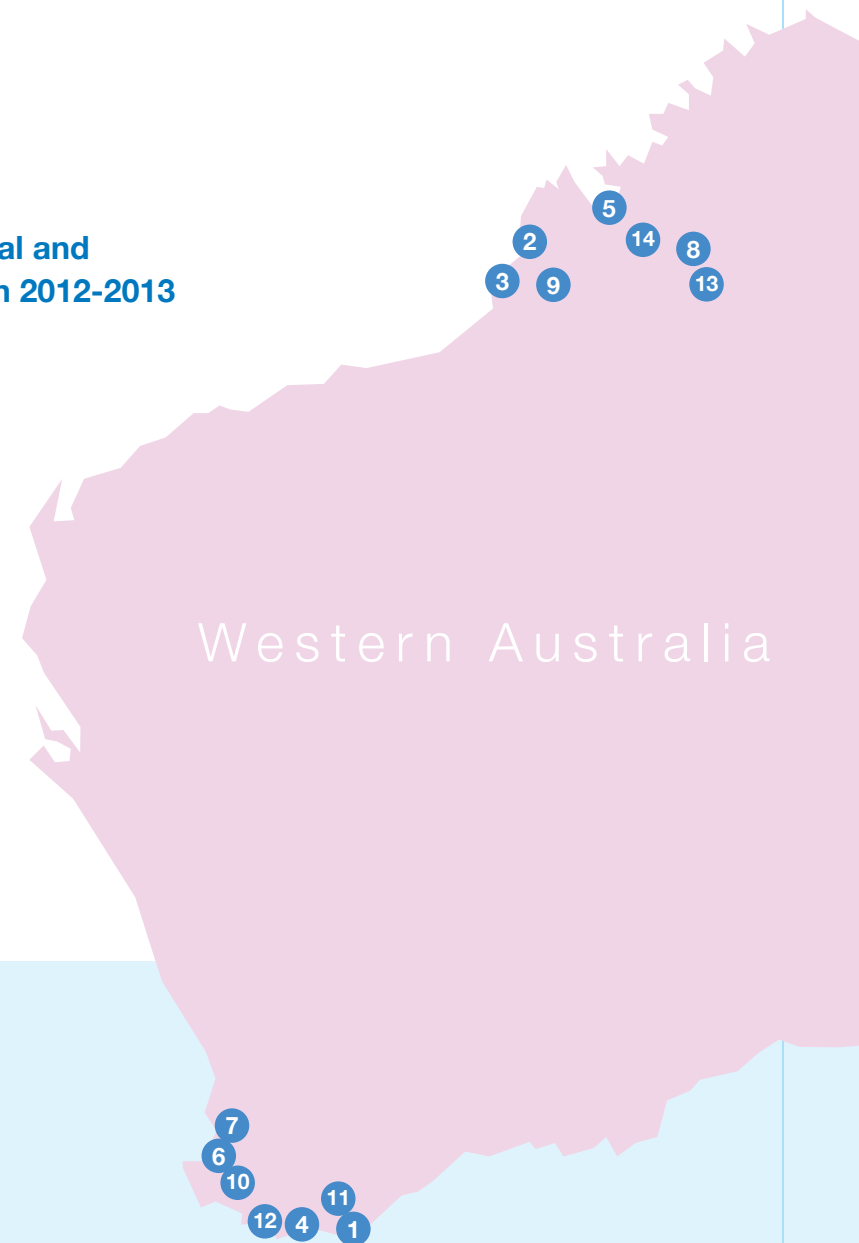
Regional Engagement

- Advocare provided three regional workshops on behalf of CommunityWest. These were in Eaton, Donnybrook and Manjimup.
- Advocate, Dianne Barker visited the Great Southern region in November providing education to residential aged care facilities and Home and Community Care service providers over five days. The visit was appreciated and fitted well in the lead up to Seniors Week 2012.
- Aboriginal advocate, Jenna-Lee Rodney visited several East Kimberley communities in May, with staff from Kimberley Aged Care Services, to talk to local Aboriginal community members about the Aboriginal Advocacy Program.

The five day trip was very well received by the local community members finding Advocare's information useful and feeling better equipped to remain active in the community, access aged care services and protect themselves from potential abuse.

Education in Rural and Regional Areas in 2012-2013

1. Albany
2. Broome
3. Bidiyadanga
4. Denmark
5. Derby
6. Donnybrook
7. Eaton
8. Fitzroy Crossing
9. Looma
10. Manjimup
11. Mt Barker
12. Walpole
13. Wangkatjunka
14. Yungngora



Aboriginal advocate Jenna-Lee Rodney, with older community members from Fitzroy Crossing

Feedback

Advocare provides the opportunity for staff to evaluate education sessions attended and provide relevant feedback. We retained a high positive response rate across the board for our education delivery.

Examples of comments noted on the evaluation form include:

‘Case examples made the sessions really engaging’

‘Presenter was very knowledgeable’

‘The presenter was very enthusiastic’

‘This training should be mandatory’

‘Well done to Advocare, it is not easy what you do’

Service Statistical Summary

In total, 324 education sessions were provided by Advocare in 2012-13.

Program	Number of Sessions
Elder Abuse	97
Home and Community Care	82
Aboriginal Advocacy Program	47
National Aged Care Advocacy Program	98
Total	324

The number of education sessions provided for National Aged Care Advocacy Program was (98), followed by Elder Abuse (97), Home and Community Care (82) and Aboriginal Advocacy Program (47).

Number of Attendees at Educational Sessions by Program

Educational sessions by program	Attendees
Elder Abuse	2737
Home and Community Care	2797
Aboriginal Advocacy Program	764
National Aged Care Advocacy Program	1821
Total	8119

The highest number of attendees who participated in education sessions was for Home and Community Care (2797), followed by Elder Abuse (2737), National Aged Care Advocacy Program (1821) and Aboriginal Advocacy Program (764).

World Elder Abuse Awareness Day

World Elder Abuse Awareness Day (WEAAD), on the 15 June every year, once again initiated a broad range of activities in WA initiated by the Alliance for the Prevention of Elder Abuse (APEA:WA). We are confident that by including a variety of approaches each year, we are reaching further into the community.

Advocare

Sausage Sizzle

On Saturday 15 June 2013 a group of Advocare employees plus two volunteers dared to do something completely different to commemorate WEAAD. Having secured sponsorship from Foodworks Gosnells, IGA Huntingdale and Woolworths Subiaco, a community BBQ was held outside the Woolworths Subiaco store.

Other events initiated by Advocare were:

- Radio interviews
- Elder abuse education for mental health professionals at the Leadership and Strategy Unit, Department of Health
- A morning tea for Advocare staff
- A WEAAD advertisement in "Have a Go" news

Illuminated buildings in the CBD

On the evening of 14 June to signify WEAAD, the represented colour of purple was illuminated on the following buildings:

- Council House
- The Bell Tower
- Trafalgar Bridge in East Perth



Advocare staff and volunteers outside Woolworths in Subiaco for the WEAAD community BBQ

Legal Aid

Legal Aid staff set up WEAAD displays in their city office and in ten regional offices.

Public Trustee and the City of Melville

The City of Melville hosted an informative talk given by a representative from the Public Trustee entitled 'Let's talk about Wills'. The meeting attracted a large interested audience who also heard a short talk about the history of WEAAD.

The Office of the Public Advocate

During the week preceding WEAAD, the Office of the Public Advocate offered seminars to explain Enduring Powers of Attorney (property and financial decisions) and Enduring Powers of Guardianship (lifestyle and health care decisions). These powerful tools equipped older community members with information to protect themselves from potential abuse and exploitation.

The seminars were conducted at the Association for the Blind in Victoria Park, the morning session was intended for the general community and the afternoon session was tailored for service providers.

Newsletters

Several organisations offered to promote WEAAD in their respective newsletters and were sent an appropriate article to publish. These organisations were: The Country Womens' Association (NSW), Mens Shed, Australian Services Union (ASU) and United Nations Australia Association.

Webinar

Advocare and Seniors Rights Victoria (SRV) partnered with the Australian Association of Gerontology to broadcast a webinar discussing the topic "Gender Issues in Elder Abuse." Speakers were Briony Dow, Convenor, Elder Abuse Special Interest Group, Australian Association of Gerontology; Catherine Barrett (LaTrobe University) and Gary Ferguson, Community Education Officer, Seniors Rights Victoria (SRV). Advocare took the opportunity to promote our latest research paper released and to inform that steps have been taken to put research findings into practice.

Other Promotions

- The WA Police prepared a media release
- The Minister for Local Government, Community Services prepared a media release
- The Department for Communities upgraded their website to enable easier navigation and access to elder abuse information

Regional (and offshore) events

Bunbury

Community Home Care support staff raised awareness about elder abuse outside Centre Point Shopping Centre in Bunbury covered by the Bunbury News.

Busselton

Cape Care Aged Care in Busselton adopted an elder abuse theme for the month of June.

Geraldton

Social workers at Geraldton hospital set up a display with posters, brochures and cup cakes to raise awareness of elder abuse to community members visiting the hospital.

Christmas and Cocos Islands

Travelling staff from Legal Aid set up displays on both Cocos and Christmas Islands.

The Western Australian Network for the Prevention of Elder Abuse (WANPEA)

WANPEA is a network of service providers who work with older people and have an interest in the prevention of Elder Abuse and supporting those who are experiencing abuse by family or friends. Meetings consist of information sharing and discussions on the prevention of Elder Abuse and promotion of the safety and well being of older people in WA. The network meets bi-monthly and has representatives from various government departments including Local, State and Commonwealth as well as hospitals, private and not for profit agencies, and client representatives. Members come from a range of professional backgrounds and include social workers, service managers, CEOs, Aged Care Assessment Team members, nurses and advocates.

The Office of the Public Advocate (OPA)

The Office of the Public Advocate is an independent statutory office holder established by the government under the *Guardianship and Administration Act 1990* to protect and promote the rights, dignity and autonomy of people with decision-making disabilities and to reduce their risk of neglect, exploitation and abuse. This includes people suffering from dementia, intellectual disability, mental illness or acquired brain injury.

As Advocare works only with clients who have decision making capacity, both the Public Advocate and Advocare have a long standing Memorandum of Understanding on a joint referral policy enabling Advocare to seek a Community Referred Investigation when a person lacks capacity or decision making ability. This is done with the view to an application being made to the State Administrative Tribunal for guardianship or administration. Similarly, The Office of the Public Advocate refers clients to Advocare when a person who is experiencing abuse is believed to have capacity.

Future Directions

- Effectively use technology to improve our services to clients in rural and remote areas
- Continue to strive for the highest level of client satisfaction with our advocacy services
- Nurture our growing reputation as a provider of high quality education and training
- Grow our capacity by developing strategic partnerships
- Ongoing commitment to Continuous Quality Improvement
- Review and restructure of our organisation to improve our capacity to deliver high quality service and value our team
- Become a benchmark for advocacy agencies
- Development of new projects and programs to benefit older community members in Western Australia
- Continue to develop effective promotion and marketing strategies to increase community awareness of Advocare's services
- Create additional tools to obtain feedback from clients
- Provide staff with further opportunities for training and professional development
- Promote and continue to enhance a positive work culture and environment
- Increase funding to improve future financial security



Our Partner Agencies

The staff of Advocare would like to acknowledge the significance of our ongoing working relationships with the following agencies and organisations which have assisted us to achieve the best possible outcomes for our clients.

- Aboriginal Health Services
- Aged Care Assessment Teams
- Aged Care Complaints Scheme (formerly CIS)
- Aged Care Services WA (ACSWA)
- Aged Care Standards and Accreditation Agency
- Alzheimer's Australia WA
- Australian Association of Gerontology
- Australian Medical Association
- Carers WA
- Centrelink
- City of Belmont
- City of Joondalup
- City of Meville
- Commonwealth Respite and Carelink Centre (CRCC)
- Community Legal Centres
- CommunityWest
- Continence Advisory Service
- Council on the Ageing
- Derbarl Yerrigan
- Department for Communities
- Department of Health and Ageing
- Disability Services Commission
- Domestic Violence Advocacy & Support (DVAS)
- Foodworks Huntingdale
- GESB Superannuation
- Home and Community Care organizations
- IGA Huntingdale
- Legal Aid
- Lotterywest
- Murdoch University
- Northern Suburbs Community Legal Centre
- Office of the Public Advocate
- Older Adult Mental Health Services
- Older People's Rights Service
- Public Trustee
- Regional Assessment Services (RAS)
- State Administrative Tribunal (SAT)
- TAFEWA
- Translating & Interpreting Service (TIS)
- Umbrella
- University of Western Australia
- Western Australian Department of Health
- Western Australian Local Government Association
- Woolworths Subiaco

Acronyms

Acronyms used in this publication or within the industry:

AAP	Aboriginal Advocacy Program
ACAT	Aged Care Assessment Team
ACSAA	Aged Care Standards and Accreditation Agency
AMS	Aboriginal Medical Service
ANPEA	Australian Network for the Prevention of Elder Abuse
APEA:WA	Alliance for the Prevention of Elder Abuse: Western Australia
ATSI	Aboriginal and Torres Strait Islander
CACP	Community Aged Care Packages
CALD	Culturally and Linguistic Diverse
CM	Care Manager
COTA	Council on the Ageing
CRCC	Commonwealth Respite and Carelink Centre
DSC	Disability Services Commission
DV	Domestic Violence
DVA	Department of Veterans Affairs
DVAS	Domestic Violence Advocacy Service
EACH	Extended Aged Care at Home
EACHD	Extended Aged Care at Home (Dementia)
EAPP	Elder Abuse Prevention Program

EPA	Enduring Power of Attorney
F&DV	Family & Domestic Violence
HACC	Home and Community Care
ILC	Independent Living Centre
INPEA	International Network for the Prevention of Elder Abuse
MPS	Multi Purpose Service
NACAP	National Aged Care Advocacy Program
OPA	Office of the Public Advocate
OPAN	Older Persons Advocacy Network
OPRS	Older People's Rights Service
POA	Power of Attorney
PT	Public Trustee
SAT	State Administrative Tribunal
VRO	Violence Restraining Order
WANPEA	Western Australian Network for the Prevention of Elder Abuse
WEAAD	World Elder Abuse Awareness Day



Financial Statements

For the year ended 30 June 2013

Ray Woolley Pty Ltd

19 Bayport Circuit

Mindarie

WA 6030

CASH FLOW STATEMENT FOR THE YEAR ENDED 30 JUNE 2013

	\$
Cash Flows from Operating Activities	
Receipts from - Department of Health & Ageing	294,094.10
Receipts from - Department of Health WA	760,218.52
Receipts from - Lotterywest	3,093.64
Interest Received	17,214.64
Other Income Received	34,780.51
Payments to Suppliers and Staff	<u>-1,063,950.37</u>
Net Cash Flows from Operating Activities	45,451.04
 Cash Flows from Investing Activities	
Additions to Fixed Assets	-1,998.18
 Net increase in Cash and Cash Equivalents	<u>43,452.86</u>
 Cash and Cash Equivalents Brought Forward	504,681.79
 Cash and Cash Equivalents Carried Forward	 <u>\$548,134.65</u>

The accompanying notes form part of these Financial Statements

INCOME STATEMENT

FOR THE YEAR ENDED 30 JUNE 2013

		30/06/2012
Income		
Grant - Department of Health & Ageing	294,689.01	298,268.34
Grant - Department of Health WA	765,593.18	774,600.93
Grant - Lotterywest	3,093.64	9,746.36
Interest	17,214.64	24,782.40
Other Income	<u>24,567.04</u>	<u>23,003.68</u>
Total Income	1,105,157.51	1,130,401.71
Expenditure		
Accounting & Audit Fees	1,210.00	1,150.00
Advertising & Recruitment	22,973.32	39,906.43
Board & Meeting Costs	16,953.18	17,991.52
Consultants - Industrial	3,918.18	58,411.26
Consultants - Interpreters	408.87	98.17
Depreciation	23,071.00	40,632.00
Electricity	8,015.99	6,905.60
Equipment Expenses	1,114.07	1,873.63
Insurances	9,952.45	10,347.60
Make Good Cost re Lease	0.00	0.00
Motor Vehicle Expenses	36,327.70	34,770.60
Printing, Postage & Stationery	19,319.33	18,497.04
Rent	63,429.12	55,304.37
Repairs & Maintenance	484.65	1,149.61
Salary & Wages Costs	833,779.26	723,391.89
Telephones	11,902.57	10,360.21
Training	12,217.90	14,582.79
Travel & Transport Costs	10,081.98	23,291.10
Other Expenses	<u>26,524.95</u>	<u>37,603.54</u>
Total Expenditure	1,101,684.52	1,096,267.36
Operating Surplus for the year	<u>3,472.99</u>	<u>34,134.35</u>
Accumulated Funds Brought Forward	243,898.65	209,764.30
Transfer to Capital Reserve	0.00	0.00
Accumulated Funds Carried Forward	<u>\$247,371.64</u>	<u>\$243,898.65</u>

The accompanying notes form part of these Financial Statements

BALANCE SHEET

AS AT 30 JUNE 2013

		30/06/2012
Current Assets		
Cash at Bank	547,834.65	504,381.79
Cash on Hand	300.00	300.00
GST Recoverable	0.00	0.00
Trade Debtors	4,211.53	14,425.00
Sundry Debtors & Prepaid Expenses	0.00	0.00
Total Current Assets	552,346.18	519,106.79
Non - Current Assets		
Office Furniture & Equipment		
Cost	304,408.29	302,410.11
Accumulated Depreciation	-294,018.01	-270,947.01
Total Non - Current Assets	10,390.28	31,463.10
Total Assets	562,736.46	550,569.89
Current Liabilities		
Trade Creditors	23,545.49	16,369.89
Sundry Creditors & Accruals	11,420.06	9,345.93
Wages Accrual	13,755.87	12,138.54
GST Payable	0.00	0.00
Grants in Advance	21,589.82	27,559.39
Provision for Annual Leave	52,624.55	57,575.67
Provision for Sick Leave	12,513.71	10,329.86
Total Current Liabilities	135,449.50	133,319.28
Non - Current Liabilities		
Provision for Long Service Leave	32,007.41	25,444.05
Make Good Provision re Lease	40,000.00	40,000.00
Total Non - Current Liabilities	72,007.41	65,444.05
Total Liabilities	207,456.91	198,763.33
Total Net Assets	\$355,279.55	\$351,806.56
Accumulated Funds		
Accumulated Funds Carried Forward	247,371.64	243,898.65
Asset Replacement Reserve	15,000.00	15,000.00
Capital Reserve	92,907.91	92,907.91
Total Accumulated Funds	\$355,279.55	\$351,806.56

The accompanying notes form part
of these Financial Statements

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2013

Note 1: Summary of Significant Accounting Policies

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act of WA. The committee has determined that the incorporation is not a reporting entity.

The financial report has been prepared on an accruals basis and is based on historic costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The following significant accounting policies, which are consistent with the previous period unless stated otherwise, have been adopted in the preparation of this financial report.

a. Income Tax

The incorporation is exempt from Income Tax.

b. Office Furniture and Equipment

Office Furniture and Equipment are carried at cost less, where applicable, any accumulated depreciation.

The depreciable amount of all assets is depreciated over the useful lives of the assets to the association commencing from the time the asset is held ready for use.

c. Impairment of Assets

At the end of each reporting period, the committee reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, an impairment test is carried out on the asset by comparing the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, the asset's carrying amount. Any excess of the asset's carrying amount over its recoverable amount is recognised in the income and expenditure statement.

d. Employee Benefits

Provision is made for the association's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits have been measured at the amounts expected to be paid when the liability is settled.

e. Provisions

Provisions are recognised when the association has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured. Provisions are measured at the best estimate of the amounts required to settle the obligation at the end of the reporting period.

f. Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

g. Accounts Receivable and Other Debtors

Accounts receivable and other debtors include amounts due from members as well as amounts receivable from donors. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets.

h. Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2013

Interest revenue is recognised using the effective interest method, which for floating rate financial assets is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Grant and donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

All revenue is stated net of the amount of goods and services tax (GST).

If conditions are attached to the grant that must be satisfied before the association is eligible to receive the contribution, recognition of the grant as revenue will be deferred until those conditions are satisfied.

i. **Goods and Services Tax (GST)**

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the statement of financial position.

j. **Financial Assets**

Investments in financial assets are initially recognised at cost, which includes transaction costs, and are subsequently measured at fair value, which is equivalent to their market bid price at the end of the reporting period. Movements in fair value are recognised through an equity reserve.

k. **Accounts Payable and Other Payables**

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the association during the reporting period that remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

STATEMENT BY MEMBERS OF THE COMMITTEE

The committee have determined that the incorporation is not a reporting entity.

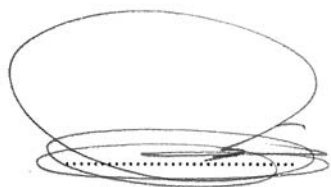
The committee have determined that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

In the opinion of the committee the attached financial report:

1. Presents fairly the financial position of Advocare Incorporated as at 30 June 2013 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that Advocare Incorporated will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Committee and is signed for and on behalf of the Committee by:

Chairperson

A handwritten signature in black ink, consisting of a large, loopy 'C' shape followed by several horizontal strokes.

Dated this 20th day of September 2013

INDEPENDENT AUDIT REPORT TO THE MEMBERS OF

We have audited the accompanying financial report, being a special purpose financial report, of Advocare Incorporated (the incorporation), which comprises the committee's report, the assets and liabilities statement as at 30 June 2013, the income and expenditure statement and cashflow statement for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the statement by members of the committee.

Committee's Responsibility for the Financial Report

The committee of Advocare Incorporated is responsible for the preparation of the financial report, and has determined that the basis of preparation described in Note 1 is appropriate to meet the requirements of the Associations Incorporation Act of WA and is appropriate to meet the needs of the members. The committee's responsibility also includes such internal control as the committee determines is necessary to enable the preparation of a financial report that is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the association's preparation of the financial report that gives a true and fair view, in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial report presents fairly, in all material respects, the financial position of Advocare Incorporated as at 30 June 2013 and its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements, and the requirements of the Associations Incorporation Act of WA.

Basis of Accounting and Restriction on Distribution

Without modifying our opinion, we draw attention to Note 1 to the financial statements, which describes the basis of accounting. The financial report has been prepared to assist Advocare Incorporated to meet the requirements of the Associations Incorporation Act of WA. As a result, the financial report may not be suitable for another purpose.



Ray Woolley Pty Ltd

Ray Woolley

Registered Auditor No 16396

18 August 2013

17 Russley Grove

Yanchep

WA 6035



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