

Annual Report 2009-2010



Contents



About this Report

This report is designed to give our stakeholders an insight into the range of services delivered by Advocare Inc. It gives a brief description of each of our programs and provides statistical information relating to program performance for the 2009/10 financial year. The audited 2009/10 Financial Reports are contained on pages 27-33.

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Agency Profile

Who We Are

Advocare Incorporated is an independent, not for profit community based organisation mandated through the Aged Care Act 1997 to provide advocacy and representation for older people who cannot represent themselves and where other sources of personal support are not available or practical.

What is Advocacy?

Advocacy may be defined as speaking, acting or writing with minimal conflict of interest on behalf of the sincerely perceived interests of a person or group in need of support to promote, protect and defend their welfare and justice by:

- being on their side and no-one else's to support their realistic demands
- being primarily concerned with their fundamental needs
- remaining loyal and accountable to them in a way which is empowering and empathetic.

While family members and staff may act as advocates, there are circumstances in which having an independent, impartial advocate is a more appropriate option.

Our Advocates

The aim of our advocates is to empower our clients to make their own decisions based on informed choices.

Unless proven otherwise, 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 decisions for themselves, regardless of their age.

We do not advise the client on the best option. Instead, we work with and alongside the client providing information on their rights and assisting them in identifying options so they know of their rights and can speak out for their own interests.

We also provide information and education on older people's rights and sources of help and support in the community to ensure that our clients have all the information they need to help them make informed decisions. At the same time we also provide education to service providers and the wider community so there is a better understanding of the variety of challenges being faced by older people and how those challenges, often inadvertently, could impact their rights and their quality of life.

Our Clients

As the only body recognised by both State and Federal governments in WA, Advocare is the voice of residents in aged care facilities, clients of HACC services, victims of elder abuse and other special needs groups (accessing the above-mentioned services) such as ATSI and CALD. Advocare ensures that their rights are protected as provided for in the

Charter of Resident Rights and Responsibilities, the HACC National Standards and the United Nations Charter on Human Rights.

Advocare deals only with clients who have mental capacity to make their own decision. Should a client or potential client have impaired decision making capacity, and there is conflict between relatives about the client's best interests. Advocare will refer the matter to the Office of the Public Advocate or will encourage the service provider involved in their care to apply for the appointment of a guardian or administrator.





Agency Profile

Our Philosophy

Our philosophy is based on the tenet that all people are entitled to the same human rights and therefore our work and advocacy are based on the belief that 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
- make a complaint and be fully informed about their rights, care, accommodation and fees.

It is easy to take away or deny those rights by labelling older people as vulnerable and/or in need of protection.

Our Vision

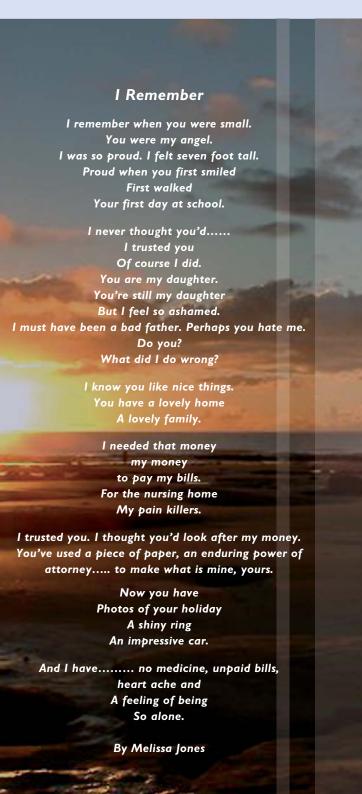
A community where the rights of people are supported and respected.

Our Mission

To provide independent advocacy and support for the rights of older people and people with disabilities.

Our Key Values

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



Chairperson's Report

2010 was a year of consolidation and working towards a solid future for Advocare. This year we secured a four year funding contract with our major funding body, the Home and Community Care Program. This has ensured that as Advocare moves towards its 10th Anniversary next year we are able to continue our important work of advocating for the needs of the older adults in our community.

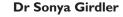
The Board appreciates and recognises the commitment of the staff of Advocare, and the great resource they represent in building a firm future for the organization. The challenging work they undertake makes an immeasurable contribution to the wellbeing of older adults in Western Australia. As chair, I also understand the importance of ensuring that we continue to sustain our committed workforce into the future.

2010 has been a year in which Advocare has built on the strategic objectives established in our Strategic Plan in 2009. A major achievement this year has been the successful implementation of the new data management system, IVO, which has improved our capacity to report on the meeting of service delivery targets. Advocare has continued to build on partnerships with other organisations, including those working with women who have experienced domestic violence. As a Board we have continued to review our membership with Tara Ludlow joining us in October 2009. Looking forward, in 2011 researchers from the

University of Western Australia will report on the research they have been undertaking on our behalf into Elder Abuse in Western Australia.

Since joining the board in 2007, and as Chairperson in 2010, I have appreciated and enjoyed the commitment, enthusiasm and dedication of my fellow Board members. Board members of Advocare meet a minimum of ten times annually and serve on a voluntary basis. I would like to take this opportunity to thank you all for the donation of that most valuable resource – Time.

Congratulations to Mr Greg Mahney and the outstanding team of staff at Advocare for another successful year, and I look forward to celebrating 10 years of Advocare with you all next year.





Dr Sonya Girdler



Board Members as at 30th June 2010

Dr. Sonya Girdler (Chair)

Britta Meyer (Vice-Chair)

Katie Hill (Member)

Tara Ludlow (Member)

Greg Mahney (Non-Voting Member)

Jeff Powell (Member)

Russell Raymond (Member)

Margaret Ryan (Member)

Chief Executive Officer's Report

It has been another very fulfilling year for Advocare's staff. Throughout the year we have helped hundreds of people resolve issues of conflict and achieve a better life. Advocare's clients and those they interact with consistently report that our advocates have been helpful, empathetic, supportive and practical in helping to get to the core issues behind problems that affect people's lives.

Advocare had a very stable year in terms of staff turnover with only the Manager Policy and Support, Maureen Sellick, resigning to take up other life choices. Maureen made a substantial contribution to the work of Advocare over eight years and particularly helped to raise awareness of elder abuse in the Western Australian community. She has our ongoing gratitude and best wishes for the future.

Our strategic plan, compiled last year, has served as an invaluable guide for our activities throughout this year and in preparation for the future. The vision it describes, the values it ascribes and the five strategic objectives it contains have set the framework for our activities throughout the year.

We continue to work with a number of other organisations, both government and non-government, to extend our services and reach, and to ensure our scarce resources are used to their maximum. One such example is the Alliance for the Prevention of Elder Abuse (APEA:WA) which has had a successful year getting a range of government departments and offices to share information on this vital social and personal issue. The Alliance was particularly effective this year is promoting World Elder Abuse Awareness Day on 15 June.

It was also very pleasing to be a finalist in this year's Western Australian Consumer Protection Awards.

In closing I would particularly like to thank the staff of Advocare. All the staff at Advocare enjoy working with older people, but the nature of the work, particularly in the area of elder abuse, can sometimes be guite disturbing. It is a great credit to them that they tackle their tasks with such vitality, professionalism and good nature. I would also like to thank Advocare's Board members for their important governance activities and the time they volunteer each month.

Advocare will continue to strive towards its vision of a community where the rights of people are supported and respected.

Greg Mahney



Greg Mahney

Staff as at 30th June 2010

Greg Mahney	CEO
Krystyna Cieslawski	Manager Policy and Support
Mary Kepert	APEA:WA Executive Officer
Lyn Walters	Accountant
Anne Pike	Senior Advocate
Melissa Jones	Education Co-ordinator
Dianne Barker	Advocate
Sheree Beaton	Advocate
Doris Hill	Advocate (Aboriginal Advocacy Program)
Beverley Hills	Advocate (Geraldton)
Fran Rafferty	Advocate
Patrick Smith	Advocate (Aboriginal Advocacy Program)
Clare O'Connor	Administration Officer
Darlinda Pooran Singh	Administration Officer

Resignations and New Appointments in 2009/10

Resignations:

Maureen Sellick: Manager of Policy & Support (March 2010)

New Appointments:

Krystyna Cieslawski: Manager of Policy & Support (March 2010)



Reporting Against the Strategic Plan 2009-2011

The 2009-2011 Strategic Plan defines the direction Advocare Inc wishes to follow and addresses five overarching goals against which all our services have been measured. The following tables show how Advocare met the Key Performance Indicators in 2009/10.

Abbreviations:

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

Strategic Objective I

Improve the quality and standard of Advocare's services

Key Performance Indicators	Performance
Conduct stakeholder feedback mechanisms at least annually and achieve improved satisfaction scores each time	EO
A comprehensive education delivery plan developed and implemented by June 2009, and then updated annually	EO
A useful benchmarking process developed and implemented by June 2011	NS

Strategic Objective 2

Improve the promotion and marketing of Advocare and its services

Key Performance Indicators	Performance
A strategic marketing plan developed and implemented by August 2009	IP
A new Advocare website operational by March 2010	IP
The strategic marketing plan to be reviewed annually to determine efficacy and report on progress	NS

Strategic Objective 3

Establish clearly defined partnerships with key organisations to further Advocare's strategic objectives

Key Performance Indicators	Performance
Increase the number of clearly defined partnerships with other organisations by a total of six over the next three years	IP

Reporting Against the Strategic Plan 2009-2011

Strategic Objective 4

Introduce a diversified funding base directed towards organisational sustainability

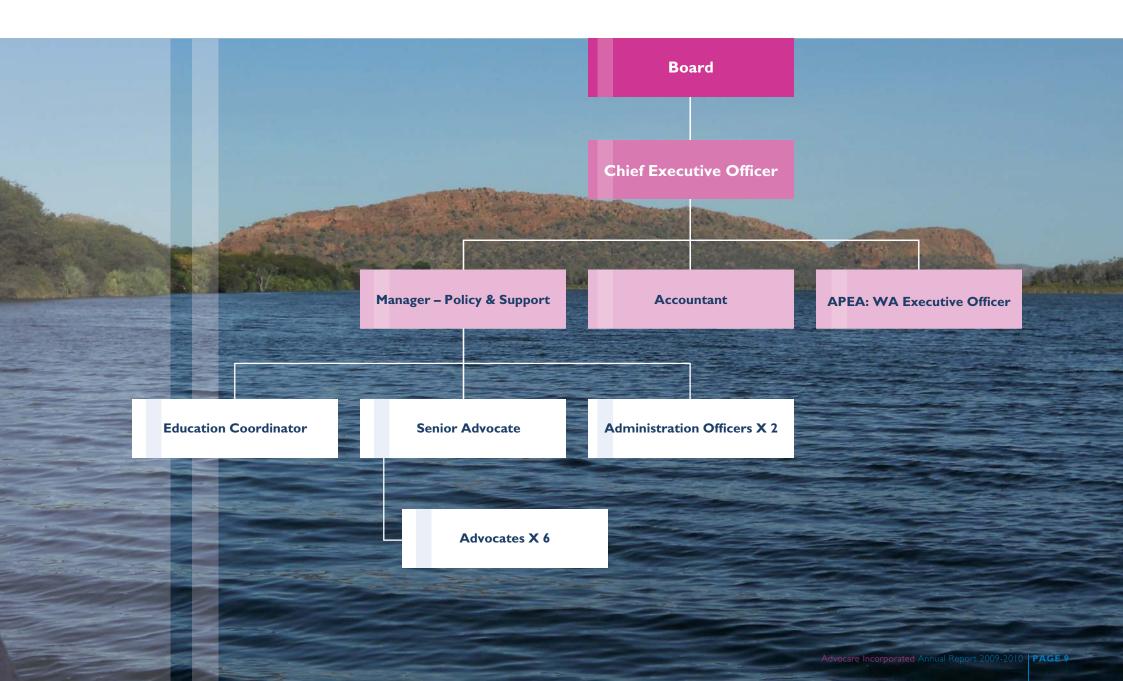
Key Performance Indicators	Performance
Increase the amount of funding received by Advocare each year by an amount greater than the Consumer Price Index	EO
Receive at least two new sources of income, funding or one off grants each 12 months	A
Develop and implement a donation and bequest strategy by June 2011	NS

Strategic Objective 5

Improve Advocare's use of technology to support services

Key Performance Indicators	Performance
A technology strategy plan developed and implemented by August 2010	IP
A new client database fully implemented by 30 June 2009	Α
A comprehensive education delivery plan developed and implemented by June 2009, and then updated annually	Α

Organisation Chart – Advocare Inc.



MAIN PROGRAMS

Advocare operates six programs:

National Aged Care Advocacy Program (NACAP)

Providing advocacy, information, education and referral for people who are residents of aged care facilities and people who are recipients of Community Aged Care Packages (CACP) and Extended Aged Care at Home (EACH) packages.

Home And Community Care (HACC) Program

Providing advocacy, information, education and referral for people accessing HACC services.

Elder Abuse Prevention Program (EAPP)

Providing advocacy, information, education and referral for older people who are, or could become, victims of elder abuse from family or friends.

Aboriginal Advocacy Program (AAP)

Providing culturally specific advocacy, information and education to Aboriginal people living in residential care, receiving in home aged care packages (HACC, EACH, CACP) or being mistreated by family or friends.

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

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

Older People's Rights Service (OPRS)

Providing 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

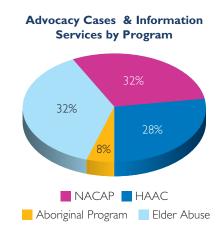
The highest number of advocacy and information hours (1938) was provided in relation to Elder Abuse followed by 1386 hours spent with the clients from the Home and Community Care Program (HACC) and 1175 hours from the National Aged Care Advocacy Program (NACAP).

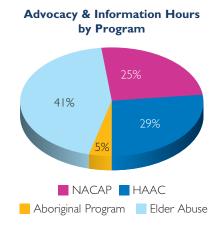
Although much less time was spent on advocacy and information per service for the National Aged Care Advocacy Program, the number of requests for assistance from the NACAP clients was the highest at 441 and was followed closely by 427 requests received for the Elder Abuse Prevention Program. The average lengths spent on a case for NACAP, HACC and Elder Abuse was respectively 2.7, 3.7 and 4.5 hours.

Despite several new approaches and initiatives, this year the number of requests under the Aboriginal Program has decreased.

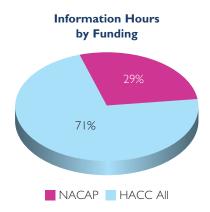
Advocacy & Information by Program in 2009/2010

Program	Cases	Hours	Average Hours
NACAP	441	1175	2.7
НААС	377	1386	3.7
Aboriginal Program	102	248	2.4
Elder Abuse	427	1938	4.5
Total	1347	4747	









Performance in Brief

National Aged Care Advocacy Program (NACAP)

Program Description

People are entering aged care facilities at an older age and in an increasingly frail condition. There is clearly a need for advocacy and support for residents and their families once the person needs to go into care. For most clients this is a highly emotional stage of life as they need to deal with all the changes, unresolved grief and loss. A significant proportion also have dementia or memory difficulties, meaning that they are increasingly reliant on facility staff to both maintain their rights and initiate access to help when needed.

Staff turnover at some facilities is high and care workers start working in the field with only limited training. Through the provision of direct educational sessions to carers, Advocare have become aware that carers' knowledge of human rights is often limited. This is very worrying as on a number of occasions our advocates have heard comments from facility staff such as: 'they don't need to know', "they are like babies", "they have no rights,". At the same time facilities report that very few relatives are now attending residents' and relatives' meetings.

All the above factors increase the importance of raising and maintaining staff awareness of abuse and of attentiveness to residents' rights. Staff need to know about Advocare services and the residents' right to access an advocate.

Ongoing and frequent education of staff is needed and is of true benefit to residents. Such sessions provide an opportunity for staff to learn about the residents' rights and facilitate discussions on how those rights relate to a care worker's daily tasks and how to make older people more comfortable when they try to address an issue through complaints mechanisms.

The current funding allows Advocare to provide only one session for staff every ten years and only one for residents every five years. Combined with the high staff turnover and the brevity of residents' stay in the facilities such funding is clearly inadequate.

Seeing the urgent need and the positive impact that education programs had on the elderly residents' quality of life, Advocare staff provided many hours of additional, not funded educational sessions for staff last year, exhausting our already limited resources. This situation cannot continue.

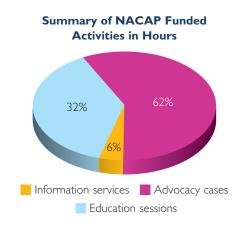
Program Performance Summary

In 2009-2010 there were 279 NACAP Advocacy cases and 162 requests for Information.

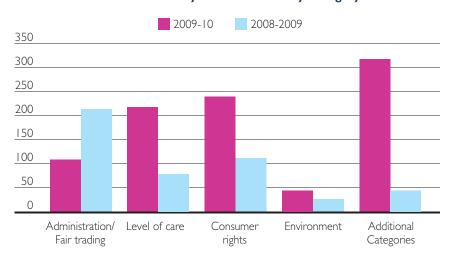
Together with 167 education sessions to over 1200 participants, Advocare provided 1733 hours of service under the NACAP program.

NACAP Funded Activity Summary 2009-2010

Advocacy		Information		Education		
Cases	Hours	Enquiries	Hours	Sessions	Hours	Attendees
279	1070	162	105	167	558	1219



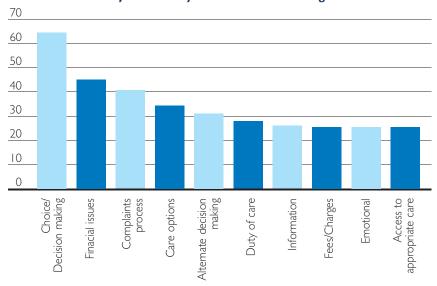
Number of Issues by NACAP Advocacy Category



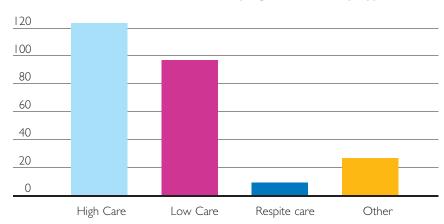
Our advocates deal with the increasingly complex cases and regularly attend professional training to keep abreast with the changes in the service provision and to meet our clients' growing expectations. An increasing number of clients present to Advocare with a multitude of issues (see graph above), which require more time and consideration. Out of five NACAP advocacy categories only the "Administration and Fair Trading" recorded a decrease from 208 issues to 112 (86% less). The most probable cause for this was a better understanding by the facilities of their responsibilities under the Aged Care Act 1997.

Issues under the "Additional Categories" have grown almost sixfold with the Financial Issues (45) being the most common followed by Care Options (34) and Alternate Decision Making (31).

NACAP Major Advocacy Issues Across all Categories



Number of Advocare Clients by Aged Care Facility Type



Performance in Brief

Home and Community Care Program (HACC)

Program Description

The HACC Program provides services that support and help frail older people and younger people with disabilities to live independently at home. Services provided include help at home, help with getting out into the community and respite for carers.

All agencies providing HACC services are required by the Government to provide quality care by meeting the National Service Standards, which among others ensures that all clients have the right to quality service, to be treated with respect and courtesy, and to have access to an advocate for support and information.

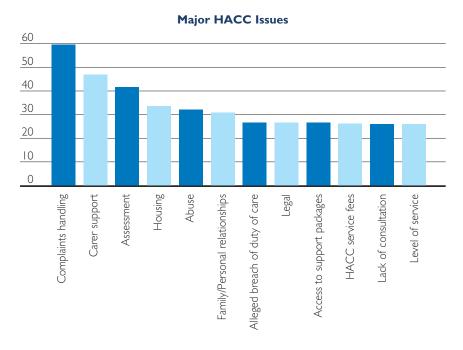
Advocare advocates provide professional support, information and advocacy to HACC clients when clients are unsure or confused about their care options, feeling pressured to make a choice or are not satisfied with the care received and need assistance to make a complaint.

Program Performance Summary

The three major issues referred to Advocare by HACC Clients in 2009-2010 were complaints handling, carer support and assessment.

We also continued to receive requests for information and advocacy relating to staff performance, lack of consultation and health care concerns.

21% of Advocare clients were married or in a de facto relationship; 63% were widowed and 16% were single.

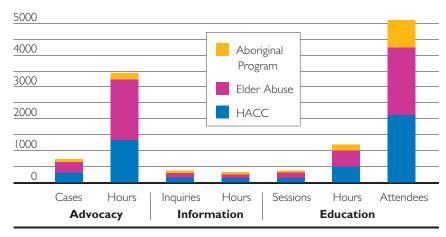




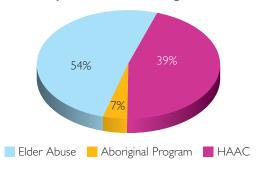
Other HACC Funded Programs

Under the HACC program, Advocare receives funding to provide the Aboriginal Advocacy Program and Elder Abuse Prevention Program, which includes Advocacy, Information and Education. The graph below depicts the distribution of Advocare's activities across all HACC funded programs:





Advocacy & Information Hours in 2009-2010 by HACC Funded Program



Aboriginal Advocacy Program

Program Description

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

- Providing information about their rights and responsibilities to access Home and Community Care (HACC).
- Improve access to information for HACC clients about rights and responsibilities.
- Promoting their rights and entitlements in relation to HACC.
- Reinforcing respect for older ATSI clients.

Program Performance Summary

Despite making an ongoing effort to reach more Aboriginal clients, this year the number of requests under the Aboriginal Program has been reduced by half even though the total time spent on service provision has increased by 13%.

We provided Advocacy and Information services to 102 Indigenous clients through our HACC funded program. A total number of 974 people were reached during the 2009-2010 financial year, including 43 education sessions conducted for an audience of 872 attendees.

Education sessions included information on Aboriginal health and culture, the role of Advocare and elder abuse prevention. The two advocates employed under the program attended numerous meetings with various government departments, for example Housing and Works, the WA Health Department and Centrelink, raising awareness on the culture specific issues faced by the Aboriginal clients.

Indigenous Australians have been under represented across all programs and Advocare has been developing a number of strategies to address these issues and will continue them into 2010-2011.

Performance in Brief

One of the strategies used to raise awareness were displays held at large shopping centres, where people could stop to look at the displayed information and get on the spot answers to their questions on Aboriginal culture or elder abuse.

Another strategy was to get the message across on elder abuse through young people and Advocare became involved with the Marr Moorditj TAFE, where students were encouraged to participate in various activities- for example designing posters to promote awareness and prevention of Elder Abuse.

Both advocates have been actively involved in many Aboriginal networks and forums and passionate about the cause they represent - they have been taking every opportunity to speak up about elder abuse. For example, one advocate called the Curtin Radio station and gave an on the spot interview on Elder Abuse after hearing a broadcast about a homeless elderly man squatting in a back shed.

The three major issues reported under the Aboriginal Advocacy Program referred to Carer Support, Abuse and Housing. The numbers of reported cases of abuse have dropped from 52 in the previous year to just 11 in 2009-2010.

Major Aboriginal Advocacy Program Issues 14 12 8 6 4 2 Family/Personal relationships Housing Abuse Complaints handling Carer Support Not culturally proper HACC Service Fees Health Care

Elder Abuse Prevention Program

Program Description

The increasing age of our population will result in an increase in the number of older people who are at risk of abuse and exploitation. In addition, some people in our community have increased vulnerability to abuse because of a lack of knowledge or insufficient understanding about their rights, finances, state of health, or because of frailty, social circumstances or other factors.

Elder Abuse is a complex social issue that includes both legal and illegal behaviours. Both must be regarded with equal seriousness. Elder abuse may present complex social and health outcomes and can occur in different environments, including aged care facilities, hospitals and community settings. However, as with other forms of family violence, a person's home is the most common place for violence and/or abuse to occur, and can include the abuse of older family carers by care recipients.

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.

This can include:

- Financial or material abuse.
- Emotional or psychological abuse
- Physical abuse
- Sexual abuse
- Social abuse
- Neglect

Abusive situations make it more difficult for an older person to stand up for their own rights. It is far more complex for people to disclose and deal with abuse by relatives and friends than abuse by others less intimately connected because of emotional and social ties that exist in intimate relationships. Family abuse involves issues of shame and lack of self worth.

Those who have been victims of family violence in all its forms may be unlikely or unwilling to prosecute the perpetrators with whom they have an emotional bond.

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

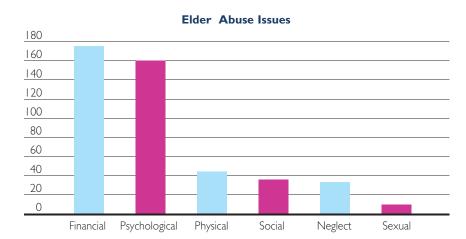
Program Performance Summary

Our statistics show that most of the time the perpetrators of elder abuse are the people who are directly responsible for their care - such as their spouses, adult children, grandchildren, other relatives or friends.



Fifty five percent of the alleged perpetrators were male and 45% female.

In total, Advocare received 430 reports of elder abuse with the financial abuse being the highest at 170 cases and psychological abuse at 154. Both have increased by 50% and 36% respectively compared with the previous financial year.



Education Report

Service Description

Last year we continued to visit residents of aged care facilities and conduct informative sessions about their rights, responsibilities and how to access free advocacy, should they ever need it.

Advocates successfully conducted education for Home and Community Care clients from linguistically diverse backgrounds and developed sessions specifically for use with an interpreter.

Our onsite training sessions for aged care staff of all employment roles was very well attended and well received. Onsite workshops at our office in Belmont continued to allow organisations to send as few as one staff member at a time to receive training minimising the stress placed on remaining employees.

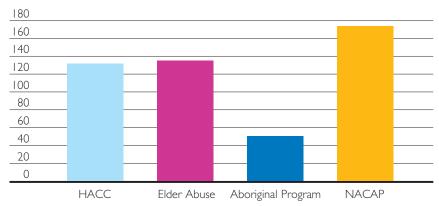
Two specific presentations were created for the Aboriginal Advocacy Program and our two Aboriginal Program advocates attended Derbarl Yerrigan Mirrabooka and Perth on a regular basis. They also distributed handouts that outlined the service they provided and included information on Aboriginal cultural needs.

Our "Prevention of Financial Mistreatment" community sessions were well received and provided an opportunity to discuss Enduring Power of Attorney, Guardianship, Advance Health Directives and Administration.

Service Statistical Summary

In total 461 education sessions were provided in the past financial year. Numbers increased from 280 in the previous year due to the provision of multi sessions where rights, responsibilities, complaints and elder abuse were covered in a workshop format.

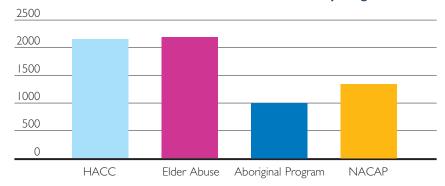
Education Sessions Provided in 2009-2010



Each educational session is well planned and designed to meet specific needs of a given audience. For example, in recognition of the fact that not all residents are well enough to attend meetings, advocates are now offering to speak one on one to residents with capacity and give them the time needed to ensure they are aware of services available to them.

The outcome of this approach is reflected in our statistics, which show that the highest number (167) of educational sessions was provided for the NACAP clients (refer to graph above), however the number of NACAP attendees was the second lowest at 1219 (refer to graph below).

Number of Attendees at Educational Sessions by Program



Feedback

Staff attending HACC sessions commented on the extent of information we managed to cover in an easy to understand manner. Family carers found the information interesting and suited to their needs. In particular, they valued the case studies, anonymous real life examples and opportunities to ask questions.

Comments following education on Elder Abuse were very positive, describing the presentations as flowing well with the PowerPoint slides, being well explained and interactive. Participants enjoyed the group work aspect of the sessions and the chance to talk about cases. Including information about Aboriginal culture in the workshops has been very well received. The presenters were seen to be clear, friendly and interesting.

The only issues stated relate to the time allowed and a number of participants expressed that they would like the session to have been longer.

Staff attending training at the residential aged care facilities commented that they found the content informative and interesting, appreciated case studies and found group work was useful. On occasion, participants have indicated they would have liked more time on the topic. All participants agreed that the session would change their future practices considerably or partly and almost all agreed that they now better understood the rights of people receiving aged care services.



Older People's Rights Service

The Older People's Rights Service has just completed its third year of assisting older people who are at risk or experiencing elder abuse in the metropolitan area. Our partnership and referral with Advocare and The Northern Suburbs Community Legal Centre, has continued to be a success. The Office for Seniors Interests and Carers at the Department for Communities has also continued to support us both through our Steering Committee and through special events such as World Elder Abuse Awareness Day. The Department has also assisted with a Family Agreement fact sheet. Thanks also to all the Steering Committee for their input and effort.

In March 2010 it was voted on and accepted that the Steering Committee be suspended. An Advisory Committee was formed by many of the same members to meet half yearly or as the need arises.

The third year has seen many staff changes. Scott Johnson is now the Community Development and Education Officer for Northern Suburbs Community Legal Centre. He still contributes to OPRS services, for example Scott has concentrated on law reform with a submission to the Department of the Attorney General of Western Australia on Family Agreements and Enduring Powers of Attorney. Fran Ottolini replaced Scott Johnson as solicitor in August 2009. Funding was also obtained to employ another part time solicitor Ken Eastman who began in January 2010. Annie Huggett's (social worker) role has also changed slightly to include more advocacy work.

Elder abuse casework has doubled and we were able to accommodate 102 clients in this financial year. The largest percentage of the cases were related to financial/ psychological abuse, with a smaller percentage related to social and physical abuse and even fewer cases of neglect. We have seen an increase in self referrals while Advocare referrals remained steady. We have also seen an increase in referrals from hospitals, government departments and local support agencies. Our service has also been involved in cases pertaining to the protection of clients from abusive

professionals such as accountants and financial advisors. These cases have led to the uncovering of fraudulent conduct and the Fraud Squad was involved.

There is strong evidence that the Centrelink magazine articles and OPRS educational sessions have resulted in raised awareness of the public. There has been an increase in the number of enquiries and agencies contacting us for further information and/or referral of clients.

In the last financial year our client base has consisted of 67% females and 33% males. These figures show that there has been an increase in the proportion of male clients attending our service and a slight decrease in the percentage for females attending.

Fran Ottolini has been at the helm of our service and has instigated many positive policies and procedures relating to more appropriate responses both from our clients and from our service. The social worker has also been given responsibility for clearer intake data and for establishing clear indication of mental capacity. This is in addition to the support offered to clients with their social issues and arduous crisis counselling. The social worker has developed good relations with Homeswest, Centrelink and the WA Police. There have been many referrals to Office of the Public Advocate and as many guickly housed in alternative accommodation. The social worker's educational talks have become a low priority as the time was more productively spent on the many special needs of our clients.

It has been a successful third year of operations and it is expected that in the next year the organisation will be just as busy.

The Alliance for the Prevention of Elder Abuse (APEA:WA)

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

Research

Financial assistance from Lotterywest has enabled a much needed collaborative scoping project between Advocare Inc., APEA:WA and the University of Western Australia to begin this year.

This research project is entitled "Examination of the Extent of Elder Abuse in Western Australia: A Qualitative and Quantitative Investigation of Existing Agency Data" and it will facilitate a better understanding of the way elder abuse information is kept across the variety of departments and agencies that are currently in the front line for dealing with elder abuse. It will also contribute to elder abuse statistics being held in a more uniform manner across departments and agencies. This will ultimately lead to improved response planning for incidents of elder abuse.

The research is important because of the ageing demographics of the population and the now outdated estimates of the prevalence of elder abuse. Where available, statistics will also be gathered to enable comparisons of the way data is stored between Departments. It is hoped that this work will eventually lead to an extension of the study into the myriad of agencies that potentially deal with elder abuse in Western Australia.

Further work in the research domain has led to approaches to three Perth universities to consider setting up research registries, whereby research topics could be suggested by people and agencies directly linked with elderly people and therefore close to the issues that are important to them. University personnel expressed interest in the proposal which has benefits for all:

- It assists students to choose relevant topics that they can be assured are valued.
- Poorly resourced agencies (which are closest to the difficulties encountered), can have influence on the direction of research.
- Universities can be seen to be aiding the dissemination of research back into the communities where it will be of the most benefit.



The Alliance for the Prevention of Elder Abuse (APEA:WA)

World Elder Abuse Awareness Day (WEAAD) 15 June 2010

We are confident that our participation in WEAAD events in 2010 reached a far larger and more diverse section of the Western Australian community than ever before. In contrast to the previous practice of restricting WEAAD events to a single seminar day, the following events were scheduled across the third week in June.

- The Office of the Public Advocate organised community presentations to inform the public and service providers about Enduring Powers of Attorney and Advance Care Directives.
- The Public Trustee presented to a capacity audience about its internal forensic functions.
- The Topic Sheet, "Family Agreements: Knowing Your Rights and Responsibilities" was launched at the Northern Suburbs Community Legal Centre.
- Three separate radio interviews were broadcast.
- A metropolitan athletics club featured WEAAD at a weekly meeting.
- Council House, Perth was illuminated in purple on the evening of 14 June.
- WEAAD 2010 was featured in the Geraldton community by means of displays and activities.



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

WANPEA, which has been established by Advocare to forge important links between government and non-government agencies, is a network of service providers who work with older people and are interested in the promotion of the safety and well-being of older people in Western Australia. The purpose of the network is to:

- Promote community awareness about elder abuse.
- Support those who are experiencing abuse by family or friends, and to
- · Act as a resource on elder protection issues.

The network, which meets every two months, has been growing rapidly and presently has representatives from 24 Government and non-Government agencies

including Advocare Inc., APEA:WA, Alzheimer's Australia WA, Centrelink, City of Joondalup, City of Belmont, Older People's Rights Service (OPRS), , Department for Communities, Bentley Older Adult Mental Health and ACAT from Sir Charles Gairdner Hospital, Bentley Health Services and Swan District Hospital.

Our current priority is to invite CALD and Indigenous organisations working with older people to join the network.

Meetings consist of guest speakers, agency information sharing and discussions around issues affecting older people that could result in elder abuse. The purpose is to develop ideas for resolving those issues and thus prevent elder abuse. There is also an opportunity to bring up systemic issues which can be taken to HACC and/or APEA:WA (the Alliance for the Prevention of Elder Abuse in WA).

The Office of the Public Advocate (OPA)

Advocare and the Office of the Public Advocate have 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. OPA refers clients to Advocare when a person who is experiencing abuse is believed to have capacity.

Future Directions

- Maintain continued high levels of client satisfaction with our advocacy services.
- Continue to build on growing reputation as a provider of high quality education and training that is both innovative and creative.
- Accomplish all goals set out in the 2009-2011 Strategic Plan.
- Review contractual obligations under the HACC and NACAP contracts.
- Ongoing review of current programs.
- Review IVO to develop a data base which is functional and tailored to Advocare's specific needs.
- Develop promotion and marketing strategies to increase community awareness of Advocare services.
- Increase opportunities for clients to contribute to the improvement and development of our services.
- Create more suitable tools to obtain feedback from clients.
- Review and update the existing administrative processes.
- Update policy manuals.
- Provide staff with opportunities for training and development.
- Facilitate opportunities for staff to contribute to a positive and supportive work culture and environment.
- Broaden the funding base to improve future financial security.
- Secure funding for new service initiatives and agency infrastructure.

Our Partner Agencies and Organisations

The staff of Advocare would like to acknowledge the value of our ongoing working relationships with the following agencies and organisations as they make a significant contribution towards helping us achieve better outcomes for our clients.

- Aboriginal Health Services
- Aged Care Assessment Teams
- Alzheimer's Australia WA
- Centrelink
- Community Legal Centres
- CommunityWest
- · Council on the Ageing
- Curtin University
- Department for Communities
- Department of Health and Ageing
- Disability Services Commission
- Home and Community Care organisations
- Legal Aid

- Northern Suburbs Community Legal Centre
- Office of the Public Advocate
- Older Adult Mental Health Services
- Older People's Rights Service
- Public Trustee
- State Administrative Tribunal
- TAFEWA
- University of Western Australia
- Western Australian Department of Health
- Western Australian Local Government Association
- Western Australian Police and the Police Academy

Acronyms

AAP	Aboriginal Advocacy Program	EPA	Enduring Power of Attorney
ACAT	Aged Care Assessment Team	F&DV	Family & Domestic Violence
ACSAA	Aged Care Standards Accreditation Agency	HACC	Home and Community Care
AMS	Aboriginal Medical Service	IVO	Advocare Computer Data Base
APEA	Alliance for the Prevention of Elder Abuse	ILC	Independent Living Centre
ATSI	Aboriginal & Torres Strait Islander	MPS	Multi Purpose Service
CACP	Community Aged Care Packages	NACAP	National Aged Care Advocacy Program
CALD	Culturally & Linguistic Diverse	NAN	National Advocacy Network
CM	Care Manager	OPA	Office of the Public Advocate
COTA	Council on the Ageing	OPRS	Older People's Rights Service
DSC	Disability Services Commission	POA	Power of Attorney
DV	Domestic Violence	PT	Public Trustee
DVA	Dept of Veterans Affairs	SAT	State Administrative Tribunal
DVAS	Domestic Violence Advocacy Service	VRO	Violence Restraining Order
EACH	Extended Aged Care at Home	WANPEA	Western Australian Network for the Prevention of Elder Abuse
EAPP	Elder Abuse Prevention Program	WEAAD	World Elder Abuse Awareness Day



Financial Statements For the year ended 30 June 2010

> Ray Woolley Pty Ltd 19 Bayport Circuit Mindarie WA 6030

CASH FLOW STATEMENT For the year ended 30 June 2010

Cash Flows from Operating Activities	\$
Receipts from - Department of Health & Ageing	270,326.09
Receipts from - Department of Health WA	684,831.01
Receipts from - Lotterywest	26,611.82
Interest Received	7,122.52
Other Income Received	16,652.31
Payments to Suppliers and Staff	-953,639.99
Net Cash Flows from Operating Activities	51,903.76
Cash Flows from Investing Activities Additions to Fixed Assets	-3,534.08
Net increase in Cash and Cash Equivalents	48,369.68
Cash and Cash Equivalents Brought Forward	236,506.31
Cash and Cash Equivalents Carried Forward	\$284,875.99

INCOME STATEMENT For the year ended 30 June 2010

		6/30/09
Income		
Grant - Department of Health & Ageing	270,326.09	271,065.96
Grant - Department of Health WA	704,831.01	661,353.68
Grant - Lotterywest	114,588.82	27,852.00
Interest	7,122.52	8,950.65
Other Income	20,257.31	22,897.53
Total Income	1,117,125.75	992,119.82
Expenditure		
Accounting & Audit Fees	2,610.25	1,211.91
Advertising & Recruitment	11,912.58	9,272.05
Board & Meeting Costs	8,665.14	3,979.29
Consultants - Industrial	18,456.46	1,870.00
Consultants - Interpreters	0.00	2,375.00
Depreciation	50,695.00	51,361.94
Electricity	6,292.86	5,928.20
Equipment Expenses	24,499.22	28,570.74
Insurances	10,606.18	9,707.19
Make Good Cost re Lease	13,332.00	13,332.00
Motor Vehicle Expenses	33,520.51	35,914.03
Printing, Postage & Stationery	19,628.07	19,628.07
Rent	61,020.35	55,208.86
Repairs & Maintenance	333.94	2,507.66
Salary & Wages Costs	728,757.82	706,801.36
Telephones	10,566.40	12,662.77
Training	5,505.91	22,079.27
Travel & Transport Costs	13,417.46	32,102.61
Other Expenses	3,169.31	10,232.79
Total Expenditure	1,022,989.46	1,024,745.74
Operating Surplus for the year	94,136.29	-32,625.92
Accumulated Funds Brought Forward	160,793.33	153,419.25
Transfer to Capital Reserve	-87,977.00	0.00
Prior Year Adjustment	0.00	40,000.00
Accumulated Funds Carried Forward	\$166,952.62	\$160,793.33

BALANCE SHEET As at 30 June 2010

		6/30/09
Current Assets	204 500 40	227 120 01
Cash at Bank Cash on Hand	284,509.49	236,139.81 366.50
GST Recoverable	366.50 65.00	0.00
Trade Debtors	5,075.00	1,535.00
Sundry Debtors & Prepaid Expenses	0.00	254.06
Total Current Assets	290,015.99	238,295.37
Non - Current Assets		
Office Furniture & Equipment		
Cost	293,851.02	290,316.94
Accumulated Depreciation	-192,741.01	-142,046.01
Total Non - Current Assets	101,110.01	148,270.93
Total Assets	391,126.00	386,566.30
Current Liabilities		
Trade Creditors	10,659.56	1,195.29
Sundry Creditors & Accruals	5,365.64	3,743.70
Wages Accrual	6,961.18	6,105.98
GST Payable	0.00	0.00
Grant in Advance - Department of Health WA	0.00	20,000.00
Deferred Income - Lotterywest Capital Grant	0.00	27,855.00
Provision for Annual Leave	43,031.00	39,713.00
Provision for Sick Leave	7,999.00	8,521.00
Total Current Liabilities	74,016.38	107,133.97
Non - Current Liabilities	0.240.00	1001000
Provision for Long Service Leave	8,349.00	18,018.00
Deferred Income - Lotterywest Capital Grant	0.00	60,122.00
Make Good Provision re Lease Total Non - Current Liabilities	38,831.00 47,180.00	25,499.00 103,639.00
Total Liabilities	121,196.38	210,772.97
Total Net Assets	\$269,929.62	\$175,793.33
Accumulated Funds		
Accumulated Funds Carried Forward	166,952.62	160,793.33
Asset Replacement Reserve	15,000.00	15,000.00
Capital Reserve	87,977.00	0.00
Total Accumulated Funds	\$269,929.62	175,793.33

The accompanying notes form part of these Financial Statements

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

NOTE I: STATEMENT 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 association is not a reporting entity.

The financial report has been prepared in accordance with the requirements of the Associations Incorporation Act of WA and the following Australian Accounting Standards:

AASB 112 Accounting for Income Tax

AASB 1031 Materiality

AASB 10 Events Occurring After Reporting Date

AASB 117 Accounting for Leases

AASB 1004 Contributions

The adoption of AASB 1004 has required a change of accounting practice in relation to the receipt of grants for capital purposes. Previously the income from capital grants was deferred and amortised over the life of the assets acquired with the grant. Under AASB 1004 capital grants are recognised as income in the year they are received and not amortised over the life of the assets. The amount of capital grants received is instead transferred to a capital reserve in the balance sheet. The brought forward deferred income figure of \$87,977 has been recognised as income this year and transferred to a capital reserve.

No other applicable Accounting Standards, Australian Accounting Interpretations or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The financial report has been prepared on an accruals basis except that income is only accounted for when received 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 specific accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

(a) Income Tax

The incorporation is exempt from Income Tax.

(b) Fixed Assets

Office Furniture and Equipment is shown at cost less, where applicable any accumulated depreciation.

(c) Employee Entitlements

Provision is made for the company's liability for employee entitlements arising from services rendered by employees to balance date. Employee entitlements expected to be settled within one year together with entitlements arising from wages and salaries and annual leave and sick leave which will be settled after one year have been measured at their nominal amount. Other employee entitlements payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those entitlements.

The provision for sick leave is calculated at 33% of the outstanding balance at year end.

Long service leave is calculated at current rates based upon 13 weeks leave after 10 years and is now only provided for employees after 5 years service.

Contributions are made by the association to an employee superannuation fund and are charged as expenses when incurred.

NOTE 2: PRIOR YEAR ADJUSTMENT

An error was made in the amount of grant carried forward in 2009. It should have been written off at \$20,000 per annum and not all carried forward. The amount carried forward as at 30 June 2009 has been amended to \$20,000 and \$40,000 has been adjusted in the year ended on that date as a Prior Year Adjustment.

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 2010 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

Dated this 28th day of September 2010

INDEPENDENT AUDIT REPORT TO THE MEMBERS OF ADVOCARE INCORPORATED

Scope

The special purpose financial report and committee's responsibility.

The special purpose financial report comprises the balance sheet, income statement, accompanying notes to the financial statements and the statement of the Committee for Advocare Incorporated for the year ended 30 June 2010.

The Committee are responsible for the preparation and the true and fair presentation of the financial report and have determined that the accounting policies used and described in Note I to the financial statements which form part of the financial report are consistent with the financial reporting requirements of the Associations Incorporations Act (WA) and are appropriate to meet the needs of the members. This includes responsibility for the maintenance of adequate accounting records and internal controls that are designed to prevent and detect fraud and error, and for the accounting policies and accounting estimates inherent in the financial report.

The special purpose financial report has been prepared for distribution to members for the purpose of fulfilling the Committee's financial reporting requirements under the Associations Incorporations Act (WA). We disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

Audit Approach

We conducted an independent audit in order to express an opinion to the members of the incorporation. Our audit was conducted in accordance with Australian Auditing Standards, in order to provide reasonable assurance whether the financial report is free of material misstatement. The nature of an audit is influenced by factors such as the use of professional judgement, selective testing, the inherent limitations of internal control, and the availability of persuasive rather than conclusive evidence. Therefore, an audit cannot guarantee that all material misstatements have been detected.

We performed procedures to assess whether in all material respects the financial report presents fairly, in accordance with the accounting policies described in Note I, so at to present a view which is consistent with our understanding of the incorporation's financial position, and of its performance as represented by the results of its operations. These policies do not require the application of all Accounting Standards and other mandatory professional reporting requirements in Australia. No opinion is expressed as to whether the accounting policies used and described in Note 1, are appropriate for the needs of the members.

We formed our audit opinion on the basis of these procedures, which included:

- examining, on a test basis, information to provide evidence supporting the amounts and disclosures in the financial report, and
- assessing the appropriateness of the accounting policies and disclosures used and the reasonableness of the significant accounting estimates made by the Committee.

While we considered the effectiveness of the management's internal controls over financial reporting when determining the nature and extent of our procedures, our audit was not designed to provide assurance on internal controls.

Independence

In conducting our audit, we followed applicable independence requirements of Australian professional ethical pronouncements.

Audit Opinion

In our opinion, the financial report of Advocare Incorporated presents a true and fair view in accordance with the accounting policies described in Note I to the financial statements, of the financial position of Advocare Incorporated as at 30 June 2010 and the results of its operations for the year then ended.

Ray Woolley Pty Ltd

Ray Woolley Registered Auditor No 16396 4 September 2010

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