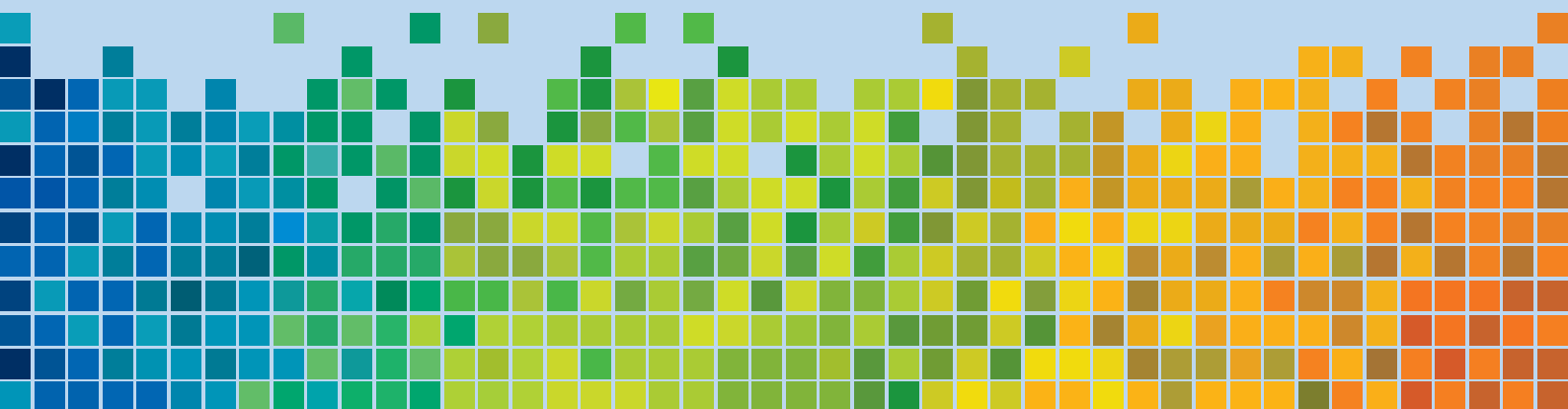


Annual report 2014



Promoting bladder and bowel health

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The Continence Foundation of Australia is a not-for-profit organisation and the national peak body for incontinence promotion, management and advocacy. The organisation was founded in 1989 by an alliance of health professionals and corporate representatives who wanted to achieve better advocacy and services for people with incontinence.

The Continence Foundation has representation across Australia with a branch or resource centre located in each state and territory. Our national office manages the National Continence Helpline, World Continence Week, and education and awareness programs under the Australian Government's National Continence Program.

The Continence Foundation publishes the *Australian and New Zealand Continence Journal* for health professional members and *Bridge* consumer magazine.

The Foundation's Board of Directors is voluntary and is committed to building a strong organisation dedicated to promoting continence and managing incontinence.

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Continence Foundation of Australia: Mission and Objectives

Membership comprises

- consumers with incontinence and their carers;
- health professionals such as continence nurse advisors, continence physiotherapists, general nurses, GPs and specialists;
- organisations with an interest in incontinence; and
- companies supplying continence-related products.

Our vision

An Australian community free of the stigma and restrictions of incontinence.

Our mission

To represent the interests of Australians affected by, or at risk of, bladder and bowel control problems and act as an advocate for their interests.

To serve all Australians by promoting bladder and bowel health. This will be achieved by:

- working with consumers, professionals and industry
- facilitating access to continence support services
- providing evidence-based information and advice, and
- building the capacity and capability of the workforce

Our objectives

- Achieve our mission through partnership and collaboration
- Raise awareness of bladder and bowel health through social marketing
- Empower consumers to take control and improve health outcomes
- Ensure equitable access to continence information and support services
- Build the capacity and capability of the specialist and non-specialist workforce
- Further develop our policy leadership and advocacy role
- Continue to build our future



Board of Directors

President

MICHAEL MURRAY



Associate Professor Michael Murray has a broad range of management, clinical and clinical teaching experience in the area of aged care. Associate Prof Murray is the medical

director of Continuing Care and head of Geriatric Medicine at Austin Health, Associate Professor at Melbourne University and Adjunct Associate Professor Australian Centre for Evidence Based Aged Care, La Trobe University, and the University of Notre Dame. He holds a number of board and committee positions with a variety of health and educational institutions, and is the president of the National Ageing Research Institute. He has held the position of Continenence Foundation of Australia National President since 2004.

Vice President

IAN TUCKER



Dr Ian Tucker has been an active member of the Continenence Foundation since its inception and is currently the vice president of the Board. Dr Tucker has been a pioneer in the field of sacral nerve

neuromodulation for disturbances of bladder and bowel function and has chaired sessions nationally and internationally at major conferences. He has also lectured on neuromodulation to the Australian Pain Society, the Canberra Pain Society and the Adelaide Pain Society and more recently on sacral neuromodulation in Maastricht, Netherlands.

Treasurer

THERESE TIERNEY



Therese Tierney is chief executive of Bairnsdale Regional Health Service and has 35 years' experience in the health sector. This includes chief executive and senior management roles since

1994. While Therese primarily works in the health sector, she has also had significant involvement in the local government sector, both as a councillor and officer. Additionally,

Therese has been involved in a number of roles that focus on strategic planning and innovation and has been a member of the Continenence Foundation board since 2002, serving as president until 2005, and currently as treasurer.

Elected Ordinary Director

GLENICE WILSON



Following 50 years in many areas of nursing, including clinical, lecturing at university, aged care, district nursing, general practice and research, Glenice Wilson now works in

private practice (continence/urology consultancy services), with a focus on medico-legal compensatory claims for cases concerning continence in view of quality outcomes. Glenice is a life member of the Continenence Foundation of Australia and Singapore Continence Society, and was the recipient of the Churchill Fellowship in 1992.

Elected Ordinary Director

DARRYL KELLY



Darryl Kelly has more than 30 years national and international experience as a specialist nurse in the area of spinal cord injuries (SCI). Darryl has been in private practice since 1997,

having established SCIMWA (Spinal Cord Injuries Management WA). SCIMWA is a fee-for-service practice providing clinical consultation and education/training in the management of continence for people with SCI, including families and community services. SCIMWA also prepares medico legal reports on continence management and related equipment costs for people with SCI.

Director

HUGH CARTER



Hugh Carter was diagnosed with Multiple Sclerosis in 1994 and retired from full time employment in 1995, having worked in business, public service and with the RAAF. Hugh

became an advocate, consultant and trainer in the disability sector and a member of a number of disability organisations. Hugh is a

Disability Australia delegate, board member and vice president of MS Tasmania, consumer board member of the Continenence Foundation of Australia, and was formerly consumer representative on the Continenence Management Advisory Committee of the Department of Health and Ageing, preceded by five years on National Continenence Expert Advisory Committee.

Elected Ordinary Director

JANET CHASE



Janet Chase is a physiotherapist whose chosen area of practice is the treatment of incontinence and pelvic floor dysfunction in women, men and children. She has a

strong interest in continence education and is currently chairwoman of the Continenence Foundation's Paediatric Advisory Subcommittee, a board member of the International Children's Continenence Society and a Director of the Continenence Foundation of Australia.

Chief Executive Officer/Secretary

BARRY CAHILL

Industry Advisor to the Board

LESLEY BARTON

Solicitors

BRIAN WARD & PARTNERS

Level 11, 555 Lonsdale Street, Melbourne, Victoria

Auditor

TIM P MEEHAN

Prospect Accountants
Suite 5, Level 1, 74 Doncaster Rd
Balwyn North, Victoria

Bankers

ANZ BANK

Carlton North, Victoria

Sub-Committees to the Board

State President's Committee

Michael Murray (Chair)
Barry Cahill (CEO)
Gail McBean (NT)
Irmia Nahon (ACT)
Sam Pillay (SA)
Tracey Shanley (WA)
Tess Steel (TAS)
Barry Thomson (VIC)
Vincent Tse (NSW)

Finance Sub-committee

Therese Tierney (Chair)
Barry Cahill
Frances Correa

Paediatric Advisory Sub-committee

Janet Chase (Chair)
Wendy Bower
Barry Cahill
Rowan Cockerell
Frances Connor
Vivienne Corcoran
Denise Edgar
Susie Gibb
Mark Gibberson
Lil Johnstone
Erin Murphy

Australian & New Zealand Continence Journal Committee

Prof Mark Weatherall (Chair & editor)
Barry Cahill
Assoc Prof Pauline Chiarelli
Dr Johan Gani
Dr Jenny Kruger
Jacinta Miller (Production Editor)
Assoc Prof Kate Moore
Ms Debbie Rigby
Assoc Prof Ka Lai (Clara) Shek
Dr Margaret Sherburn
Assoc Prof Winsome St John
Dr Vincent Tse
Jan Zander (NZCA)

Bladder & Bowel Collaborative Steering Committee (BBC)

(From 1 January 2010)

Barry Cahill (Chair)
Pauline Chiarelli
Rowan Cockerell
Kamini Devenny (DSS)
Phillip Herreen
Alison McClelland
Erin Murphy
Marissa Otuszewski (DSS)
Marilyn Woodcock
Lisa Wragg

Consumer Advisory Committee

Hugh Carter (Chair)
Beverley Bird
Barry Cahill
Rowan Cockerell
Keith Davies
Phillip Herreen
Elizabeth Kirby
Frank Ritchie

Board of Trustees

Michael Murray (Chair)
Barry Cahill
Hugh Carter
Darryl Kelly
Therese Tierney
Glenice Wilson

23rd National Conference on Incontinence 2014

CFA/UGSA Scientific Committee
Christopher Maher (Chair)
Karen Boundy
Carol Breeze
Janet Chase
Janelle Greitschus
Peta Higgs
Karen Matthews
Andrew Stevenson
David Winkle

Local Organising

Christopher Maher (Chair)
Barry Cahill
Shan Fleming
Ty Fleming
Mary Trezise

President's report



The past year was significant in many ways, but also because it brought a scheduled conclusion to the inaugural Bladder and Bowel Collaborative (BBC) agreement between the Australian Government and the Continence Foundation of Australia.

The establishment of the BBC in 2011, funded under the National Continence Program, recognised the Continence Foundation's position as the peak body representing the interests of Australians affected by incontinence, and the associated stakeholders involved in the prevention, treatment and management of incontinence. Throughout the duration for the three-year agreement, the Continence Foundation has undertaken a wide range of national programs and initiatives to meet the objectives of community education and awareness, and skilling specialist and non-specialist continence health professionals.

I am pleased to say that the Foundation's outstanding success in achieving these aims has resulted in a 12-month extension of the BBC agreement, concluding in June 2015. Further, the Board remains optimistic that funding for a longer term agreement under the National Continence Program will eventuate to enable the Foundation to continue the vital work of educating consumers and health and industry professionals about the importance of bladder and bowel health and where to seek help and information.

These objectives have long been the corner stone of all of the Foundation's activities, and continued to be central to its achievements in the past year.

Perhaps this was most evident with the 22nd National Conference on Incontinence in Perth. The annual conference is the largest multidisciplinary continence education event in Australia and provides a platform for the latest research in the field of incontinence.

The conference was attended by 640 delegates, including international and national keynote speakers presenting on the clinical, social and emotional aspects of incontinence, and provided learning opportunities for attendees from diverse backgrounds, including doctors, nurses, physiotherapists and carers.

The conference continues to draw support from a large number of sponsors, including the Department of Social Services (formerly Health and Ageing) as principal sponsor. The meeting also featured an extensive trade show, with 42 industry representatives exhibiting across 55 booths.

In recognition of the importance of providing workforce support to a diverse range of health professionals in diverse settings, the Foundation again offered conference scholarships

to health professionals working in rural and remote settings, and free conference registrations to the three winners of the World Continence Week promotion competition.

The Continence Foundation showcased its role in health education advocacy by presenting at the conference on its special project, *Incontinence Outreach in Culturally and Linguistically Diverse Communities*. A representative from the Foundation will again present at the 2014 Cairns conference, detailing its *Pelvic floor awareness in pregnancy, childbirth and beyond* project, which was launched during World Continence Week 2014 (June 23–29).

World Continence Week is another opportunity for the Foundation to promote its programs. This year's launch was attended by more than 100 key stakeholders and members, who heard about the project's new consumer pregnancy app and guide book, and the online education course developed in conjunction with the Australian College of Midwives.

These events are just a couple of examples of the many programs and initiatives undertaken by the Foundation throughout the year. This report highlights the many achievements and promotional platforms leveraged to enhance the organisation's mission to represent and advocate for the interests of those affected by, and at risk of, incontinence, as well as serving all Australians by promoting bladder and bowel health.

This could not be achieved without the hard work and dedication of many people.

Under our constitution, one of three Ordinary Directors elected by the members retires from office at every AGM. In 2013, Janet Chase was re-elected to the board as an Ordinary Director. I also extend my gratitude to all the state presidents, resource centre managers, advisory and sub-committee members, and all the members who have contributed to this year's outcomes. Thanks also to our corporate supporters, who have also assisted us with so many projects throughout the year.

Finally, on behalf of the National Board and membership, I wish to thank the staff of the Department of Social Services for their continued support in assisting the Foundation in managing the many activities funded by the department. I would also like to thank chief executive officer Barry Cahill and his national office team who strive so hard to improve outcomes for all Australians affected by incontinence, and effect change at a global level through collaboration with international organisations.



Associate Professor Michael Murray
August 14, 2014

The year at a glance

27,054

National
Continence
Helpline enquiries

27

Educations
forums held

30

Scholarships
awarded

452,409

Websites hits

100,000

Number of Bridge
magazines

1251

Number of
members

924,991

Resources
distributed

640

Conference
attendance

7000

Advertisements
shown on TV



Membership

Members are vital in assisting the Continence Foundation in raising awareness of incontinence and promoting good bladder and bowel health.

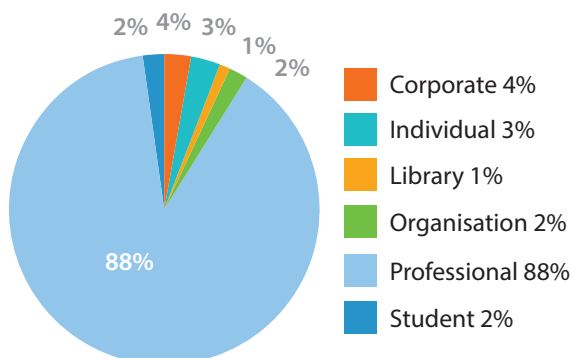
The Foundation offers a range of membership types to ensure appeal and relevance across various fields and levels of expertise, encompassing students, individuals and professionals, as well as organisations and corporate bodies.

Membership entitlements are many and varied, including:

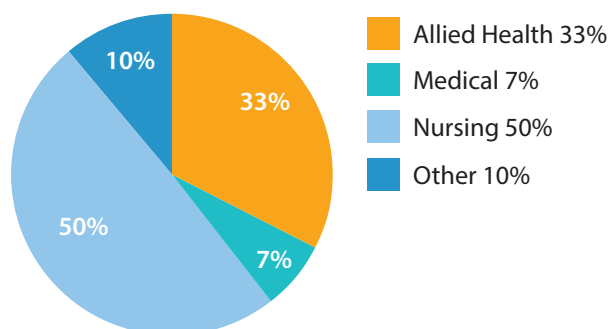
- discounted registration to the National Conference on Incontinence
- quarterly subscription to the *Australian and New Zealand Continence Journal*
- quarterly subscription to *Bridge* magazine
- quarterly updates about news and developments in the field of continence.

Thank you to all those members who renewed during the year and welcome to our new members. More than 36 per cent of 1251 members renewed their membership using the online payment facility.

Membership type



Membership by profession



Members are able to take advantage of discounted registration to the annual conference.

Programs

Bladder Bowel Collaborative

The Continence Foundation of Australia is supported by the Australian Government Department of Social Services under the National Continence Program to implement the Bladder Bowel Collaborative program. The three-and-a-half-year program was extended for a further year to June 2015. Under the program, the Continence Foundation continues to deliver a wide range of national programs and activities, including, but not limited to:

- Management of the National Continence Helpline 1800 33 00 66
- Skilling specialist and non-specialist continence health professionals through Every Body's Business health professional forums and paediatric continence education forums
- Consumer forums, delivered by Continence Foundation-employed health promotion officers at the state level, and supported by state-based continence resource centres
- Management of the Australian Continence Exchange (continencexchange.org.au)
- Online education resources, courses and forums for both health professionals and consumers
- Publications, including the peer reviewed *Australian and New Zealand Continence Journal* (for health professionals) and *Bridge* for consumers
- Resources for special need groups, including targeted tools for Aboriginal and Torres Strait Island health care workers and culturally and linguistically diverse communities
- Coordination of national World Continence Week activities

Health System Capacity Development Fund

As the national peak body, the Continence Foundation also continues to meet its commitment to contribute to public debate and community consultation, providing advocacy for its members and the organisation's stakeholders.

Activities under these objectives are supported with funding under the Australian Government's Health System Capacity Development Fund. Under the current three-year agreement funding is provided to June 30, 2015. The agreement specifies reports, milestones, performance targets and outcomes to be achieved as the national peak body for incontinence.

Marketing and Communications

Publications

Australian and New Zealand Continence Journal

The *Australian and New Zealand Continence Journal* editorial committee continues to be led by editor Professor Mark Weatherall, who is president of the New Zealand Continence Association.

The *Journal* is a niche publication and in the past year has published papers on a variety of topics relating to the various stakeholder disciplines, as well as some novel research relating to surgical treatments, physiotherapy intervention and population studies. The *Journal* continues to mentor novice authors.

The *Journal's* editorial committee continues to provide guidance to ensure the quality of the publication. The Scholar One manuscript management platform was rolled out by Cambridge Media early in 2014 and this has streamlined the process of manuscript submission and administration. The committee continues to evolve the *Journal* in line with international practice. The project to provide open access for archived articles in conjunction with the Foundation's Australian Continence Exchange website is continuing.

Bridge

Bridge is the Continence Foundation's quarterly consumer magazine, which has a circulation of approximately 25,000 each edition.

The magazine features articles covering a range of topics and issues, and each edition features a wide cross section of contributors promoting key bladder and bowel health messages to target audiences.

Editions produced in the past year have featured physiotherapists, fitness professionals, dietitians, psychologists and specialist doctors. Consumer stories have included a former professional ballet dancer, a carer and a prostate cancer survivor.

Maintaining a cross section of contributors in the magazine enables the Foundation to promote all of its key messages and remain relevant and applicable across the broad readership spectrum.

The articles are written in an engaging and non-clinical style to appeal to all readers, with the aim of removing the stigma and dispelling the many myths around incontinence, which is still a taboo subject in many parts of society.



Bridge also promotes all of the Foundation's special projects and new initiatives and resources, encouraging the reader to actively participate in a health conversation by following the Foundation's social media channels, downloading its apps, viewing and ordering resources from the website, and phoning the National Continence Helpline.

Bridge is distributed in hard copy and electronic format, which can be viewed as a flip book.

In the news

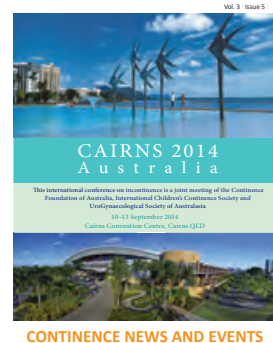
In the news is the Foundation's membership newsletter and is distributed quarterly in hard copy and electronic formats.

The publication allows the Continence Foundation national office to update members about special projects, developments and educational forums and workshops.

It also highlights the Foundation's national events and activities, many of which are coordinated by state branches, resource centres and health promotion officers. Featuring these activities enables members to attend and promote events or resources to colleagues.

In the news

Membership newsletter of the Continence Foundation of Australia



Advertising

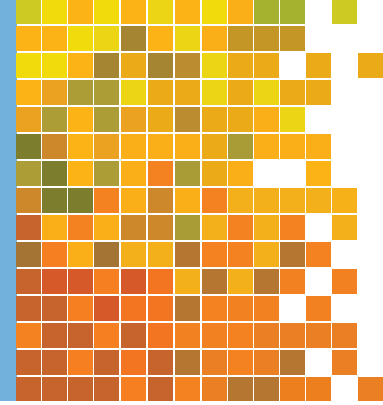
The Foundation continued to advertise on TV, airing its 15-second advertisements on more than 7000 occasions across national free-to-air networks in metropolitan and regional locations, and on subscription TV.

The ad aired during peak and off peak programming for eight months of the year, generating phone calls to the National Continence Helpline and hits to the website. The networks all provided bonus spots to boost the audience reach.

To extend audience reach, the ad was integrated into a digital advertising campaign, airing as a pre-roll video on websites relating to women's lifestyle, family, health and entertainment. The ad was served on a mix of worldwide sites, but only to an Australian audience, and recorded an above-average click through rate to the Continence Foundation website.

This digital campaign was supported by an online sponsorship of the parenting website, Bub Hub. The three-month campaign comprised a continence webpage, re-skinned with images, key messages and articles provided by the Foundation, with information and graphics linking to pelvicfloorfirst.org.au

The page also featured a web version of our advertisement, which appeared on a loop to maximise exposure of the



National Continence Helpline number. The advertisement also appeared periodically across other pages within the site.

As part of the sponsorship, the Foundation provided an expert for Bub Hub's Ask the Expert forum. Questions posed to the forum were answered by Helpline staff, and included key messages and links to our websites, the Helpline number and special projects such as the Pelvic Floor First app.

Bub Hub also promoted the Continence Foundation's pages through several posts on its Facebook account, which has more than 25,000 likes.

Paid Google AdWords advertisements have also been successful in driving traffic to the Foundation's main website. Since starting the advertising in May 2013, with the assistance of a US\$10,000 Google Adwords grant, the ad campaigns have directed 2279 visits to the website. Facebook advertisements are also used to direct traffic and likes to the Continence Foundation and Pelvic Floor First websites.

In addition to paid advertising, the Foundation continued to leverage free editorial opportunities in a wide range of print and online publications, as well as websites. The key messages are adapted and promoted based on the publishing outlet's target audience. The Foundation also continues to provide articles and/or media spokespeople upon request.



Social media

Prior to World Continence Week in June 2013, the Continence Foundation set up social media on Facebook and Twitter.

The AusContinence Facebook page, facebook/AusContinence, is designed to interact with consumers, while the AusContinence Twitter account, twitter.com/AusContinence, is used for general promotion of key messages, particularly to promote educational events to health professionals. The Pelvic Floor First Facebook page, facebook.com/PelvicFloorFirst, and Twitter account, twitter.com/PelvicFloor1st, promote key messages and events to fitness professionals, and consumers with an interest in pelvic floor issues.

Last year, the Continence Foundation's Twitter page had 432 followers and the Pelvic Floor First page had 292, while the Continence Foundation's Facebook page had 697 likes and the Pelvic Floor First page had 1722 likes.

On another positive note, each of the social media channels refers traffic back to the websites. The numbers have increased monthly and are now contributing about 33,000 visits a month to the Continence Foundation website, and about 10,000 visits to the Pelvic Floor First website.

The Continence Foundation's YouTube channel youtube.com/user/ContinenceFoundation has now received 22,451 views across 55 videos. Top videos include *Let's Talk About Prolapse, and Incontinence: A problem in anyone's language*.



Health Promotion

World Continence Week

World Continence Week is an initiative to raise awareness of bladder and bowel health on a global scale. This year the week was held from June 23–29, the theme being *Managing the mother load*, promoting prenatal and postnatal pelvic floor health.

The week was launched on Friday, June 20, at a breakfast at Fenix in Melbourne, Victoria, attended by more than 100 delegates. Presenters included Associate Professor Helena Frawley, Australian College of Midwives executive officer Ann Kinnear and the Continence Foundation's Sam Scoble.

The Foundation launched its 2014 special project, Pelvic floor awareness in pregnancy, childbirth and beyond, unveiling a pregnancy app and guide book for consumers, and an online education course for midwives, produced in conjunction with the Australian College of Midwives.

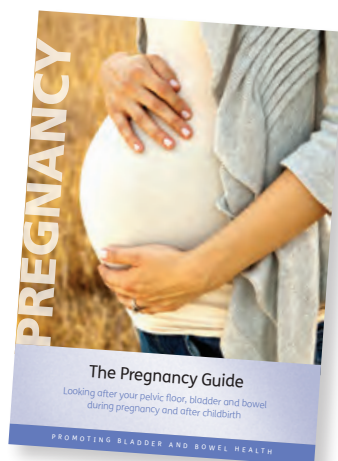


Pelvic floor awareness

Pelvic floor awareness in pregnancy, childbirth and beyond was the special project of the Bladder Bowel Collaborative for 2014, which raises awareness and improves understanding of the impact of pregnancy on continence and pelvic floor function among consumers and health professionals.

The Foundation worked with health professionals and key stakeholders to address the project's main areas of focus:

- Advocating to address the amount of continence and



pelvic-floor related information in antenatal guidelines and midwifery core competencies.

- The development of *The Pregnancy Guide* resource, along with the *Pregnancy Pelvic Floor Plan* smart phone app to raise awareness of incontinence and pelvic floor muscle exercises among pre and postnatal women.
- Development of an online course, in partnership with the Australian College of Midwives, as well as providing face-to-face education forums for midwives, focusing on the impact of pregnancy and childbirth on pelvic floor dysfunction and bladder and bowel.

Pelvic Floor First

Pelvic Floor First is an initiative under the BBC (2011) providing education and resources to consumers, health and fitness professionals to address pelvic floor dysfunction as a result of inappropriate exercise regimes.

Pelvic Floor First continues to be one of the Continence Foundation's most successful initiatives, in the past year generating:

- The *Pelvic Floor First* app for iPhones and Android, which had more than 5000 downloads after its November launch;
- An increase in visitors to the *Pelvic Floor First* website due to the strong following on social media; and
- Training for 154 fitness professionals through the Continence Foundation and Australian Fitness Network's online education course.



Outreach in CALD communities

With the successful launch of the CALD web pages in 2013, the Foundation extended the project to its second stage in 2014.

The project focussed on developing relationships with key organisations nationally to provide 27 information forums within their network of CALD communities, widely promoting the new resources. There were 13,623 page views for all the language web pages. Of these, English, Arabic and Persian were the most viewed, with 785, 658 and 497 page views, respectively.

Currently, all language pages have been accessed by users – the lowest was Korean, with 39 page views. It is noted that Korean, as well as Dari, Hindi, Karen, Indonesian, Tamil and Urdu, were added to the website in January 2014.

The number of language resources ordered from the National Continence Helpline for all languages for the year was 44,665. The language resources ordered were mostly requested in Mandarin (Chinese Simplified, 10%), followed by Greek (9%), Cantonese (Chinese Traditional, 8%), Italian (8%), Vietnamese (8%) and Turkish (7%).

The most popular resources requested were Pelvic Floor Muscle Training for Women (9%), followed by Good Bladder Habits for Everyone (8%), Poor Bowel Control (7%), Bladder Control Problems (7%) and Pelvic Floor Muscle Training for Men (6%).

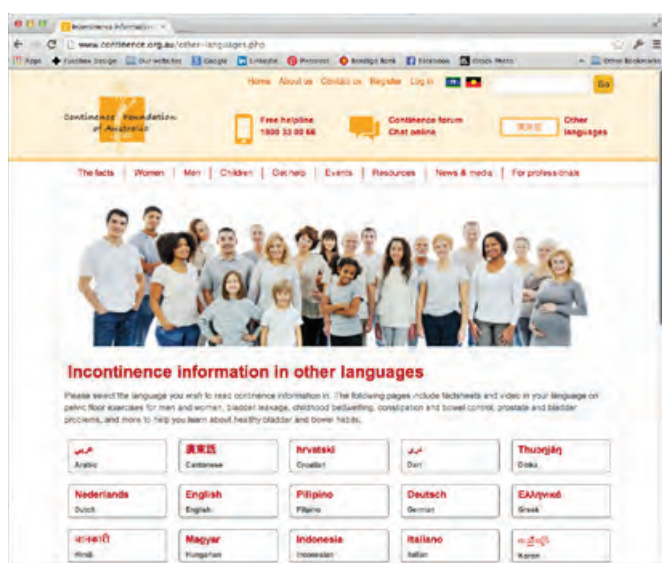
Health promotion officers

The state based health promotion officers continue to coordinate consumer and professional events in metropolitan, rural and remote locations. This year the health promotion officers delivered 140 consumer forums, 59 of which were delivered to culturally and linguistically diverse communities.

In addition to these forums, the health promotion officers delivered 33 forums to health and fitness professionals and attended 52 expos and conferences.



A Fun Fitness and the Pelvic Floor consumer forum in Warrnambool



Community grants

Nineteen community grants were provided to community health organisations to facilitate bladder and bowel health promotion activities to increase public awareness of continence issues and where to get help. Activities were required to primarily benefit community members within the catchment area of the community health organisation.

Workforce Support

22nd National Conference on Incontinence

The annual National Conference on Incontinence is the largest multidisciplinary continence education event in Australia. Hosted by the Continence Foundation of Australia on an annual basis, the conference provides a platform for the latest research in the field of incontinence, featuring both national and international speakers. The 22nd National Conference on Incontinence was held in Perth at Crown Perth Convention Centre, October 23–26, 2013.

The conference was attended by 640 delegates, which included 468 people attending eight workshops on a wide range of topics, among them sexuality, writing for publication, the ageing population and incontinence in children with ADHA.

International and national keynote speakers presented on clinical, social and emotional aspects of incontinence, providing something of interest for attendees from diverse backgrounds, including doctors, nurses, physiotherapists and carers.

The conference attracted 21 sponsors, including the Department of Social Services as principal sponsor. The meeting also featured an extensive trade show, with 42 industry representatives exhibiting across 55 booths.

The 23rd National Conference on Incontinence will be held in Cairns, Queensland, September 10–13, 2014. The conference is a joint meeting with the International Children's Continence Society and UroGynaecological Society of Australasia.

The 24th National Conference on Incontinence will be held from November 25–28 at Crown Conference Centre in Melbourne, Victoria.

National Continence Scholarships Program

This annual program under the Bladder Bowel Collaborative supports 10 nurses and physiotherapists working in rural and remote areas of Australia to attend the National Conference on Incontinence. The 2013 scholarship program included registration to the conference and travel and accommodation costs.



Back row (from left to right): Joanna Thompson, Jasmine Francis, Clair George, Michael Murray, Lorraine Dickson, Ann Treager-Spees and Rachael Boniface.
Front row (from left to right): Andrea Green, Kerrie Sevdas, Kaylene Burk and Eloise Zanoni

State conferences

The Continence Foundation state branches in Queensland, New South Wales, South Australia, Western Australia and Victoria were supported to deliver a one-day state conference for health professionals. State branch committees were responsible for the development of the scientific program for the conference and the Foundation supported the branch and the health promotion officers with sponsorship and the promotion the event.

The conferences, held from March to June in Brisbane, Sydney, Geelong, Adelaide and Perth, were all successful events and the planning is underway for a state conference in each state in 2014–15.

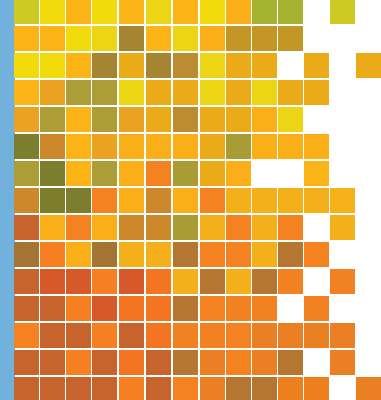
Every Body's Business

Every Body's Business forums are a key education and awareness raising activity under the Bladder Bowel Collaborative. These forums target health and fitness professionals in order to raise awareness about incontinence and bladder and bowel health.

A total of seven forums were held across South Australia, Queensland, Victoria and the ACT, with the topics including Getting back to basics, Continence promotion in aged care, and Core foundations (aimed at fitness professionals). The forums were attended by 809 health and fitness professionals, and 81 industry groups.

Online education

Four online education initiatives were developed: two for health professionals addressing the management of incontinence in general practice and Parkinson's Disease and continence; and two for consumers tackling prolapse and the increased risk of leaking after pregnancy (One in three women). More than 760 health professionals have enrolled in the management of incontinence in general practice, and there have been 254 views of the Parkinson's Disease and continence video. The prolapse consumer video has been viewed 1746 times and the One in three women video has been viewed 1389 times.



Paediatric continence education

Three paediatric continence education forums were held in Melbourne, Sydney and Perth, with 20 speakers presenting on nocturnal enuresis, day and night wetting in children, and bowel dysfunction, attended by 265 health professionals. The Continence Foundation, under the direction of its Paediatric Advisory Sub-Committee and local working groups, runs the paediatric continence education program, targeting specialist and non-specialist continence professionals with an interest in paediatric continence care. The forums upskill and support the paediatric continence workforce and to provide equitable access to paediatric continence education and training across Australia.

Paediatric online education

The Continence Foundation of Australia and International Children's Continence Society collaborated to develop an online education course, focusing on the diagnosis and management of continence in the paediatric population. The workforce-support initiative targets primary health care providers, specifically targeting specialist and non-specialist medical professionals who support and manage clients with continence problems in the areas of: urinary incontinence; assessment and diagnosis of LUTS; management of LUTS; bowel dysfunction; nocturnal enuresis; and managing of children with special needs.

Development is nearing completion, with the course being launched at the 23rd National Conference on Incontinence in Cairns, September 2014.

Accredited continence education

This year 17 accredited education courses were delivered nationally to 350 health professionals. The Certificate II in Continence Promotion and Care assists health workers to identify, screen, manage and refer people affected by incontinence. This one-day course is available to practice nurses, community nurses, residential aged care workers and Aboriginal and Torres Strait Islander health workers. Courses are held across metropolitan, regional and rural Australia and are delivered in association with The Benchmark Group.

Graduate Certificate in Continence Management and Promotion

Twenty scholarships supported health professionals to complete the Graduate Certificate in Continence Promotion and Management. Developed by the Continence Foundation in partnership with The Benchmark Group, the certificate is designed to enhance the participant's professional scope of practice, broaden their workplace practice and create opportunities for them to move into new areas of clinical practice. In addition, participants gain a better understanding of health promotion and learn real strategies to implement change based on accurate and insightful analysis of current practice.

Australian Continence Exchange

The Australian Continence Exchange (ACE) is an online information clearing house administered by the Continence Foundation to assist health professionals in their approach to continence health management. The site provides access to resources, as well as professional development through educational opportunities and sharing ideas and information via the online forum.

The ACE website received 11,038 visits with 43,204 page views.

The professional forum is moderated by a continence health professional and enables health professionals to ask questions, exchange ideas and share the latest developments in the field of continence. The site also hosts a quarterly meet the expert video, focusing on various topics and at-risk groups.



Information and Advice

National Continence Helpline

The National Continence Helpline is a telephone advisory service funded under the Australian Government's National Continence Program.

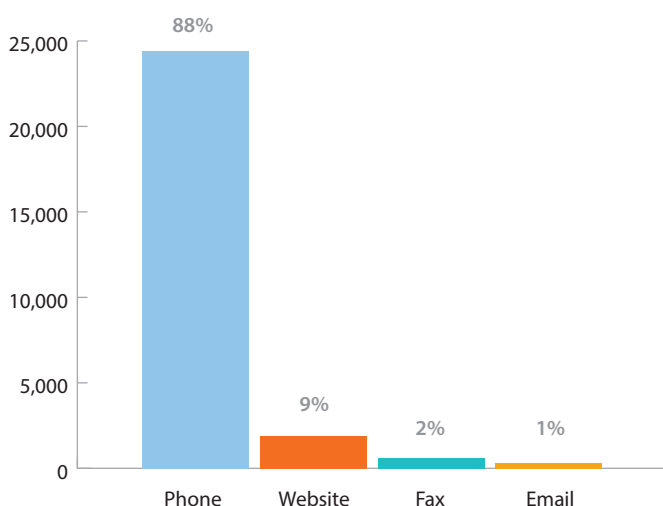
The Helpline is a free service staffed by a team of continence nurse advisors who provide confidential advice, referrals to local services and resources.

The National Continence Helpline received 27,054 enquiries from consumers, carers and health professionals.

Callers are increasingly finding the Helpline number on the website and, due to mobile optimisation, now have the ability to call directly from the website on their mobile. This year, more than 2440 callers to the Helpline reported finding the number this way.

People can also use the Continence Foundation's website to book a phone call from the Helpline at a time convenient to them. The booking form had 368 page views with 57 forms submitted.

Type of enquiries



Top five reasons for contacting the Helpline

Seeking help for continence issues and its treatment/management	46.8%
Seeking information for financial assistance	30.2%
Requesting continence resources	10.7%
Seeking paediatric help	7.6%
Other reasons	4.7%
Total	100%

Website

The Continence Foundation website was redesigned to create a more dynamic layout and logical navigation links, and has received positive feedback from new and regular users.

The website was also optimised for mobile, search and usability, with metadata addition of keywords, title tags, navigation titles, short descriptions, alt text for images, cross linking and related right-hand-side content.

The website received 452,409 visits, a large increase compared with 272,527 visits the previous year, averaging 1500–1700 visits daily. The increase can be attributed to website optimisation improvements, content updates and social media.

Of the total number of visitors, 77 per cent are accessing the site for the first time. Visitors spend an average of two-and-a-half minutes on the site and view about three pages. Most of the visits originated from Australia, while the remaining visitors were from 213 other countries.

Visitors are increasingly accessing the website from mobiles (24%) and tablets (13%).

The most frequently accessed web pages on the website were the Bristol Stool Chart, resources, homepage, pelvic floor exercises, what is incontinence and the Continence Aids Payment Scheme.

Resource pages that include online orders and PDF downloads were viewed 95,254 times. About 2240 resource orders were placed online and 52,647 page views of downloadable PDF resources were recorded. The most downloaded resources were the Continence and Prostate: A Guide for Men Undergoing Prostate Surgery, Pelvic Floor Muscle Training for Women, Pelvic Floor Muscle Training for Men, and Continence Care Plan.

Support forum

The Incontinence Support Forum is a safe place for people and carers to talk about continence health and share their experiences anonymously. The forum is moderated by a consumer and a National Continence Helpline continence nurse advisor. There are nine topics that contain visitors' posted threads. Subscriptions and alerts have been added to the forum for increased usability.

The forum pages received a total of 32,249 page views, up 30 per cent from the previous year. This is due in part to the forum featuring more prominently on the redesigned website.

Community Support

Kidsflix

Kidsflix is a free film and entertainment event morning for children with a disability, chronic illness or social disadvantage and their immediate family. Held in cinema complexes across Melbourne, the morning begins with children's entertainment, including face painting, tattoo artists, live performers, costumed characters and balloon artists.

Two Kidsflix events were held during the year, in Richmond (Turbo) and Chadstone (Free Birds).

Kidsflix is managed by Arthritis South Australia and proceeds from the initiative are used to support paediatric incontinence research, education and promotion. The Marion & E. H. Flack Foundation again generously supported this initiative, with a \$9000 donation.



"We would just like to express our thanks for being able to attend our first ever Kidsflix event on Saturday. It offered so much more than we expected (face painting, characters in costumes etc) but most important of all made us feel validated and important as carers of our very special boy. We were overwhelmed by the generosity of the Continenence Foundation of Australia. Thank you."

– An attendee at the Richmond event



Continenence Foundation chief executive Barry Cahill with some of the children's entertainers at the Richmond Kidsflix event

"I am emailing to send thanks to everyone who helped to put on the movie Free Birds at Chadstone on Saturday morning.

We loved the welcome from all the friendly costume characters and the ballooning and face painting was great...especially as we didn't have to queue!

We particularly like the way that you put the movie on straightaway without all the pre-movie adverts, which makes it much more sensory friendly and specific which works wonderfully for our ASD son.

It was a great morning for us all. We really relaxed and had a thoroughly good time."

– An attendee from the Chadstone event

Industry Support

International forum

The Continence Foundation was invited to take part in the 5th Global Forum on Incontinence in Madrid in April 2014.

The forum, *Better care, better health: towards a framework for better continence solutions*, was organised by SCA in partnership with the International Continence Society, with support from numerous partners.

More than 300 participants from more than 30 countries assembled to learn more about the burden of incontinence on patients and society in today's socio-economic context, and to discuss a future framework for patient-centred, high quality and sustainable continence care.

The forum facilitated discussions over two days, with a number of key learnings, conclusions and recommendations emerging from the sessions.

At the invitation of SCA, Continence Foundation chief executive Barry Cahill provided a keynote address on the prevalence and adverse financial and economic impact on the individual and society, highlighting the Australian Government's policy response to these challenges, widely regarded as exemplifying world's best practice in this area.

Other presentations highlighted:

- the global prevalence of incontinence, with approximately 400 million people living with incontinence;
- the socio-demographic context of incontinence with regard to a rapidly ageing world population and rising demands for long term care;
- the stigma of incontinence, with many patients and carers suffering in silence;
- the emotional and physical burden on the patient and carer impacting a person's emotional wellbeing and professional, social and family life; and
- the complexities of incontinence in the elderly and the need for better integrated health and social care services.

The global forum also provided best practice examples of good continence care in Sweden, Italy and Australia, where incontinence and better continence care are a priority on the health and social policy agenda.

Industry Advisor to the Board

The appointment of an Industry Advisor to the Board has meant ongoing liaison at Board level with a representative from the continence products industry sector. This allows the Board of Directors and management to benefit from informed corporate opinion nationally.

Lesley Barton of Bunzl continued in this role in 2014. Her broad industry experience and her background as a continence nurse advisor has proved valuable to the Foundation.



2013 Conference Sponsors

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Financial Statements

Continence Foundation of Australia Limited

Statement of Profit and Loss and Other Comprehensive Income For the Year Ended June 30, 2014

	2014 \$	2013 \$
Revenue		
Conference and Seminars	634,927	131,685
Investment Income	212,498	248,460
Membership Fees	112,802	98,768
Programs	4,258,604	3,494,971
Peak Body Status Funding	173,240	170,010
Other	528,322	399,982
Profit on sale of Asset	–	–
Total Operating Revenue	5,920,393	4,543,876
Kidsflix – Fundraising	208,955	193,368
Total Revenue	6,129,348	4,737,244
Expenditure		
Conference and Seminars	445,609	20,822
Depreciation	29,683	100,248
Programs	4,258,604	3,494,971
Salaries and Oncost	168,855	130,424
Other	161,032	142,396
Total Operating Expenditure	5,063,783	3,888,861
Kidsflix – Expenses	172,054	169,935
Total Expenditure	5,235,837	4,058,796
Surplus before income tax	893,511	678,448
Income tax expense	–	–
Surplus after income tax	893,511	678,448
Other comprehensive income		
Other comprehensive income for the period, net of income tax	–	–
Total comprehensive income for the period	893,511	678,448

Continence Foundation of Australia Limited

Statement of Financial Position as at June 30, 2014

	2014 \$	2013 \$
Assets		
Current Assets		
Cash and Cash Equivalents	6,986,869	6,034,514
Kidsflix - SA Bank	46,639	186,115
Trade and Other Receivables	61,321	100,836
Prepayments	108,668	90,371
Total Current Assets	7,203,497	6,411,836
Non Current Assets		
Property, Plant and Equipment	24,905	36,710
Security Deposit	–	8,913
Total Non Current Assets	24,905	45,623
Total Assets	7,228,402	6,457,459
Liabilities		
Current Liabilities		
Trade and Other Payables	627,584	418,495
Kidsflix – SA	24,498	50,880
Employee Benefits	363,936	358,514
Conference revenue in advance	473,416	258,723
Income Received in Advance	194,224	744,982
Total Current Liabilities	1,683,658	1,831,594
Non Current Liabilities		
Employee Benefits	201,238	175,870
Total Non Current Liabilities	201,238	175,870
Total Liabilities	1,884,896	2,007,464
Net Assets	5,343,506	4,449,995
Equity		
Retained Surplus	5,343,506	4,449,995
Total Equity	5,343,506	4,449,995

The Statement of Profit and Loss and Other Comprehensive Income and Statement of Financial Position for the year ended June 30, 2014 have been audited by Prospect Accountants and authorised by the directors of the company. The complete financial statements of the Continence Foundation of Australia Ltd along with the auditor's and directors' reports are available on our website at continence.org.au and from Continence Foundation of Australia Ltd, L1 30-32 Sydney Road, Brunswick, Victoria 3056.

National Office staff



Barry Cahill
Chief Executive Officer



Priya Davidson
Quality and Operations



Samantha Scoble
Health Promotion
Officer



Rowan Cockerell
Deputy CEO



Steve Marburg
Helpline Coordinator



Mary Trezise
Executive Assistant
to the CEO



Tina Addison
Administration Officer



Alison McClelland
Marketing &
Communications
Manager



Maria Whitmore
Special Projects
Media & Publications
(from 6 May 2013)



Frances Correa
Finance Manager



Erin Murphy
Education Manager



Nives Zerafa
Programs and
Partnerships Co-ordinator

National Continence Helpline staff

The Helpline is staffed by dedicated and experienced Continence Nurse Advisors from 8 am to 8 pm, Mondays to Fridays. Areas of special interest among the team include women's health, prostate and men's health, enuresis and neurological-related incontinence. The nurses also work closely with the Continence Foundation, advising on health promotion, representing the Helpline at conferences or expos, or reviewing articles for various consumer or health professional publications.



24th National Conference on Incontinence

Crown Conference Centre, Melbourne

25-28 November 2015

The latest in continence research and practice
www.continence.org.au

