



# Annual Report **2015**

**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 Programme.

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  
Level 1, 30–32 Sydney Road  
Brunswick VIC 3056

Phone +61 3 9347 2522

Fax +61 3 9380 1233

Web [continence.org.au](http://continence.org.au)

# 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
- Companies supplying continence-related products

## 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
- 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

## OUR VISION

**AN AUSTRALIAN  
COMMUNITY FREE  
OF THE STIGMA AND  
RESTRICTIONS OF  
INCONTINENCE**

# 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 Continence Foundation of Australia National President since 2004.

## Vice President

### IAN TUCKER



Dr Ian Tucker has been an active member of the Continence 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 Continence Foundation board since 2002, serving as president until 2005, and currently as treasurer.

## Director

### HUGH CARTER



Until October 2014

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 Continence Foundation of Australia, and was formerly consumer representative on the Continence Management Advisory Committee of the Department of Health and Ageing, preceded by five years on National Continence Expert Advisory Committee.

## Elected Ordinary Director

### DARRYL KELLY



Until October 2014

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.

## Elected Ordinary Director

### GLENICE WILSON



Until September 2014

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 Continence Foundation of Australia and Singapore Continence Society, and was the recipient of the Churchill Fellowship in 1992.

## 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 Continence Foundation's Paediatric Advisory Sub-committee, a board member of the International Children's Continence Society and a Director of the Continence Foundation of Australia.

## Elected Ordinary Director

### KAREN ALLINGHAM



From September 2014

Karen migrated from England to Perth, WA, in 1992 and began work on the urology ward of a local private hospital. It was during this experience that she

developed an interest in the speciality of continence and went on to successfully complete the Continence Nurse Consultants Course in 1998.

She undertook her first continence advisor role in 2000, working in the community with residential care facilities, assisting with continence management.

In 2002, Karen returned to the acute hospital environment and in 2003 began work in the continence service at Royal Perth Hospital. She gained her current position of clinical nurse consultant in 2007 and successfully achieved her Masters of Nursing in 2012.

## Chief Executive Officer/Secretary

### BARRY CAHILL

## Industry Advisor to the Board

### LESLEY BARTON

## Solicitors

### BRIAN WARD & PARTNERS

Level 11, 555 Lonsdale Street, Melbourne, Victoria 3000

## Auditor

### TIM P MEEHAN

Prospect Accountants  
Suite 5, Level 1, 74 Doncaster Rd  
Balwyn North, Victoria 3104

## Bankers

### ANZ BANK

Carlton North, Victoria

# SUB-COMMITTEES TO THE BOARD

## State President's Committee

Michael Murray (Chair)  
Barry Cahill (CEO)  
Vincent Tse (NSW)  
Gail McBean (NT)  
Irmna Nahon (ACT)  
Sam Pillay (SA) until October 2014  
Ian Tucker (SA) from November 2014  
Tracey Shanley (WA) until October 2014  
Brigid Keating (WA) from October 2014  
Tess Steel (TAS)  
Barry Thomson (VIC)  
Karen Matthews (QLD)

## 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 Bladder Foundation

### TRUSTEES

Prof Peter Dwyer  
Prof Andrew Korda  
Prof Richard Miller

### ADVISORY COMMITTEE

Dr Vincent Tse (Chair)  
Dr Helena Frawley  
Assoc Prof Kate Moore  
Assoc Prof Michael Murray

## Australian & New Zealand Continence Journal Committee

Prof Mark Weatherall (Chairman & Editor)  
Jacinta Miller (Managing Editor)  
Barry Cahill (CFA)  
Jan Zander (NZCA)  
Dr Wendy Bower  
Assoc Prof Pauline Chiarelli  
Dr Jenny Kruger  
Dr Dominic Lee  
Ms Shona McKenzie  
Dr Joan Ostaszkiwicz  
Ms Debbie Rigby  
Dr Margaret Sherburn  
Assoc Prof Ka Lai (Clara) Shek  
Dr Vincent Tse  
Assoc Prof Kate Moore

## Bladder & Bowel Collaborative Steering Committee (BBC)

(From 1 January 2010)  
Rowan Cockerell (Chair)  
Celestine Batten (DSS)  
Barry Cahill  
Pauline Chiarelli  
Kamini Devenny (DSS)  
Phillip Herreen  
Alison McClelland  
Erin Murphy  
Janie Thompson (from November 2014)  
Marilyn Woodcock (until November 2014)  
Lisa Wragg

## Consumer Advisory Committee

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

## Board of Trustees

Michael Murray (Chair)  
Barry Cahill  
Hugh Carter  
Therese Tierney

## 24th National Conference on Incontinence 2014

### SCIENTIFIC COMMITTEE

Anna Rosamilia (Chair)  
Janet Chase  
Caroline Dowling  
Angela Khera  
Michael Murray  
Margaret Sherburn  
Janie Thompson  
Michael Whishaw

### LOCAL ORGANISING

Barry Cahill (Chair)  
Rowan Cockerell  
Mary Trezise

# PRESIDENT'S REPORT



The consistent and multifaceted achievements of the Continence Foundation of Australia in advocating health education to consumers and health professionals was acknowledged this year with a further extension of Bladder and Bowel Collaborative (BBC) funding agreement between the Australian Government and the Continence Foundation.

The extension signifies the government's recognition of the 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.

Since the establishment of the BBC in 2011, funded under the National Continence Programme, the Continence Foundation has undertaken a wide range of national programs and initiatives to meet the objectives of community education and awareness, and training for specialist and non-specialist continence health professionals.

The Board remains optimistic that the Continence Foundation will next year secure a longer term agreement under the National Continence Programme, enabling the Foundation to continue its vital programs, as well as plan for future initiatives. In the meantime, the Foundation has had another busy year, delivering core programs and launching new activities.

One of the year's crowning achievements was the success of the 23rd National Conference on Incontinence in Cairns, which for the first time saw the Foundation partner with the International Children's Continence Society and Urogynaecological Society of Australasia.

The conference was attended by 735 delegates from 17 countries, who were able to select from concurrent plenary sessions and a diverse range of workshops. As well as featuring local leaders in their fields, this year's conference had a strong international flavour, with keynote speakers from the US and Europe. It was a particular coup for the Foundation to secure both Professor Linda Cardozo from London and Dr Linda Brubaker from Chicago, given the worldwide demand for their services as keynote presenters.

The conference was again also well supported by sponsors and trade organisations, with 22 sponsors, and 48 industry representatives exhibiting across 63 booths.

The Continence Foundation was able to showcase its role in health education advocacy by presenting at the conference on its special project, *Pelvic floor awareness in pregnancy, childbirth and beyond project*, launched during World Continence Week 2014.

This year's World Continence Week saw the launch of the Foundation's latest project, *Carers Count: support for continence management*, delivering resources, videos and a carer web page to support the many thousands of Australians caring for people with incontinence. The project was supported by the World Continence Week campaign, *Tell someone who cares*, encouraging people directly or indirectly experiencing bladder and bowel health issues to phone the National Continence Helpline.

This report highlights many other examples of the educational and promotional activities undertaken to achieve the Foundation's objectives and mission of an Australian community free of the stigma and restrictions of incontinence.

Of course, achieving these aims is not possible without the dedication of many people, including the Board of Directors, who all provide their services in a voluntary capacity. Under our constitution, one of three Ordinary Directors elected by the members retires from office at every AGM. In 2014, Glenice Wilson retired after a three-year term and chose not to renominate. Karen Allingham nominated for the vacant ordinary director position on the Board and her appointment was confirmed at the 2014 AGM. I would like to thank Glenice for her past contribution and welcome Karen as her worthy replacement.

I would also extend my gratitude to the state presidents, resource centre managers, members of the advisory and sub-committees, members, and our corporate supporters, who have all contributed to the year's successful outcomes.

Finally, on behalf of the Board and membership, thank you to the Department of Social Services staff who assist 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 continue to affect such positive change on a personal, governmental, national and international level. At a time of governmental change, inevitably there is a review of currently funded services and models and I would like to acknowledge the huge effort of the national office, often with relatively short timelines, to demonstrate and underscore not only compliance with our vision and objectives, but also the proactive approach to best practice continence management.

A handwritten signature in blue ink, appearing to read 'Michael Murray', with a stylized flourish at the end.

**Associate Professor Michael Murray**  
21 October 2015

## THE YEAR AT A GLANCE

**27,914**

NATIONAL  
CONTINENCE  
HELPLINE  
ENQUIRIES

**609,019**

WEBSITES HITS

**739,352**

RESOURCES  
DISTRIBUTED

**300**

HEALTH  
PROMOTION  
EVENTS

**813**

WORKFORCE  
EDUCATION  
ATTENDEES

**125,000**

BRIDGE  
MAGAZINES

**735**

CONFERENCE  
ATTENDEES

**36**

SCHOLARSHIPS  
AWARDED

**17**

COMMUNITY  
GRANTS

**1,444**

NUMBER OF  
MEMBERS

**7,100**

ADVERTISEMENTS  
SHOWN ON TV

**15,230,400**

MEDIA AUDIENCE REACH



# 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.

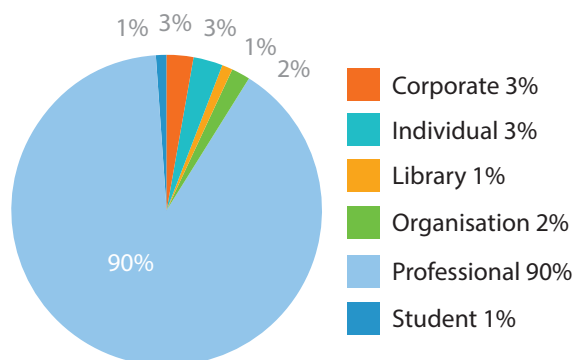
Membership entitlements include:

- 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.

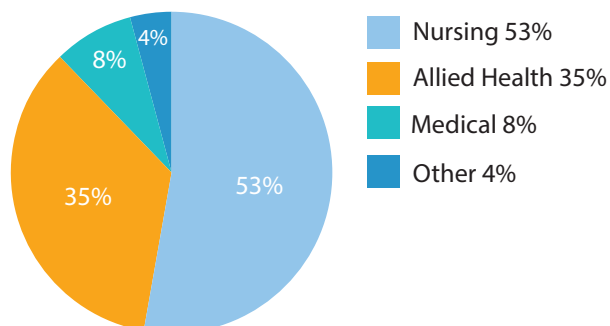
Membership has increased to 1,444 this year, with more than a quarter taking advantage of the Foundation's online registration and payment facility to join or renew their membership.

Thank you to all those members who renewed during the year and welcome to our new members.

## Membership type



## Membership by profession





# PROGRAMS

## Bladder Bowel Collaborative

The Continence Foundation of Australia is supported by the Australian Government Department of Social Services under the National Continence Programme to implement the Bladder Bowel Collaborative program. The program has been extended to June 2016. 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](http://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. The three-year funding agreement was this year extended for a further six months, until December 31, 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* is produced under the auspice of the Continence Foundation of Australia and the New Zealand Continence Association.

While the *Journal* promotes scholarship in Australia and New Zealand, it receives inquiries and welcomes papers from practitioners in other regions. The *Journal* is a peer-reviewed multi-disciplinary specialist publication, a forum for dissemination of current research and practice in the diagnosis, treatment and management of incontinence and promotion of continence.

The *Australian and New Zealand Continence Journal* is edited by Professor Mark Weatherall, president of the New Zealand Continence Association.

A full index of the *Journal* is available in the member-only section of the Continence Foundation of Australia website. Past editions of the *Journal* are now included on the Foundation's Australian Continence Exchange (ACE) website and are now searchable by Google Scholar.

The *Journal* is a member of the World Association of Medical Editors and follows the recommendations of the International Council of Medical Journal Editors. The editorial committee continues to encourage and mentor novice authors.



### ***Bridge***

The Continence Foundation's quarterly 12-page consumer magazine *Bridge* continues to grow in popularity, with more than 125,000 copies circulated this year.

In keeping with the Foundation's policy to reduce its environmental footprint, subscribers and members are encouraged to receive the magazine online, with more than 6,000 people now electing to read *Bridge* online.

The Foundation has also acquired software to enable the magazine to be read in a flip-book format, as well as PDF format. Past editions are available as a PDF on the website.

Each edition covers a range of topics and includes articles with relevance to each of our main target audiences, including children, carers, parents, women, and men over 50. Articles comprise the latest evidence-based research, informative pieces and personal stories. Each is written in a style that makes it accessible to a non-clinical readership, yet still relevant to health professionals.

The magazine also features contributed articles from a range of health professionals, including urogynaecologists, physiotherapists, continence nurses, paediatricians, a paediatric gastroenterologist and a colorectal surgeon. Consumer stories, professional profiles and a Q&A section feature regularly, along with articles promoting current projects and services such as the online forum and the National Continence Helpline.

### ***In the news***

*In the news* is the Foundation's quarterly member newsletter, providing information about educational workshops and forums, state-based news and events, and national office news, featuring updates about special projects and World Continence Week activities.

The Foundation has transitioned from providing the newsletter in both soft and hard-copy format to soft copy only. As with the consumer magazine *Bridge*, *In the news* is now presented as a flip-book to enhance access and readability.



## Advertising

The Foundation continues to adopt a proactive approach in promoting positive messaging to the wider community about the importance of recognising incontinence and seeking help to address the problem.

In January, the Foundation began screening its most recent television advertisement, challenging prevailing messaging that incontinence is “light bladder leakage” and “normal” and can be best managed with pads.

The advertisement features typical scenarios where women commonly experience incontinence (post childbirth and while lifting, exercising and laughing), promoting the message that bladder leakage, no matter how light, is not normal and encouraging viewers to phone the National Continence Helpline to address the issue so they can confidently undertake any of these activities.



The advertisement appeared nationally in a 15-second and 30-second format in peak and off-peak programming on pay TV, WIN regional, and Channel 9, GEM and GO in Sydney and Melbourne. The ad appeared on more than 7,100 occasions, many of these as unpaid bonus appearances.

To consolidate national reach and capitalise on the growing use of digital media, the advertisement appeared as a 15-second pre-roll video on a wide range of popular women's websites, including those focusing on parenting and health, resulting in increased click throughs to the website.



## Social media

The Continence Foundation's social media presence continues to grow, with each of its channels across the Continence Foundation and Pelvic Floor First platforms recording an increase in followers and likes. The Continence Foundation also established a LinkedIn page to improve online communications with health professionals and organisations, with links referring to the Australian Continence Exchange website and relevant training and event opportunities.

Each of the social media platforms refer consumers to the Continence Foundation website as well as linking to the Pelvic Floor First and Australian Continence Exchange websites.

Through the use of multiple accounts, the aim is to tailor the messages to the needs of the Foundation's target audiences. Referrals from social media to the Foundation's websites accounted for 23,677 visits.



# HEALTH PROMOTION

## World Continence Week

World Continence Week, an initiative of the International Continence Society, was held from June 22–28. This year's theme was *Tell someone who cares*, promoting the Foundation's National Continence Helpline and raising awareness of family and friend carers looking after people with incontinence.

The week was preceded by a breakfast launch held in Melbourne, featuring guest speaker Carers Australia chief executive Ara Cresswell and carer Gabby Fakhri. The Continence Foundation's Nives Zerafa and Danyel Walker also showcased the year's special project, *Carers count: support for continence management*, launching a range of printed and online resources for people caring for those living with incontinence, as well as a new web page for carers, featuring resources, information videos and personal stories.

The Foundation also once again held its World Continence Week promotion competition, awarding conference registrations to the top three entrants, as well as return flights for the winner.



## Carers count

The *Carers count: support for continence management* project was undertaken to raise awareness, and improve support and understanding of continence management to carers. A working party was convened to identify project objectives, partnering with key stakeholders and conducting focus groups and surveys with carers to determine information needs and accessibility.

As result, the Foundation developed new fact sheets for carers, and revised the carer booklet to update the information and make it more responsive to the needs identified in the carer focus groups.

Five videos were also produced, focusing on financial assistance; continence products; practical caring tips at home; dementia and toilet behaviour; and skin care. The videos are



housed on the Foundation's new carer web page, which also hosts resources and personal stories.

Face-to-face communications with carers will also be enhanced through the development of a presentation package delivered to carer support groups by the Foundation's state-based health promotion officers.

## Pelvic floor awareness

The *Pelvic floor awareness in pregnancy, childbirth and beyond* project launched last year continues to grow in popularity.

Consumer resource *The Pregnancy Guide* has proven to be extremely popular, with more than 77,050 copies distributed from orders and enquiries to the National Continence Helpline. A further 205,130 copies have been distributed to pregnant women via the Mother to Be Bounty Bag.

The *Pregnancy Pelvic Floor Plan* smart phone app, which can be personalised to deliver key pregnancy milestones and pelvic floor exercise reminders, has been downloaded 10,345 times from the App Store (iOS) and 3,502 times on Google Play.



The Foundation also continues to upskill health professionals working in the maternity sector, with 129 midwives and midwifery students registering for the online course for midwives, developed in partnership with the Australian College of Midwives. The midwifery education forums, *Continence Promotion: the importance of the midwife*, have also now been added to the Every Body's Business education program, with events held in Adelaide, Darwin, Perth and Hobart this year.

## Outreach in CALD communities

Education of people from culturally and linguistically diverse communities (CALD) continues, with the Foundation's health promotion officers holding 17 information sessions in Arabic, Cantonese, Hindi, Italian, Mandarin and Vietnamese.

The languages were chosen based on the population size of the communities they represent, their low English literacy and the availability of continence resources in those languages.

Topics of most interest included ways to prevent bladder/bowel problems; treatment and management of bladder and bowel problems; costs of products and available subsidies; where to get help; constipation and management; strategies in curing incontinence or to better manage; and information about medications that can affect bladder and bowel control.





In addition to these translated sessions, the health promotion officers held 53 forums and events aimed at all CALD groups, promoting the Foundation's extensive suite of translated resources hosted on its website.

There were 13,588 resources in languages other than English ordered from the National Continence Helpline, predominately in Mandarin, Vietnamese, Italian and Arabic, and Greek, and 13,707 page views of the language web pages, with English, Arabic and Mandarin the most popular. There were also 114 audio files listened to 282 times.

## Pelvic floor first

*Pelvic Floor First* continues to be one of the Foundation's most popular programs, holding wide appeal for health and fitness professionals and consumers in addressing pelvic floor dysfunction and inappropriate exercise regimes.

The online course for fitness professionals is run through Australian Fitness Network and continues to be accredited with Fitness Australia Continuing Education Credit points. This year, 187 fitness professionals completed the course.

An increasingly important plank of the program is the Pelvic Floor First app, a popular tool for providing customised pelvic floor safe workouts for consumers. The free app was downloaded 10,230 times from the Apple App Store (iOS) and 4,789 times on Google Play (Android). While the majority of users are based in Australia (80%), where the app is promoted by the Foundation and a network of health and fitness professionals, it has also proven popular worldwide, with downloads from the USA, UK, Ireland and New Zealand.



Visits to the Pelvic Floor First website have increased, registering 265,672 hits, the majority from mobile devices. The number of Facebook and Twitter followers has also grown, adding another vital platform to the Foundation's dissemination of information and notification of events.

## Healthy Bladder and Bowel Habits in Schools

The popularity of this program endures, with a further 449 primary schools registering for the Toilet Tactics Kit, taking the total number to 1,534, equating to more than 29 per cent of Australian primary schools.

As well as promoting the kit to members and consumers, regular contact is also maintained with state and territory education departments to provide them with updates about the uptake in their region, and to encourage them to keep promoting the initiative through their networks.



## Health Promotion Officers

The Foundation's state-based health promotion officers delivered 226 education forums across Australia. Of these, 185 were directed at the general community, while the rest were aimed at health professionals working in fields related to continence.

In addition to these forums, the health promotion officers also represented the Continence Foundation at 73 key expos and conferences.

## Community grants

Given the successful uptake of the community grants program last year, the Foundation again invited community health organisations to apply for a grant of up to \$1,500 for educational events.

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

# WORKFORCE SUPPORT

## Conferences

### National Conference on Incontinence

The annual National Conference on Incontinence is the largest multidisciplinary continence education event in Australia. Hosted annually by the Continence Foundation of Australia, the conference provides a platform for the latest research in the field of incontinence, featuring both national and international speakers.

The 23rd National Conference on Incontinence was held in Cairns at Cairns Convention Centre, September, 10–13, 2014, and was a joint meeting with the International Children's Continence Society and the UroGynaecological Society of Australasia.

The conference was attended by 735 delegates, with 608 delegates attending 12 workshops on a wide range of topics, such as bowel dysfunction across the ages, pelvic floor assessment, and the first paediatric urodynamics course held in the Asia-Pacific region. The conference enjoyed a strong international flavour, featuring keynote speakers from the US and Europe, and attendees from 17 countries.

With strong support from our sponsors, the meeting featured an extensive trade show, with 48 industry representatives exhibiting across 63 booths.

Also in attendance were the 10 health professionals granted scholarships under the Foundation's annual National Conference on Incontinence Scholarships Program. The program aims to assist nurses and physiotherapists working in rural and remote areas of Australia to attend the national conference. This year's scholarships were awarded to four nurses and six physiotherapists, with the top candidate securing a two-day placement at Cairns Hospital.

The 24th National Conference on Incontinence will be held in Melbourne at the Crown Conference Centre, November, 25–28, 2015.



Scholarship winners (from left): Vanessa Purdon, Amy Lamb, Kate Andrews, Sally McKenzie, Kim Mackley, Amelia McGregor, Bronwyn Peck, Michael Murray (President), Kaye Pedretti, Shannyn McGrice and Naomi Gill.

### State conferences

The Continence Foundation supports state branches in Queensland, New South Wales, South Australia, Western Australia and Victoria to deliver a one-day conference for health professionals in their state.

State branch committees took responsibility for the development of the program, with each state developing a theme and engaging speakers on associated topics, while the Foundation supported the branch and the health promotion officers with sponsorship and promotion of the event. More than 730 delegates attended the conferences, which ranged in themes from incontinence through the ages to aged care.

## Education

### Every Body's Business

*Every Body's Business* forums are an integral platform in providing health and fitness professionals with face-to-face professional development to raise awareness of continence issues and bladder and bowel health.

This year's forums built on the success of last year's maternity project, expanding the topic list to include *Continence promotion: importance of the midwife*, which was held in Adelaide, Darwin, Perth and Hobart. The ever-popular Core Foundations forums for fitness professionals were also held in Adelaide and Perth.

All six forums attracted 577 delegates, who were all eligible for continuing professional development points from the Australian College of Midwives, Fitness Australia and Physical Activity Australia.

### Paediatrics

Two paediatric continence education workshops were held this year, in Darwin and Hobart, both focussing on constipation and bedwetting, attracting 95 attendees. The workshops continue to be overseen by the Foundation's paediatric sub-committee and local working groups, and attract continuing education development points.

### Accredited continence education

The Benchmark Group and the Foundation has reviewed the popular Certificate II in Continence Promotion and Care accredited course, which now also includes a primary health care elective and a disability care elective.

The course is now also available as in a self-directed mode of learning allowing increased accessibility. Students are able to complete the course and their selected elective in their own time, utilising training resources and support provided by the Benchmark Group. A total of 71 self-directed

Certificate II fully-funded places were allocated during the year, with the Foundation also coordinating eight face-to-face Certificate II deliveries.

### **Aboriginal and Torres Strait Islander training**

Similarly, the Continence Foundation and Benchmark also reviewed the Certificate II course for health professionals working in the area of continence promotion and care in Aboriginal and Torres Strait Islander communities.

As a result, an Aboriginal and Torres Strait Islander elective can now be delivered in conjunction with the Certificate II in Continence Promotion and Care core module.

A single unit of competency has also been developed, aimed at Aboriginal health workers and other health professionals working in rural and remote Aboriginal and Torres Strait Islander communities, who are unable to complete a full Certificate II qualification. This course is completed as a one-day face-to-face delivery, with assessment conducted during the day.

### **Graduate Certificate in Continence Promotion and Management scholarship program**

The Continence Foundation funded 21 scholarships under the Bladder and Bowel Collaborative project to support registered nurses and physiotherapists to complete the Graduate Certificate in Continence Promotion and Management.

The course is designed to enhance the participant's professional scope of practice, broaden their current workplace practice and create opportunities for them to move into new areas of clinical practice.

The Continence Foundation also provided five scholarships to support registered health professionals to complete the Continence Advisors Course 2015, developed by Blue Care and the University of Queensland School of Nursing and Midwifery. This evidence-based continuing-education course is designed to prepare registered/degree-qualified health professionals for the role of continence advisor.

### **Online education**

The Continence Foundation offered three new online initiatives for health professionals this year, comprising videos on incontinence and dementia in aged care, catheter care, and bladder and bowel dysfunction in the pre and postnatal periods, which was developed in conjunction with ThinkGP and includes an accredited education module. This video is hosted on the ThinkGP website, attracting 6,000 views and 589 enrolments.

During the year, the Foundation also collaborated with national and international allied health organisations to enhance online educational opportunities.

The Foundation has joined with the International Children's Continence Society and Italian digital firm CAtedra to create an online paediatric education course focusing on the diagnosis and management of continence in the paediatric population.

The course will be officially launched in October 2015, with 700 free licences to be promoted to specialist and non-specialist medical professionals in Australia and New Zealand who support and manage children with continence problems.

The Foundation has also partnered with the Pharmacy Guild in developing the continence care in pharmacy course, with separate courses now available for pharmacy assistants and pharmacists, the latter of which is accredited. The courses will be hosted on the Pharmacy Guild's website.

## **Australian Bladder Foundation**

This year saw the launch of The Australian Bladder Foundation, established to promote the work of the Continence Foundation of Australia to build healthier communities. The aim is to raise vital funds to ensure the continued development of research, health promotion, education and improved patient care in order to assist people with bladder dysfunction and incontinence in Australasia.

To support these aims, health professionals working in or with an interest in continence management are invited to apply for grants through the Australian Bladder Foundation grants round. Twenty applications were received in 2014 and four grants were awarded. Recipients of the 2015 grants round will be announced at the National Conference on Incontinence, November 25–28.

## **Australian Continence Exchange (ACE)**

ACE is the Foundation's online information clearing house 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 site also hosts a quarterly Ask The Expert video and Q&A forum focusing on various topics and at-risk groups. There are now six short educational videos and relevant article links are currently being added to the page to enhance usability.

New resources continue to be added to the site, including the new carers' fact sheets and booklet, and the new *Healthy Diet and Bowels* fact sheet, including versions in 27 languages. Articles from the *Australian and New Zealand Continence Journal* (with the exception of the past two years) are also now included on ACE. The page has been optimised to be searchable by Google Scholar.

The website received 12,070 visits and 34,724 page views. Nearly a quarter of all hits were from new visitors.



# INFORMATION AND ADVICE

## National Continence Helpline

The National Continence Helpline is a free telephone advisory service managed by the Continence Foundation on behalf of the Australian Government. The Helpline is staffed by continence nurse advisors who provide advice, resources and information about local continence services.

This year, the National Continence Helpline received 27,914 enquiries, the majority from consumers, followed by carers and health professionals. The majority of calls from consumers and carers were from women (72.5%).

The top three reasons for phoning the Helpline were:

- seeking help for a continence issue and its treatment/management (52.8%)
- wanting information relating to state and federal financial assistance schemes (32.2%)
- requesting continence resources (9.3%).

An increasing number of people (4,969) are reporting finding the National Continence Helpline phone number on the Continence Foundation website due to its strong search engine ranking and mobile optimisation, enabling people to phone directly from the website link.

## Website

Ongoing updates to the Foundation's website have improved navigation and links to appropriate pages, as well as optimisation for tablets and mobiles, which has resulted in a steady growth in visits to the site.

There were 609,019 visits to the website, up 36 per cent from the previous year, averaging 2,200 visits a day. The number of new users also continues to grow, with 79 per cent of the 493,407 users new to the site, a reflection of the organisation's successful promotion of the site through multiple publishing platforms.

While the majority of users were from Australia (60%), the site attracts interest from around the world, with 202 countries accessing the site.

In line with the trend over the last few years, visits from mobile and tablet devices continues to increase, now accounting for 47 per cent (290,183) of devices used to access the website.

The website received more than 1.5 million page views, an increase of 21.5 per cent from the previous year. The most popular page visited was the home page followed by pelvic floor muscle exercises, how do pelvic floor muscles help, and prolapse.

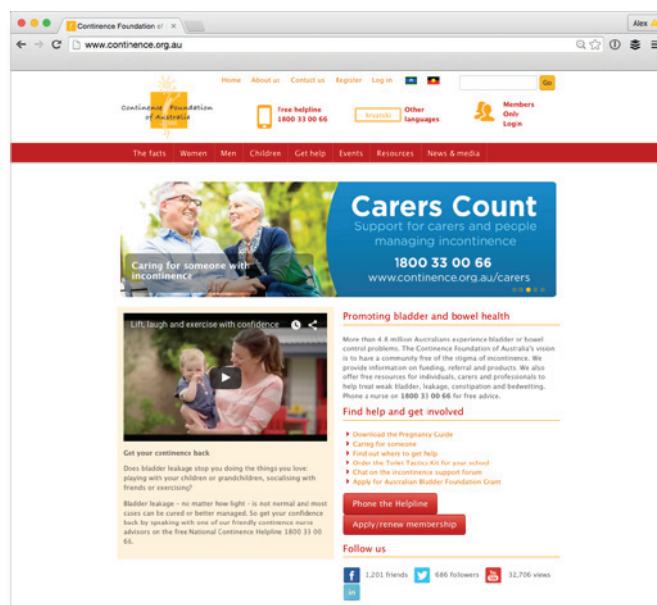
The resources pages were viewed 22,528 times, with 2,144 resource orders placed online, while 41,166 PDF resources were downloaded, the most popular being the *Toilet Tactics Kit*, *Bridge* spring edition, and children's bowel chart.

## Support forum

The incontinence support forum is a safe and anonymous place for users to discuss continence health, share experiences or chat to a continence nurse online.

The forum is moderated by a National Continence Helpline continence nurse advisor and a member of the Foundation's Consumer Advisory Committee.

The forum received 40,495 page views this year, the most popular being living with incontinence, general discussion, children with incontinence and catheter usage.



# COMMUNITY & INDUSTRY SUPPORT

## Community support

### Kidsflix

Kidsflix is a free film and entertainment 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.

Three Kidsflix events were held during the year, in Maribyrnong (*Rio 2*), Richmond (*Paddington* and *Penguins of Madagascar*) and Glen Waverley (*Home*).

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 has been an ongoing supporter of the initiative, again supporting Kidsflix with a \$9,000 donation.



*Kidsflix Richmond*

## Industry support

### 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 2015. Her broad industry experience and her background as a continence nurse advisor has proven a valuable asset to the Foundation.



# 2014 CAIRNS CONFERENCE



*Michael Murray (CFA), Stuart Bauer (ICCS) and Kate Moore (UGSA) welcome delegates to the conference.*



*Delegates join in the Tjapukai dance group's performance at the welcome reception.*



*Attendees confer during a conference workshop.*



*Dr Linda Brubaker discusses the complexities of sacral colpopexy.*



*Professor Linda Cardozo shares her expertise on cosmetic genital surgery.*



*Chris Maher and Yik Lim chairing the UGSA plenary session.*



*Hundreds of people passed through the CFA-UGSA and DSS booth during the conference.*



*CFA health promotion officers Tracey Sparks and Aimee Simmens enjoy Cairns' relaxed, tropical atmosphere.*



*CFA CEO Barry Cahill sends ICCS president Stuart Bauer home with a touch of Australiana.*

# 2014 CONFERENCE SPONSORS

## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS



## SUPPORTED BY



# FINANCIAL STATEMENTS



Continenence Foundation of Australia Limited – ABN 84007325313

## Statement of Profit and Loss and Other Comprehensive Income

For the Year Ended 30 June 2015

	Note	2015 \$	2014 \$
<b>REVENUE</b>			
Conference and Seminars		1,016,319	634,927
Interest		245,064	212,498
Membership Fees		104,526	112,802
Programs		3,786,122	4,258,604
Peak Body Status Funding		176,532	173,240
Other		527,316	528,322
Profit on sale of Asset		18,000	–
<b>Total Operating Revenue</b>		<b>5,873,879</b>	<b>5,920,393</b>
Kidsflix – Fundraising		240,155	208,955
<b>Total Revenue</b>		<b>6,114,034</b>	<b>6,129,348</b>
<b>EXPENDITURE</b>			
Conference and Seminars		768,303	445,609
Depreciation		18,050	29,683
Programs		3,786,122	4,258,604
Salaries and Oncost		198,124	168,855
Other		174,812	161,032
<b>Total Operating Expenditure</b>		<b>4,945,411</b>	<b>5,063,783</b>
Kidsflix – Expenses		193,799	172,054
<b>Total Expenditure</b>		<b>5,139,210</b>	<b>5,235,837</b>
<b>Surplus before income tax</b>	3	<b>974,824</b>	<b>893,511</b>
Income tax expense		–	–
<b>Surplus after income tax</b>		<b>974,824</b>	<b>893,511</b>
Other comprehensive income		–	–
Other comprehensive income for the period, net of income tax		–	–
<b>Total comprehensive income for the period</b>		<b>974,824</b>	<b>893,511</b>

## Statement of Financial Position

as at 30 June 2015

	Note	2015 \$	2014 \$
<b>ASSETS</b>			
<b>Current Assets</b>			
Cash and Cash Equivalents	4	6,916,590	6,986,869
Kidsflix – SA Bank	4	104,111	46,639
Trade and Other Receivables	5	890,421	61,321
Prepayments		43,561	108,668
<b>Total Current Assets</b>		<b>7,954,683</b>	<b>7,203,497</b>
<b>Non Current Assets</b>			
Property, Plant and Equipment	6	46,513	24,905
Security Deposit		2,000	–
<b>Total Non Current Assets</b>		<b>48,513</b>	<b>24,905</b>
<b>Total Assets</b>		<b>8,003,196</b>	<b>7,228,402</b>
<b>LIABILITIES</b>			
<b>Current Liabilities</b>			
Trade and Other Payables	7	680,233	627,584
Kidsflix – SA		41,970	24,498
Employee Benefits	8	415,353	363,936
Conference revenue in advance		243,755	473,416
Income Received in Advance		70,007	194,224
<b>Total Current Liabilities</b>		<b>1,451,318</b>	<b>1,683,658</b>
<b>Non Current Liabilities</b>			
Employee Benefits	8	233,548	201,238
Total Non Current Liabilities		233,548	201,238
<b>Total Liabilities</b>		<b>1,684,866</b>	<b>1,884,896</b>
<b>Net Assets</b>		<b>6,318,330</b>	<b>5,343,506</b>
<b>Equity</b>			
Retained Surplus		6,318,330	5,343,506
<b>Total Equity</b>		<b>6,318,330</b>	<b>5,343,506</b>

The Statement of Profit and Loss and Other Comprehensive Income and Statement of Financial Position for the year ended June 30, 2015, 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](http://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



**Danyel Walker**  
Health Promotion Officer



**Rowan Cockerell**  
Deputy CEO



**Merrill McPhee**  
Helpline Coordinator



**Mary Trezise**  
Executive Assistant to the CEO



**Tina Addison**  
Administration Officer



**Steve Marburg**  
Helpline Coordinator



**Maria Whitmore**  
Special Projects Media & Publications



**Frances Correa**  
Finance Manager



**Alison McClelland**  
Marketing & Communications Manager



**Nives Zerafa**  
Programs and Partnerships Coordinator



**Cate McKinnon**  
Project Officer, Education and Support



**Erin Murphy**  
Education Manager



**Monica McIntyre**  
Customer Service/ National Continence Helpline

## 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 advise on the Continence Foundation's health promotion activities, representing the Helpline at conferences or expos and reviewing articles for consumer or health professional publications.

## State Health Promotion Officers

New South Wales: Delena Caagbay (until June 2014)  
Queensland: Tracey Sparks  
South Australia/Northern Territory: Jennifer Mann (covering maternity leave)  
Victoria/Tasmania: Aimee Simmens  
Western Australia: Shelley Harwood (until August 2014)



**Claudia Piscitelli**  
Project Officer, Online Communications





# 25th National Conference on Incontinence

Adelaide Convention Centre, Adelaide

**9-12 November 2016**

*The latest in continence research and practice*  
**[www.continence.org.au](http://www.continence.org.au)**



# **PROMOTING BLADDER AND BOWEL HEALTH**

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