



**Continenace
Foundation
of Australia**

ANNUAL REPORT 2023





Exhibition Hall, 31st National Conference on Incontinence and 4th Functional Urology Symposium

Front Cover: Entrance to 31st National Conference on Incontinence and 4th Functional Urology Symposium



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About Us

Introduction

The Continence Foundation of Australia, established in 1989, is a not-for-profit organisation and the national peak body for incontinence prevention, management, education, awareness, information and advocacy.

The Foundation has representation in each Australian state and territory. The Foundation is supported by the Australian Government Department of Health and Aged Care with funding under the National Continence Program and the Health Peak and Advisory Bodies Program, the Western Sydney Local Health District (NSW Government) and the Victorian Government of Health.

Vision

An Australian community free of the stigma and restrictions of all aspects of incontinence across the lifespan.

Purpose

Eliminate the stigma and restrictions of all aspects of incontinence through research, advocacy, solutions, consumer education and professional development.

Values

We will fulfil our vision and purpose and make a difference by conducting ourselves with

1. Accountability - We are responsible for our individual and team actions and behaviours, and the outcomes they produce.
2. Respect - We will respect each person within our organisation and all external individuals and stakeholders.
3. Integrity - We will act with integrity and be open and honest, within our teams and the organisation, and when dealing with all external individuals and stakeholders.
4. Inclusiveness - There are no barriers to engagement and participation, no one is excluded, and diversity is celebrated.

Our Strategic Plan pillars include



Be a unified body that has the governance and organisational capacity to deliver our vision and purpose.



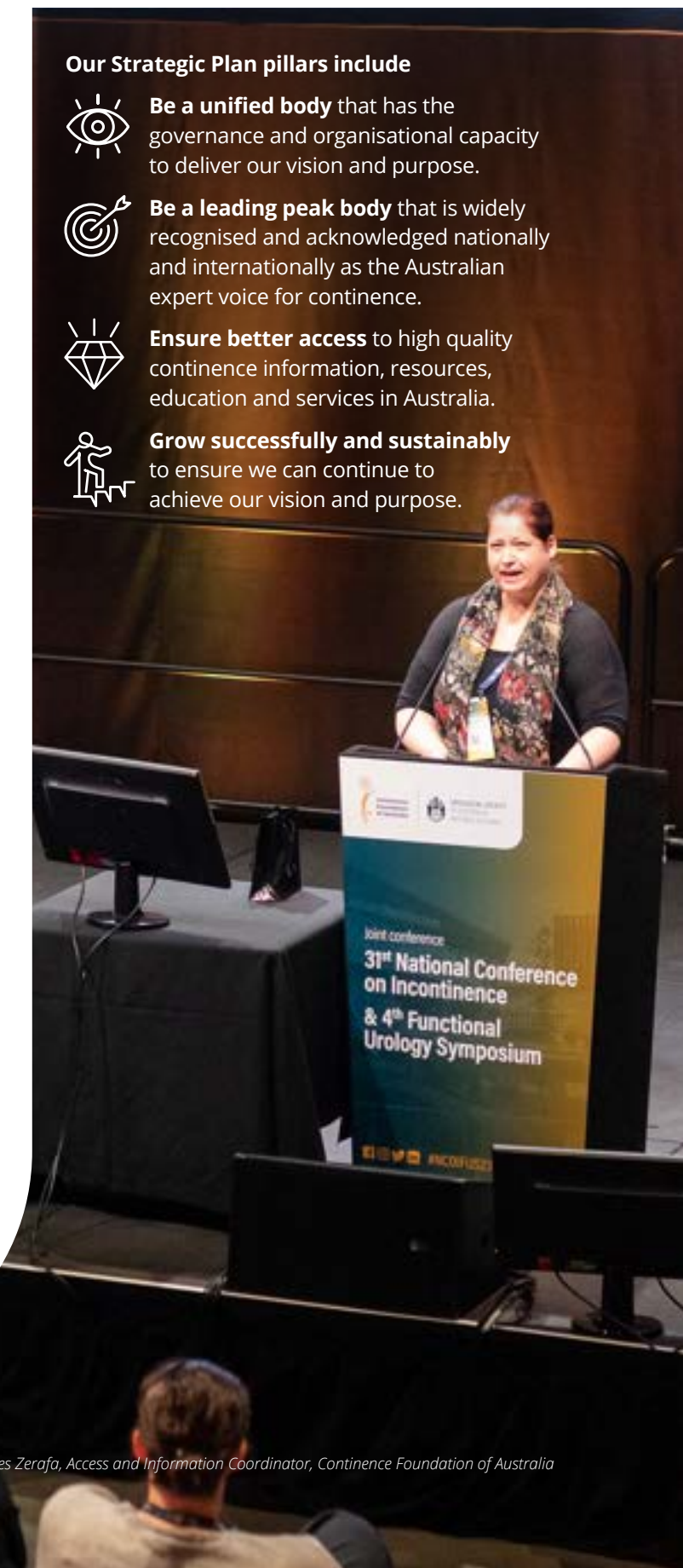
Be a leading peak body that is widely recognised and acknowledged nationally and internationally as the Australian expert voice for continence.



Ensure better access to high quality continence information, resources, education and services in Australia.



Grow successfully and sustainably to ensure we can continue to achieve our vision and purpose.



Nives Zerafa, Access and Information Coordinator, Continence Foundation of Australia

About Us

Message from the Board Chair

My first nine months as the Board Chair has been a steep learning curve, to rapidly understand the breadth of the wonderful work of the Continence Foundation of Australia and more broadly the Australian continence health sector. A highlight of the year was meeting so many of our members and partners at our National Conference held together with the Urological Society of Australia and New Zealand in June.

It is clear that the organisation is very well poised for its next phase of evolution, as we continue to build on our 34 year legacy, while looking ahead to amplify our impact and deliver even more value for our members, stakeholders, government partners and consumers.

The Foundation has embarked on creating a new strategic focus for the organisation, with input from members, stakeholders and staff to develop our next three year plan. This includes a comprehensive evaluation of our current programs and projects, analysing data trends, gaps and research and working with stakeholders and government to ensure we are meeting policy objectives and contributing to improved outcomes. We are prioritising long term sustainability, diversification of income and amplifying our impact, engagement and reach across Australia.

We are setting ambitious new growth plans, investing in the future to ensure that the one in four Australians who experience incontinence and live with bowel and bladder control conditions receive the care, support and help that they need. We will be looking to deliver more value for our members, harnessing the collective knowledge of health experts to raise awareness and understanding of continence health and looking to support the workforce of the future to deliver best practice continence care.

Education will continue to be a focus for the Foundation, as we aim to improve knowledge of this underreported condition. Currently the Foundation offers over 34 different education programs and professional development opportunities for health professionals. With nearly 30,000 learners engaged over the last twelve months, there is an important opportunity for the Foundation to advance its role



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in improving the quality of care for people receiving continence health care, through the professional development and education of the continence health workforce.

We would like to thank the Department of Health and Aged Care, the Western Sydney Local Health District (NSW Government) and the Victorian Department of Health for their ongoing commitment to continence health in Australia. We continue to work collaboratively with the Federal Government, to deliver on health policy improving outcomes for people living with bowel and bladder control conditions, their carers and the dedicated clinicians who work in the continence health sector. Further, as we observe an increase in the need for continence health support, especially within our ageing population, we are working with the Government to develop a holistic National Continence Action Plan, which was highlighted in our 2023-2024 Policy and Pre-Budget Submission.

As the national peak body promoting bladder and bowel control health, the Foundation has made extensive progress in raising awareness, educating and advocating for continence health. However, with the number of Australians experiencing incontinence predicted to grow to 8.6 million by 2032, there is still plenty of work ahead of us. As we look to the future and begin to roll out our new three year Strategic Plan, we look forward to advancing our vision of an Australian community free of the stigma and restrictions of all aspects of incontinence across the lifespan.

I would like to thank my fellow Board Directors for their ongoing commitment and significant input to the governance, strategic direction and oversight of the Foundation. Our dedicated CEO and staff have continued to deliver and are a passionate and loyal team ensuring meaningful outcomes for members, government, stakeholders and the Australian community. Thank you also for the commitment of our members.

Elizabeth Compton
Board Chair

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Message from the CEO

This year has been a rewarding and exciting year for the Continence Foundation of Australia, as we continue to advocate and advance the voice of continence health in Australia.

Firstly, we would like to welcome Elizabeth Compton on her appointment as Chair of the Foundation's Board.

As we now reflect on the past twelve months, the key focus of our work has been on raising awareness and advocating for continence health amongst both communities and healthcare professionals. In driving this purpose, the Foundation has engaged in a number of major projects.

In January we commissioned Deloitte Access Economics to develop a Continence Health in Australia Impact Report. This report will provide important insights on the increasing prevalence of incontinence in Australia, the economic cost and the impact on mental health and quality of life. As we look to the next twelve months, these findings will be used to determine and address incontinence trends and ensure we can better meet the needs of the Australian community through targeted support services, advocacy work and awareness campaigns.

The Foundation invested in two major projects, the Model of Continence Care and the National Continence Quality Standards. Both projects seek to secure the provision of high-quality continence care in aged care and healthcare settings where continence services may be delivered while addressing gaps in education for people providing continence care. This will continue to be a focus in future as we develop these tools with consumer co-design and begin pilot testing.

Furthermore, a significant project commencing in 2023 has been the Foundation's rebrand. The current brand has supported the Foundation since conception over thirty years ago, however research indicates only 6% of the general population and 28% of health professionals are aware of the Foundation's brand. With the changing landscape of the continence health sector in Australia, we are now driving the development of a new brand to define



and position the Foundation as the leading voice of continence health in Australia. The new brand is due to be launched during the first quarter of 2024.

From a service delivery perspective, the National Continence Helpline continues to be an invaluable source of support for over 20,000 callers seeking advice for continence health issues. Yearly survey data observes a 94% satisfaction rate from callers to our nurse continence specialists. To improve this service, there have been several digital upgrades to the system to ensure more user-friendly functionality for the caller, and improved specifications for the helpline team, allowing them to support the caller more effectively and efficiently.

I trust you will enjoy reading about the work of the Foundation in this Annual Report and hope you will join me in celebrating our many achievements over the past twelve months. From the launch of a new Physiotherapy Special Interest Group, our joint national conference and distribution of community grants, there is plenty to be proud of. I would like to express my sincere gratitude to all the staff, members and Board Directors for their continued time and support.

As we now look to the year ahead, the Foundation will continue leading the conversation around continence health through strategic policy and advocacy, partnerships, education and research, ensuring we provide the best outcomes for those living with, caring for, or treating incontinence.

Rowan Cockerell
CEO

About Us

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Performance Highlights

Education

28,743 LEARNERS

Events

516 ATTENDEES
at the Joint 31st National Conference
on Incontinence and 4th Functional
Urology Symposium

367 ATTENDEES
at State and Territory Advisory
Committee educational events

Marketing and Communications

2,496,461 TOTAL WEBSITE
USERS

3,871,867 IMPRESSIONS
across all social media

51,328 DIGITAL COPIES
of Bridge Magazine distributed

OVER **23,000** TOILET
FACILITIES
now featured on the National Public Toilet Map

Research

75% INCREASE IN AWARENESS
of pelvic floor exercises

Health Promotion

4 NEW LOCAL
COUNCIL AREAS
installed men's incontinence product disposal
bins in response to BINS4Blokes campaign

4 VENUES
installed men's incontinence product disposal
bins in response to BINS4Blokes campaign

Membership

1,485 TOTAL MEMBERS
of the Foundation

Membership Breakdown

1,440 PROFESSIONAL
MEMBERS

45 CORPORATE AND
ORGANISATIONAL MEMBERS

Clinical Support

22,115 HELPLINE
CALLS

706 CLIENTS
supported by National Clinical Services

Policy and Advocacy

13 SUBMISSIONS
to government

Be a Unified Body

Board of Directors



Elizabeth Compton
Chair

Elizabeth has extensive experience as a Board Director and senior executive, with 25 years' experience working in London, Amsterdam, New York and in Australia. She is a Non-Executive Director (NED) of Southern Cross Care (SA, NT, VIC) a large, aged care/retirement living and home care organisation, Chair and member of the People & Culture Committee (2,800 staff) and member of the Board Asset Management Committee (\$1B assets and \$200M revenue). Elizabeth is also a NED of RMIT Training. Prior to this she was CEO for six years at LanguageLoop (a service offering interpreting and language services across 190+ languages with 3,000 interpreters), major clients included the Department of Health and Human Services, Aged Care, Bolton Clarke, major hospitals and community health organisations.

She is a Graduate of the Australian Institute of Company Directors, and holds an Executive Leadership Certificate from Harvard Business School, MA in International and European Relations and a BA in Psychology and Sociology.



Prof Rosemary Calder AM
Director

A founding member of the Continence Foundation of Australia, Professor Rosemary Calder AM has worked in health and aged care policy and services in the non-government sector and held senior executive roles in both Victorian and Commonwealth health departments. She is Professor of Health Policy and the Director of the Australian Health Policy Collaboration at the Mitchell Institute; an education and health policy think tank established by Victoria University.



Celia Bolton
Director

Celia Bolton has been working as a continence and pelvic health physiotherapist since 1996. She is the founding Director of the multidisciplinary private practice Innerstrength Healthcare in Geelong.

Celia has been a member of the Continence Foundation of Australia since 1999 and served on the CFA Physiotherapy Group (Victoria) committee for eight years. Her interest in neuroscience, trauma and teaching meditation informs and broadens her outlook on continence prevention and management.



Lesley Barton
Director

Lesley Barton has always had a passion for effective and preventative continence management and has been actively involved over the years in state-based Continence Foundation of Australia committees in a variety of roles. Lesley has worked as a workplace assessor, gained qualifications in quality management, auditing and risk assessment, education, program design and governance within aged care.

Lesley remains committed to the future growth and further development of the Continence Foundation of Australia.

Board of Directors



Dr Janet Chase
Director

Dr Janet Chase is a founding member of the Continence Foundation of Australia and 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 her published papers include research on adults and children. Janet was the past chair of the Foundation's Paediatric Advisory Committee and a former Board member of the International Children's Continence Society.



Claire Richards
Director

Claire Richards is a Partner at KPMG with a broad range of risk, governance, compliance, assurance and audit experience. Finding her passion to be in healthcare and government, Claire provides advice to organisations operating in health, ageing, disability, human services, justice and higher education sectors, focusing on safeguarding integrity and the community's trust in the outcomes that these organisations deliver.



Jacinta Crickmore
Director

Jacinta Crickmore first gained valuable insights on incontinence issues faced by consumers from her work in healthcare sales with SCA Hygiene. She became the company's Queensland representative and an active member of the Continence Foundation of Australia's Queensland Branch, of which she was secretary for five years. In 2014, Jacinta became a member of the Foundation's Consumer Advisory Committee, which she currently chairs. In 2015, she was appointed as a consumer representative on the Board and the Bladder Bowel Collaborative Steering Committee.



Dr Kathryn Sloots
Director

Dr Kathryn Sloots is a Registered Nurse with a science degree and PhD who has worked for 18 years in the areas of bowel and bladder continence (including anorectal biofeedback, urodynamics, research and education). She has published several papers on bowel continence and presented at continence conferences. Kathryn is passionate about promoting bowel and bladder continence, increasing awareness and information for health professionals and the public, and improving access to continence care.

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Board of Directors



A/Prof Michael Murray AM
MB BS MPH FRACP AFRACMA
FAAG FANZSGM
Chair (left office Nov 2022)

As the Divisional Medical Director of Continued Care and Director of Geriatric Medicine at Austin Health, Associate Professor Michael Murray AM brings extensive experience in health, education and the aged care industry.

Michael's career highlights include extensive work in continence, public health and public policy, as well as education and service development.

Michael was appointed as the interim Chief Clinical Advisor to the first Aged Care Quality and Safety Commissioner (ACQSC) in 2019 and holds several board and committee positions. Michael is the President of the National Ageing Research Institute (NARI), and in July 2020, he was appointed as the Geriatrician Lead to the newly constituted Victorian Aged Care Response Centre (VACRC), a joint initiative with the Federal Government and ACQSC to support coordinated management of COVID-19.

Michael is a member of the Aged Care Advisory Group to the Australian Health Protection Principal Committee (AHPPC) and a member of the National Aged Care Advisory Council, as well as a current Director of Benetas and Lynden Aged Care Association.



Dr Ian Tucker
Director (left office Nov 2022)

Dr Ian Tucker has been an active member of the Continence Foundation of Australia since its inception. Ian has been a pioneer in the field of sacral nerve neuromodulation for disturbances of bladder and bowel function and has chaired sessions and lectured nationally and internationally at major conferences.



Dr Ashani Couchman
Director (left office Nov 2022)

Dr Ashani Couchman is a urological surgeon who is a sub-specialist in transitional (adolescent) urology and neuro-urology.

She graduated from Auckland Medical School in 2003 and completed her surgical training in New Zealand. This was followed by high profile fellowships at the Institute of Urology (London), Great Ormond Street Hospital for Children (London), National Hospital for Neurology and Neurosurgery (London) and Western General Hospital (Edinburgh). She worked with world leaders of sub-specialties of transitional urology, neuro-urology and paediatric urology during this time.

Ashani is the Chair of the Children's and Young Adult's Committee of the International Continence Society and is appointed at Royal Adelaide Hospital, Hampstead Rehabilitation Centre and the Women's and Children's Hospital.



Michael Croker
Director (left office Nov 2022)

Michael Croker is a highly skilled executive director with extensive experience in the professional services sector and in managing sales and operational teams and functions. He has a depth of experience in process re-engineering, strategic planning and organisation transformation, as well as due diligence reviews in health, government, financial services, telecommunications, utilities, oil and gas, aviation and defence sectors.

His professional experience encompasses all aspects of financial, audit and systems management and he has successfully led large complex programs with a strong focus on delivery, stakeholder engagement, risk management and outcomes.

Board Sub-Committees

Australian and New Zealand Continence Journal Committee

A/Prof Christian Moro (Chair and Editor)
A/Prof Wendy Bower
A/Prof Russ Chess-Williams
Jean Hay-Smith (from Nov 2022)
Anna Lawrence (Continence New Zealand)
Jacinta Miller (Managing Editor, resigned Nov 2022)
Prof Kate Moore
Charlotte Phelps (co-opted, commenced Feb 2023)
A/Prof Dr Vincent Tse
Elizabeth Watt
Rowan Cockerell (Continence Foundation of Australia)
Laura Fear (Continence New Zealand - from Nov 2022)
Louise Judd (Continence New Zealand - left office Nov 2022)

Consumer Advisory Committee

Jacinta Crickmore (Chair)
Margaret Bambrick (commenced May 2023)
Audrey Burgin (commenced May 2023)
Anja Christoffersen
Keith Davies
Greg Ryan OAM (resigned Dec 2022)
Dr Kathryn Sloots
Alan White
Bethia Wilson AM

Finance Audit and Risk Management Committee

Claire Richards (Chair)
Michael Corry
Jacinta Crickmore
Michael Croker (left office Nov 2022)
Rowan Cockerell (Continence Foundation of Australia)
Paula Hay (Continence Foundation of Australia)

31st National Conference on Incontinence and 4th Functional Urology Symposium Scientific Committee

Dr Ashani Couchman (Co-Chair - Continence Foundation of Australia)
A/Prof Vincent Tse (Co-Chair – Functional Urology Symposium)

Prof Eric Chung (Co-Chair – Functional Urology Symposium)
Julie Westaway (Co-Chair – Continence Foundation of Australia)
Hayley Irving
Sonia Scharfbillig

Local Organising Committee

Rowan Cockerell (Continence Foundation of Australia)
Penelope Hunter (Continence Foundation of Australia)
Rosa Siderelis (Continence Foundation of Australia)

Policy Advisory Committee

Prof Rosemary Calder AM (Chair)
Dr Janet Chase
Anja Christoffersen
Dr Ashani Couchman
Anita Francis
Sophie Petrov
Alan White
Rowan Cockerell (Continence Foundation of Australia)
Ruby Dubash (Continence Foundation of Australia)

Quality and Clinical Governance Committee

Lesley Barton (Chair)
Celia Bolton
Keren Day
Claire Richards
Peta Titter
Danyela Rob (Continence Foundation of Australia)

Patron

Bethia Wilson AM

Chief Executive Officer

Rowan Cockerell

Company Secretary

Michael Corry

Solicitors

JRT Partnership Pty Ltd

Auditor

Walker Wayland Advantage

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Membership

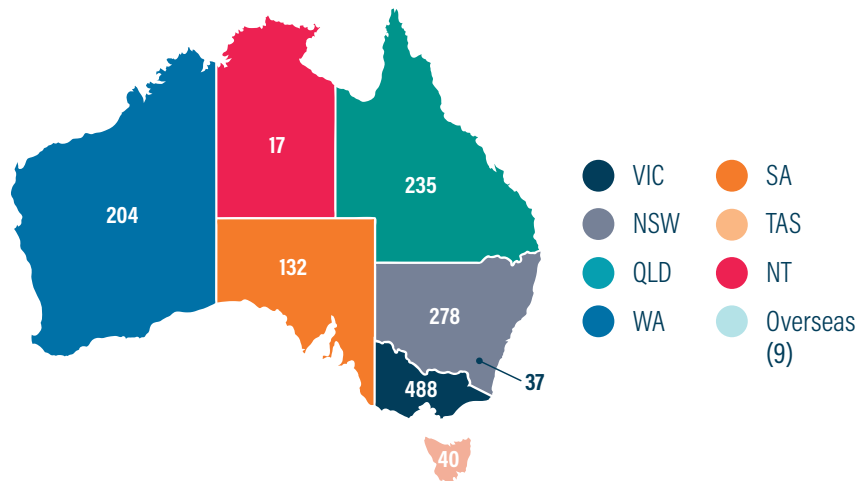
Total membership

The year ended with the Foundation holding 1,485 memberships, which consisted of 1,440 members and 45 corporate and organisation accounts.



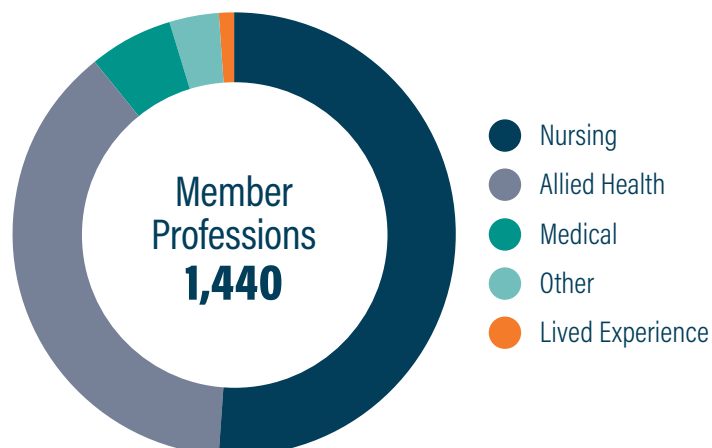
Breakdown of members by location

There was a distribution of members across each state and territory. However nine members were overseas, based in New Zealand and Southeast Asia.



Breakdown by profession category

Professional membership comprised 97% of the individual membership. There were three primary profession types in addition to 'other'. For the purpose of this report, individual members have been categorised as those with lived experience, unless their profession was listed.



Be a Unified Body

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State and Territory Advisory Committees

The State and Territory Advisory Committees organise regular education events, which are offered in most states annually. These education events pose an informative professional development, networking and learning opportunity for health professionals across Australia and overseas working in bladder, bowel and pelvic floor health.

State and Territory Education Days in summary

In the last twelve months there have been four education days hosted across Australia, with a total of 367 attendees. Topic highlights have included continence management in neurological disorders, the impact of birth trauma, hemorrhoids in faecal incontinence and an engaging debate on constipation.



The State and Territory Advisory Committee Education Event, New South Wales



The State and Territory Advisory Committee Education Event, Queensland



This was such a valuable day. The speakers were all very informative and interesting. I enjoyed the atmosphere; everyone was very friendly. I came away feeling as though I have learned a lot and motivated to continue for another year! I am looking forward to next year".

Attendee

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Continence Foundation of Australia Physiotherapy Special Interest Group

The Physiotherapy Special Interest Group was introduced as a national initiative, created initially from the membership of the Continence Foundation of Australia Physiotherapy Group Victoria.

The Physiotherapy Special Interest Group promotes excellence in the delivery of continence and pelvic health physiotherapy services, ensuring a high standard of practice in continence and pelvic health assessment and management. They provide accessible high level professional development to members and education to people of all ages living with incontinence and/or pelvic floor dysfunction.

With over 110 members, the Physiotherapy Special Interest Group hosts specialist education events and offers strong networking opportunities for practitioners with varying levels of clinical experience from across Australia.

In addition to the Physiotherapy Forum at the National Conference on Incontinence, the group held five educational events throughout the year, which were a combination of webinars, small group case studies via Zoom and the end of year update

meeting. A variety of topics were covered including paediatric and adult bladder and bowel dysfunction, featured case studies in male LUTs, pelvic pain, birth trauma and obstetric anal sphincter injury, exercise in the peripartum period and self-care for physiotherapists. These education sessions have been extremely popular with some events attracting over 100 attendees from Australia and overseas.

There are already a number of events in the pipeline for 2024, including a men's health workshop, paediatric eLearning course, Pelvic Health in the Peri- and Menopausal Years Webinar, the NCOI physiotherapy forum and more to follow. For more information and to join as a Physiotherapy Special Interest Group member, please visit: www.cfaphysios.com.au/membership/



Irmina Nahon presenting at a Physiotherapy Special Interest Group event

Be a Unified Body

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National Conference on Incontinence Scholarship Program

In its twelfth year, the Foundation continued to offer scholarships to registered nurses and physiotherapists living in rural and remote areas of Australia so that they could attend the joint 31st National Conference on Incontinence (NCOI) and 4th Functional Urology Symposium, held in Adelaide in June. These scholarships are supported by the National Continence Program.

The Foundation is committed to ensuring that geographical location does not limit access to the latest knowledge about bladder and bowel control health. As such, each year scholarships are granted to ten regional or remote health professionals.

“ I am consistently building trusting relationships so as to win confidence across cultural barriers where continence concerns are shamed and barely reported. Notwithstanding the remoteness, our clients present with significant varying clinical complexities and having travelled otherwise considered prohibitive distances (often greater than 500kms), it behoves us to meet their clinical specificity with knowledge and expertise. I will have an invaluable opportunity to enhance my knowledge and expertise in the area to facilitate even greater support to the needs of this clientele which spans the whole of the Central Australian area, across to Queensland, far north west of Western Australian and northern South Australian borders”.

*Continence Nurse Advisor in
Central Australia and NCOI 2023
Scholarship Recipient*

Out of 36 applications, the successful recipients included five registered nurses and five physiotherapists from across Australia.

The scholarship program provides recipients with full conference attendance (including networking events), accommodation and flights. Scholarship recipients received an achievement certificate presented by the Foundation's Board Chair, Elizabeth Compton.



Board Chair Elizabeth Compton (left) with successful NCOI 2023 scholarship recipients

“ I actively promote physiotherapy and particularly pelvic floor health in my community and I am often frustrated by the lack of services available to us. I have a network of colleagues in the area such as GPs, nurses and maternal health clinicians who are keen to work in a team to provide better access for all clients close to home. I am committed to providing long term solutions to the poor health outcomes associated with incontinence and living regionally in Tasmania”.

*Physiotherapist in Tasmania and NCOI 2023
Scholarship Recipient*

Be a Leading Peak Body

Major Projects

Continence Health in Australia Impact Report

In January the Continence Foundation of Australia commissioned Deloitte Access Economics to undertake a Continence Health in Australia Impact Report. The purpose of the Impact Report was to identify and collate data on the prevalence of incontinence in Australia and estimate the costs and consequences of incontinence at the population level.

Using health economic cost modelling, the report will provide a greater understanding of the continence health needs of the population. In addition, it will highlight the social, economic and public health impacts of incontinence and trends over the next decade. Research methods were inclusive of stakeholder group engagement sessions, a literature review and a sample survey to gather data from individuals living with incontinence.

The findings from this report will replace the previous Deloitte Access Economics Impact Analysis Report, commissioned by the Foundation in 2010 and is scheduled to be released in the first quarter in 2024.

Rebrand Project

The Foundation commenced a rebrand project this year to develop a new corporate identity and to strengthen its market position. The Foundation has retained the same marketing design concepts since 1989. As such, the current brand does not reflect the present day continence health landscape in Australia and overseas. Furthermore, brand awareness research highlighted that perception of the brand requires attention. Only 6% of general population and 28% of health professionals are aware of the Foundation's brand.

With the acknowledgment of escalating healthcare trends and an ageing population, the Foundation believes now is the time to review, redefine and reposition the organisation in the marketplace.

The rebrand project is expected to be completed and a new brand launched in the first half of 2024.



Janet Chase and Terry Poulton, Sydney, 1995



Colleen McCullough, previous patron,
Associate Professor Richard Millard, Life Member
of the Continence Foundation of Australia

Be a Leading Peak Body

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Major Projects

Update on My Continence Care

The My Continence Care model is in development following research commissioned in 2019 by the Foundation and the National Ageing Research Institute (NARI) and lead researcher, Professor Joan Ostaszkiewicz.

The results led to the development and testing of a best practice model of continence care for residential aged care called My Continence Care. This model will enhance governance oversight of continence care, empower individuals receiving continence care and address gaps in education programs for people providing continence care.

The model enables older people to receive evidence based, person-centred, clinically informed continence care that is responsive to their individual needs, protective of their dignity and that optimises their functional abilities. To achieve this, the multi-pronged My Continence Care model. To achieve this, the multi-pronged My Continence Care model includes

- Targeted education modules for the multi-faceted aged care workforce
- Prompts for toolbox talks and corridor conversations in line with the module delivery to promote mentorship amongst My Continence Care champions and peers
- Resources to improve reflective practice regarding quality continence care.

The Foundation worked closely with external stakeholders, including residential aged care providers, health professionals and people with lived experience to co-design the model. This process will continue in 2024.

75 - 81%

of people in residential aged care are living with incontinence which often dramatically worsens for older people over time.



Be a Leading Peak Body

Joint 31st National Conference on Incontinence (NCOI) and 4th Functional Urology Symposium

The NCOI is Australia's leading multidisciplinary meeting for healthcare professionals working in bladder, bowel and pelvic floor health, as well as functional urology. It is a professional development opportunity for nurses, physiotherapists, doctors, pharmacists, medical specialists, researchers and other allied health professionals.

This year, NCOI was held from the 14 to 17 June at the Adelaide Convention Centre and was delivered jointly with the Urological Society of Australia and New Zealand.

Over 515 delegates attended the conference from Australia and overseas. There were also 50 health industry exhibitors over the four day event who showcased the latest products and services in the continence sector.

“ I am from Townsville and I have a private practice. This is my first time attending this conference and I really enjoyed the workshop yesterday that we had on comprehensive continence assessment. It was great just to get an insight into what it is. I am a mental health nurse, so to be given information on that was a real highlight.”

Queensland Delegate



Delegates, 31st NCOI and 4th FUS Conference



Exhibition Hall, 31st NCOI and 4th FUS Conference

“ I managed to see the other side of nursing when incorporated in mental health, as I am a mental health nurse. It was eye opening and fascinating, how everything is intertwined.”

Delegate



Francisco Martins, presenting at the 31st NCOI and 4th FUS Conference



Exhibition Hall, 31st NCOI and 4th FUS Conference

Be a Leading Peak Body

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Carer of the Year 2023

The Carer of the Year Award 2023 was awarded to Jenny Roe of Victoria during the joint 31st National Conference on Incontinence and 4th Functional Urology Symposium.

Currently, Jenny has three people directly relying on her for care. They include her elderly parents, whom she has been caring for over three years and more recently her husband, Darryl who has been diagnosed with Parkinson's Disease. Jenny was nominated by continence nurse, Bronwyn Peck. "As a continence nurse, I am in awe of her endless compassion and I think we could all benefit from a 'sprinkle' of her magic, as she genuinely does believe that her situation is not a burden but rather a privilege," said Bronwyn.

Every year, the Foundation calls for nominations for the Carer of the Year Award, which publicly acknowledges the vital role that carers play in supporting the health and wellbeing of so many in our community.



Jenny Roe, Carer of the Year 2023



Jenny Roe with her parents, Joan and Russell

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Policy and Advocacy

2023-2024 Policy and Pre-Budget Submission

In January, the Foundation delivered a 2023-2024 Policy and Pre-Budget Submission to the Government.

The submission contended that Australia requires a purposeful, evidence-based approach to improve the treatment and management of all forms of incontinence and to promote continence health for people at higher risk of incontinence.

The Foundation proposed two investment initiatives, including the development of an Australian Continence Action Plan and the implementation of a capability building program for general practice to strengthen the capacity of primary health care to meet increasing continence care needs throughout the population.

The submission positioned the Foundation to provide the leadership, support and management of the development of the Australian Continence Action Plan. In addition, the Foundation would be responsible for developing the capability program and working with commissioned services to ensure fidelity to the health care model.



Women's Health Report

The Foundation welcomed the Federal Government's commitment to women's health with the development of a Women's Health Strategy and the recent establishment of a Women's Health Advisory Council.

In response, the Foundation commenced work on a report on women and incontinence. This report will be used to inform relevant government ministers of the disproportionate impact of incontinence on women, including the barriers many women experience such as the stigma they feel when seeking treatment and support in incontinence.

The report will be launched in the second quarter of 2024.

The Aged Care Landscape

In April, the Department of Health and Aged Care released its revised Quality Standards for piloting. The pilot reflects the set of standards from the Foundation's submission. The Quality Standards pilot included detailed guidance on providing

- Person-centred and culturally safe care
- Strengthened expectations about cultural change
- Competency-based training and education for staff
- Revising expectations for screening and environmental risks.

The Quality Standards, which were first introduced in 2019, were reviewed in 2021 in response to recommendations by the Royal Commission into Aged Care Quality and Safety to ensure that the care and services a provider delivers are safe, high quality and meet the needs and preferences of the people under their care. The strengthened Quality Standards were released for piloting in April 2023 after public consultation in 2022. The Foundation advocated for a set of standards which are person-centred, culturally safe and focused on consumer choice. In a positive outcome for the Foundation, the pilot has an emphasis on a multidisciplinary approach to care including facilitation of access to specialists when required.

Be a Leading Peak Body

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Australian and New Zealand Continence Journal

The Australian and New Zealand Continence Journal (ANZCJ) continues to be the leading continence research journal in Australia and New Zealand.

There were four editions published for Volumes 28 and 29. The key articles featured in these volumes were 'A case study on treating incontinence associated dermatitis', 'Discussing Telehealth continence education classes as an alternative to in-person classes' and 'The design and feasibility pilot of a model to guide continence care in Australian residential aged care homes'.

This year, the journal welcomed a new editor. We would like to thank the outgoing editor, Jacinta Miller, for her ten years of commitment to the development of the journal.

Moving forward, the ANZCJ is aiming to increase the number of peer-reviewed articles published in each quarterly edition. The editorial committee are working on several strategies to increase submissions from medical and allied health professionals across nursing, gastroenterology, gerontology, paediatrics, physiotherapy, urogynaecology and urology.

Furthermore, next year marks the 30th anniversary of the ANZCJ so there will be a focus on marketing the journal to new stakeholder markets, expanding digital social media audiences and reaching out to previous authors. Technical changes to the digital publishing platform will ensure the journal and research papers are easy for people to find.



ANZCJ is Australia's only scientific journal dedicated to researching the diagnosis, treatment and management of incontinence.

22 Be a Leading Peak Body

National Consumer Survey

This year, the Foundation completed its annual consumer survey. A comparison of survey data over the years is used to monitor trends in public and community attitudes, behaviours or preferences about incontinence.

The 2023 survey was undertaken in June. There were more than 2,000 survey participants over the age of 18, with representativeness approximating Australian population statistics. This year, a review of the National Consumer Survey resulted in a greater focus on the consumer experience of the impacts on those who care for people with incontinence.

The survey provides valuable feedback to support the Foundation's understanding of the experience of people who live with incontinence and the extent of public understanding of and attitudes towards continence health, including preferences for information, treatment and support, health seeking behaviours and outcomes of interventions. After analysing the last four years of data from the annual national consumer continence surveys we are starting to observe notable trends.

More people talk to their GP about incontinence

There is an increase in the number of people who talk to their General Practitioner (GP) about incontinence. This figure is up from 16% in 2020 to 29% in 2023. This trend reflects key messaging in the education and media campaigns of the Foundation, whereby people are encouraged to engage and talk about incontinence with their GPs and other healthcare professionals.

	2020	2021	2022	2023
Percentage of people who talked to their GP about incontinence	16%	22%	22%	29%

Increased awareness about pelvic floor muscle exercises

There is increased awareness about exercises which can help to prevent or reduce incontinence, with a rise from 66% in 2020 to 75% in 2023. There was a slight increase in the number of those who found pelvic floor exercises work best to manage their incontinence. Up from 39% in 2020 to 41% in 2023.

	2020	2021	2022	2023
Percentage of people who believe pelvic floor muscle exercise can help prevent or reduce incontinence	66%	65%	68%	75%
Percentage of people experiencing incontinence who found pelvic floor muscle exercises helpful in managing incontinence	39%	30%	32%	41%

National Consumer Survey

Less people feel incontinence negatively affects their relationships

A positive trend of note is fewer people feel incontinence negatively affects their relationships with family and friends. Down from 42% in 2020 to 22% in 2023.

	2020	2021	2022	2023
Percentage of people who say incontinence affects their relationship with family and friends	42%	39%	37%	22%

Continued reluctance to discuss incontinence

Despite the decreasing trend, a significant percentage of people are still reluctant to discuss incontinence with their immediate family or close friends.

	2020	2021	2022	2023
Percentage of people reluctant to discuss their incontinence with immediate family or close friends	71%	71%	67%	46%

Lack of awareness about incontinence in the community

There is an increasing perception that people in the community lack awareness about incontinence. Though the trend is rising, a distinction could be made during the COVID-19 lockdown period and after. The high percentages demonstrate there is more work to be done in raising awareness in the community.

	2020	2021	2022	2023
Percentage of people who perceive there is a lack of awareness about incontinence in the community	63%	64%	66%	74%

Ensure Better Access

The National Continence Helpline

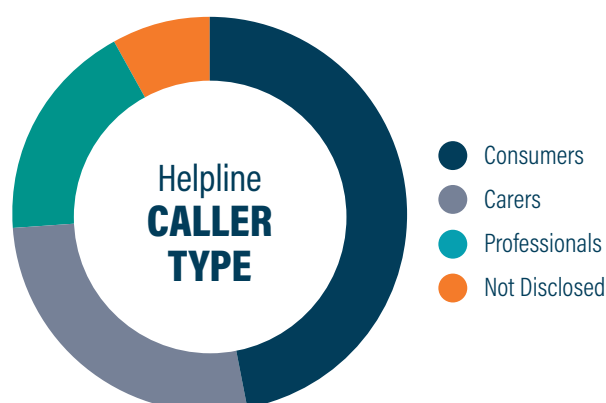
The National Continence Helpline (NCHL) continues to be the leading clinical service for bladder and bowel control health after 23 years.

Staffed by nurse continence specialists, the helpline provides free, confidential information and advice to consumers, carers and health professionals alike.

There are a range of topics on which the helpline can advise, including, but not limited to

- Prevention of bladder and/or bowel problems
- Pregnancy, prolapse, menopause
- Prostatic problems
- Children – toilet training, bedwetting, day wetting, soiling
- Chronic conditions such as diabetes, multiple sclerosis and Parkinson's Disease
- State and Federal Funding Schemes including the National Disability Insurance Scheme (NDIS) and the Continence Aids Payment Scheme (CAPS)
- Incontinence product advice.

Yearly survey data observes a 94% satisfaction rate from the 22,115 helpline calls received in 2023, with 92% of callers feeling that their questions and challenges were completely understood.



“(A carer) called to thank one of our nurse continence specialists for going above and beyond to find a suitable catheter for her husband as no one else had been able to help over the past few months. She was expecting a call back after the weekend though was pleased to get a return call from you yesterday with an alternative catheter. Both she and her husband were very appreciative of your help.”

Helpline Caller



Merrill McPhee, Nurse Continence Specialist,
Continence Foundation of Australia

The National Continence Helpline

New website referral option

NCHL now includes a website referral option. Live since November, consumers or health professionals have the ability to book a call with the NCHL at their convenience via the Foundation's website. The web referral initiative was in response to the increasing trend of people using the website and general Foundation email address to ask clinical questions. There were 166 website referral helpline callers between November and June.

Of note, callers who used this option were

- Younger than the typical NCHL caller (77% were aged 59 years or younger)
- Calling about themselves (91%)
- Seeking advice on a clinical issue (65%).

Predominantly, callers discovered this initiative via the national public toilet advertising campaign (29%). Advice given was on conservative measures followed by being advised to see an allied health professional. Interestingly, this data is in contrast to the strong focus on product and financial advice for the average caller to the NCHL phone line. In addition, this initiative contributed to a decrease of 35% in email referrals to the NCHL via the Foundation's general email address.

“Thank you so much for your very friendly, professional and prompt response to my request yesterday, regarding incontinence. Lots of information to take in so I shall have to put on my “study cap” and go through it all. 15/10 out of ten for you!”

Helpline Caller

Clinical Services

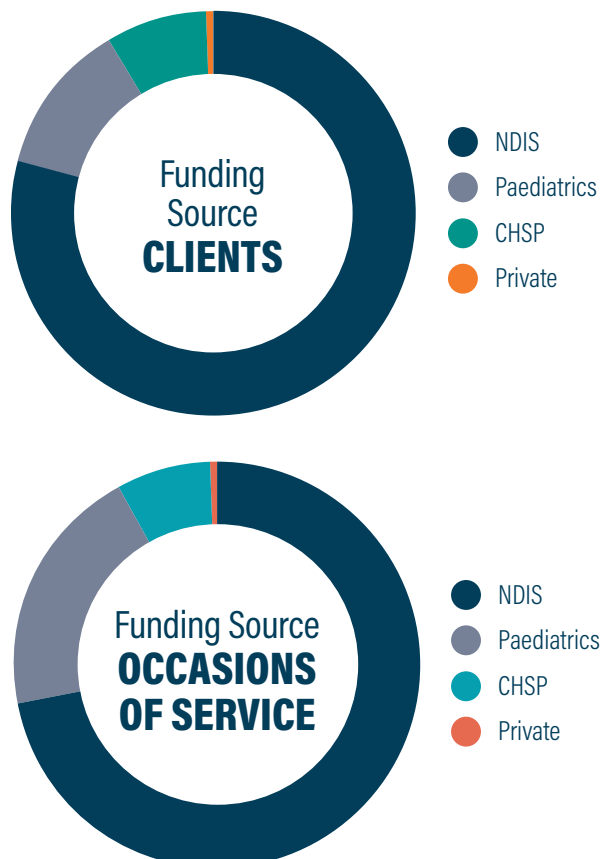
This year, the Clinical Services team supported 706 clients with clinical assessments, recommendations and other continence supports by nurse continence specialists.

Their services were delivered to clients through a combination of a nationally available telehealth service, clinic services in Sydney and in-home services in Melbourne and Sydney. Clients primarily access these services through

- National Disability Insurance Scheme (NDIS)
- Commonwealth Home Support Programme (CHSP) for people over 65, or
- Private funding.

Clients accessed Clinical Services through NDIS support coordinators, health professionals, the Foundation website, My Aged Care or The Children's Hospital at Westmead.

The Clinical Service breakdown by funding source



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Health Promotion and Awareness

The Foundation continues to transform its health promotion work with an increasing focus on the prevention of incontinence. This is being achieved by

- Strengthening the voice of people with lived experience of incontinence through our Partnering with Consumers work
- Building the capacity of organisations we work with to maximise health-seeking opportunities for people at risk of incontinence and their carers
- Transforming our systems to deliver accessible information and resources to encourage broad engagement.

Consumer focus

People with lived experience have informed our work through

- Sharing their stories for publications and events such as World Continence Week
- Providing input into government policy consultations
- Reviewing and developing resources including our new 'no language' resources
- Contributing to strategic planning
- Contributing to the election advocacy campaign.

In addition, online training modules were developed to improve engagement outcomes between the consumer network and the Foundation. There were three short video modules produced for our Continence Consumer Network. These modules help build the skills and knowledge of consumer and community members who are engaging with the Foundation. A training session with practical tools for effective consumer engagement was also developed for Foundation staff.



“Joining the Continence Foundation of Australia’s Consumer Advisory Committee provides a great opportunity for those who have a lived experience of bladder or bowel control issues to have a voice and contribute to what actions and directions the Foundation might take.”

Alan White, Consumer Advisory Committee Member

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Health Promotion and Awareness

Health Promotion Community Grants

In May and June, the Continence Foundation of Australia's Health Promotion Community Grants were launched. These grants were awarded to the Muslim Women's Association of South Australia (MWASA) and Bolton Clarke.

The community grant awarded to MWASA helped train six bilingual workers on healthy bladder and bowel habits. Their co-designed community information sessions about incontinence will be delivered to culturally and linguistically diverse (CALD) communities. It is due for completion in the second quarter of the new year.

The community grant awarded to Bolton Clarke will support the development of a new bowel control health session with older people. This will be delivered as part of the Bolton Clarke Active Healthy Aging Program. Seven facilitators will be educated to deliver these sessions, which will be trialed, evaluated and revised for future roll out. This project is due for completion in the fourth quarter of the new year.

BINS4Blokes Campaign

The BINS4Blokes campaign continues to gain momentum with the installation of incontinence product disposal bins in male public toilets in venues and local councils across Australia. Venues include Austin Health (Victoria), Chadstone The Fashion Capital (Victoria), Lendlease (Australian Capital Territory) and the Melbourne Cricket Ground (Victoria). Local councils included Ballina Council (New South Wales), Port Stephens (New South Wales), Randwick (New South Wales) and Snowy Valley Council (New South Wales).

Building on the campaign, key partnerships and additional promotional opportunities were identified. In partnership with the Prostate Cancer Foundation of Australia, a tips and strategies resource for volunteer support group members was developed. This resource directly helped in their local advocacy of incontinence product disposal bin installation.

Success with Australia-wide Advertising

ESTIMATED CAMPAIGN REACH

5,634,294 PEOPLE

2,634 PLEDGES

received from patrons nominating a bin installation location



Robert DiPierdomenico and Greg Ryan OA, MCG

Ensure 28 Better Access

Health Promotion and Awareness

Animated video resource makes incontinence information more accessible

In response to the Foundation's National Consumer Survey 2022, a 'no language' animated video resource was developed in collaboration with consumers to help reach marginalised communities. Survey data revealed that 56% of people with incontinence are not seeking help and 47% of people hold incorrect perceptions of incontinence.

Therefore, we recognised the need for a health resource to reach and connect with people who

- Have low level English literacy
- Have difficulties processing the English language
- Are CALD community members.

The collaborative process to develop these resources involved 50 consumers, with and without lived experience of incontinence. A series of three high-quality animation videos have been produced which communicate the symptoms of incontinence and where to get help. A prototype of the animations was presented at the National Preventive Health Conference, 2 to 4 May 2023 in Adelaide and the joint 31st National Conference on Incontinence and 4th Functional Urology Symposium, 14 to 17 June 2023 in Adelaide. The animated video resources will be published on the Foundation website in the second quarter of 2024.

Analysis determines relevance and accessibility of translated resources

The Foundation has 17 fact sheets translated into 29 different languages.

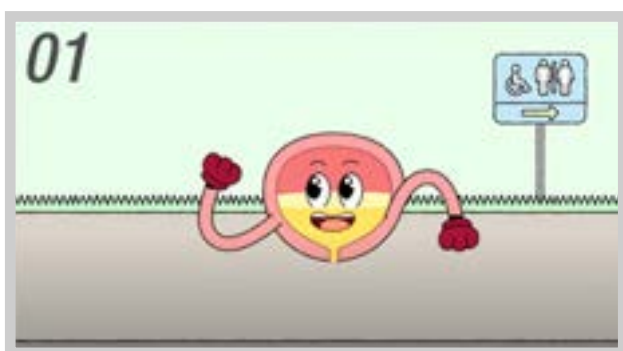
A needs analysis was undertaken with consumers from CALD communities to determine the relevance and accessibility of these translated resources.

The Foundation engaged consumers from 15 different CALD communities with low levels of English proficiency and varying levels of literacy in their own language. Specifically, it was hoped that the analysis could uncover

- What information was important to consumers
- How the content can better engage with consumers
- How information should be accessed
- The languages in which the information should be made available.

The findings from the needs analysis guided the formulation of strategies to provide easy to understand information on incontinence that is practical and accessible for identified CALD communities, to improve their continence health by prevention, treatment and better management.

New assets will be co-designed with a cross section of CALD communities in the coming year.



Still frame from new 'no language' animated video

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Impact of Marketing and Communications

The reach, engagement and impact of the Foundation's marketing and communications platforms continued to increase this year.

Publication update

The Foundation's flagship publication, the Bridge Magazine annually produces four issues. The four themes this year were women, children, men and inflammatory bowel disease/irritable bowel syndrome and World Continence Week.

There was a distribution of 51,328 digital Bridge magazine copies.

The Foundation social media presence

The Foundation has a wide presence across major social media sites, with regular postings and consistent updates about the work and campaigns of the Foundation.

The Continence Foundation Social Media Statistics

3,327,069 IMPRESSIONS
ON FACEBOOK

464,968 IMPRESSIONS
ON INSTAGRAM

30,371 IMPRESSIONS
ON TWITTER

49,459 IMPRESSIONS
ON LINKEDIN

Go Against the Flow Social Media Statistics

70,545 IMPRESSIONS
ON FACEBOOK

54,076 IMPRESSIONS
ON INSTAGRAM

5,221 YOUTUBE
VIDEO VIEWS

16,189 TIKTOK
VIDEO VIEWS

Foundation Website

1,974,675 WEBSITE
USERS

Continence Support Now

2,236 WEBSITE
USERS

BINS4Blokes

5,060 WEBSITE
USERS

Pelvic Floor First

46,557 WEBSITE
USERS

Incontinence in Confidence

4,188 WEBSITE
USERS

Go Against the Flow

1,448 WEBSITE
USERS

Toiletmap.org.au

462,297 WEBSITE
USERS

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Impact of Marketing and Communications

The Great Dunny Hunt continues to raise awareness of incontinence

The Great Dunny Hunt ran from 3 April to 19 June, finishing in World Continence Week.

Annually, The Great Dunny Hunt continues to raise awareness of the National Public Toilet Map (NPTM) and incontinence within the Australian community.

This year, 150 new public toilet facilities were added to the NPTM. The campaign asked the Australian public for submissions to find Australia's best public toilets. To go in the draw to win one of three prizes, participants needed to upload a photograph of their favourite public toilet onto the NPTM website or app, as well as an update on the facilities.

Winners

AUSTRALIA'S TOP THREE ACCESSIBLE TOILETS

- Bundaberg Airport – Kensington, Queensland
- Lake Pertobe – Warrnambool, Victoria
- Belair National Park 2 – Belair, South Australia

HONOURABLE MENTION FOR AUSTRALIA'S PUBLIC TOILET IN THE QUIRKIEST SPOT

- Loop 1 – Zuytdorp, Western Australia

HONOURABLE MENTIONS FOR AUSTRALIA'S MOST COLOURFUL PUBLIC TOILET

- Princes Park – Battery Point, Tasmania
- Macquarie Park – Warren, New South Wales

The Great Dunny Hunt Results

776 ENTRIES

1,935 PHOTOS UPLOADED

150 NEW FACILITIES added to the National Public Toilet Map

OVER 23,000 TOILET FACILITIES now featured on the National Public Toilet Map



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Impact of Marketing and Communications

World Continence Week continues to raise awareness of continence related issues

World Continence Week (WCW), 19 to 25 June, focused on the lived experience of incontinence and the impact it can have on people's lives.

WCW, which is an annual international event, was supported by a national public relations strategy. This was inclusive of a nationwide radio advertising campaign, metropolitan radio interviews and live reads, outdoor advertising, a social media campaign plus dedicated web pages, videos, resources and an electronic direct mail campaign to key stakeholders.

The campaign was promoted heavily by the Foundation and received extensive media coverage.

- 80 mentions achieved with a gross media reach (radio, magazine, newspaper, online, TV) of 3,343,350
- 117 radio placements with 1,387,199 reach
- 547 outdoor advertising locations
- Seven Electronic Direct Mails sent, with an average open rate of 31.17%
- Social media had 90,573 reach with 3,550 engagements
- 380 print and 10,298 digital copies of the Bridge Magazine distributed with a 46.4% open rate
- Dipper video had 2,988 views on YouTube
- Website traffic on WCW page up 518.26% in comparison to previous month (690 versus 1,451) with 4,345 clicks on web page
- This is My Story podcast episode one had 75 downloads.

A campaign highlight was spokesperson Australian Football League icon, Robert (Dipper) DiPierdomenico, who shared his own lived experience with urinary retention. He featured in media interviews, a series of videos for the Foundation website and YouTube plus the Bridge Magazine.

In addition, Dipper raised awareness and support for the BINS4Blokes campaign during WCW. Dipper's high sporting profile contributed to the installation of incontinence product disposal bins in 20 of the male public toilets at the Melbourne Cricket Ground.

For the first time, the Foundation introduced a live panel webinar format during WCW.

The live event attracted 175 registrations and 74 views of the recording.

The purpose of the webinar was to encourage people to talk about incontinence, raise awareness and understanding and let people know where to find help and support. The webinar was hosted by Anja Christoffersen. Together with five panellists and audience questions, they discussed their lived experience of incontinence, barriers to seeking help, common misconceptions and how to change the narratives around this common condition.



Robert DiPierdomenico, MCG

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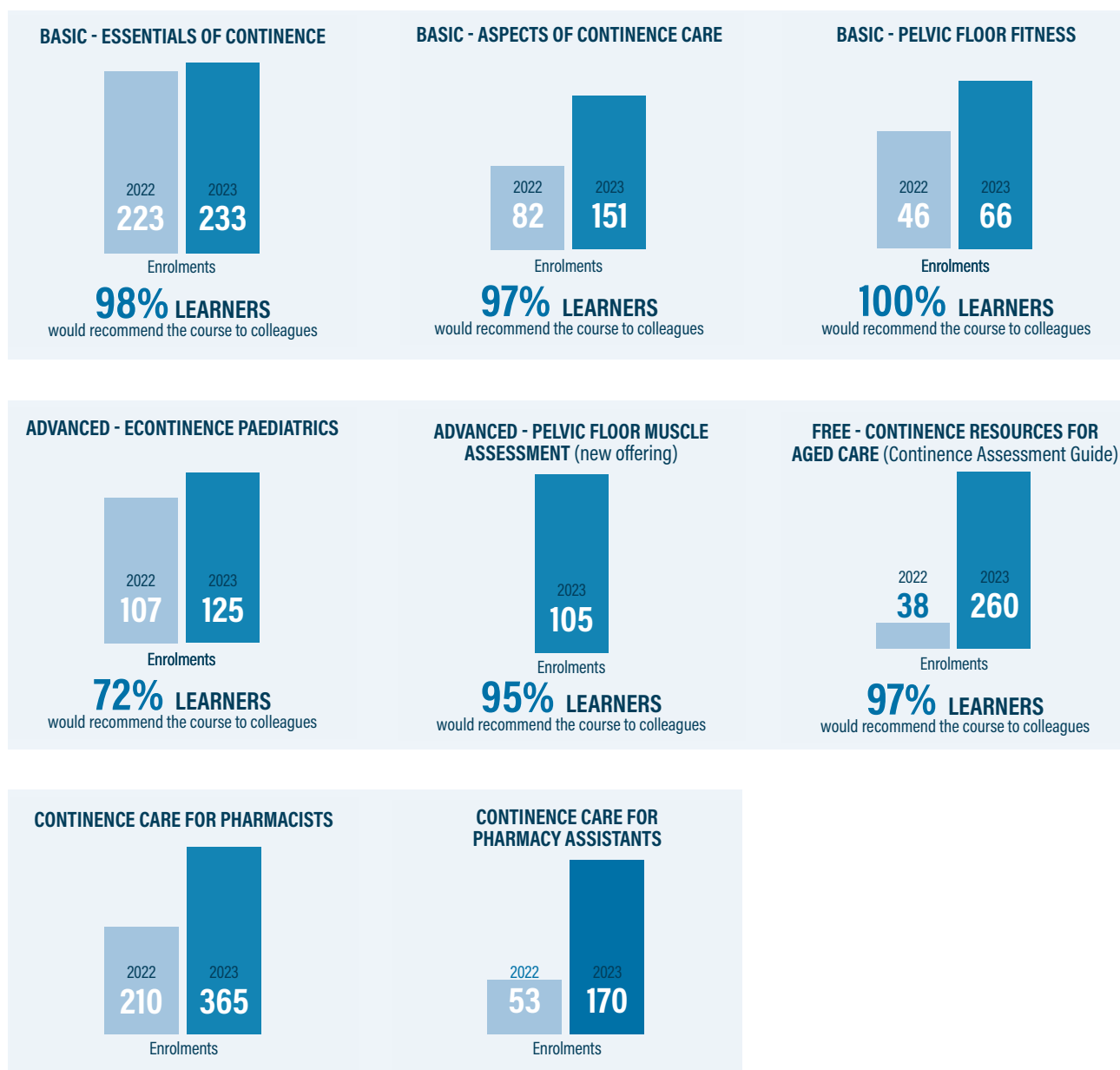
Education Support

Education is a core focus for the Foundation, as we aim to improve knowledge on this underreported condition and advance training of the continence health workforce.

This year has seen a distinct increase in course enrolments, with 28,743 learners across its 34 different education program offerings and professional development opportunities. These incorporate the recordings from webinars and conference keynote speakers, concurrent and plenary sessions, which are available on the Foundation's learning portal.

The figures are inclusive of paid and free courses and resources.

Education offerings and courses



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Education Support

Launched educational offerings

Pelvic Floor Muscle Assessment Skills - The visual assessment of pelvic floor muscles in women as well as per vaginum examination. The course was launched in August.

Educational offerings in development and redevelopment

Catheterisation Skills Course - A blended two part skills workshop for nurses which consists of an online learning component and face-to-face practice and insertion of indwelling catheters in both male and female mannequins, as well as the changeover of a suprapubic catheter.

Specialised Continence Modules for Nurses - Includes 20 intermediate level, stand-alone modules that explore topics in depth to assist registered and enrolled nurses with their continence care practice. Key topics include catheterisation, prolapse, the prostate and incontinence, dementia and incontinence, plus the ageing bladder and bowel.

Midwives Course - The redevelopment of a comprehensive advanced course for midwives exploring how to reduce risk factors for urinary and faecal incontinence in women during pregnancy, childbirth and the post-partum period.

eContinence Paediatrics - The redevelopment and introduction of new modules specialising in paediatric incontinence is in progress.

28,743 LEARNERS
across 34 education offerings and
professional development opportunities

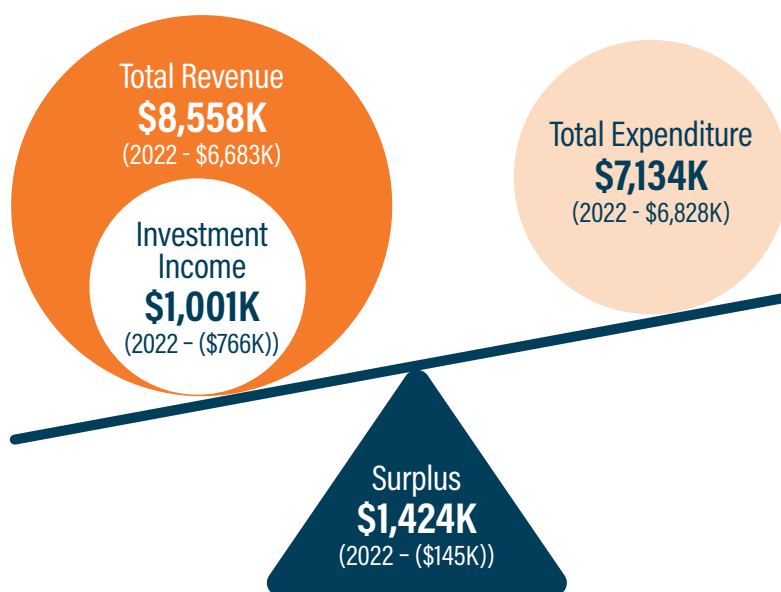
NEW EDUCATIONAL OFFERINGS AND COURSES

4 Educational offerings
in development

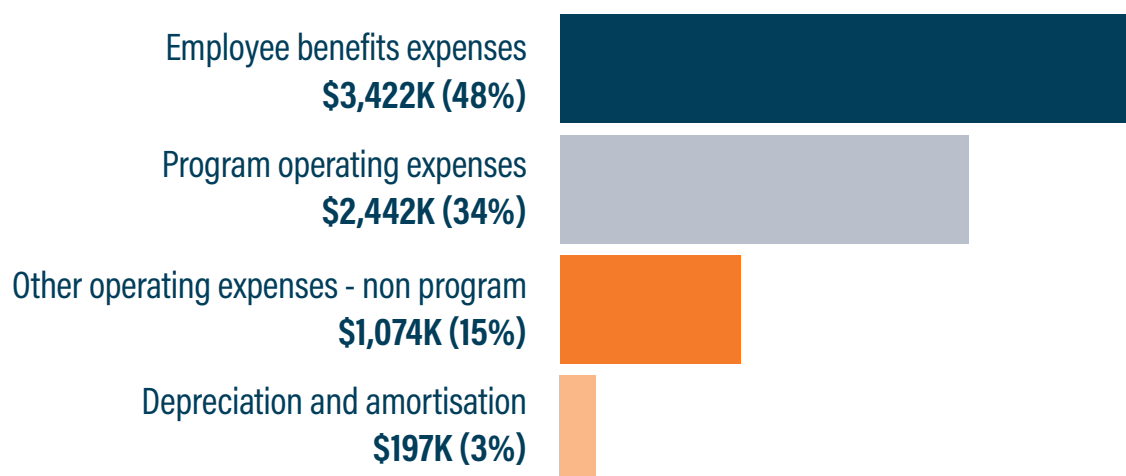
1 New course
launched

Grow Successfully and Sustainably

Financial Results



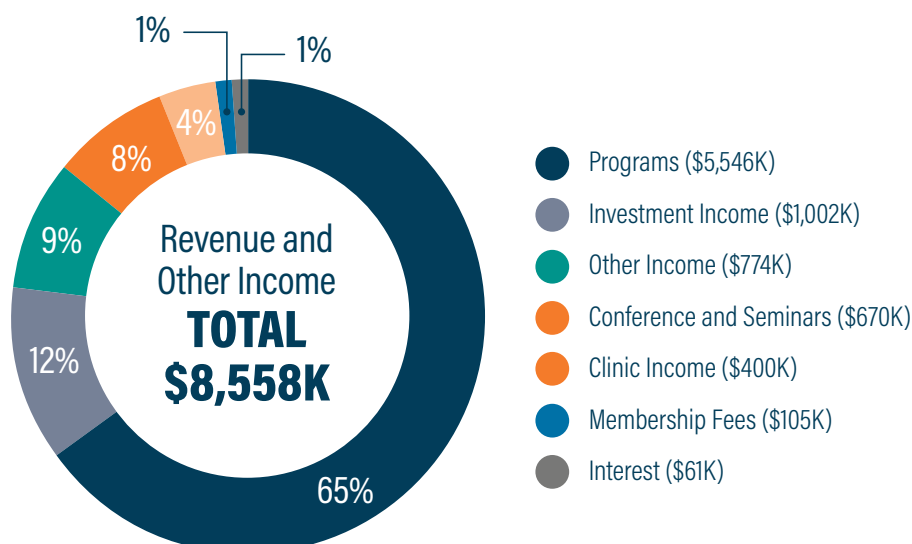
Expenditure Detailed in Financial Statements



Grow Successfully and Sustainably

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Revenue and other Income in Financial Statements



Asset Breakdown 30 June 2023

Cash and cash equivalents	\$5,129k	(31%)
Investments	\$10,986k	(66%)
Trade and other receivables	\$98k	(0.6%)
Other assets	\$85k	(0.5%)
Right of use asset	\$157k	(1%)
Plant and equipment	\$135k	(0.9%)

TOTAL ASSETS \$16,590k

Liability Breakdown 30 June 2023

Trade and other payables	\$733k	(28%)
Employee benefits provisions - Current	\$292k	(11%)
Lease liabilities - Current	\$156k	(6%)
Income received in advance	\$1,337k	(51%)
Employee benefits provisions - Non current	\$84k	(3%)
Lease liabilities - Non current	\$37k	(1%)

TOTAL LIABILITIES \$2,639k

Key Figures 30 June 2023

Current ratio

6.47 Current assets over current liabilities

2.11 "Quick" assets divided by current liabilities (*quick is converted to cash within 90 days*)

The Statement of Profit and Loss and Other Comprehensive Income and Statement of Financial Position for the year ended 30 June 2023 have been audited by Walker Wayland Advantage and authorised by the Directors of the company. The complete Financial Statements for the Continenence Foundation of Australia Ltd along with the Auditor's and Director's reports are available on our website at www.continenence.org.au and from the Continenence Foundation of Australia Ltd, Suite 1, 407 Canterbury Road, Surrey Hills, Vic 3127.



**Continenence
Foundation
of Australia**

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The Continenence Foundation of Australia is a
registered charity and is accredited by the
Australian Charities and Not-for-profits Commission.