ANNUAL REPORT 2022-23



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About Advocare

Advocare is a leader in addressing the rights of older people and elder abuse.

We fight proactively for the rights of older people.

For more than 25 years, we have proudly helped older Western Australians access the right supports, information and protections available to them.

We are a not-for-profit organisation, completely independent from aged care providers. Our support and services are free, confidential and unbiased.

Advocare's aim is to empower older people by giving them information and choice so they can make informed decisions to live the life they want on their terms.

Acknowledgement of Country

We at Advocare, who walk alongside older persons throughout Western Australia, would like to acknowledge and respect the Whadjuk peoples of the Noongar nation where our head office stands.

We also acknowledge and respect all older persons from other parts of this vast state who live and work in the regions.

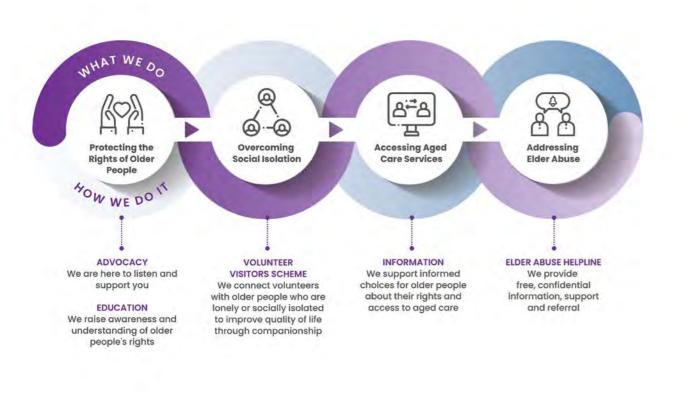
We acknowledge the traditional custodians of this country and we respect their connection to land, sea and community and pay our respects to their culture, and their Elders past, present and emerging.



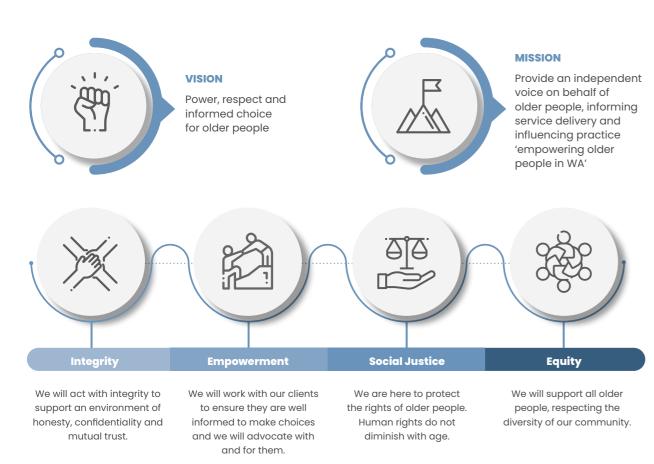
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Our services



Our Vision and Values



Chairperson's report

I am delighted to have joined the Advocare Board and extend my gratitude to my fellow board members for their warm welcome.

The aged care sector faces many challenges, and Advocare remains committed to being an independent voice on behalf of older people in Western Australia.

I would like to take the opportunity, on behalf of the Board, to express our appreciation to Dr Helen Grzyb who, after six years, stepped down as Chairperson in September.

Helen brought a deep knowledge of the sector and a great passion to her leadership role. Her contributions significantly advanced Advocare's mission and goals, and we are grateful for her commitment.

Advocare has continued to grow its services and supports to the community. This year we welcomed the new care finder service, enabling us to support vulnerable older people to access the services and supports they need.

The Board's focus has been on reviewing our governance charters and frameworks to strengthen governance practices as the organisation continues to grow and evolve. Amongst these, we established a new nominations committee to improve our board performance and succession planning capacity.

Two new board members joined us in 2022-23. Chris Burton and Moira Aynsley bring valuable knowledge and experience to our organisation. We extend a warm welcome and express gratitude for their contributions.

I have been fortunate to meet many of the team since joining the Board and have been impressed by their dedication, passion, and commitment to Advocare's mission. We look forward to building on the incredible work done to date.

Susan Barrera

Click to meet our directors

Chief Executive Officer's report

This year has been a significant one for Advocare marked by the introduction of the care finder program.

The care finder program specifically helps vulnerable older Australians who need intensive assistance to access aged care and other community supports. Advocare is now delivering this vital service in the Perth metropolitan area, and the South West and Wheatbelt regions.

Through this service, our workforce has grown by 42%, enabling us to offer valuable place-based support to local communities in these areas.

The introduction of care finders has enhanced our service offerings, so we can provide continuous support throughout the entire aged care journey. This ensures there is 'no wrong door' for people contacting Advocare seeking support.

🔍 Click to meet our leadership team

- By January we had successfully recruited a full complement of Regional Outreach Advocates to expand our services and supports across WA. With a mix of place-based, fly-in and drive-in staff, our Outreach Advocates have covered ground from Walpole to Wyndham - and many places in between!
- The impact to the local community has been significant, resulting in an impressive 181% increase in regional advocacy cases this year. This means we are better supporting older Western Australians living outside the metropolitan area.
- Throughout the year we continued to strengthen relationships with state and federal governments. This ensures we can effectively advocate for the concerns and challenges faced by older people.
- Our first full year rolling out an expanded advocacy community network has resulted in much greater reach and community engagement across the state. We've forged stronger relationships with local government and community organisations, greatly enhancing our ability to provide appropriate services to older Western Australians.
- Our commitment to staff engagement has been a key priority over the last two years. In May, we participated in the McKinsey Not-for-profit Organisational Health Index with fantastic results. Our staff rated our overall health score as 88/100 putting Advocare in the top percentage of not-for-profits participating globally.
- Although we take pride in these achievements, our dedication to enhancing internal staff engagement continues. Advocare staff and volunteers are our most valued assets, without whom we would be unable to provide the vital supports and services to older people in the community.

Louise Forster



Advocare **Strategy 2024**

Our Annual Report showcases some of the key achievements made against our 2024 Strategic Plan.

This year we increased our service offering across the state, implemented new training and supports for staff, increased our engagement with state and federal governments, and introduced new roles, systems and processes to enhance our operations.

Objectives and strategies

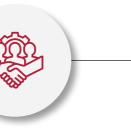


- Maintain evidence-based services and programs
- Oeliver rights-based and client-focused services
- Increase awareness and accessibility of services



PEOPLE

- Sensure staff and volunteers are engaged, productive and supported
- Oevelop a structure and workforce plan for organisational growth
- Suild recognition and support for advocacy as a discipline



STAKEHOLDERS

- Oeliver the direct voice of older people to influence policy and reform
- Proactively develop principled relationships
- O Develop mutually beneficial partnerships and projects



SUSTAINABILITY

- Senhance operational systems and processes
- Strengthen the financial position of Advocare
- Foster innovative service delivery models

Maintain high quality, evidence based, relevant programs:

· Client survey and feedback tools developed and implemented

Increase awareness and accessibility of Advocare services for older people, carers and families:

- 214% growth in reach across social media channels
- Regional outreach results in 181% increase in regional advocacy cases
- · Introduction of Advocare Newsbites e-Newsletter

Advocare Annual Report 2022-23 10





Create an environment where our people are engaged, productive, heard and supported:

- Staff turnover heavily reduced
- Supervision established for staff
- Rollout out of new training including trauma-informed practice

Advocare Strategy 2024 Clients

01

Maintain high quality, evidence based, relevant programs

02

Increase awareness and accessibility of Advocare services for older people, carers and families

03

Create an environment where our people are engaged, productive, heard and supported

Tony* is 65 years old and has experienced homelessness for 10 years.

Before his referral to Advocare, Tony was living in his car for three months. His health had deteriorated, and he was in and out of hospital for wound management and infections. Tony is also a longtime alcohol user.

Our care finder was able to connect Tony with community resources, to advocate for his housing needs, and provide ongoing support as he navigated the healthcare system. A new GP came on board and with our care finder's help Tony had a comprehensive review of his medical needs including his medication.

Care finder service

The aged care system can be extremely difficult to navigate. For those facing additional life challenges the barriers to accessing support can seem insurmountable.

That's why the care finders program is such a welcome addition to our service offering. Our care finder team provide intensive face-to-face support to particularly vulnerable older people, who would otherwise fall through the support gaps of the aged care and health systems.

Since the rollout of the care finder service in May, 145 referrals were received with 1500 hours of support delivered. This resulted in more than 450 referrals being made to connect our clients into services to strengthen their supports and improve their quality of life.

Advocare's care finder team's holistic approach emphasises people's choice and control. They support people to connect to My Aged Care, providing support at assessments, assisting with completing forms and helping to understand service agreements. Other assistance offered includes problem-solving other challenges and connecting people to supports in the community to address mental health, housing, homelessness and drug and alcohol use issues.

Based on regional, state, and national data, some of our regions experience significantly lower rates of access to primary health and community services. Lack of access results in poorer chronic care management and health outcomes, requiring higher levels of potentially avoidable service delivery.

As well as the Perth metropolitan area, Advocare's care finder service has place-based staff in the Wheatbelt and South West regions providing improved assessment, referral and linkages to services in those areas. Tony's story

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We worked in partnership with the amazing team at St Pat's Community Centre, who were able to find suitable accommodation for Tony. With his immediate housing needs met, amongst other supports, our care finder was able to organise an urgent Aged Care Assessment Team (ACAT) assessment for short-term restorative care, and in home services to support Tony while waiting for a Home Care Package. Social support was also arranged through Advocare's Volunteer Visitors Scheme to connect him into his community. It's been a long road for Tony and staying connected to services is so important for him. He and his care finder have developed great rapport and trust.

People with unstable housing arrangements find it harder to access aged care supports. Without the intensive support care finders provide, we would not have been able to walk alongside Tony on his journey from homelessness to recovery and improved health.

*Name changed to protect identity.



Advocacy

It's been another busy year for our advocates, who have provided information and advocacy to thousands of older people across the state.

In November we introduced a Financial Advocate to our team, a new specialist role focused on providing much-needed financial information and support related to aged care services.

In seven short months our new Financial Advocate assisted more than 240 older Western Australians to help them resolve issues and queries relating to aged care service fees and charges, invoice and statement queries and client agreements.

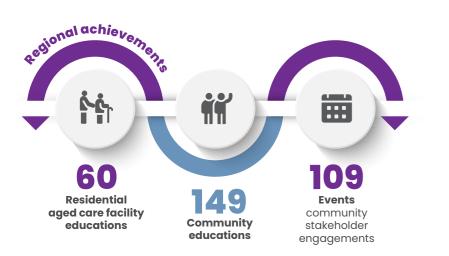
We are pleased to report a 65% growth in the number of education sessions delivered this year. This increase was largely due to the tremendous work of our Regional Outreach Team engaging with regional communities. Although a pleasing result, there is more work to do to ensure all aged care residents, their families and staff have access to our education sessions.

Advocare is instrumental in assisting older people to understand all things aged care. Our goal is to provide preventative rather than reactive support. Therefore, it's imperative that older people, their representatives, and industry staff have regular opportunities to attend education sessions tailored to meet their needs.

We aim is to work in genuine collaboration with aged care service providers in WA to ensure older people have access to a safe and supportive platform to feel empowered to speak their truth about what they have, or are experiencing, in the aged care sector.

Regional Outreach

Our Regional Outreach Advocates covered thousands of kilometres supporting older people in the most remote of areas. This year we've seen a 181% increase in advocacy cases across more than 60 cities/towns in regional WA.



Great Southern: Albany, Denmark, Mount Barker, Kojonup, Katanning, Tambellup, Wellstead, Bremer Bay, Frankland River, Cranbrook, Pingrup, Gnowangerup, Walpole

South West: Bunbury, Busselton, Dunsborough, Bridgetown, Collie, Harvey, Manjimup, Greenbushes, Yalyalup, Boyanup, Dalyellup, Eaton, Balingup, Donnybrook

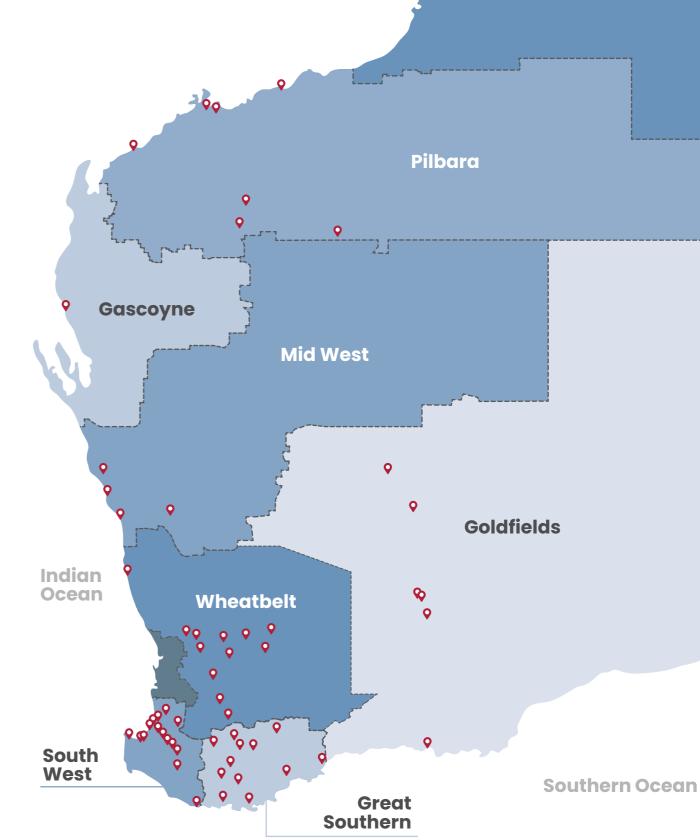
Mid West: Geraldton, Dongara, Northampton, Morawa

Goldfields: Kalgoorlie, Boulder, Kambalda, Esperance, Leonora

Pilbara: Newman, Onslow, Tom Price, Paraburdoo, Karratha, Roebourne, Port Hedland

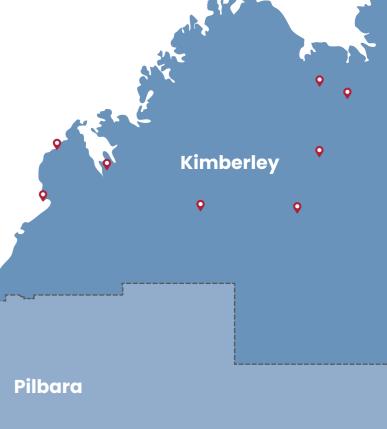
Kimberley: Kununurra, Wyndham, Broome, Beagle Bay, Derby, Fitzroy, Warnum, Halls Creek

Wheatbelt: Northam, Toodyay, York, Narrogin, Pingelly, Wagin, Merredin, Bruce Rock, Cunderdin, Kellerberin, Quairading, Jurien Bay



Indian Ocean

Gascoyne: Carnarvon





World Elder Abuse Awareness Day (WEAAD)

Each year, on 15 June, Advocare and the aged care and community sectors mark this day to raise awareness about elder abuse. This year was Advocare's biggest year to date with an increase in activities across the Perth metropolitan area and regional WA.

Our WEAAD activities included:

video project

'You should ask that' initiated by our Bunbury Advocate, in concert with Manea Senior College, City of Bunbury, and Milligan. Footage will be used to promote more intergenerational respect through our social media channels, website and in future education sessions.

WA Elder **Abuse Helpline**

This helpline (1300 724 679) is a free and confidential phone service for people to seek initial support about elder abuse.

Our Advocates provide information and support to assist with identifying elder abuse and can then explore what the next steps might look like.



1in**6** elder abuse campaign launched on bus backs, metropolitan radio, and print media adverts in Perth and the regions

release of

1000+

elder abuse



new Advocare publications on elder abuse



Daily

campaign

social media

throughout the

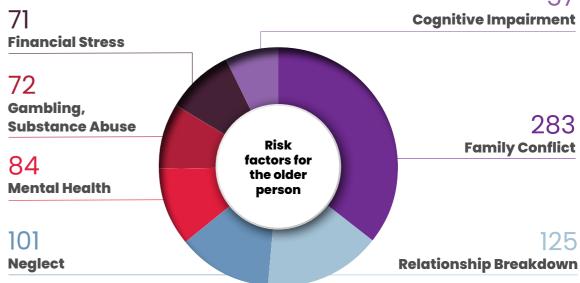
week of WEAAD

community events and service provider presentations during the week of WEAAD (14 in Perth, 15 in the regions)

Advocare also continued its active role with the Department of Communities WEAAD working group convened to jointly plan and promote statewide activities. This year for the first time a shared tagline was developed and endorsed by the Minister for widespread use: 'Wise Up, Rise up against elder abuse.'

Number of calls 2022-23

289 Total number of calls received relating to elder abuse



1695 Outgoing **Referrals Provided**

Most common form of elder abuse reported



57

419 **Financial Abuse**

400 **Psychological Abuse**

> 160 Social

144 Neglect



Visiting volunteers Clients



In 2023 we marked the final year of the Community Visitors Scheme (CVS) in its current form, with 2023-24 welcoming the new, expanded Aged Care

This wonderful scheme continues to support those in our community who are socially isolated and experiencing loneliness. Without the dedicated team of Advocare Volunteers this would not be possible.

Giving their time over seven days a week has greatly improved social connections, wellbeing and quality of life. These volunteers have brought joy







Aida's

Home Care Check-in Service

This service provides support to older people receiving aged care services, who might not have family or community networks around them, increasing their risk to live safely in the community.

After completion of our design phase and staged rollout last year, we commenced Home Care Check-in Service (HCCI) delivery in the first quarter.

Every quarter since we've seen an increase in referrals and check-ins to older vulnerable Western Australians. Other community organisations supporting older people are now linking into our HCCI service when they identify a client who has aged care support, are living alone or, are heavily reliant on one care provider.

Check-ins provide an opportunity for the Community Support Advocates to meet the person, understand where they're at, and support them to increase connectedness with a scaffold of supports built around them. The team is also able to provide aged care advocacy to resolve issues with services providers or identify the need for increased support.

Typically, HCCI clients have increased risk factors occurring. They may be experiencing grief and loss, difficulty speaking/communicating, cognitive

impairment and are unable to speak up or problem solve, mobility issues, they're unable to drive, and do not have family or friends checking in on them. The Advocates work independently with the older person to identify risks and reduce them.

Ageism is also a factor affecting the lives of some of the older people the Home Care Check-in Service supports. The team ensures the person is front and centre of all decisions made affecting their lives. Too often conversations, decisions and actions are taken without involving the person. Our Community Support Advocates' mantra is 'nothing about me without me' to ensure they 'check' themselves in their practice to deliver a person centred approach.

Our small pilot team (three Network Members) has provided more than 1,000 check-in supports to people referred to the project. We hope to see this figure double in 2023-24.

Thank you to our referral partners who have worked with us to support Home Care Check-in clients this year. These include Aged Care Assessment Teams, hospital and agency social workers, community aged care providers, advocates, the Aged Care Quality and Safety Commission, and various community organisations.



HCCI received a referral for Aida* from a local care finder program.

Aida was at her wits end and had almost given up trying to get a resolution, coming up against a brick wall at every turn.

Aida lived in a public housing unit and had been waiting for over a year for a ramp to be installed at her property, she was housebound without the support of a carer to assist her with her walker to get up and down the steps. In three months of working with a Community Support Advocate:

- The client was supported to address the issue with the housing authority who paid for an independent Occupational Therapy assessment and works are in progress for a much-needed access ramp.
- · The client was kept informed through the process but felt 'heard' and was at the centre of decision-making.
- A complaint was facilitated to a medical clinic to address poor treatment and ageism experienced by the client.
- The client increased their self-advocacy skills.
- The client was linked to supports for Forgotten Australians/Care leavers.

*Name changed to protect identity.

Advocare's journey in art



In December 2022, Advocare commissioned Noongar artist Deborah Newenham-Coertse to create an original artwork capturing our journey of supporting older people in the regions of WA.

Deborah is part of a collective of indigenous artists who call themselves YirraKurl, the name you will often see alongside the artwork and its derivative pieces on different items, like staff t-shirts.

Deborah was joined on this commission by her daughter Kristy Spillman, who's been learning the process of storytelling through Aboriginal art from her mother since 1998. Together they created an amazing artwork for Advocare which you'll soon see more of when it's respectfully applied to a range of items we'll share with communities on our regional trips.

Visit their website at: www.yirrakurl.com

Understanding its symbology

The artwork visually depicts all of WA's regions as seen through the eyes of a Noongar woman from the South West. More information on the symbolism is included in the legend provided by the artist also seen here. The two-hands motif in the main artwork represents Advocare's staff working in the regions.



Legend:



Perth



Wheatbelt





South West

Kimberley

Advocare Annual Report 2022-23



Mid West/Murchison



Pilbara



Goldfields



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Advocare Strategy 2024 People

03 02 \mathbf{O} **Build recognition and Ensure staff and volunteers Develop a structure** are engaged, productive and workforce plan for support for advocacy and supported organisational growth as a discipline ALGOORLIE-BOULDER Department of Primary Industries and Regional Development dvocare e Annual Report 2022-23

Supervision

Supervision provides a confidential and supportive space for professional reflection, learning and growth. These sessions enable staff to reflect on their work practices and also aids in their personal and professional growth.

Benefits of supervision:

- · Provides a chance to gain valuable insights from colleagues
- · Creates a safe space to allow people to unload and unpack free from judgement or reprisal
- Provides an opportunity to be heard, seen and validated
- Effective in strengthening existing connections and forming new ones
- Increases job satisfaction
- · Decreases social isolation in the workplace.

Staff have found these supervision sessions most helpful in building resilience and in knowing they are better supported to carry out their day-to-day work of supporting older people.

'It provides a space to discover that others are experiencing similar issues, good or bad when there wouldn't be an opportunity to have those discussions otherwise."

'I often come away from each session with a renewed passion for what I do as it provides an opportunity to delve deeper into the values and purpose of Advocare."

Our staff are on the front line when it comes to dealing with elder abuse, loneliness and grief. This year we introduced supervision to all client-facing staff to further strengthen tools and supports available to manage stress and vicarious trauma.









Organisational Health Index survey highlights

Advocare has been growing at a rapid pace over the last two years. To monitor how we are tracking, and ensure we are heading in the right direction we participated in McKinsey's Not-for-Profit Organisational Health Index (OHI).

OHI is a tool that measures an organisation's ability to achieve sustained performance. Staff are surveyed across nine key areas to determine organisational health.

Health outcome scores reflect an organisation's effectiveness in its mission delivery and its ability to align, execute, and renew itself.

We were delighted to receive a score of 88/100 from staff - putting Advocare in the top percentage of NFPs participating in the survey around the world.

Leadership

New leadership - David Prestney joined as Corporate Services Manager in September 2022.

The Board welcomed new directors Moira Aynsley in April and Chris Burton in May 2023.

QIC Health and **Community Standards** Accreditation

In January, Advocare was assessed under the requirements of the Quality Improvement Council (QIC) Health and Community Services Standards 7th Ed Accreditation Program.

Accreditation ensures an organisation is meeting specific standard requirements, as well as committing to continuous quality improvement.

Areas assessed include:

- 1. Strategy and planning
- 2. Organisational accountability
- 3. Service agreements and partnerships
- 4. Collaboration and strategic positioning
- 5. Financial management
- 6. Risk management
- 7. Legal and regulatory compliance
- 8. Quality management
- 9. Feedback management

Well qualified, experienced staff who embrace the Advocare way and are committed to their clients outcomes and wellbeing. There is a client-centred, flexible practice, that has client wellbeing at its core, and supports them to develop their capacity and be empowered. Clients regularly commented on how much they valued this approach at Advocare.

- OIC Assessors





As an organisation, Advocare was pleased to have met all criteria and standards to maintain its QIC accreditation

Advocare **Newsbites** e-Newsletter

In December 2022, we launched Advocare Newsbites, a quarterly e-newsletter designed to shine a light on issues affecting older people, and to stay connected to our clients, volunteers, stakeholders and wider community.

such as coercive control, living with dementia, ageing and loneliness and so much more.



🚱 Subscribe to stay connected and informed



Advocare Strategy 2024 **Stakeholders**

01

Deliver the direct voice of older people to influence policy and reform

02

Understand key stakeholders needs to proactively develop positive, principled relationships

03

Use collaboration as the platform for developing mutually beneficial partnerships and projects to champion older people's rights



the community.

presentations on

meetings with community & government organisations

Photo (L-R): Advocare Chair Helen Grzyb, former Age Discrimination Commissioner, The Hon Dr Kay Patterson AO and CEO Louise Forster during Kay's visit to Perth.

Advocacy Community Network Development

We delivered our first full year of Advocacy **Community Network Development, a National** Aged Care Advocacy Program (NACAP).

Through this program, we met with hundreds of community and government organisations to raise awareness and access of Advocare's services into

Community presentations delivered:



Advocare services











Photo credit: Juniper

Media Engagement

Advocare's media exposure increased steadily over the past 12 months.

This culminated in our CEO being invited to be part of the expert panel for a special Spotlight Forum: 'The Future of Aged Care' panel broadcast on ABC Perth on 21 June.



radio b interviews 3 with Curtin, ABC Perth & ABC Great Southern



bus-back advertising campaigns Perth metropolitan area





1 x Channel 10 (including one national spot)





in The West Australian in the West, The Senior and Western Independent



2 radio 6IX advertising campaigns

Perth metropolitan area



Advocare Strategy 2024 **Sustainability**

Enhance operational systems and processes

02

Strengthen the financial position of Advocare

03

Explore new engagement and technological opportunities



This year, we introduced two new positions to improve Advocare's approach to enhancing our systems and processes.

We welcomed Seb Ghazvinian, our new Information and Communication Technology (ICT) Analyst and Project Coordinator, Debra Lamers in early 2023. Together they are Advocare's dynamic duo, taking on and guiding the organisation through progressive change and all its challenges.

Debra joins Advocare with a diverse range of experience across many industries including retail marketing, allied health, and construction. So far, amongst other smaller-scale projects, she has managed the final implementation of our new digital HR management system, and coordinated the policy project. Debra joined the organisation keen to put her scheduling and organisational skills to good use in an environment that directly contributes to an improvement in the lives of others. She's currently working on Advocare's new volunteer management system, our new head office fit-out to accommodate the much larger team, and works closely with Seb on the overarching upgrades to our IT systems' capability.

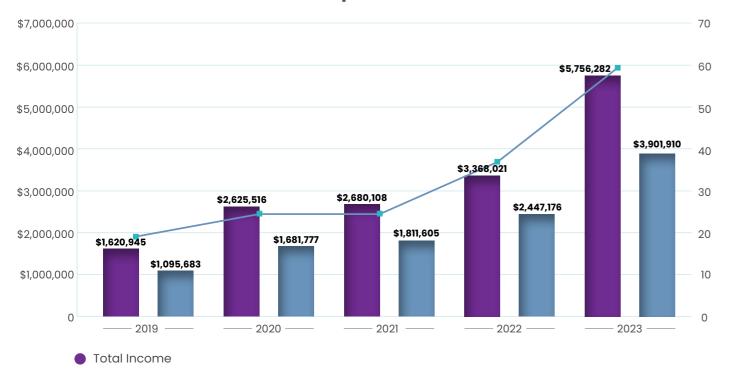
Seb's role as ICT Analyst sees a melding of technology and innovation. Basically, he lays the groundwork for the creation of system and software solutions, coordinating seamless technological solutions to optimise the organisation's operations and its drive towards greater efficiency. With reporting and statistics an increasingly important activity for our funders, collecting data in a timely, accurately way is vital.

Empowering organisations through data-driven solutions is Seb's hallmark. His expertise spans various domains, encompassing requirements analysis, project management, data visualisation, and system enhancement. Grounded in a solid foundation of technology coupled with vital, advanced communication skills, Seb expertly bridges the gap between complex technical solutions and evolving business needs.

During his time at Advocare, Seb has discovered its culture of advocacy deeply resonates with his own values, as has Debra. With technology as their compass, we look forward to their continuing contribution of taking us toward greater operational excellence and community impact to support our clients, volunteers and staff into a new era.

Financials

Income Growth vs Salaries & Related Expenses



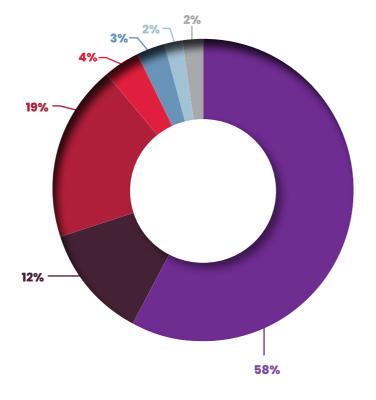
Salaries and Related Expenses

- Head Count

2023 Income

NACAP - General Funding	\$3,364,560
Care Finders - WAPHA	\$675,769
NACAP - Expansion Funding	\$1,069,450
Community Visitors Scheme - CVS	\$255,953
Helpline DLGC Grant	\$157,314
Navigation Trial	\$128,501
Other Grants	\$104,735
Total Income	\$5,756,282

- NACAP General Funding
- Care Finders WAPHA
- NACAP Expansion Funding
- Community Visitors Scheme CVS
- Helpline DLGC Grant
- Navigation Trial
- Other Grants



2023 Expenditure

Salaries and Related Expenses	\$3,901,910
Operational Expenses	\$718,153
Administration Expenses	\$202,819
Transport and Travel Costs	\$137,908
Total Expenditure	\$4,960,790
Salaries and Related Expenses	
Operational Expenses	
Administration Expenses	

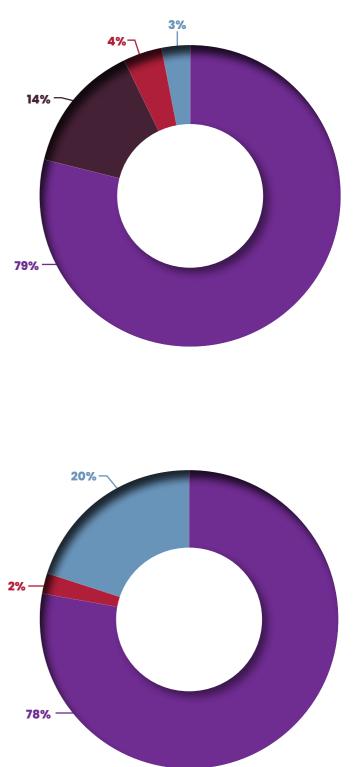
2023 Assets

Total Assets	\$4,139,268
Fixed Assets	\$835,180
Sundry Debtors & Prepaid Expenses	\$79,060
Cash & Equivalents	\$3,225,028

Cash & Equivalents

Sundry Debtors & Prepaid Expenses

Fixed Assets



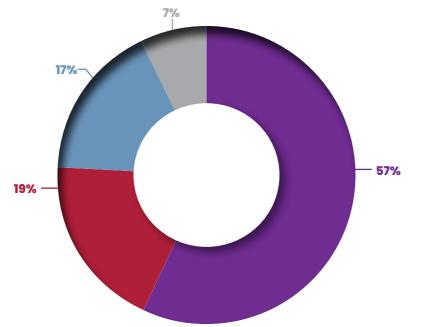


2023 Accumulated Funds & Liabilities

Accumulated Funds Unexpended Grants Trade & Other Payables

Employee Entitlements

\$2,374,688
\$784,798
\$684,427
\$295,356
\$4,139,269



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Advocare acknowledges and thanks all our generous program funders, sponsors and partners who share our commitment in the work we do with older West Australians.







Australian Government



Advocare's care finder service has been made possible through funding provided by the Australian Government Department of Health and Aged Care under the Primary Health Networks Program.







olunteer Visitors Scheme

Department of Health and Aged Care

Government of Western Australia Department of Communities

Advocare

- Perron Place
 Suite 4/61 Kitchener Avenue
 Victoria Park WA 6100
- Phone: 08 9479 7566
 Country Callers: 1800 655 566
 WA Elder Abuse Helpline: 1300 724 679
- 🛛 rights@advocare.org.au
- www.advocare.org.au