

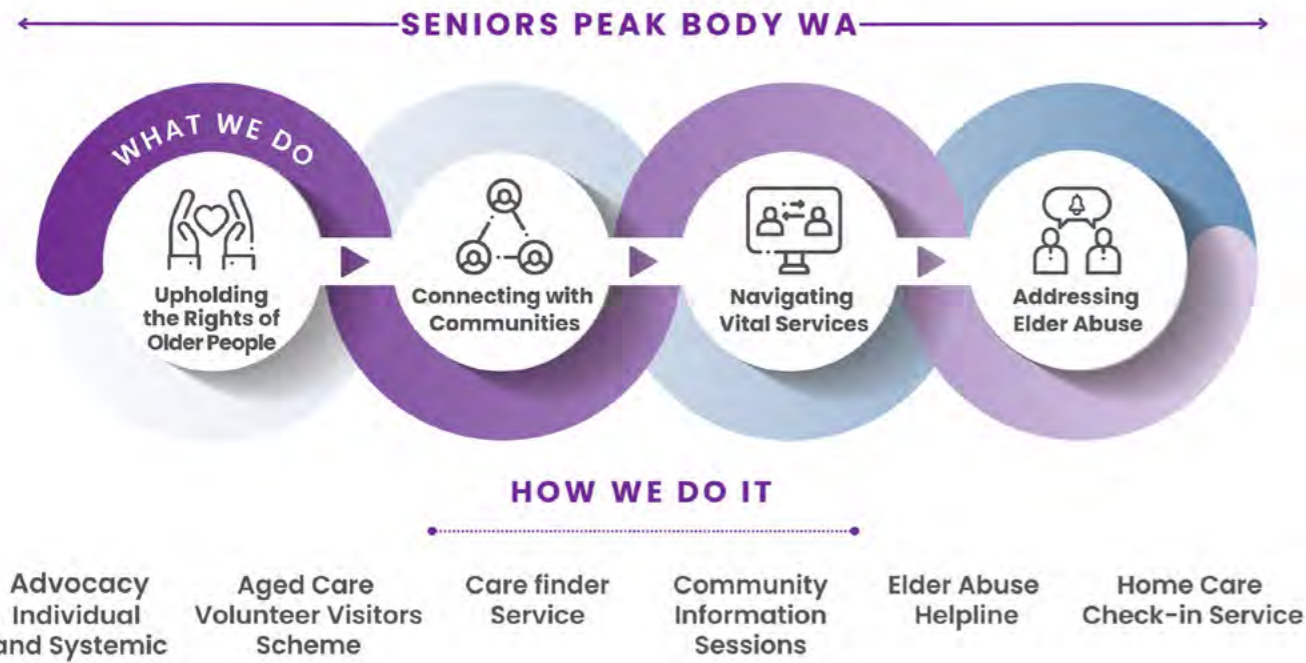
ANNUAL
REPORT

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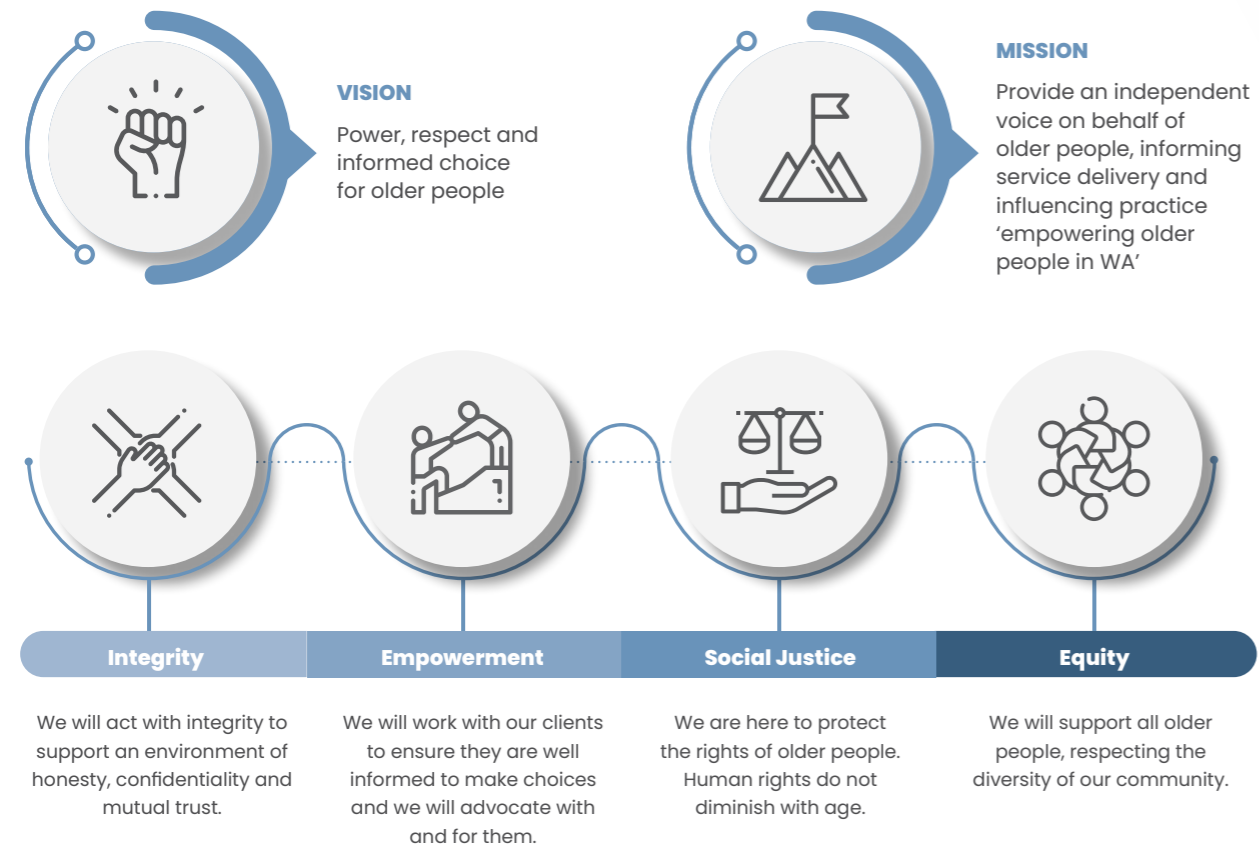
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Our Services



Our Vision and Values

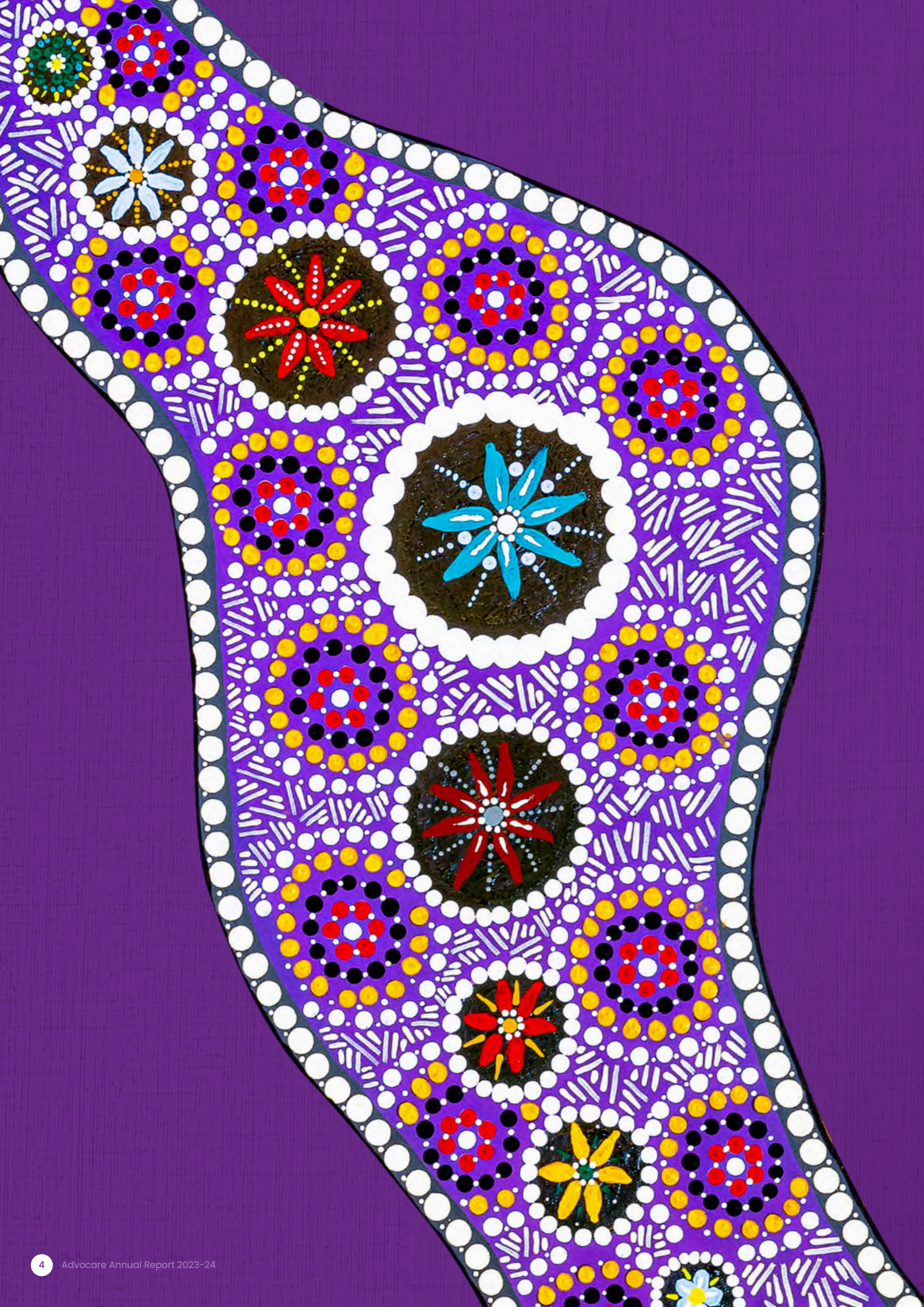


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Our cover image:

Thanks to our Outreach Advocate in the Pilbara, Claire, for capturing this photo of local wildflowers in bloom whilst she was on the road.



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 nearly 30 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. In 2024, we were proud to be appointed as WA's Seniors Peak Body by the Cook Government.

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 respect their connection to land, sea and community, and pay our respects to their culture, and their Elders past and present.

Advocare leaders

Over 2023–24 we saw a changeover of the Board Chairperson and Directors.

Retiring Board Directors: Helen Grzyb (Chair), Brian O’Keefe, Lina Barbato, Christine Moro, Garrick Stanley, Karen Whittle-Herbert, Chris Burton.

New Board Members: Gail Green, Surya Ambati, Chris Murphy, Alyce Martin.

	Board meetings attended
 <p>Susan Barrera Board Chair</p>	8
 <p>Arnold Wong Vice Chair</p>	10
 <p>Moira Aynsley Director, Chair Governance and Audit Committee</p>	9
 <p>Gail Green Director, Interim Chair Finance, Investment and Risk Committee</p>	5
 <p>Alyce Martin Director, Member Governance and Audit Committee</p>	5
 <p>Chris Murphy Director, Member Governance and Audit Committee</p>	7
 <p>Chris Burton Director, Chair Finance, Investment and Risk Committee</p>	9
 <p>Surya Ambati Director, Member Finance, Investment and Risk Committee</p>	7

 [Click to meet our directors](#)

Chairperson's report

This year has been a busy one for the Advocare Board. There have been challenges but also achievements in our task of guiding Advocare in supporting and advocating for older Western Australians.

We continue to work closely with the Older Persons Advocacy Network (OPAN) to fulfil the requirements of our primary contract with the national Department of Health. The end date of this contract is June 2025 and the Board is working hard to ensure that our performance positions us well to win a new contract. To date, our performance against the KPIs has been excellent, despite some challenges.

The increase in staff has prompted a revamp of staff accommodation. By careful planning and listening to staff feedback the revamped premises was completed quickly and economically. Staff now enjoy premises that are light, airy and encourage collaboration. The indoor plants, cultured and cared for by staff, add a welcome green note.

This year we welcomed new board members Alyce Martin, Chris Murphy, Gail Green and Surya Ambati, who have brought a wealth of experience and fresh perspectives. We also welcomed Rachel Beard and Anne Mullins as committee members. I would like to thank outgoing Director Chris Burton for his contribution to the Board.

We also extended our deepest thanks to outgoing members Brian O’Keefe, Karen Whittle-Herbert, Christine Moro,

Garrick Stanley and Lina Barbato for their invaluable contributions and dedication during their tenure.

As we conclude our three-year Strategy 2024, I recognise the hard work and commitment of the leadership team and all staff in delivering exceptional services and preparing the organisation for future developments. Our new strategic plan will guide Advocare through a period of continued aged care reform, focusing on innovation, inclusivity, and adaptability.

In September 2024 we bid farewell to our CEO Louise Johnstone Forster, who led the organisation for more than three years through a period of significant change and transformation. On behalf of the Board, I extend my appreciation to Louise for her service to Advocare and our community.

In November 2024, we welcomed our new CEO, Bev Jowle. We look forward to working with Bev at a pivotal time, with a new organisational strategy and significant reform in aged care. Bev will play a crucial role in leading Advocare into our next chapter of growth and impact.

Susan Barrera



Chief Executive Officer's report

This year, Advocare continued its journey of considerable growth and development, ensuring vital services reach more older people, especially in regional Western Australia, including bringing place-based advocacy to the Pilbara, and extending our volunteer program into the south-west.

To prioritise our growing team and enhance service delivery, we completed an extensive office refit in Perth, creating a more functional and collaborative workspace. Another major milestone was securing Lotterywest funding for the co-design of our new website. This grant not only supports our digital transformation but also emphasises the importance of working with older people and ensuring older people's voices are amplified.

We successfully closed out our three-year Strategy 2024, with highlights from our cultural safety work (establishing an Aboriginal Peoples Solidarity Statement and working group) and our workplace health and safety commitment and initiatives (supported by the work of a newly established Work Health and Safety Committee, and Representative). In the next three-year strategy developed this year and launched in July 2024, culture and safety form one of three new pillars, ensuring we continue this important work. The announcement that Advocare will support older Western Australians as the state's Peak Body hails another significant transition aligned with our vision for a community where older people are safe, empowered and cherished.

Lastly, I bid farewell to Advocare in my role as CEO (in September 2024) and wish my successor Bev Jowle and the team every success in striving for our vision of a brighter future where older people and their rights will be at the centre of the new Aged Care Act in 2025.

Louise Johnstone Forster

 [Click to meet our leadership team](#)



Objectives and strategies



CLIENTS

- ✓ Maintain high-quality, evidence-based relevant programs
- ✓ Increase awareness and accessibility of Advocare services for older people, carers and families



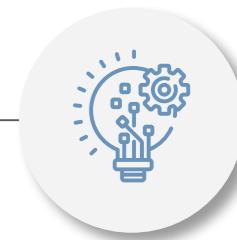
PEOPLE

- ✓ Create an environment where our people are engaged, productive and supported
- ✓ Develop a structure and workforce plan for organisational growth
- ✓ Build recognition and support for advocacy as a discipline



STAKEHOLDERS

- ✓ Deliver the direct voice of older people to influence policy and reform
- ✓ Understand key stakeholder needs to proactively develop principled relationships
- ✓ Use collaboration as the platform for developing mutually beneficial partnerships and projects to champion older people's rights



SUSTAINABILITY

- ✓ Enhance operational systems and processes
- ✓ Strengthen the financial position of Advocare
- ✓ Explore new engagement and technological opportunities

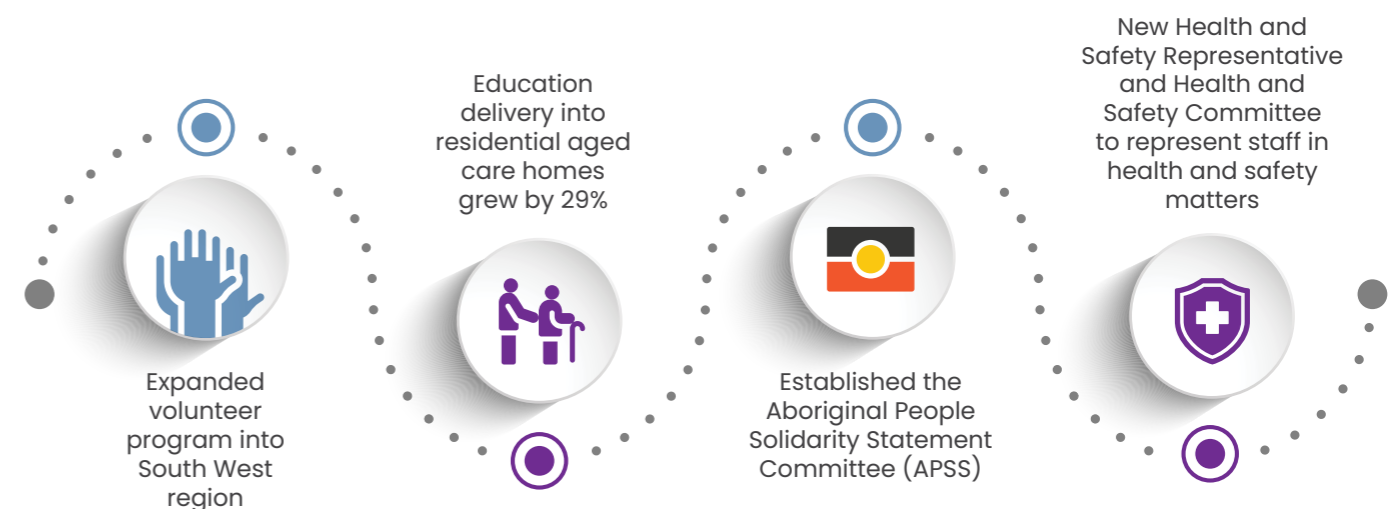
Advocare Strategy 2024

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

This year we successfully concluded our 2021-24 Strategic Plan. Some key highlights include:

- An expanded National Aged Care Advocacy Program (NACAP) into the Great Southern, Mid West, Pilbara and South West regions
- Reached over 26,000 people through our event and community engagement activities
- Roll out of the care finder program in Perth and the South West and Wheatbelt regions
- Expanded Aged Care Volunteer Visitors Scheme to the South West region
- NACAP Expansion (Home Care Check-in Pilot and Advocacy Community Network Development team)
- Staff growth over last 3 years of 55%
- Introduced new Customer Relationship Management systems (CRMs, Salesforce and Better Impact for volunteers)
- Increased 260% in social media followers on LinkedIn and 405% in Facebook followers.

Strategy highlights of 2023-24



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



We listen to older people and hear their difficulties navigating the aged care system. For those facing additional life challenges, the barriers to accessing support can seem insurmountable. With our growing range of programs and services we can provide greater support to navigate the system to stop older people from falling through the cracks.



Care finder program

The care finder program launched in May 2023 and this financial year rapidly grew to a team of 14 care finders supported by 2 team leaders working across the South West, Wheatbelt and Perth metropolitan regions.

Care finders take a holistic and person-centred approach to supporting complex clients to connect with support services. Care finders support clients who are living with intersecting multiple complexities who are often disconnected from services and supports.

The intensive approach of this program has resulted in some life-changing outcomes from clients experiencing significant adversity and entrenched disadvantage.

A key aspect of its success has been the team's diligent efforts to integrate the care finder program into the aged care and other support systems. Care finders have connected with service providers and stakeholders across a range of sectors and community support networks.

The care finder team has leveraged the flexible design of the program to creatively and collaboratively achieve a high rate of sustainable outcomes for some of Advocare's most complex clients.

Quotes from clients and stakeholder

'I couldn't have done it without care finder assistance.'

'The care finder was invaluable to me. For the first time, I began to understand how to get my health and aged care supports to work together.'

'It has given me immeasurable professional satisfaction to witness the positive impact in the clients' lives which Advocare care finders provide.'

- Senior Social Worker



Care finders supporting ageing in the Wheatbelt

Garry Taylor and Cynthia Dann are our Wheatbelt-based care finders. They both love supporting their community in the region they love. “Every area, hill, creek, tree and plant has a story and connection to our Noongar people. It’s so important to keep the history and stories alive and to pass the information on to others,” Garry reflects.

They know firsthand the challenges of living in this region. Unlike Perth, where there’s easy access to services, the Wheatbelt’s location means fewer options for essentials, like healthcare. “In Perth, you can just call on services or get on a bus. Here, it’s different,” Garry says. Most travel far or rely on telehealth and for those who can’t drive anymore, getting around becomes a major challenge, leading to further isolation.

Cynthia highlights how challenging it is for older people to leave their homes to go into residential aged care, Aboriginal and non-Aboriginal people alike. “They’re disconnected from their families and lose their social strength and cultural connections, and this is when we start to see them die, emotionally and socially.” Ideally, staying in place is the much better option but not always available.

As Aboriginal people, Cynthia and Garry not only connect people to services but also offer culturally-sensitive support. Garry’s background working in education, health, and mental health gives him an edge in supporting his community members, who often need both practical help and an understanding of their cultural needs.

Similarly, Cynthia has worked in public service roles in the Wheatbelt, Murchison regions, Perth and Geraldton. She says the jargon associated with government services is just too overwhelming. “It’s too big for them. We need to make information about services simpler and clearer for our older people to understand.”

Moving forward, our care finders agree listening to and empowering older people, particularly Aboriginal people, is vital. Garry says, “We have this saying, if you teach a person to live, you teach them how to fish. Our people have to believe they can take care of themselves, so they actually get on the phone, have confidence, and talk to people about what they need.”



Advocacy

Throughout 2023–2024, our passionate and dedicated National Aged Care Advocacy Program (NACAP) team consistently exceeded targets set for advocacy and information provision, driven by their determination and diligence.

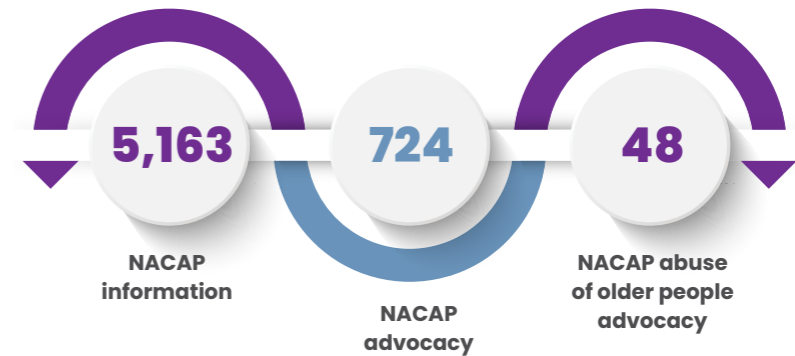
Advocare’s reach, impact and reputation with key stakeholders has significantly strengthened and continues to flourish. This has been instrumental in raising awareness about the importance of human rights for older people in WA who are eligible for, or receiving, Commonwealth-funded aged care services.

Over the past year, our Advocacy team has expanded by 27%, adding new team members in both metropolitan and regional areas. This growth has allowed more older people, their families and their representatives to access timely and accurate information. As a result, they are better equipped to make informed decisions on issues that matter most to them.

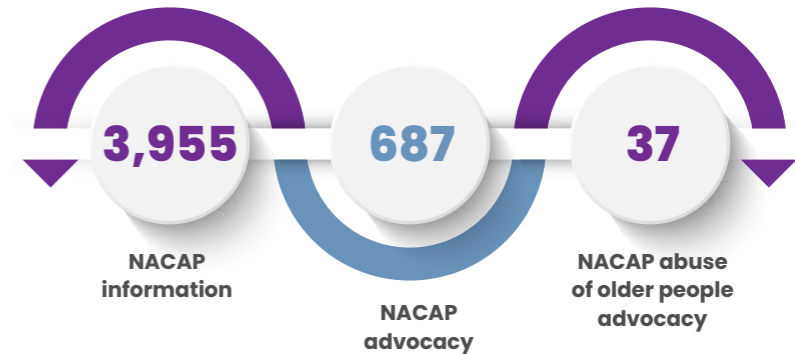


Advocacy and information statistics:

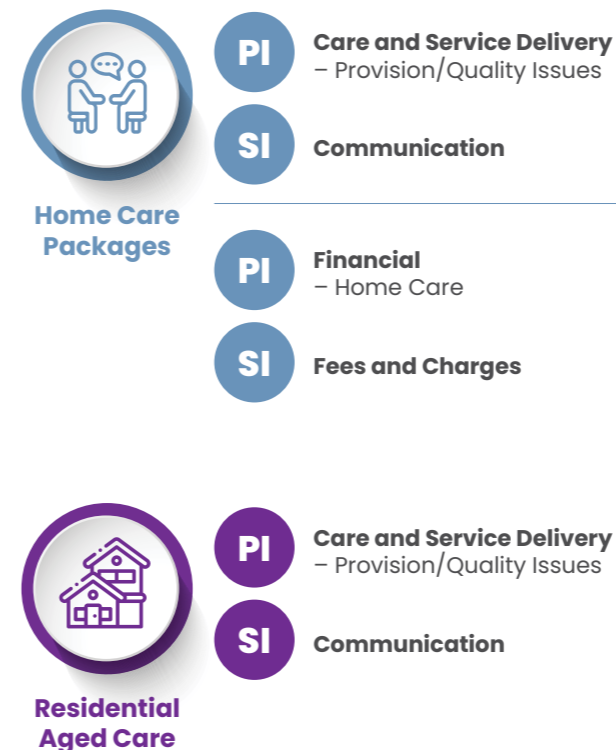
2023-24
Total = 5,935
(26.8% increase)



Compared to
2022-23
Total = 4,679



Among the 724 advocacy cases our Advocates assisted with in the past year, the most common primary issue (PI) and sub issue (SI) categories, spanning across the home care and residential sectors were:



Nationally, issues related to communication, choice and decision-making consistently topped the list of concerns for older people when accessing government-funded aged care services. Common examples in both categories include:

Communication

- Lack of transparency or withholding requested information
- Aged care providers’ unwillingness to engage with the older person or their representative to resolve identified issues
- Information provided to the older person is complicated to understand and not adequately explained.

Choice and Decision-making

- Excluding older people and their representatives from discussions about care planning or medication management
- Not asking for, listening to, understanding or incorporating the views and preferences of the older person in any aspect of service delivery
- Supported decision-making is rarely promoted or encouraged.



Information sessions

Our information sessions provide individuals with vital knowledge on government-funded aged care services, from accessing services to resolving issues within the system.

We also provide information sessions about elder abuse to support recognition, prevention and support. These sessions are available to aged care recipients and families, older community members, aged care staff and other stakeholders providing support and assistance to older Western Australians.

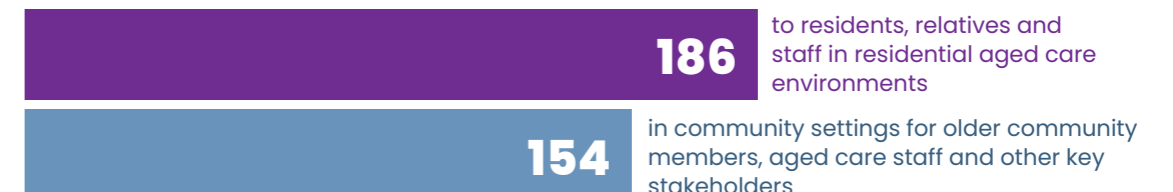
NACAP sessions to residents and relatives in a residential aged care home (RACH)



NACAP sessions to older community members

Elder abuse information sessions:

340
sessions delivered by advocates



Across **340** sessions we reached:



Regional outreach

Building on the remarkable progress achieved last year, the team continued to cover thousands of kilometres across the state. We welcomed a new place-based Advocate based in Newman (Pilbara), whose local knowledge has extended our reach in the region.

Coverage in the Mid West region based in Geraldton continues with another local face. Our new Advocate joins us with a very experienced background in health and aged care, again with valuable connections in the region.

Over the past 12 months the Outreach team has visited every WA region (Kimberley, Pilbara, Mid West, Gascoyne, Goldfields, South West and Great Southern).

The team is incredibly proud of the work they have done over the past year in reaching both clients and professionals in the regions, and continue to be committed to supporting those most vulnerable in rural and remote towns of Western Australia.



289

Information sessions delivered



1,474

Advocacy-focused information sessions in the regions



193

Regional elder abuse calls



60

Outreach visits to regional towns



Joan's story

Joan*, a 68-year-old widow, unexpectedly became the primary caregiver for her two grandchildren, aged 10 and 12. Initially, Joan found comfort and joy in having them with her, cherishing the opportunity to create a loving environment. However, as time went on, she began to realise the immense pressure associated with this carer role. Joan's daily routine transformed drastically as she juggled household responsibilities, school commitments and the emotional needs of her grandchildren. While she aimed to create a stable environment, the situation became increasingly complicated due to the behaviour of the 12-year-old grandchild who began experimenting with drugs and alcohol.

As her grandchild's substance use escalated Joan faced many challenges which included verbal and emotional abuse. Joan was torn

between her desire to support her grandchild and the need to protect the younger one. Recognising she could not manage the situation alone, Joan sought help from an advocate. This decision marked a turning point in her journey.

With the Advocate's assistance, Joan found a safe space to share her experiences and express her concerns. The Advocate helped Joan in several ways, providing information and connection to local services for counselling and connecting her to My Aged Care, enabling her to access support services tailored to her needs, such as in-home assistance and social connection to reduce her isolation.

***Names and other details are altered to protect identity.**



WA Elder Abuse Helpline

Standing Strong for World Elder Abuse Awareness Day (WEAAD)



June is a busy month for the team with World Elder Abuse Awareness Day on 15 June. We participated in 37 WEAAD events across the state, delivering elder abuse information sessions and chatting to members of the public at community expos and events throughout WA.

In Perth, we held our first 'Standing Strong, Speaking Out' Elder Abuse Forum designed for front line workers and first responders who deal with older people during the course of their day. The purpose of the event was to raise awareness of the different types of elder abuse, how to spot the warning signs, and how to respond.

We welcomed close to 70 representatives who gained knowledge and shared real-life experience from our panel of Dr Jags Krishnan, MLA (a GP for more than 15 years), Rob Cory (Bankwest), Dr Barbara Blundell (Curtin School of Social Work), and our own David Thompson (Financial Advocate).

As a new initiative, Advocare also partnered with Bankwest during May and June, to deliver two training workshops to its call centre staff to support them to identify the risk of elder abuse amongst its banking customers.

Our WEAAD activities:

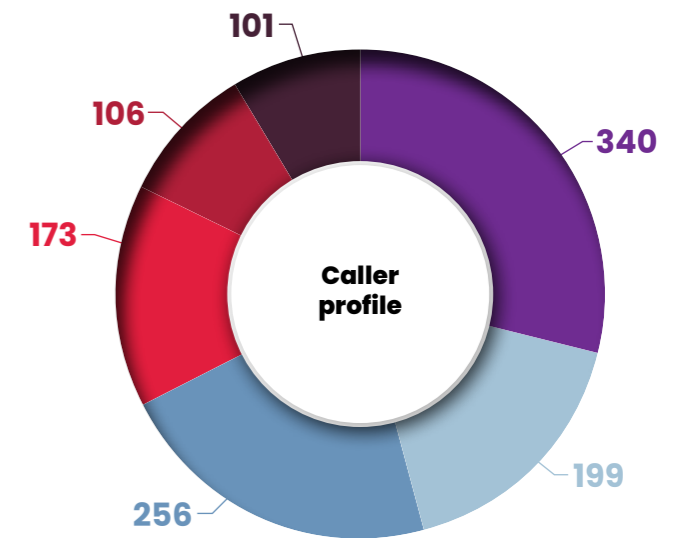
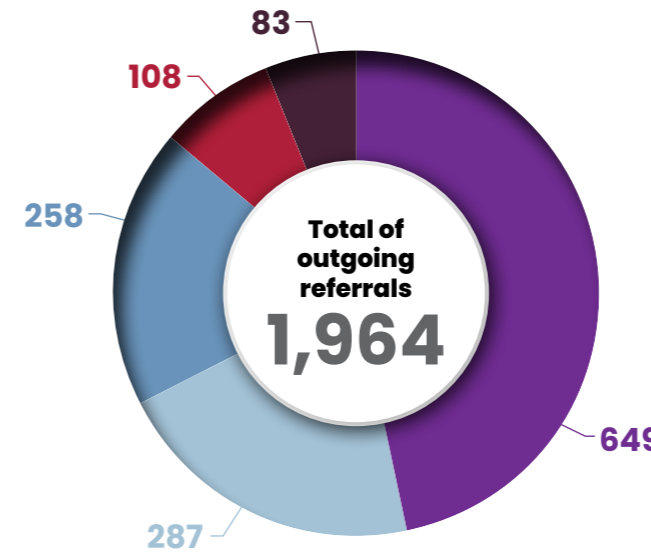


Total calls to Elder Abuse Helpline

1,649

20%

growth on 2022-23

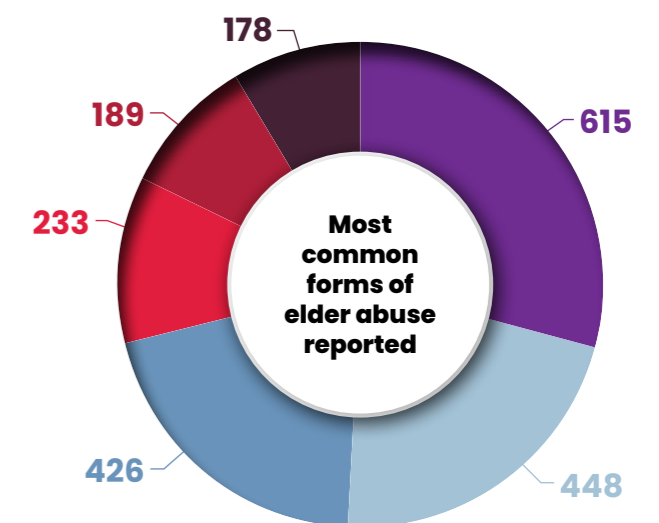


- Legal Services and Older People's Rights Service
- Office of the Public Advocate
- Support Services
- Police or Domestic Violence Unit
- Aged Care Services

- Alleged Victim/Older Person
- Family Members
- Friend/Neighbour/Acquaintance
- Service Provider (Paid Worker)
- Other Professionals (Police, GP, Health Professional, Gov. Department)



- Family Members
- Friend/Neighbour
- Nephew/Niece/Stepchildren
- Paid Carer and Care Workers
- Health Professional



- Financial Abuse
- Psychological Abuse
- Exploitation of Trust
- Social Abuse
- Neglect
- Physical Abuse



Aged Care Volunteer Visitors Scheme (ACVVS)

Advocare proudly delivers the Aged Care Volunteer Visitors Scheme (ACVVS), which this year expanded its reach into the South West region including Bunbury, Australind, Eaton, Busselton, and Boyanup.

ACVVS is designed to foster companionship, friendship and social engagement for older individuals who may be isolated or lonely, whether they are living in residential aged care homes or receiving aged care packages. The connections formed by our volunteers play a crucial role in combating feelings of loneliness and enhancing social interaction for these older adults, ultimately enriching their quality of life.

Our diverse group of volunteers range between 20 and 84 years of age. They each bring their unique experiences and different perspectives enriching the lives of older people in our community.

This year we saw some new furry, four-legged volunteers (accompanied by their human owners) join the team. The happiness and comfort these animals provide to our clients is immeasurable. It's remarkable how the presence of a furry friend can soften even the toughest of personalities! The simple act of a gentle nuzzle or the sight of a wagging tail can very effectively break down barriers and bring a smile to someone's face.

The recent implementation of our new Volunteer Management System, Better Impact, has significantly transformed the way our team manages both volunteers and clients. This platform empowers volunteers to take charge of their own profiles, making it easier for them to update their details, track their hours and communicate with staff.

ACVVS statistics:



143
All volunteers



254
All clients



2474
Residential Visits



960
In Home Visits



Home Care Check-in Service

This pilot project is designed to build a scaffold of supports around socially isolated older people who are vulnerable and at risk of harm or neglect due to their reliance on one provider or carer. Our specialised community support advocates work with the older person to identify risks and reduce them, increase self-determination and work to empower the older person with an understanding of their rights and other services available to them.

The project has been rolled out in three trial sites across Australia with OPAN's network member Advocare leading the pilot since 2022. The other OPAN-affiliated organisations involved in delivering the Home Care Check-in Service are South Australian network member, Aged Rights Advocacy Service (ARAS), and the New South Wales network member, Seniors Rights Service.

This year, our small pilot team provided more than 2,000 check-in supports to vulnerable Australians who receive aged care services but might not have family or established community networks around them. We're immensely proud of this team and the difference they make to the lives of vulnerable older people.

Akash's story

Akash* was given notice the service provider planned to terminate his level 4 Home Care Package. Akash lived with mental health challenges of anxiety, substance use, and experienced falls resulting in regular hospital admissions. He was experiencing memory loss, lived alone and was no longer able to drive. There was also family conflict, with pressure being placed on Akash to enter residential aged care before he felt ready.

The Home Care Check-in Service's Community Support Advocate (CSA) assisted Akash to request the service provide an extension until a new provider was found, however they refused. Akash was supported to make contact with My Aged Care and phone calls were facilitated to service providers with capacity in the area. Akash independently initiated a meeting with one of the service providers and promptly chose to sign a new contract.

Rights and responsibilities, with a focus on dignity of risk and access to legal aid were explained to him by the CSA. Akash was supported to consider ways to reduce risks such as installing a locked box and registering the code with emergency services, obtaining a falls alert pendant, and support to attend medical appointments.

Akash is now receiving services adequate to his needs, with daily medication prompts and reports no recent falls or hospital admissions. There has been an increase in his ability to function and a decrease in anxiety and substance use and the family has reconnected. Akash has decided to research options to downsize from a family home to a retirement village or serviced unit and will present his choices to his family. Upon conclusion of the service not only were his risk levels decreased, but he is also more aware of his aged care rights, advocacy, and elder abuse.

***Names and other details are altered to protect identity.**



Advocare Strategy 2024

People

01

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

02

Develop a structure and workforce plan for organisational growth

03

Build recognition and support for advocacy as a discipline



Our key objectives achieved by Advocare this year were centred on expanding our reach, strengthening our culture, and driving sustainable growth for a brighter future.

Staff Health and Safety

Staff psychological safety and wellbeing remains our top priority for Advocare, with new work health and safety legislation increasing the emphasis on managing psychosocial risks.

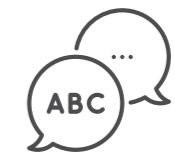
This year, our focus was on fostering a culture of psychological safety, ensuring all staff feel supported and equipped to thrive in their roles.

By the very nature of the work we do, staff are often exposed to psychosocial hazards.

By prioritising mental health and wellbeing, we strengthened our commitment to creating a workplace where staff can openly address challenges, access resources, and feel confident in a safe and inclusive environment.

In the past 12 months, we implemented new supports to ensure our staff are supported by:

- Introducing a Health and Safety Representative role and formed a Health and Safety committee.
- Enhancing training programs for new and existing staff to support development and wellbeing.
- Establishing the Aboriginal People Solidarity Strategy committee, now actively meeting to drive key initiatives.
- Launching optional Wellness Plan to encourage personalised wellbeing strategies.
- A new Mental Health First Aider to our First Aid team to strengthen mental health support.

 **12**
Languages spoken fluently in team

 **32 to 65**
Team growth in 2023-24

Advocare Strategy 2024

Stakeholders

01

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

02

Understand key stakeholder needs to proactively develop principled relationships

03

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



Advocacy Community Network Development (ACND)

It has been another successful year for the Community Development Team with Advocare attending events throughout the state, assisting people with information and raising awareness on aged care, advocacy and elder abuse.

This year has been marked by several significant events that underscore Advocare's commitment to supporting older individuals in Western Australia.

Care and Ageing Well Expo

Advocare proudly occupied the first stall at the Perth Convention Centre's 'Care and Ageing Well Expo'. This prime location allowed us to serve as an unbiased voice for attendees, providing them with the opportunity to engage with advocates about crucial topics such as service provision, elder abuse and finding suitable aged care services.

Have A Go Day at Burswood Park


Another highlight was our participation in 'Have a Go Day'. Advocare created a welcoming café-style area that allowed visitors to relax, enjoy a cold drink, and discuss various issues with our friendly staff. These interactions showcased the wealth of knowledge and diversity within our team.

Seniors Peak Body WA Announcement

Advocare was named the Seniors Peak Body for Western Australia, effective July 2024. We are excited about this new role and look forward to being a strong advocate and voice for older people in the state.

These events not only highlight our dedication to the community but also reflects the level of expertise and passion for what we do across the whole team.

124 
Events attended

15 
ACND public presentations

10,008 
People reached during events

12 
Number of meetings with government and community groups



Engaging memory through puppetry

Photography: Louise Coghill

Media engagement and promotion

Advocare is dedicated to shining a light on the issues that impact older Western Australians. Of all the topics we address, one of the biggest challenges is spreading the word sensitively about elder abuse.

This year we invested in paid advertising more heavily to ensure awareness of this important topic gained greater exposure across the year.

With the Aged Care Act Reform process also underway we saw greater media and public interest. We predict this interest will climb in the coming year as the topic heats up with the Act's release in 2025.

 **23**
Paid print and digital advert and advertorials

 **13**
Unpaid print and digital media coverage
(includes 5 opinion pieces in The West Australian)

 **3**
Radio campaigns

 **3**
Busback adverts

 **2**
Unpaid television

 **3**
Unpaid radio

 **10**
Articles in external newsletters

 **577**
Social media posts

In early 2024, Advocare collaborated with Spare Parts Puppet Theatre by helping promote the recruitment of older people to be part of their 'Marionettes & Memories' free workshops in Fremantle. Older people, along with their carers or family members, were invited to share a cuppa, try their hand at puppeteering, engage in conversation, and share memories.

Each participant was invited to bring an object from home that held a special resonance or story for them. Some of the ideas and stories that emerged also in part, assisted Spare Parts Puppet Theatre's Michael Barlow in helping craft content for their forthcoming puppet production, *Wilfrid Gordon McDonald Partridge*, adapted from Mem Fox's book. The story focuses on the friendship between young Wilfrid, who lives next door to an aged care home, and his favourite person who lives there, 96-year-old resident Miss Nancy, who's also living with dementia. The resulting, thought-provoking and deeply touching story about a young boy understanding the importance of ageing and memory linked to precious objects is a powerful learning tool. The production has since been touring successfully to schools in WA's regional areas.

Thank you to Spare Parts Puppet Theatre for inviting Advocare to be part of this creative and powerful journey to help create greater respect by reminding us all of the value of the older person.

Advocare Strategy 2024

Sustainability

01

Enhance operational systems and processes

02

Strengthen the financial position of Advocare

03

Explore new engagement and technological opportunities



This year, Advocare continued to grow in resources, programs and people.

We had an additional 12 staff join which resulted in a much-needed office expansion and beautiful light-filled refurbishment across the entire first floor of our head office in Victoria Park.

The launch of the rebranded Aged Care Volunteer Visitors Scheme (ACVVS) provided the opportunity to move into a Volunteer Management System ensuring better data security, easier volunteer recruitment and enrolment processes, and a platform for increased volunteer engagement.

Advocare's financial management system was changed over from MYOB to XERO to provide increased functionality and integration with our HR Management System (Employment Hero) and the ability for enhanced reporting and data-mining functionality in the future.

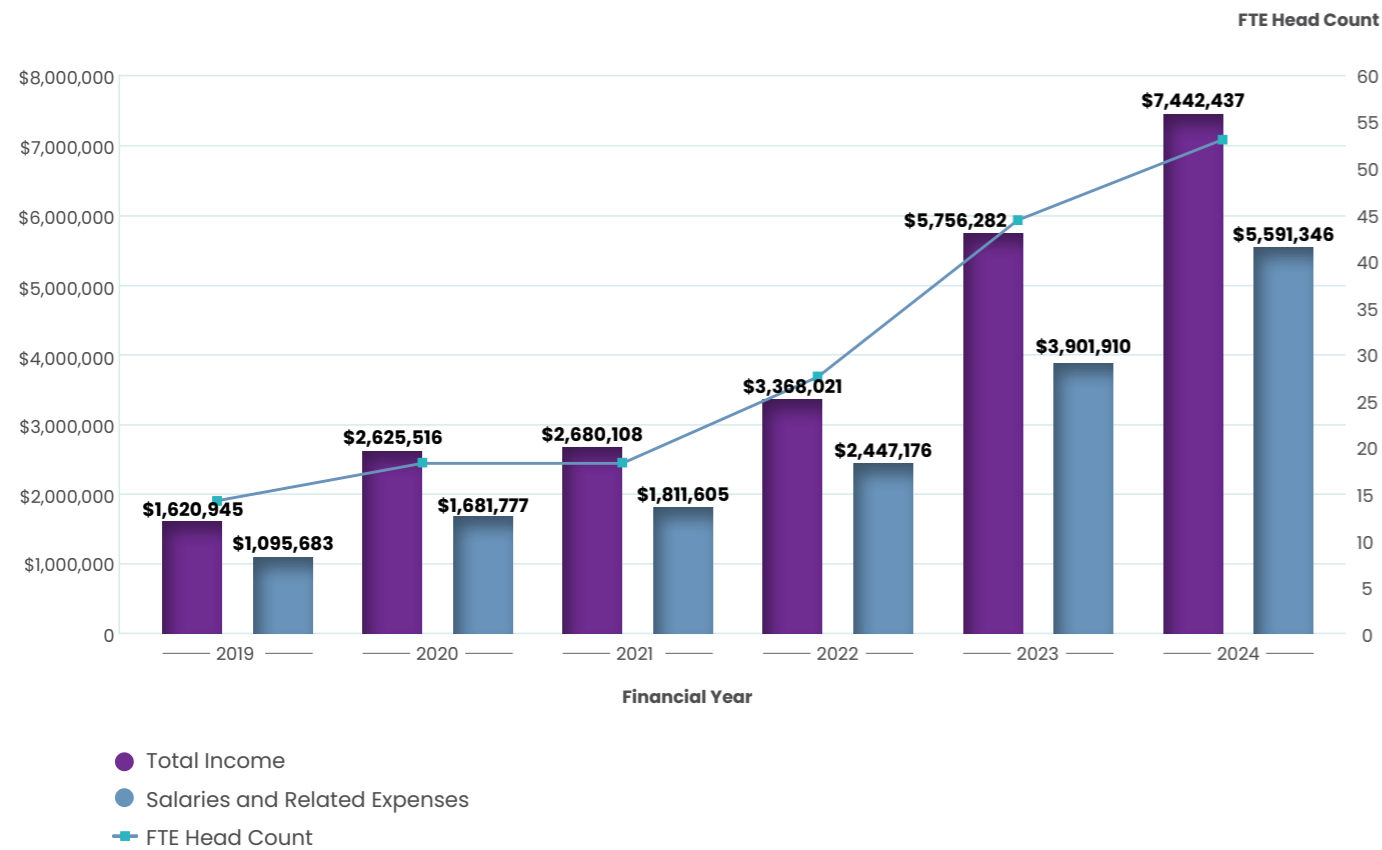
The move to XERO has helped minimise risk. Its cloud-based flexibility and security features, allow for better reporting, automation, continuous software updates and greater scalability to support a growing organisation.

This year all staff were moved to Microsoft Office 365 which offers increased collaboration and system security. It also paves the path for the introduction of a digital data structure and SharePoint repository which will further reduce the cyber security risk.

Advocare also implemented a Continuous Improvement Management system to engage, capture and implement ideas from staff, as well as an Admin Request Hub for the centralised management of all administration requests.

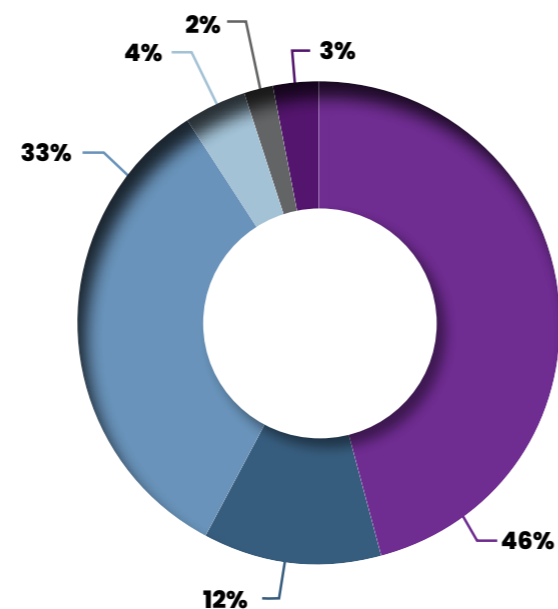
Financials

Income Growth vs Salaries and Related Expenses



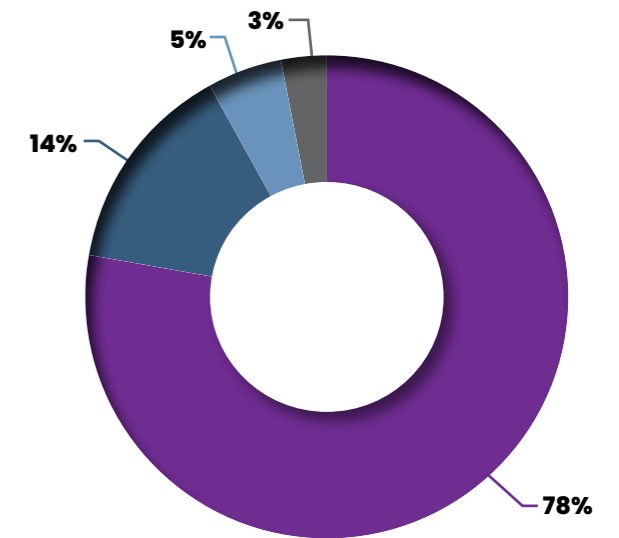
2024 Income

NACAP - General Funding (46%)	\$3,384,510
NACAP - Expansion Funding (12%)	\$863,300
Care Finders - WAPHA (33%)	\$2,442,359
Aged Care Volunteer Visitors Scheme (ACVVS) (4%)	\$331,034
Helpline DLGC Grant (2%)	\$164,409
Other Grants and Income (3%)	\$256,825
Total Income	\$7,442,437



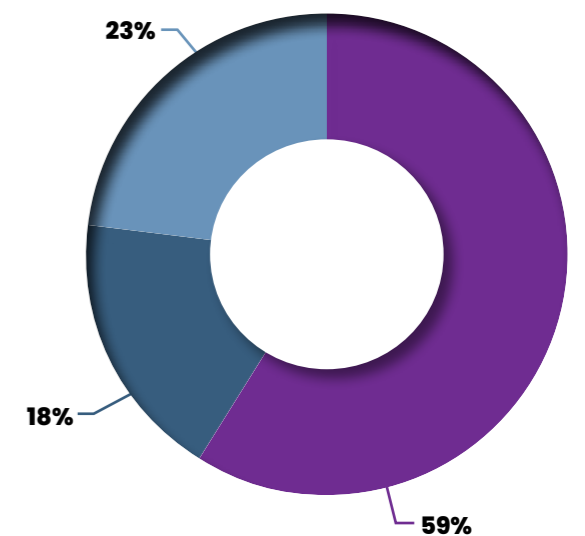
2024 Expenditure

Salaries and Related Expenses (78%)	\$5,591,346
Operational Expenses (14%)	\$976,286
Administration Expenses (5%)	\$396,917
Transport and Travel Costs (3%)	\$201,239
Total Expenditure	\$7,165,788



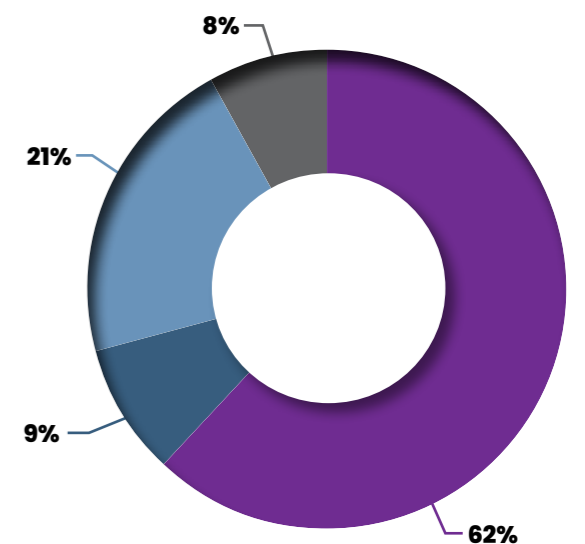
2024 Assets

Cash and Equivalents (59%)	\$2,481,429
Sundry Debtors and Prepaid Expenses (18%)	\$761,600
Fixed Assets (23%)	\$987,574
Total Assets	\$4,230,603



2024 Accumulated Funds and Liabilities

Accumulated Funds (62%)	\$2,651,338
Unexpended Grants (9%)	\$374,458
Trade and Other Payables (21%)	\$879,153
Employee Entitlements (8%)	\$325,656
Total	\$4,230,603





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
Department of Health and Aged Care



Government of Western Australia
Department of Communities




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thank you



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