

CROHN'S &  
COLITIS AUSTRALIA™  
ANNUAL REPORT  
2007/2008



## ABOUT CROHN'S & COLITIS AUSTRALIA™



For more than 20 years Crohn's & Colitis Australia™ (formerly the Australian Crohn's & Colitis Association) has been making life more liveable for the thousands of Australian men, women and children living with these chronic illnesses. While we invest in research and wait for a cure for inflammatory bowel disease, CCA will continue to advocate for world best treatments and health services for those living with Crohn's and colitis. Through our programs we offer education and support for Australia's growing Crohn's and colitis community. Importantly, our services are offered free of charge. As we receive no funding from Government sources, we rely on the generosity of volunteers, donors and community fundraising to continue our work.

### ABOUT CROHN'S & COLITIS

Crohn's disease and ulcerative colitis are two debilitating conditions, known as inflammatory bowel disease (IBD). Common symptoms of IBD include abdominal pain, weight loss, diarrhoea, fatigue and fever, and poor growth and development in children. Serious complications arising from symptoms can be life threatening.

- More than 61,000 Australians have Crohn's disease or ulcerative colitis
- Crohn's & colitis can be diagnosed at any age, most commonly between 15-35 when education, career and family building are at a peak

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## CROHN'S & COLITIS AUSTRALIA™

### OUR VISION

*Support for Today - A Cure for Tomorrow*

### OUR MISSION

To support the Crohn's and colitis community with a focus on confidential support programs including education, advocacy, counselling, increasing awareness and generating and utilising funds for research and support.

### OUR VALUES

Our values are at the core of every decision and action that our organisation takes. These are:

#### ACHIEVEMENT

- Delivering on our mission to achieve an environment where people living with IBD can fully participate in everyday social and economic activities that others take for granted.

#### INNOVATION

- Continuously finding new and innovative ways to maximise the efficiency and value of our service to the IBD and broader Australian community by funding new research and developing meaningful programs that create change for the betterment of people living with IBD.

#### RELATIONSHIPS

- Maintaining and nurturing mutually beneficial relationships with members and collaborating with volunteers, research organisations, corporate partners, government and the health profession, to help honour our commitment to people living with IBD.

#### INTEGRITY

- Inspiring trust and respect for our ethical practices, high standards of governance and for honesty and transparency in our dealings.

#### SUSTAINABILITY

- Building a strong organisation for future generations, providing leadership within the industry and developing the capabilities to deliver on our mission.



Photo courtesy The Courier-Ballicat

## CHAIRMAN & CHIEF EXECUTIVE OFFICER'S REPORT



This year has been an exciting period of growth and transformation for the Australian Crohn's and Colitis Association.

We now represent more people than ever before with our membership at record levels and 4771 people enjoying our information and support services. This is a wonderful vote of confidence in the organisation which is taking many steps to support people living with Crohn's disease and ulcerative colitis in our community.

We are very excited to share with our members that your organisation continues to expand and evolve and one of the most public and proactive measures will be to change our name to Crohn's & Colitis Australia™.

It's a new name for a new era as we work together to raise greater awareness about Crohn's and colitis in the community.

Our new name and our positioning statement – Making Life More Liveable™ – better reflects the organisation and our reason for existence. That is, to be a modern, caring and professional peak patient group representing Australians with Crohn's and colitis.

The new name is more dynamic and appealing to both younger and more

mature audiences and our refreshing new logo supports our desire to be more relevant and proactive in the community. The two-coloured ribbon logo represents the two conditions – Crohn's and colitis – and reflects the characteristics of the organisation: positive, personal, approachable, knowledgeable and professional.

As your organisation has grown and evolved during the last 12 months, our focus has been to:

- Build a sustainable and effective professional peak patient body and be a strong voice for our members
- Offer greater services to members
- Raise the level of awareness of Crohn's disease and ulcerative colitis in the media and the community
- Develop better relationships with all stakeholders
- Deliver long-term financial sustainability

Importantly, we have a strong balance sheet and a dedicated Board, giving us an excellent platform in which to grow and develop the organisation. In a difficult financial environment, total income for the year was \$632,000, down 6.5 per cent

from 2006/07. Along with many other businesses and not-for-profit organisations, we have been hit by the global financial crisis. We derive about 10 per cent of our income from our investments which this year felt the impact of the financial crisis.

As we continue our growth phase, we incurred a modest increase in expenses for the year, mainly as a result of getting the right professional team in place to take the organisation forward to improve existing programs and expand fundraising activities to generate future income. Total expenditure for the year was \$678,000 and we finished with a net operating deficit of \$45,962. This is a respectable result considering we now have our core team in place, we're offering improved services and greater emphasis is placed on developing new revenue streams, building stakeholder relationships and attracting media exposure.

One of the major events for the year was the re-launch of the Can't Wait card during National Crohn's and Colitis Awareness Week. This attracted considerable support and generated positive media coverage around Australia, and interest from the retail industry to get behind the program. There was amazing interest in the Can't Wait program, which led to significant

national media coverage of Crohn's and colitis and greater awareness and understanding of these two debilitating conditions. We received strong coverage on ABC radio in various capital cities and in rural areas, helping to communicate our message to broader communities.

Also, we are very grateful for the editorial support that we have received during the year, especially from the *Herald Sun* and *Sunday Herald Sun* in Melbourne. *The Age* and *Leader Community Newspapers* also generously donated space for our community service advertisements, which have appeared regularly in papers throughout the year. This has generated interest from people wanting to learn more about Crohn's and colitis, as well as the services that our organisation offers.

Our forums and the camp for people living with Crohn's and colitis and their families proved particularly popular during the year. We conducted 15 forums in cities and rural areas, held our first camp for children with IBD, distributed 20,000 magazines, trained 10 new support facilitators and helped 1800 people through our helpline.

We want to work more closely with the Federal and State Governments to ensure that politicians are aware of Crohn's and

colitis and to urge them to do more to support our members and their families. There is enormous scope for government to act decisively and to contribute more towards helping people with Crohn's and colitis.

Looking to the future, we'll continue with our growth plans and deliver improved services to our members.

We are working hard to build closer relationships with the medical profession, particularly with the Gastroenterological Society of Australia and GENCA. We represented Crohn's & Colitis Australia™ at Australian Gastroenterology Week, and your Chief Executive Officer represented us at Digestive Diseases Week in the United States this year. We were able to meet with other patient bodies and we can proudly say that your organisation is recognised for providing excellent services, and in some cases, leading the way.

We have been working closely with the Australian Crohn's and Colitis Association Queensland (ACCAQ) this year. We anticipate that the relationship will develop further and ACCAQ will join forces with us in the new year.

Your organisation and the work that we have achieved throughout the year would not be possible without the special efforts

of many people and businesses. We'd like to thank our Board members, management and staff, our volunteers for their tireless work, and our corporate and individual donors for their support and incredible generosity throughout the year. Without their support and backing, we could not provide the services that we do.

We look forward to expanding the services of Crohn's & Colitis Australia™ and to help make life more liveable for our members and their families.

**Bruce Tobin,**  
Chairman

**Francesca Manglaviti,**  
Chief Executive Officer

## THE MANY FACES OF IBD



## ACHIEVING OUR GOALS

The number of Australians living with Crohn's disease and ulcerative colitis is on the rise – and we don't know why. More than 61,000 Australians have these chronic illnesses. Sadly, a landmark study by Access Economics (2007) predicts this number will increase 23% by 2020.

The dramatic jump means more Australian families will be affected by debilitating inflammatory bowel disease. CCA's challenge is to meet the demands of the growing IBD community and help find a cure.

This Annual Report highlights how our goals have shaped our priorities and activities in 2007/08.

### GOAL 1:

Provide outstanding support

### GOAL 2:

Raise Awareness

### GOAL 3:

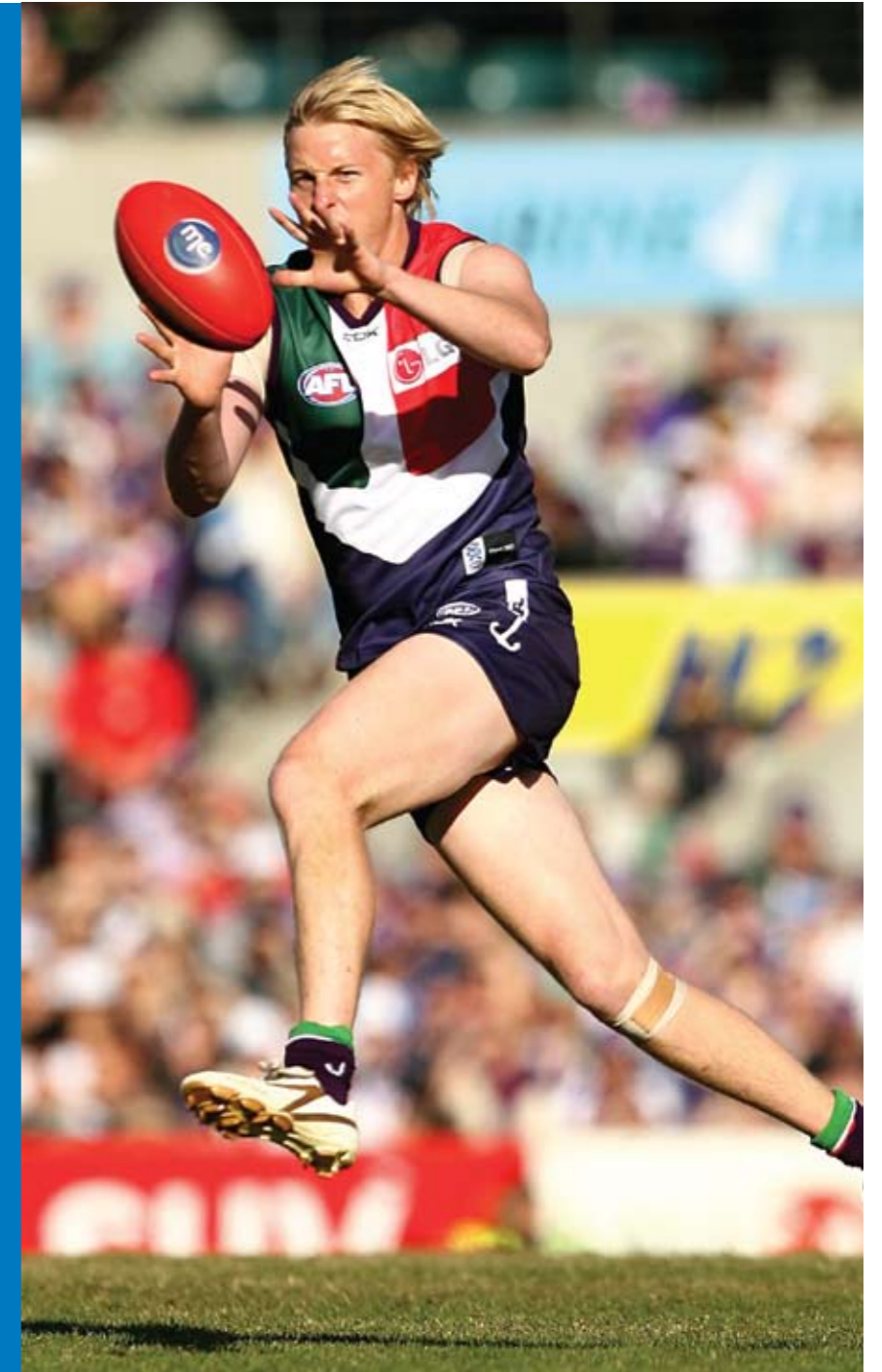
Maintain sustainable funding for research and support

### GOAL 4:

Strengthen relationships with our partners

### GOAL 5:

Grow our capacity as the leading national IBD organisation



*"With good management of Crohn's disease anything is possible."  
Scott Thornton, Fremantle Football Club. Photo: Courtesy Fremantle Football Club*



*"The camp was the most exciting time I have ever had in my whole life. The water slide was great fun and the rock-climbing was the best."*

*"Meeting other kids who, like me, haven't been to school much this year and who are on similar treatments was helpful and made me feel I wasn't alone."*

#### NSW FAMILY CAMP – A FIRST FOR AUSTRALIA

Growing up with a chronic illness can be a very isolating experience for the young, with time often spent in hospital, away from school, friends and everyday activities that healthy children take for granted. In March 2008 we held our first ever camp for Australian children living with Crohn's disease and ulcerative colitis and their families. The CCA funded family camp was organised by a team of dedicated parents

with paediatric gastroenterologist Dr Andrew Day of Sydney Children's Hospital, Randwick and CCA staff.

"The Camp was a huge success, and the need for people to connect was very obvious. Seeing teens with their nutritional drinks, talking and joking among themselves, developing friendships, made all the effort worthwhile. Tears of joy, laughter and relief were shared by parents and teens alike. Friendships were established, e-mail addresses and phone numbers circulated.

On a personal note I felt gratitude, relief and a sense of deep satisfaction that the camp was such a huge success with everyone looking forward to the next one. Thank you to CCA, Dr Andrew Day and his staff, the organising committee members, and to all the families who attended and made each one of us feel very privileged to have been part of such a wonderful experience."

*Rita Chater, parent and camp organising committee member.*

## GOAL 1 PROVIDE OUTSTANDING SUPPORT

CCA programs connect Australians living with Crohn's and colitis to a supportive community. We support the IBD community through:

- Support group network
- Peer-to-peer telephone support
- IBD Helpline
- Can't Wait card
- Organised activities - camps for families

#### SUPPORT GROUPS

Feelings of isolation can sometimes be as debilitating as the illness.

Our support group program is taking off. A new nationwide training program has been implemented for CCA members who have volunteered to be support group leaders. In 2007, the first of our volunteers in Victoria commenced training and now run a very successful support group. A second group will be established in Melbourne soon. Training for support group leaders is scheduled for Western Australia, South Australia and New South Wales. This should lead to several more Peer Support Groups operating by the end of 2008, making face to face support more accessible for our members.

#### PEER-TO-PEER TELEPHONE SUPPORT

CCA trained volunteers also offer peer telephone support for people living with IBD, who due to distance or illness, are unable to join a support group. CCA has had a great response to this service and our network for peer-to-peer telephone support is growing. Plans are also underway for online support. This may include the possibility of a 'virtual' monthly support group.

#### IBD HELPLINE

CCA received approximately 1800 calls to our helpline in the past year. Many of these callers are referred to Belinda Headon, our IBD Nurse Specialist, who has nursing qualifications in gastroenterology and nutrition. With many years experience working with inflammatory bowel disease, she provides answers to the many questions, fears and anxieties people living with Crohn's and colitis have. This service is offered free of charge.



Belinda Headon, IBD Nurse Specialist

*"Belinda is wonderful, a fantastic support. I can't ring the doctor all the time. The Helpline is a brilliant service."*

#### CAN'T WAIT CARD

The Can't Wait card identifies a person as being a member of CCA and explains that the cardholder needs access to toilet facilities urgently due to their medical condition. The creditcard size Can't Wait card is being distributed to thousands of CCA members around Australia. CCA launched a new-look Can't Wait card during Awareness Week 2008, attracting national media coverage in newspapers and on radio talkback programs. This is an international program, with Australia leading the way in gaining broad public and media recognition.



Photographs kindly supplied by Sally Wayman.

*"I had a fantastic experience. Every minute was fun. I loved the camp and I can't wait for the next one!"*

*"It was a great experience, I made new friends and realised other kids are suffering like me."*

*"Theatresports® on Friday night was hilarious, it made me forget my problems for a while. I can't wait for next year's camp now."*

Australia's first ever camp for children with Crohn's and colitis and their families.

*"Overall, it was an amazing experience; I would like to say thanks to CCA, the team at Sydney Children's Hospital and the numerous volunteers for creating this camp. And of course the participants from far and wide that were at the camp. I look forward to next year!"*



## GOAL 2 RAISE AWARENESS OF CROHN'S DISEASE AND ULCERATIVE COLITIS

*"I just want to say how I love to receive the magazine from you. You are my link to the latest news, being seven hours from Perth."*

- CCA member Diane, Kalgoorlie.



A key part of our mission is to create and maintain awareness of IBD and its issues across media, business, government, health sectors and the general community. We do this through:

- CCA publications
- National IBD Information Forums
- Awareness Week
- Can't Wait Supporter program

### CCA PUBLICATIONS

Our quarterly magazine has been given a new look and named Inside Insight.

Every quarter CCA publishes a magazine for its members. The publication includes the latest IBD news and research updates, expert opinion on frequently asked questions, members' personal stories and interesting articles regarding diet and lifestyle issues. The magazine also contains uplifting stories from Australians living with Crohn's and colitis.



CCA member Bill Warner has a surprise visit in hospital by Wests Tigers Rugby League players

*"I couldn't sleep because I was so excited."*

### OUR WEBSITE

www.acca.net.au will soon become www.crohnsandcolitis.com.au

Our current website, which is soon to be updated, receives approximately 15,000 hits per month. The site is being given a new look and will include new features, such as a member-only section, where CCA members can access our publications.

### INFORMATION KITS

CCA has been working on a number of exciting new publications to be released in 2009. They include Employer/Employee Briefing kits and an extensive new member joining kit.

### IBD INFORMATION FORUMS

Close to 2000 people attended CCA IBD Information forums across five states in 2007/08.

IBD information forums provide relevant, accessible information from specialist health professionals and encourage involvement of CCA members. The forums offer education on the diagnosis, treatments, management and developments available to the IBD community. The forums allow an opportunity for us to connect with our membership and the broader IBD community.

In the coming year CCA plans to offer state conferences with speakers from a variety of hospitals addressing a range of issues such as diagnosis, treatments and management of the disease, as well as different electives with topics such as stress management, personal development, disability entitlements, nutrition, fertility and other IBD lifestyle issues. This will enable us to educate our long term members as well as recently diagnosed people by providing a variety of subjects relevant to individuals at different stages of their disease management.

### CCA IBD Information Forum Feedback:

*"I travelled for several hours to attend the forum in Perth. But it is worth the effort to be able to get together, meet others with IBD and ask questions from the experts."*

WA - Sir Charles Gairdner Hospital 03/05/08

*"I always feel more hopeful after a CCA forum. Knowing what the alternatives are, what the latest developments are is all very valuable."*

VIC - Monash Medical Centre 25/09/07

*"It is great to listen to experts share their knowledge with patients in an informal environment. Thank you for organising these talks."*

NSW - Concord Hospital 15/11/07



Dietitian Sue Shepherd addresses forum

*"All three speakers were outstanding and informative, especially the surgeon. Question time with all three speakers was so helpful. Great to see how well they all work together."*

*"I am very appreciative of these forums and grateful to CCA for all the good work that you do."* ACT - 26/03/08

### AWARENESS WEEK – 2008

Awareness Week is all about creating awareness in the general community about issues affecting Australians living with Crohn's and colitis. This year, our media campaign had a "Can't Wait" focus.

The "Can't Wait" theme was developed in response to a survey of members which highlighted the difficulties many experience in gaining timely access to toilet facilities in retail outlets. Members told of the pain, frustration, anger and embarrassment of being denied access to toilets, particularly in shops, cafés, fuel stations and supermarkets. Staff either ignored the pleas of our members or refused to recognise the "Can't Wait" card and in many cases forced members to buy products to gain access to the toilet. A new "Can't Wait" card was also launched during Awareness Week. The media campaign attracted considerable media interest.

A new print advertisement also received wide coverage in The Age, and Leader Community newspapers across Victoria.

### CAN'T WAIT SUPPORTER PROGRAM

As part of our launch strategy for our Can't Wait card supporter program, CCA consulted with business and industry peak bodies, requesting support from their members nationally. The following agreed to alert their members of the Can't Wait card and the program:

- Retail Traders Association
  - Master Grocers Association
  - Service Stations Association Ltd
- The following organisations agreed to accept the card:
- Richies Supermarkets
  - WA Motor Traders Association

CCA is committed to the success of the Can't Wait card and supporter program.

In 2009, we have set ourselves a target to increase the number of supermarkets, petrol stations, retailers and cafes that accept the card. We will be asking supporting businesses to display a "Can't Wait Card Accepted Here" sign at their premises.



Members of Team Can't Wait, Run Melbourne Event

## GOAL 3 MAINTAIN SUSTAINABLE FUNDING FOR IBD RESEARCH AND SUPPORT

### NEW FUNDRAISING INITIATIVES

#### Raffle

- \$8,500 raised in our first national raffle
- Thanks to our volunteers in Sydney – Megan Payne, Rita Chater & Tony Payne for sourcing the great prizes and initiating our first national raffle.
- We would like to thank Harvey Norman Holdings Limited for donating \$5,500 worth of prizes.
- Congratulations to the 3 winners – 1 from WA, 1 from QLD and 1 from NSW.
- Thank you to all our members who supported us by buying a book and selling them to their family, friends and work colleagues.

### RUN MELBOURNE

- CCA team entered the Run Melbourne event on Sunday 22 June.
- This event raised more than \$4,000 in donations.
- This event coincided with Awareness Week and the launch of the new Can't Wait card & Supporter Program, hence our team was named Team – Can't Wait.

- A fundraising webpage through Everyday Hero enabled funds to be raised by participants through online donations.

### WRISTBANDS

- ACCA wristbands were made available to sell for fundraising activities following requests from our members.
- Thank you to all the members who have purchased a wristband and wear them proudly to show their support.



### CHRISTMAS CARDS

- The response to the sale of Christmas cards was fantastic from our membership. Many members encouraged their family, friends and workplaces to purchase our cards which contributed to a great result.

### THANK YOU TO OUR DEDICATED COMMUNITY FUNDRAISERS

- We are fortunate to have committed and motivated members who generously give up their time to fundraise for CCA.
- In 2007/08 we experienced an increase in community and individual fundraising. This includes more calls to CCA from members wanting to get involved and seeking advice about organising community fundraising activities.
- CCA staff provide support and advice to those undertaking fundraising activities.
- Thank you to all the members who have raised money by participating in a marathon or fun run in their state.
- Also, thank you to others who have organised fundraising events such as a morning tea at their workplace or local school, trivia nights, dinner dances or a concert.

### THE YEAR AHEAD

#### Giving greater support to Community Fundraising

- To support our community fundraising activities, discussions are being held with volunteers with the aim of establishing Fundraising Committees in their state.

#### Events – bringing the IBD community together

- Offering high quality events for members, health professionals, supporters and corporate sponsors is high on our agenda for the next 12 months. These represent a significant opportunity for fundraising and corporate sponsorship.

#### Increasing revenue from merchandise sales

- New ideas for merchandise are being developed and these will be launched in 2008/09. Our target is to sell our merchandise beyond our membership and a more extensive distribution strategy and network will be the focus.



Marathon runner Keith Dunkin with son Jamie

*"Having a child diagnosed with Crohn's when very young has made me realise how unknown Crohn's and colitis are. We have encountered many half-understood truths about the diseases, and I felt that as an employee of a large multinational company, I would have a great opportunity to raise funds to support young sufferers."* Keith Dunkin



NSW Celtic Dancers raise \$1000 for CCA



Francesca Manglaviti (right) meets leaders of IBD Organisations in San Diego

*"It was a great opportunity to meet with the leaders of international IBD patient organisations and exchange ideas and experiences on how to provide the best research and support possible for people with IBD. The outcome of our meetings was very encouraging with the international lines of communication now open for ongoing discussions and planning for global events."*

Francesca Manglaviti

## GOAL 4 STRENGTHEN RELATIONSHIPS WITH OUR PARTNERS

We rely on our partners in all areas of endeavour and value their involvement in our organisation.

- Research
- Our Volunteers
- The IBD community - local and abroad
- Corporate Partners

### RESEARCH

#### CCA Young Investigator

This annual award sponsored by CCA, encourages research into the cause and/or treatment of Inflammatory Bowel Disease (IBD) within Australia by a young investigator. Dr Josef Wagner was awarded our 'Young Investigator Award' 2007 for his research project which focuses on the identification of bacterial triggers in Crohn's disease.

**Research Title: The identification of novel bacterial agent(s) present in clinical specimens collected from children with early onset Crohn's disease.**

**Why this research project is important to the IBD Community:**

Dr Wagner: "Currently, there is evidence that microbial populations within the gut are linked to Crohn's disease (CD) although the

precise agent(s) that triggers inflammatory responses has not been conclusively identified. In this project we are investigating the prevalence of Pseudomonas species in mucosal biopsies collected from children with early onset Crohn's disease. The identification and characterisation of Pseudomonas species involved in triggering CD would be a major scientific breakthrough. A case/control study of the prevalence of members of the genus Pseudomonas will provide new information of their role in children at disease onset. This analysis will permit an understanding of whether these microbial agents represent opportunistic flora colonising the gut, or are in fact pathogenic agents capable of triggering CD. Success would open a new chapter in research for therapy and prevention, including possible vaccine



Young Investigator Dr Josef Wagner

development from these infectious agents, or targeted antibiotic use. All patients enrolled in this study were admitted to the Department of Gastroenterology, Royal Children's Hospital Melbourne. The participating gastroenterologists are associate Professors Anthony Catto-Smith and Don Cameron."

#### Supporting Research

- CCA supports the research efforts of various institutions and our members are active participants in a number of studies nationally.
- CCA conducts surveys from time to time to assess the impact of the issues affecting those living with IBD. In 2008, our Public Toilet Access Survey revealed important data on an issue of great importance to the IBD community. The several hundred responses helped shape our Awareness Week media campaign and Can't Wait card and supporter program.
- CCA is leading the way with health economics reporting at an international level. In 2007 CCA published the first detailed study on the cost of IBD in Australia. The Access Economics Report, The Economic Costs of Crohn's disease and ulcerative colitis set the international benchmark for health economics reporting in IBD.



*"Talking with the other volunteers and staff gives me a sense of support and ideas in managing my IBD and it is a great way to give something back to the people that have helped me."*

Melissa, volunteer



Volunteers John and Shirley

### OUR VOLUNTEERS

CCA could not deliver its services to Australia's IBD community without the help of our wonderful volunteers. Our volunteers come in all capacities from health professionals, members and friends and families of those living with IBD. A strategic analysis of where volunteers are required has led to the development of our new formalised volunteer program. It includes the recruitment of volunteers, the establishment of tailored and relevant volunteer training and maintaining an ongoing supported volunteer program. Our volunteers take part in the following activities:

**Administration** - Provide organisational and administrative support to assist with mail-outs, general administrative tasks, data entry.

**Fundraising** - Support the organisation in its fundraising activities or to initiate and manage local fundraising events.

**Education** - Coordinating and organising IBD information forums. Volunteers assist with speaking, planning, organising and managing the national forums.

**Peer Support** - Participating and running the peer support services that include support groups and telephone peer support activities.

**Camps and organised CCA activities** - To offer hands-on assistance for youth camps and other recreational activities CCA may offer its membership.

**Communication** - Written contributions for our website and magazine.

### THE IBD COMMUNITY

Keeping in touch with the IBD community is vital, both in Australia and abroad. This includes CCA attendance at:

- Digestive Diseases Week – the key annual international gastroenterology conference (held in San Diego in 2008). This visit was made possible thanks to a grant from Schering Plough.
- Australian Gastroenterology Week – the annual conference of the Gastroenterological Society of Australia (GESA), and Gastroenterology Nurses (GENCA).
- Chronic illness workshops, seminars and meetings.

### CORPORATE PARTNERS

During the year we have strengthened our relationships with our corporate partners. This has allowed vital CCA programs to proceed and assisted our partners with their social responsibility objectives.



## GOAL 5 GROW OUR CAPACITY AS A LEADING NATIONAL IBD ORGANISATION

CCA is well positioned for future growth as Australia's leading IBD patient organisation. We will move forward with the benefit of effective and efficient business practices and strong corporate governance, developed over the years. We will grow our capacity with:

- The planned merger with Australian Crohn's & Colitis Association (Queensland)
- A stronger, more representative national IBD organisation

The planned merger between CCA and ACCAQ will allow for greater consistency in communications and the provision of quality programs around the country. ACCAQ members recently passed a special resolution at their Annual General Meeting endorsing a recommendation that ACCAQ pursue a merger with CCA.

### Improved business processes and procedures

CCA has invested in improved infrastructure, including a new server to meet our IT needs. Our business practices reflect the importance of efficiency and making the most of every dollar donated to the organisation. During 2007/08 donations and fundraising activities using internet sites such as Everyday

Hero and other online donations facilities have simplified community fundraising and saved costs.

### Improving the way we communicate with members

In 2007/08 CCA began using an email marketing system called E-Nudge to communicate with our members. This tool enables us to save time and money by being able to email important news and notifications directly to our members. Email marketing was used with great success

to sell tickets for our national raffle and encourage participants and donations for our Run Melbourne fundraising team.

### Brand development

Our new image and name: Crohn's & Colitis Australia™ is an important step in the development of our organisation. Our new logo – a two coloured ribbon representing the two conditions Crohn's and colitis, and the positioning statement Making Life More Liveable™ communicates why we exist and how we help people living with IBD.



Support for Crohn's & Colitis Australia™ continues to grow and has allowed our organisation to expand vital services and promote research. To everyone who gave support – be it funding, goods and services, expertise or time – a heartfelt thank you on behalf of all Australians living with IBD. We would like to acknowledge the many individuals and organisations that have worked with us and supported CCA to achieve our goals in 2007/08.

### MAJOR DONORS

\$12,500 Ted & Mandy Yencken

### DONATIONS & COMMUNITY FUNDRAISING

\$2,000 - \$5,000

Porter Industries  
Lions Club of Keilor  
Probuild Constructions

\$1,000-\$1,999

E. Camarri, M. McKay, D. Shanahan, B. Koukoumas, P. Heaton, The Australian Institute of Food Science and Technology Inc. NSW Branch, T. Coyte (Trivia Night), A. Wisken, CitiPower & Powercor Australia employees (Spirit of Excellence Awards)

\$400-\$999

A. Burt, Butterfield Family, M. Chew, M. Ismay, R. Turriff, M. Whitten, P. Yudeiken, M. Tabet, I. Wisken, A. Patane, K. Temple, Central Metals, J. Copeman, D. Wheeler, K. Dunkin (Sydney Marathon), Lilydale High School, School Certificate Marking Centre for English, Associazione Padovani Nel Mondo, Millers Arms Hotel Social Club, Balgownie Hotel Fishing Club, Hanako Levy

\$200-\$399

L. Bray, G. Dean, R. Donkersley, S. Gluskie, A. Lord, P. Maguire, Morcos Family, P. Re, H. Riley, A. Rowe, D. Shafar, H. Slutzkin, S. Sutton, D. Wheeler, W. Leitch, J. Thompson, B. Arrowsmith, M. Chew, S. Gluskie, D. Shanahan, P. Goldsmith, UC Invest, PNA Legal, J. Becher, Rotary Club of Corryong, Australian Coastal Shipping, The staff and management of Hendrickson, Cake Decorators Association of NSW Inc. Hunter District Branch, Diamond Valley Commonwealth Bank, Amie Coutts.

### CHARITABLE TRUSTS & FOUNDATIONS:

We thank the following Charitable Trusts and Foundations for their generous contributions in support of our programs.

John T. Reid Charitable Trusts  
CCA new member joining kit



Tattersall's George Adams Foundation  
Pilot Youth Camp in Victoria



The James N. Kirby Foundation  
IBD Information Forums



Gandel Charitable Trust  
Peer to Peer Support Program



## THANK YOU TO OUR DONORS AND SUPPORTERS

The RACV Foundation  
Youth Camp in Victoria



Port Macquarie Panthers  
IBD Information Forum Port Macquarie

Australian Ethical Foundation  
IBD Information Forums

Adelaide Bank Charitable Fund  
SA Forum

Bendigo Bank Kew East Community Grants  
IT development

William Angliss (Vic) Charitable Fund  
Database software development

### CORPORATE SPONSORS

Schering-Plough



Orphan Australia



Abbott



Pharmatel Frensius Kabi



Ferring



Nycomed



# THANK YOU TO OUR DONORS AND SUPPORTERS

## IN-KIND SUPPORT

Allens Arthur Robinson

Allens Arthur Robinson 

White. Advertising & Beyond

## WHITE. ADVERTISING AND BEYOND

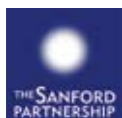
Fresh Eyes Worldwide



Henry Birman Design

## HENRYBIRMANDESIGN

The Sanford Partnership



## VOLUNTEERS

Rina Butera

Julie Campbell

Shirley Daniels

Rob Donkersley

Gwen Eccles

Margaret Fredricksen

Alex Herschell

Pauline Hopkins

Robert Kemp

Jean Lewis

Judy Lucas

Melissa Matulic

Amy Nelson

Margaret and David Sharp

Anita Singh

John Steele

Judy and Don Storey

Alison Summers

John Taylor

Paige Vanderplight

Debbie Zauder

## IBD INFORMATION FORUM SPEAKERS 2007/08

Michelle Jenkins

Allison Fraser

Robert Gibson

Greg Moore

David Devonshire

Stephen Bell

Douglas Samuels

Philip Barnes

Diane Redman

Deidre Mathai

Jeremy Cass

Clara Newsome

Peter Gibson

Miles Sparrow

John Iser

Ellen Ireson

Susan Connor

Julie Stabb

Peter Katelaris

Rupert Leong

Matthew Rickard

David Gillespie

Andrew Eakin

David Simons

John Jones

Paul Pavli

David Rangiah

Darryl Mackender

Andrew Gilmore

Gerald Holtman

Jane Andrews

Daniel Herzl

Leanne Faragama

Carl Graham

Sarah Leighton

Ian Lawrance

Avi Lemberg

Mal Fletcher

Danielle McGowan

# CROHN'S & COLITIS AUSTRALIA™ OUR BOARD OF DIRECTORS



**Bruce Tobin - Chairman**

Bruce is Group General Manager Corporate Affairs for Tabcorp Holdings Ltd and has 26 years of executive and general management experience in corporate communications and a strong journalism background in metropolitan daily newspapers in Australia. His areas of interest are strategic communications, issues management, media relations, public relations, corporate positioning, internal communications, and community relations.



**Professor Peter Gibson - Director**

Peter Gibson is Professor of Medicine at Monash University, Head of the Eastern Health Clinical School and Director of Gastroenterology & Hepatology, Eastern Health, Victoria. He has long-standing and active clinical and research interests in inflammatory bowel disease, in addition to coeliac disease and irritable bowel syndrome. He has a particular interest in the use of diet to improve gut symptoms. He is the former president of the Gastroenterological Society of Australia and was the inaugural Chairman of IBD Australia.



**Ian Bond - Company Secretary**

Former senior partner of Burke Bond Partners Chartered Accounting and board member of public company Willmott Forests Ltd. Ian is experienced in capital raising, taxation, compliance and corporate governance. Ian is living with Crohn's disease.



**Elizabeth Herschell - Director (retired)**

Liz Herschell works for the Australian Transaction Reports and Analysis Centre AUSTRAC as a Manager of Education and Training. AUSTRAC is Australia's anti-money laundering and counter-terrorism financing regulator and specialist financial intelligence unit. Liz is the mother of a teenage daughter, living with Crohn's disease.



**Francesca Manglaviti - Chief Executive Officer, Director**

Francesca joined the CCA Board of Directors in 2008, having spent two years as the organisation's Chief Executive Officer. Francesca has held senior management positions in not-for-profit, commercial and government organisations. She offers valuable experience in strategic planning, liaison with government, stakeholder management, education and developing organisational capacity.



**Bernadette Or - Treasurer**

Bernadette, a CPA, is an experienced senior finance executive with more than 10 years experience in large corporates such as KFC, P&O and Standards Australia. In recent years she was the CFO/COO of the Starlight Children's Foundation, the Enterprise and Career Education Foundation and the Australian Human Resources Institute. Her experience includes IT, HR, Legal and Risk Management.



**Bruce Ricketts - Director**

Bruce is retired, having previously been employed by National Australia Bank (NAB). In a career spanning 38 years with NAB, he held many management positions within Information Technology. Upon his retirement at the end of 2000, he was General Manager, Global Systems Solutions, and Information Technology. Bruce and his wife Lorraine initially became involved with CCA as part of the foundation group and committee. Due to work commitments, time did not allow involvement to continue. Upon retirement Bruce contacted CCA again, and has been a Director since September 2004.



**Nella Scodella - Director**

Nella is a partner at Accenture. Her national and international experience covers a variety of industries, including government. Nella's consulting experience has been in the implementation of strategic business change. Nella's father lives with ulcerative colitis.

# CROHN'S & COLITIS AUSTRALIA™ SCIENTIFIC ADVISORY COMMITTEE



Alison Bencke

## Representing Dietitians Association of Australia

Alison is an Accredited Practising Dietitian in NSW specialising in IBD and other gastrointestinal disorders as well as other areas of interest. Alison became involved with CCA to provide evidence based nutrition information about the link between diet and IBD. Alison has close friends with Crohn's disease and became interested in IBD when asked if evidence supported their intuition that diet may affect severity or relapses.



Professor Peter Gibson - Director

## Representing Crohn's and Colitis Australia™

Peter Gibson is Professor of Medicine at Monash University, Head of the Eastern Health Clinical School and Director of Gastroenterology & Hepatology, Eastern Health, Victoria. He has long-standing and active clinical and research interests in inflammatory bowel disease, in addition to coeliac disease and irritable bowel syndrome. He has a particular interest in the use of diet to improve gut symptoms. He is the former President of the Gastroenterological Society of Australia and was the inaugural Chairman of IBD Australia.



Professor Timothy Florin

## Representing IBD Australia

Timothy Florin is Professor in Medicine University of Queensland Department of Medicine. Tim is also Director of Gastroenterology Mater Health Services' Adult Hospital, South Brisbane and Senior Staff Specialist Mater Health Services' Public and Private Hospitals. His other roles include NHMRC Clinical Research Practitioner, Team Leader IBD Team, Mucosal Diseases Program, Mater Medical Research Institute. His main research has related to the interactions of diet, microbial flora and human physiology in the normal and inflamed gastrointestinal tract.



Stephanie Buckton, GENCA

## Representing Gastroenterological Nurses College of Australia (GENCA)

Stephanie's current role as an IBD nurse practitioner on the Sunshine Coast, Qld, is the first of its kind in Australia. Stephanie is the current chairwoman of the GENCA IBD Nurses subgroup and has taken a leading role in the development and support of new IBD nursing positions, and has presented on the outcome of the IBD nurse's role. Stephanie became involved with the CCA Scientific Advisory Committee in 2007, when she was nominated by GENCA as their nursing representative. Stephanie actively supports CCA at a national and state level.



Associate Professor William Roediger

## Representing the Colorectal Surgical Society of Australia and New Zealand

Associate Professor Bill Roediger is with the Department of Surgery, The Queen Elizabeth Hospital, in South Australia. He was nominated by the Colorectal Surgical Society of Australia and New Zealand (CSSANZ) to the CCA Scientific Advisory Committee in 2007. Bill Roediger has been researching and surgically treating cases of IBD for almost 30 years. His research has focused on defining the initiating factors of both UC and CD. Results to date suggest that bacterial denitrification may initiate UC and that a Mycoplasma species may be involved in the causation of CD. Hopefully these studies will come to therapeutic usefulness in the future.

# TREASURER'S REPORT

In this financial year, the Australian Crohn's & Colitis Association - now known as Crohn's & Colitis Australia™ (CCA) - continued to invest in growing and developing the organisation for its long term sustainability.

At the general operations level, our expenses grew as we invested in hiring a core base of skilled and professional staff to improve the quality of existing programs and invested in establishing a basic fundraising program for future income generation. These efforts were rewarded with greater diversity in revenue sources than in previous years and a stronger national profile amongst health professionals, the corporate community and the media. It is worth noting that in 2007/08, due to a dedicated effort in securing funding from Trusts and Foundations, ACCA successfully received income from these organisations for the first time.

This year, ACCA focused on developing fewer programs with the aim of making a higher impact. The Can't Wait Card program received national recognition and this exciting program will continue to grow. The success of the NSW

family and youth camp was the catalyst for further spending in future years on more camps around the country. Research continues to be a focus; however, the emphasis this year has been on developing a meaningful grants program for future investment.

At the general operating level, the total expenditure for the year was \$678,000. The net operating deficit was \$45,962.

Our membership numbers continued to grow during the year, with a total membership of 4771 as at the end of June 2008 representing an increase of 14.5 per cent.

Income received this year was 6 per cent lower than last year's total result.

In 2007/08, the organisation received \$52,514 of donated goods and services – this was substantially lower than the previous year. In 2006/07, income from donated goods and services was \$200,000, largely due to the development and national screening of a television commercial for the 2006/07 awareness week campaign.

If donated goods and services are removed from the total income for the two years, there was in fact a 24 per cent increase in cash income in 2007/8, as a result of an increase in sponsorship income, membership numbers and income from trusts and foundations.

Due to the recent volatility in the financial markets, the ACCA Board decided to value the investments held as at the end of June 2008 at their market value, resulting in a valuation loss of \$70,000, or 14 per cent of the historical cost base. ACCA derived 10 per cent of its income from investments in 2007/8.

The ACCA Board and management team are firmly focused on continuing to invest in growing the programs and diversifying the sources of income to ensure a financially sustainable organisation that helps people living with Crohn's disease and ulcerative colitis in our community.

### Operating Expenses for the year were \$678,000, which was made up of:

	2007/8 (\$'000)	2006/7 (\$'000)	% Increase/Decrease
Programs	423	464	-9
Research	52	71	-27
Fundraising	101	77	31
Administration	102	82	24

### During 2007/8, we raised a total of \$632,000 in the year, from the following areas:

	2007/8 (\$'000)	2006/7 (\$'000)	% Increase/Decrease
Membership Fees	93	77	21
Donations	202	384	-47
Sponsorship	191	131	46
Trusts & Foundations	74	-	n/a
Other Income	72	79	-9

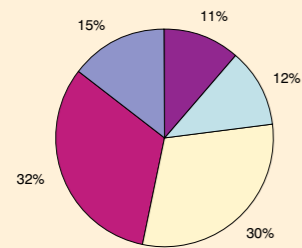
A copy of the audited financial statements is available on request from ACCA's national office.

Bernadette Or, Treasurer/Director

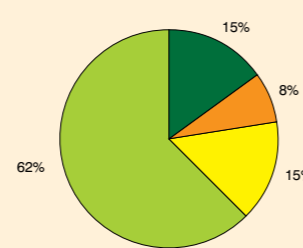
Note: For the purpose of this report we will be using our registered name which remains Australian Crohn's and Colitis Association. Crohn's and Colitis Australia™ is a trading name of the company.

# CROHN'S & COLITIS AUSTRALIA™ FINANCIALS

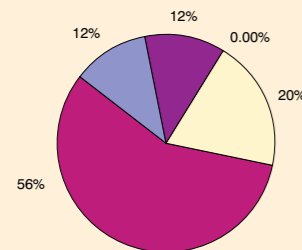
Income sources 2007/8



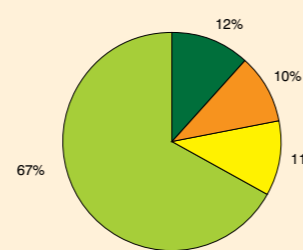
Expenditures 2007/8



Income sources 2006/7



Expenditures 2006/7



- Membership Fees
- Donations
- Sponsorships
- Trusts & Foundations
- Other

- Programs
- Fundraising
- Research
- Administration

## Financial Summary 2007/8

	2007/8	2006/7
Membership Fees	92,583	77,672
Donations	202,391	383,723
Sponsorships	191,000	131,765
Trusts & Foundations	73,861	0
Other	72,291	79,418
<b>Total Income</b>	<b>632,126</b>	<b>672,578</b>

	2007/8	2006/7
Programs	422,536	464,777
Fundraising	101,455	77,048
Research	51,871	70,730
Administration	102,236	82,018
<b>Total Expenditure</b>	<b>678,098</b>	<b>694,573</b>
<b>Total Deficit</b>	<b>(45,962)</b>	<b>(21,995)</b>



*"As the Director of Gastroenterology and Clinical Nutrition at the Royal Children's Hospital in Melbourne, with an active interest in inflammatory bowel disease, I view the existence and activities of CCA as absolutely pivotal in the overall health care of children with IBD.*

*This is very much a two way relationship. CCA provides patient support and education, but also a mechanism to enable medical practitioners involved in the care of sufferers to provide them with the latest in treatments and research news through CCA education programs."*

Associate Professor Anthony Catto-Smith

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