The Multiple Sclerosis Society of Western Australia (Inc)
Annual Report 2015-16
Multiple sclerosis (MS) is a chronic condition that attacks the body’s central nervous system (the brain, spinal cord and optic nerves) with unpredictable consequences.

No two cases of MS are identical. The progress, severity and specific symptoms of MS vary from person to person, and can include:

- visual disturbance;
- difficulties with walking, balance and coordination;
- altered sensations, such as tingling, numbness or pins and needles;
- bladder and bowel changes;
- slurring and slowing of speech; and
- muscle weakness, tremors, stiffness or spasms.

For people with MS, this daily battle with the condition can be compounded with fear and uncertainty about the future. This is why the Multiple Sclerosis Society of Western Australia (MSWA) was formed, to offer immediate support to our Members from the moment of diagnosis, for the entirety of their journey.

This support falls under three main categories:

- Services – we provide education and information for the newly-diagnosed, through to specialist nursing, physiotherapy, counselling, occupational therapy, welfare assistance, and in-home support.
- Accommodation – we operate high-support accommodation facilities with 24-hour care in Fern River, Hamilton Hill and Treendale, as well as respite facilities in City Beach and Treendale, with plans to expand further.
- Research – the cause and cure for MS is still unknown, but MSWA is the largest financial contributor to MS research in Australia, and we’re determined to drive innovation, until a cure is found.

All of this would not be possible without the help of our loyal supporters.

We hope this report will provide valuable insight into our current activities, and our ambitious plans to provide a brighter future for Western Australians living with MS.
President’s Report
George Pampacos

I am so proud to say it has been another successful year for the Multiple Sclerosis Society of Western Australia (MSWA).

Even with a tough economic WA and national climate, the trial introduction of a new national disability scheme and new competitors into the home lottery market, we still broke all our previous records, and did so with passion, dedication and professionalism! MSWA remains the largest contributor to research in Australia into finding a cause and cure for multiple sclerosis, with an investment of over $2 million dollars.

Of that amount, $459,000 will go directly in to funding local WA social and applied research projects that we identified through a funding round we started last year. And we will now fund those projects for a second year. $500,000 will be provided directly to an international research project into Progressive MS, and the balance of our funds will go to other various approved MS research projects.

For the first time we have allocated over $200,000 to research into other neurological conditions.

2016 saw another record within Member Services with a 12% growth and provision of more than 466K service hours to people with MS. In addition, our provision of services to people with other neurological conditions increased by 5% to more than 165K hours.

Our WA team also continued to manage the MS Society in South Australia and the Northern Territory, achieving an outstanding result there this past year, with a profit of $750,000. This is a record net profit in the history of the organisation and a record cash flow too, with us being able to return a positive net position on the balance sheet. For the first time in many years MSSANT have made a contribution to MS Australia and to MS Research Australia.

We did all this whilst also receiving the highest staff AND Client satisfaction ratings in the Society’s history, via our Annual South Australian Survey.

In just under 2 years we have turned MSSANT into a profitable organisation and strong platform for it to launch into the NDIS when they go back under their own management in the coming months.

This was all achieved by our amazing 600+ employees and volunteers, who, led by our CEO, senior managers and volunteer Board make MSWA one of the leading not-for-profits in the country.

Every MSWA staff member plays their part with passion and commitment to help MSWA achieve all of its goals, from our event staff who are up at the crack of dawn, to our high support accommodation facility carers, to our call centre staff selling raffle tickets, right through to our professional health team who support Members in their homes and at outreach centres. Most importantly, these people provide the best care and support possible for our Members. No matter how proud we are of 2016, now isn’t the time to rest as we are excited for what 2017 has to offer.

At MSWA we will be
• opening our Member services hub in Bunbury toward the end of this year;
• starting the building of our Member services hub and accommodation facility in the northern suburbs;
• making plans for our land in Shenton Park;
• continuing to work with all Governments and political parties for the implementation of NDIS; and
• embracing the Scheme, as it becomes a more instrumental part of our business as people living with disability are able to choose their service provider.

We look forward to you being by our side in 2017 as we again strive for our goals and continue to be the leading organisation for people in WA living with MS and all neurological conditions.
Chief Executive Officer’s Report
Marcus Stafford

As the disability world undertakes significant change, the MS Society of Western Australia has been working diligently to ensure that we are ready.

The Society continues to set strong goals, and break records, as we build our organisation for the future. At the heart of all of this is the person we are here to serve; the person living with MS. Our resolve to be there for them on every step of their unique journey remains unchanged.

We have just consolidated our position as the leading funder of research in Australia with a record breaking contribution of $2.2 million. That includes a second year of funding for the five WA based research projects that received fellowships from MSWA in 2015. The research work is wide-ranging and I feel an optimism I have not felt before.

Our Member Services Team delivers physiotherapy, nursing, occupational therapy, care support work and a full range of allied healthcare services to those living with MS and other neurological conditions. Services have increased by 12% year on year, with the highest quality rating.

The National Disability Insurance Scheme (NDIS) is real and it heralds the greatest social and structural reform the disability sector has seen in Australia’s history. The Scheme has been in a trial phase in WA since 2014 in three key areas and the whole of WA will soon follow.

The next step takes place in October, with the NDIS trial expanding beyond its current areas of the Lower South-West, Cockburn-Kwinana and the Perth Hills to cover Armadale, Murray and Serpentine-Jarrahdale and Bayswater, Bassendean, Chittering, Toodyay, York and Northam.

The reality is that the Scheme won’t deliver as much as we’d like for everyone; most notably for the newly diagnosed and low support Members. Indeed, for our Members aged over 65, it won’t deliver at all.

That’s where our service provision to people with other neurological conditions comes in. While it’s nothing new and is a service we’ve been delivering for years, it takes on an even greater importance in the current climate. Basically, the NDIS ‘dollars’ that flow from people with other neurological conditions will finance our ability to serve people with MS who aren’t eligible for inclusion on the Scheme.

The great thing about the NDIS marketplace, is that it rewards organisations that perform well and allows them to extend their service provision to the people with disabilities who they are here to serve.

Our historical results have allowed us to do great things and our continued growth will support our dreams and ambitions. We are proud of our history and we know what MSWA stands for and believes in, but we need to get the word out there.

In this brave new world, it’s time to embrace a new-look logo that builds on MSWA’s history and reputation, but presents a more contemporary and accurate look and feel. Put simply, we need to tell the story of who we are now and what we do.

Our history is rich and proud so we want to retain that essence; yet we must also present as an expansive 21st century organisation with a fresh focus.

As a ‘one-stop shop’ that will provide the best services to people with MS and all neurological conditions, we are moving ahead very well with our growth plans.

We currently have fifteen locations in the State. As outlined in the President’s report, our growing footprint will help to achieve our goal of providing both convenience and quality for Western Australian’s living with MS and all neurological conditions.

Such goals rely, as always, on a team effort and our 600+ staff are to be congratulated. We take a moment to celebrate before pushing on to achieve the goals set for the year ahead.

My sincere thanks go, as always, to our many stakeholders who have combined to make it all happen. Our Board members, management, staff, volunteers, government partners, suppliers, business and retail customers, your efforts and support are greatly appreciated by us and the people we serve.

Exciting and changing times await us. The strong foundations that we have built over the last decade position us perfectly to continue to provide more and more services to people with MS and all neurological conditions.

“Our history is rich and proud so we want to retain that essence; yet we must also present as an expansive 21st century organisation with a fresh focus.”
The past year has brought about many exciting and challenging events for MSWA.

The National Disability Insurance Scheme (NDIS) trials continue in WA and we look forward to hearing how and when the full roll out will happen in 2017. In the interim, Member Services, with our newly created NDIS business unit, is playing a vital role in preparing and supporting Members, and people with other neurological conditions, through the NDIS process. As a registered service provider within both trial sites we continue to promote our brand and expand our client base.

Once again this year we have seen significant growth in service hours (12%) and supports for our Members. We continue to grow our allied health team staff to respond to the demand under the NDIS and to increase our regional profile. MSWA continues to support people in their homes through the Associate Care Program, which again was significantly topped up through our own fundraising efforts.

The Occupational Therapy team has expanded and they continue to provide an excellent service, particularly in the prescription of Aids and Equipment and sourcing grants on behalf of the Members, to the value of approximately $250,000.

Our Peer Support Groups and Education Forums continue to grow and prove popular and provide a link between the low support subset of Membership and the health team. Our ‘Country Trips’ program also ensures those living in regional areas remain well connected.

The MSWA Nursing Team continues to provide a range of supports bridging the health and community interfaces supporting better outcomes. They play a particularly valuable role in supporting people who have been newly diagnosed, as well as all people throughout the various stages of their own personal MS journey.
Fortunately, MSWA has many loyal donors who give regularly in support of our cause. Thank you for your continued commitment and kind consideration.

Within the broader charity sector however, there has been a notable decline in participant numbers and fundraising for major outdoor activity based events. We believe this is due to an increase in competition, combined with a decline in economic circumstances and participant fatigue with the viral online fundraising process.

As some of MSWA’s events have also experienced a downward trend, the events team completed a thorough review of its fundraising events. In addition to this analysis, it was also an excellent opportunity to evaluate our events portfolio against MSWA’s Relationship for Life Marketing Plan. This review then progressed to the development of a strategic plan which will be implemented in the coming period. As a result, a few of our existing events will be discontinued and some changes will be made to our major fundraising events like Ocean Ride for MS, Step Up for MS, and Swim for MS. We will also be introducing a number of new and exciting fundraising events in 2016/17.

As always, we are thankful for the amazing efforts of our community fundraisers, most notably the Rotary Club of Osborne Park, Pharmacy 777, Susanna Panaia, the Ruggeriero Foundation, Charles Sweeney, Vera Reeves, Donna Greene, Pat and Anna Luca and Brittany Mucciarone.

To our loyal supporters and sponsors such as The Brand Agency, Channel 9, Retravision, Cherubino Wines, Nova 93.7, The Sunday Times, Webb & Brown-Neaves, Amity Travel, Perth Integrated Health Group, Central Park, Shadforth Financial Group, IGA Canning Bridge and Domain Stadium, to name but a few, I convey our sincere thanks.

The latest fundraising record also speaks volumes about the calibre of staff working within the Brand, Marketing & Sales team, and I congratulate each and every one of you on your achievements. In particular, I would like to acknowledge General Manager, Dave Bugden, and his management team comprising Harry Singh, Diane Bramuzzo, Libby Cassidy, Gail Szabo and Michael van Oudthoorn.

Thank you to our wonderful volunteers who help us out in so many ways, and I take this opportunity to acknowledge our MSWA Ambassadors Josh Kennedy, Matty Knight and Livinia Nixon.

MSWA is also fortunate to receive incredible support from many businesses and community organisations, and for this we are very thankful.

As we look forward to the 2016/17 financial year and beyond, there are significant challenges ahead including increased competition, tough economic conditions and the continued roll out of the National Disability Insurance Scheme. Fortunately, our Brand, Marketing & Sales team have a proven track record of delivering while under pressure, and with your continued support, I have every confidence they will continue this positive trend.
You are encouraged to read the Society’s annual audited Financial Statements and, in particular, the Statements of Comprehensive Income. These provide a detailed break-down of income, costs and net contribution by function. A brief summary of this is as follows:

<table>
<thead>
<tr>
<th></th>
<th>2015-16</th>
<th>2014-15</th>
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<tbody>
<tr>
<td>Net Contribution</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing &amp; Fundraising</td>
<td>$125,447</td>
<td>$725,262</td>
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<tr>
<td>Raffles &amp; Lotteries</td>
<td>$15,098,811</td>
<td>$13,452,064</td>
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<td>Business &amp; Community Activities</td>
<td>$211,192</td>
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<td>Fundraising Administration</td>
<td>$(1,610,296)</td>
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<td>TOTAL MARKETING &amp; FUNDRAISING</td>
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<td>$4,328,843</td>
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Marketing and Fundraising net surplus increased by 9% to $13,825,154. Improvements in our MS Multi-Choice Raffle and outstanding results from the MS Mega Home Lottery, and MS Luxury Lottery, resulted in Raffles and Lotteries surplus increasing by $1,646,747 (12%).

The net cost of services provided to Members increased by $1,684,123 (23%), which included an additional $983,781 to associate care, and $593,015 to nursing, physio, massage, social work, and occupational therapy. The success in Marketing and Fundraising division, and increase in Government funding, enabled us to increase the services provided across the board, especially in in-home care, high support accommodation, and associate care. The following chart gives a clearer picture of this, showing a funding increase in 2016 to $17,660,357 (2015 - $14,787,124, up 19%), whilst expenditure on services provided in 2016 increased to $26,758,578 (2015 - $22,201,222, up 21%).

The Society’s balance sheet reflects a very healthy increase in net assets of 19% to $26,701,568 and Total Assets increased by 22% to $35,429,731.

You are encouraged to read the Society’s annual audited Financial Statements and, in particular, the Statements of Comprehensive Income. These provide a detailed break-down of income, costs and net contribution by function. A brief summary of this is as follows:

Treasurer’s Report

Peter Wright

As the Treasurer of the Society, it is with great pleasure that I present the financial report together with the audited financial statements for the year ended 30 June 2016. On the back of very successful MS Mega Home Lottery and MS Luxury Lottery campaigns, it has been yet another record year in all areas for the Society. We are pleased to announce that the Society’s surplus for the year is $4,328,843. A total income of $48,669,542 was achieved, with a total income from Marketing and Fundraising this year of $29,735,407. Expenditure on services to members and non-members was $26,758,578, which includes a record research contribution of $2,208,545.

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The Audit & Risk Committee is responsible for ensuring that the organisation’s systems, internal controls and risks are managed and maintained in a manner that exercises diligence, due care and compliance with best practice guidelines.

During the year, the Audit & Risk Committee reviewed and addressed the following key areas:

**Website Security Assessment**
During the year the Committee engaged Denver Technology to perform a web application security assessment of the MS Lottery environment. Testing results concluded that a risk rating of low vulnerabilities existed. The Committee was satisfied that the MS Lottery website was secure and the risk of being compromised was low.

**Risk and Control Framework**
As part of its risk focus, the Committee requested that the finance team prepare a risk and control framework document that identifies all the risks that exist in the organisation, together with the relevant controls required. The document identified the level of risk that existed for each item as well as the responsible personnel. This document will be used as a future tool by the Committee to monitor the organisation’s risks.

**Audit Tender**
As part of the due diligence process the Committee were involved in the evaluation of a tender that was conducted for audit services. It was agreed that RSM be reappointed as the organisation’s external auditor and that William Buck be appointed to conduct any internal audits required.

**Financial Reporting**
The Committee has reviewed, and discussed, the Society’s annual financial statements with management and the external auditors, the appropriateness of the policies adopted, and materiality of the judgments used.

The Committee is satisfied that the internal controls have been operating as designed, and the company’s assets have been adequately safeguarded, as at the end of the period, and that the company’s internal and external auditors have been effective, and independent, throughout the period. The Committee also believes that the company’s accounting policies are appropriate and have been applied accurately.

The Board of the Multiple Sclerosis Society of Western Australia has for many years annually appointed a Corporate Governance Committee and relied on that Committee for guidance and input in several areas.

The Board places importance on the operations of the Committee in seeking to ensure that the Society operates within best practice principles in its own Board and in the governance of the Society.

The Committee meets from time to time as required. In the 2016 year the Committee has dealt with the following business:

- Periodic review of a list of policies which became due for review.
- Legal and risk aspects, and advice received, on the conduct by the Society of a ‘Mega Lottery’ for the MS Society of South Australia and the Northern Territory (MSSANT), as part of its role in managing MSSANT.
- Progression of the social media policy.

The Committee is always mindful that its role is to advise the Board.
Key Supporters & Sponsors

AQWA | Aoki Hair | Art Gallery Australia | Artistic Visions for Hair | Bay Village Resort & Spa Dunsborough
Barbagallo Motors, Osborne Park | BGC | Bodhi J | Bodhi’s Bakehouse | Broome, Kimberley & Beyond
Budding Stars | Captain Cook Cruises | Coleen Grundy | Conservatory Rooftop Bar
Cooking Passions Cooking School | Cooper Studios | Cottesloe Beach Hotel | Cowamarup Bakery
Elmar’s in the Valley | Enjo | Esplanade Hotel Fremantle by Rydges | Fillauer’s Café Restaurant
Felicia Aroney | Forest Rise Eco Retreat | Four Points Sheraton | Gramercy Bar & Kitchen
Hewitt Studios Photography | Hidden Detours | His Majesty’s Theatre | Hougoumont Hotel
Ibis Hotel | Indians | Jeana Castelli | Jools of Claremont | Karri Valley Resort
Kart World Belmont | Little Creatures | Matthew Knight & Basketball WA
Metropolitan Redevelopment Authority | Milners | Must Wine Bar | Perth Airport
Print Hall Bar & Dining Room | Qantas Holidays | Ramada EcoBeach Resort
Ric Charlesworth & Comestibles Catering | Rockingham Wild Encounters
Royal Agricultural Society of WA | Rugby WA | Sandalford Wines
Shekki | Smiths Beach Resort & Lamont’s Restaurant | Sodashi
Star World Framing | Swan Valley Tours | The Billi
The Cheese Maker | The Old Brewery
The Vines Resort & Country Club
The West Australian Opera
Vanilla Face & Body Spa, Scarborough
Verge Studio | WASO
Wilson Parking | Zenith Events

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