



PalliativeCare
WESTERN AUSTRALIA



Annual Report 2019/20

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We acknowledge the traditional owners of country throughout Western Australia and recognise their continuing connection to land, waters and community. We pay our respect to their Elders, past, present and emerging.

About us

Palliative Care WA is the peak body for the palliative care sector across the State.

As a member-based, not-for-profit organisation we work with the community, and with the palliative care, aged care and community service sectors to ensure access to quality palliative care services for all Western Australians.

Our work is guided by a key set of values:

- **Respect** for each other, carers, families, community and the environment;
- **Empathy** for the challenges faced by people with chronic disease and life-limiting illness;
- Recognising and valuing **diversity and inclusion** in our community;
- **Advocacy** for people managing ill-health and the carers, families and friends who support them; and
- Creation of a **compassionate community** that nurtures connection and values belonging.

Our membership includes professionals working in the palliative care, aged care and community sectors, organisations providing palliative care services, researchers, policy makers, allied health professionals and other members of the community who support our vision.

We work over three main areas:

- Community education – increasing awareness and understanding of advance care planning and palliative care;
- Sector development – encouraging and facilitating service commitment, best practice, professional development and mutually beneficial sector-wide collaborations; and
- Advocacy – providing an independent and collective voice for palliative care, always working to ensure quality services for all Western Australians with palliative care needs.



President's report

Despite the second half of the year being impacted by a pandemic, Palliative Care WA has become an increasingly significant contributor to both the palliative and aged care sectors and I present this Annual Report to you with optimism.

After many challenging discussions and reflection, I am pleased to share that we have adopted a three-year strategic plan. While our vision of quality palliative care for all hasn't changed, our path of consulting, informing, supporting and collaborating with community, palliative and aged care sectors has given clarity to our approach.

Over the past year we have made significant contributions on both the Australian and Western Australian stage including to the planning and delivery of Palliative Care Australia's highly successful Oceanic Palliative Care Conference; representation on the Voluntary Assisted Dying and Advance Health Directive Expert panels; delivery of a highly engaging and effective *You only die once* community awareness campaign; and continued facilitation of the CEO Roundtable on Palliative Care meetings with WA Minister for Health, Roger Cook, Deputy Premier and MLA.

Further details on these and many other activities are included in this report.

I would like to acknowledge the passion and leadership of our CEO, Lana Glogowski, who along with her highly skilled team continues to successfully deliver an increasingly substantial and wide ranging schedule of events, programs and projects.

The ongoing sustainability of Palliative Care WA is always front of mind for our Board and we are extremely pleased to advise that negotiations are underway with the End-of-Life Program, WA Health, regarding a preferred service provider agreement.

It is also pleasing to note that our membership continues to grow and in particular the number of organisational members. An increasing membership base enables us to be a strong, independent and representative voice for the sector.



I am also pleased to report on our contribution to ongoing collaborative activities within the sector, as it is the collective voice that ultimately facilitates positive change. In addition to the CEO Roundtable, we have experienced an increased engagement in our Advance Care Planning Consortium. The well attended sector forum delivered after last year's AGM will be facilitated on a biennial basis and will provide us with a very clear sense of priorities moving forward.

Lastly, one of our undoubted strengths is the skill and diversity of our Board. I sincerely thank all Board members for their hard work and commitment to this wonderful organisation and note with pleasure that many members have contributed over a number of years. That continuity of their knowledge and expertise is invaluable.

Dr Elissa Campbell

CEO's report

What drives the team at Palliative Care WA is our conversations with community regarding their desire to engage in advance care planning, or their lack of understanding about what palliative care could provide at end-of-life. There is so much to do!

Despite an increased focus on the delivery of quality palliative care at both the national and state level, much still needs to be done to fully inform both health professionals and community members on advance care planning, palliative care and grief and loss.

The development of a strategic plan for Palliative Care WA has been helpful in providing a clearer direction, and our work with the WA Government, Palliative Care Australia and our sector partners, as outlined in the President's report, has been highly successful. However it is our work directly connecting with the WA community that I would like to report on.

We continue to deliver our highly successful advance care planning workshops across WA and are continually surprised at the diversity of groups who invite us to present including 'grey nomads' at caravan parks; 'red hatters' groups; church groups; Vietnam veterans' support groups and Men's Sheds. Our overwhelming sense is that people, particularly those in older age groups, are very keen to access this information. Other community events have included *Dying Well*, a community forum utilising international speakers connected with the 2019 Oceanic Palliative Care Conference. We are increasingly committed to both delivering and co-ordinating events for National Advance Care Planning and National Palliative Care Weeks.

There is increasing commentary about the medicalisation of dying and death and the need to engage in patient-centred planning processes that consider holistic needs and involve

carers and families. We believe that the emphasis on community engagement by Palliative Care WA is critically important in informing and empowering WA residents. The challenge for the organisation moving forward is balancing this approach with an equally important emphasis on early referral to palliative services and equitable access to quality clinical care.



I highly value the guidance I receive from all Board members and in particular the knowledge, expertise and leadership of our President, Dr Elissa Campbell. I very much appreciate her ongoing willingness to contribute substantial time and energy to the organisation.

It is a privilege to lead our staff team of highly skilled professionals as they continue to deliver a broad range of events, programs and projects. I sincerely thank Helen Greenham and Pippa Worthington for their ongoing commitment. I acknowledge the skill and energy of Jo Micallef who joined us in November 2019 and thank Vicki Barry and Cait Calcutt who left us during the year.

My enthusiasm and commitment to this work continues to grow and I very much look forward to another year ahead!

Lana Glogowski

Our work

COMMUNITY EDUCATION

One of our key focus areas is to increase the awareness and understanding of advance care planning and palliative care within our WA community. We also aim to improve our death literacy by empowering more community conversations around death and dying.

In what turned out to be quite a challenging year, our ability to deliver our community education activities was affected by the onset of the Coronavirus pandemic. While we could not continue to safely provide some activities, COVID-19 also empowered us to be innovative, find new ways to connect with the community and learn from each other. We added a new section on our website containing information and resources specifically relevant to palliative care in Western Australia during COVID-19, and ran our first-ever online community forums.

A critically important aspect of our approach in developing and delivering community education events, resources and activities, is to prioritise equity and inclusion by recognising and responding to the specific needs of different communities and groups in WA. This was reflected late in June 2020 when we developed consultations with a range of WA communities to ensure we represented as many community voices as possible in our submission to the Joint Select Committee on Palliative Care.

Consumer awareness campaign

In 2019/20 we ran a campaign developed to increase consumer awareness of advance care planning in WA called *You only die once*.

The campaign concentrated on the message that as you only die once, why not ensure you get what you want and make things less stressful for your loved ones. The first of its type in Australia, the campaign ran over 12 weeks and included:

- A 30 second television advertisement;
- A 60 second video on our YouTube channel;
- Four different radio advertisements;
- Social media advertising and organic posts;
- Sponsored online articles; and
- A purpose-built microsite www.youonlydieonce.com.au.

The evaluation results for *You only die once* were excellent, proving this campaign managed to cut through the digital 'noise' and grab audience attention, as well as prompt them to seek out more information. We were delighted that not only was the concept effective, but that there is clearly a broad appetite for the topic.



36,102

visitors to our websites
up **40% from last year**



1,799

social media followers
up **63% from last year**

You only die once was supported by Lotterywest, WA Health, and the following members of the CEO Roundtable for Palliative Care:



- Alzheimer's WA,
- Bethesda Health Care,
- Brightwater,
- Cancer Council WA,
- Carers WA,
- HBF,
- Rural Health West,
- Silver Chain, and
- St John of God Health Care

Based on the evaluation results, CEO Roundtable members have committed funds towards a follow-up campaign in 2020/21.

Community workshops

- 12 workshops
- 490 attendees

For over five years Palliative Care WA has been running a very popular program of free community workshops which encourage advance care planning conversations, increase engagement in the advance care planning process and improve death literacy within our communities.

Unfortunately, delivery of the 2019/20 program was severely affected by COVID-19 safety implications and restrictions. Also cancelled were several face-to-face consultations to seek input into the development of tailored ACP Workshops for specific communities and groups in WA.

In July 2019 we received the final report from an evaluation of our ACP workshops conducted by Curtin University. The evaluation sought to ascertain if the workshops:

- changed behaviour in relation to conversations about end-of-life wishes;
- changed behaviour in relation to completion of end-of-life planning documentation; and
- changed knowledge in relation to advance care planning.

We were very pleased that the results were extremely strong. They clearly demonstrated that Palliative Care WA's advance care planning community workshops were highly effective and led to statistically significant changes in knowledge and behaviours related to advance care planning.

Key evaluation results

- Random samples in Omnibus surveys show there was a **60% increase** in total awareness of advance care planning.
- **Over 6,100 people** visited the microsite during the 12 week campaign for more information on ACP.
- Extremely high level of **positive engagement** from stakeholders, palliative care health and service professionals and the broader sector around Australia.
- TV advertising delivered a **reach of 679,000 people** – 70% of 40+ Perth demographic.
- Facebook advertising reached **95,000 users** and delivered a click-through rate of 2.12% – over double the average.



Information and Support Line pilot

Early in the COVID-19 lockdown, WA Health engaged in discussions with us regarding repurposing funding provided for community workshops, to establish a pilot palliative care phone line service. The establishment of this phone line had been recommended by the WA Parliament Joint Select Committee on End of Life Choices in 2018.

In four extremely busy weeks we developed a suitable model; recruited, inducted and trained experienced telephone responders; established a range of appropriate procedures; and set up a robust technical framework. The line was officially launched early in May.

It was always expected that it would take some time for caller numbers to build, particularly given the lack of community understanding regarding palliative care, however the initial results were encouraging with 53 calls to the end of June 2020. With over a third of calls taking 20 minutes or more, it is clear the line is attracting a range of callers with quite complex issues. A competitive tender for the continuation of the phone line is due early in 2020/21.

Community forums

- 11 forums
- 225 attendees

Following discussions with WA Health regarding repurposing funding, we developed and ran a series of free online forums aiming to increase community understanding on advance care planning, palliative care, compassionate communities, grief and loss, and Goals of Patient Care. With some of these topics we scheduled three separate forums:

- one suitable for the general community;
- one designed to provide safe space for people with chronic disease or terminal illness; and
- one designed to provide safe space for friends, family and carers of people with chronic disease or terminal illness.

The safe space forums allowed people to ask questions very specific to their circumstances in a mutually supportive environment.

The feedback on the forum series was extremely positive and paved the way for online community forums to be included in our future community education programming. Material covered in the series will also be used to produce resources for community members.

Dying Well forum

In the lead up to the Oceanic Palliative Care Conference (see page 11), we held *Dying Well*, a community forum that looked at various perspectives on what it meant to die well. The forum featured an expert panel drawn from presenters from the conference including:

- Dr Christian Ntzimira from Rwanda, a palliative care advocate and policy champion;
- Greg Adams from the USA, a social worker coordinating the Centre for Good Mourning; and
- Distinguished Professor Patsy Yates from Queensland, a researcher and service improvement specialist in workforce capacity in cancer and palliative care.

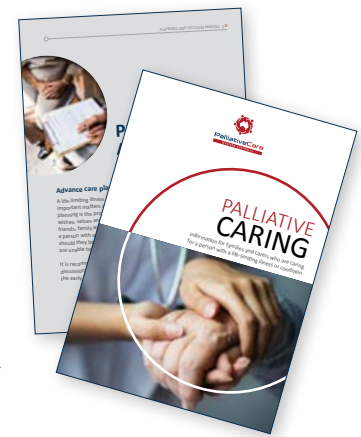
Prior to the forum we asked everyone to describe a good death in three words. Responses, written on post-it notes and displayed outside the forum, showed both the commonality in our thinking as well as our differences. Three themes emerged:

1. **Choice and control** – my choice, my way, my options, my decisions.
2. **Peace** – lack of pain and feeling safe.
3. **People** – being surrounded by those we love.

Palliative Caring booklet

- 25,977 distributed
- 66% metro
- 34% regional and remote
- 2,077 requested by community

Thanks to funding from WA Health, we reprinted our Palliative Caring booklets and distributed bulk copies into all WA hospitals, hospices and Residential Aged Care facilities across the metropolitan area and regional and remote communities.



Throughout the year these popular booklets continued to also be provided on request to family members and carers as well as a range of community groups and other services organisations.

We were also pleased to negotiate with Palliative Care Australia for our Palliative Caring booklet to be used nationally. They provided funding for the palliative care peak bodies in other States and Territories to use our booklet as a template, while modifying some of the content as appropriate.



Compassionate communities

Palliative Care WA continues its commitment to foster the Compassionate Communities approach in Western Australia. This international movement builds capacity within individual communities to support people approaching the end of their lives.

Team member Vicki Barry co-presented at the Public Health Palliative Care International Conference *Compassionate Communities in Action: Reclaiming Ageing, Dying and Grieving* with Barbara Binns from the Australian Centre for Social Innovation in October 2019. Their presentation covered the implementation of the Weavers model of peer support for carers at the Albany Community Hospice. A comprehensive communique from the conference is on our website at palliativecarewa.asn.au/compassionate-communities-in-action/.

During 2019/20 a new compassionate communities initiative called *Lasting Words* was explored and developed.

Lasting
WORDS
MY LIFE, MY STORY...

The *Lasting Words* project allows people who are approaching the end of their life to have their stories, thoughts and special memories captured. Lasting Words volunteers visit people in their homes or in residential aged care, record their conversations and transcribe their stories.

Managed by a volunteer steering committee, *Lasting Words* is auspiced by Palliative Care WA. We provide administration and promotions support and insurance coverage, and have included a page on our website at palliativecarewa.asn.au/lasting-words. Late in 2019 we provided the two-day *Dignity Therapy* training course run by Dr Brenda Bentley. We would like to acknowledge Cancer Council WA for providing their *Volunteering in Palliative Care* training course to all Lasting Words volunteer interviewers.



SECTOR DEVELOPMENT

We encourage and facilitate service commitment, best practice, professional development and mutually beneficial sector-wide collaborations. Our aim is to strengthen the sector as a whole, to empower the development of those working within the sector, and ultimately, benefit the WA community.

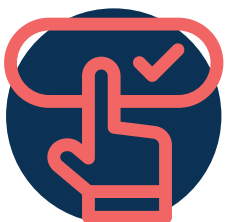
Oceanic Palliative Care Conference

Palliative Care WA was pleased to co-host with Palliative Care Australia the inaugural Oceanic Palliative Care Conference held in Perth in September 2019. As well our President, Elissa Campbell and our CEO, Lana Glogowski working closely with Palliative Care Australia on the planning and organisation of the conference, we assisted with sourcing a range of volunteers who worked throughout the conference venue. Prior to the conference we organised a community forum *Dying Well* utilising several international presenters and managed two of the pre-conference optional tours *Aboriginal Approaches to Death and Dying* and *Contemporary Approaches to Death, Dying and Burial*. With over 900 delegates attending the conference it was deemed a resounding success.



42

sector news and
information emails sent



1,128

subscribers

Perth Statement – 19OPCC

To ensure palliative care continues as a human right for all who need it, there needs to be:

1. Increased and sustained funding for palliative care to enable access to palliative care regardless of geography, gender, cultural identity, stage in life-limiting illness and age.
2. Palliative care as mandatory units in medical, nursing, allied health, pharmacy, and paramedic undergraduate curricula and certificate courses for aged care and disability.
3. Investment in palliative care research and data collection across all palliative care settings.
4. Investment in recruitment and retention strategies to increase the number of specialist palliative care physicians, nursing and allied health professionals.
5. Partnerships with our Pacific neighbours which build on existing initiatives, models of care and programs that are effective and beneficial and learn from these. Support new initiatives driven by local communities.
6. Increased availability and access to essential medicines for pain and other symptoms.
7. Increased awareness and advocacy to support the specific palliative care needs of children and adolescents.
8. Recognition that palliative care is part of essential care in humanitarian disaster responses.

Palliative Care Myths Busted

Palliative Care

- ... only happens in hospital
- ... is just for when you have cancer
- ... only happens on last few days of life
- ... is only for adults
- ... means you have to depend on others for your care
- ... is just about pain management
- ... prolongs life



Sector events

- 168 attendees

Sector forums

In July 2019 we held the **caring@home** sector forum presented by Professor Liz Reymond and Dr Karen Cooper. They provided an overview of the suite of resources that can be used to support carers in the home environment to help manage breakthrough symptoms safely using subcutaneous medicines. This national palliative care project was developed and implemented by the Brisbane South Palliative Care Collaborative.

The **Managing COVID-19 in Aged Care** sector forum held in March 2020 was originally planned as *Spotlight on Palliative Care in Aged Care*. However, with the Coronavirus inching towards pandemic status and the information available changing on a daily basis and creating increasing anxiety in the Aged Care sector, we changed the focus a few days prior to the event and switched to an online only attendance. This forum involved a briefing from Dr Simon Towler on the clinical profile of COVID-19 followed by a panel discussion on management strategies in aged care settings.

National Palliative Care Week

Held annually in late May, this year's National Palliative Care Week looked very different around WA. Due to COVID-19 restrictions our popular sector breakfast event was cancelled, and the smaller events and activities run by organisations and services were either cancelled or scaled down. Some of the merchandise provided by Palliative Care Australia was delivered to us and distributed as ordered, however with global supply chains breaking down, some were delayed.

Given the restrictions we quickly moved our activities for National Palliative Care Week online. A sector forum was held entitled *Compassionate Care in Residential Aged Care – Pre and During COVID-19*, presented by Professor Susan Kurrle, Clinical Network Director for Rehabilitation and Aged Care in Sydney and medical advisor to the ABC documentary series *Old People's Home for 4 Year Olds*.

We also ran a very successful daily social media campaign on Facebook busting a range of common Palliative Care Myths that reached over 15,000 people.



Consultations and collaborations

Palliative Care WA continues to prioritise and value sector consultations, partnerships and collaborations. By engaging our stakeholders we aim to encourage and foster mutually beneficial and innovative opportunities across the sector.

Our members and key stakeholders were invited to participate in a sector consultation following our 2019 Annual General Meeting, to help identify what our strategic priorities could be over the coming year. This consultation provided vital input for us in our own strategic planning exercise carried out early in 2020. Please go to page 16 for more information on our 2020–2023 Strategic Plan.

ACP consortium

Facilitated by Palliative Care WA the ACP Consortium is a network of organisations committed to jointly promoting the development and delivery of information, educational opportunities and promotional strategies to facilitate the uptake of advance care planning in WA.

During 2019/20 a working group was formed to consider the current approach taken in WA to promote and encourage ACP in the community, what is done well and what could be improved, how we consider the needs of specific communities, and what messaging could be employed. This working group is ongoing and in the coming year will review and potentially update the model we created for use in community workshops.

ACP Consortium aims

- Jointly develop and deliver innovative strategies to effectively engage with community, increase understanding of ACP, encourage individuals to engage their family, friends and health professionals in conversation about ACP and complete and manage the appropriate documentation.
- Develop a business case on the value of the ACP approach.
- Explore funding and sponsorship opportunities.

ADVOCACY

As a peak body we provide an independent and collective voice for palliative care, always working to ensure quality services for all Western Australians with palliative care needs.

An important part of our advocacy work is ensuring we keep abreast of, and contribute to, all plans, developments and challenges related to palliative care in WA. To that end, each year our CEO, Board President and other Board members serve on a range of state and national palliative care Boards, advisory groups, and panels.

Another aspect of our advocacy work is to represent the sector and the community voice while contributing to Federal, State and Local Government policy reviews and forums on areas related to palliative care and end of life. In June 2020 we were pleased to be invited to make a submission to the Joint Select Committee on Palliative Care in Western Australia. The Committee was inquiring into and reporting on the progress in relation to palliative care, in particular the implementation of recommendations of the Joint Select Committee into End of Life Choices.

In order to ensure our submission was reflective of as many views as possible, we organised several sector consultations along with an extensive series of community consultations involving appropriate co-presenters covering:

- People with disabilities;
- Carers;
- LGBTIQ+ community;
- Aboriginal communities;
- Regional and remote communities;
- Culturally diverse communities; and
- People experiencing cognitive decline.

CEO Roundtable for Palliative Care

The CEO Roundtable on Palliative Care provides high level advice to State Government on palliative care issues in WA. The Roundtable is facilitated by Palliative Care WA and includes CEOs drawn from PCWA member organisations within the health, aged care and community service sectors. Meetings provide opportunities for key stakeholders to engage in robust discussion and debate while maintaining strong and purposeful relationships.

Two meetings of the Roundtable were held with the Hon Roger Cook, Minister for Health, during 2019/20.

- The first in August 2019 immediately followed the official launch of the advance care planning consumer awareness campaign *You only die once*. Discussions covered the campaign materials; referral pathways in palliative care; an update on the passage of the Voluntary Assisted Dying legislation through the WA Parliament and its likely impact on palliative care providers, and the upcoming Oceanic Palliative Care conference and *Dying Well* forum.
- The second meeting in April 2020 was held via teleconference due to the COVID-19 lockdown and dealt exclusively with issues related to palliative care during COVID-19 which were being experienced by all member organisations.

Communiqués summarising each meeting were disseminated to the sector via email and our website.

Representation on panels

- WA Health End of Life and Palliative Care Advisory Committee – Lana Glogowski and Elissa Campbell
- Sustainable Health Review Consumer and Carer Reference Group – Vicki Barry
- Advance Health Directives Expert Panel – Lana Glogowski
- Palliative Care Australia National Policy Advisory Committee – Elissa Campbell
- Palliative Care Australia Voluntary Assisted Dying Symposium and Guiding Principles – Elissa Campbell, Moira O'Connor and Shannon Calvert
- Oceanic Palliative Care Conference Executive Committee – Lana Glogowski, Elissa Campbell and Moira O'Connor
- Oceanic Palliative Care Conference Program Committee Co-chair – Elissa Campbell
- Ministerial Expert Panel on Voluntary Assisted Dying – Elissa Campbell
- Voluntary Assisted Dying Act Implementation Leadership Team – Elissa Campbell
- 2019 Palliative Care Summit Advisory Group – Lana Glogowski
- National Goals of Care Collaborative (Implementation Group; and Consumer, Carer and Community Engagement Working Group) – Lana Glogowski
- Paediatric Palliative Care Steering Group WA – Lana Glogowski
- Patient Perspectives on Palliative Care Reference Group – Lana Glogowski
- End of Life and Palliative Care Education and Training Framework Reference Group – Elissa Campbell





Our future

Following extensive sector and key stakeholder consultations, Board planning review and input, and a comprehensive staff planning process, we developed a new three-year strategic plan for Palliative Care WA.

While our overall vision remains constant, this plan represents a sharpening of our key focus areas and audiences, as well as signalling a significant step forward for Palliative Care WA.

Vision Quality palliative care for all.

Mission Consulting, informing, supporting and collaborating with community and the palliative and aged-care sectors to ensure access to quality palliative care for all.

Strategic Plan 2020 – 2023

GOAL	KEY RESULT
1. Engaging and empowering community	
<ul style="list-style-type: none"> Strengthening public dialogue and understanding of advance care planning, palliative care and grief and loss, and Facilitating the establishment of Compassionate Community sites across WA. 	<ul style="list-style-type: none"> Delivering consumer awareness campaigns on advance care planning, palliative care and grief and loss; Facilitating the development of a network of compassionate communities; Becoming a preferred provider of community education on advance care planning, palliative care, and grief and loss.
2. Supporting people needing palliative care	
<ul style="list-style-type: none"> Building community, sector and internal capacity to provide comprehensive information and support to those needing palliative care. 	<ul style="list-style-type: none"> Becoming the preferred provider for the Palliative Care Information and Support Line; Developing and delivering resources and activities focused on people with palliative care needs; Exploring the development of peer and other support mechanisms for people with palliative care needs.
3. Supporting carers, family and friends	
<ul style="list-style-type: none"> Building community, sector and internal capacity to provide comprehensive information and support to carers, family and friends of those needing palliative care. 	<ul style="list-style-type: none"> Becoming the preferred provider for the Palliative Care Information and Support Line; Developing and delivering resources and activities focused on the needs of carers, family and friends; Ensuring that people's lived-experience is given the highest consideration in informing all our strategies.
4. Advocating and collaborating with the palliative and aged-care sectors	
<ul style="list-style-type: none"> Fostering strategic partnerships with palliative and aged care sectors, all levels of government, business and peak bodies to progress mutually beneficial and innovative opportunities. 	<ul style="list-style-type: none"> Maximising CEO Roundtable on Palliative Care and Advance Care Planning Consortium opportunities; Contributing to all relevant Federal, State and Local Government policy reviews, forums and consultations; Engaging both the community and palliative and aged-care sectors in National Advance Care Planning Week and National Palliative Care Week; Facilitating sector events including palliative care summits, annual gala dinner and awards event and professional development forums; Supporting an Emerging Leaders Network.
5. Maintaining a sustainable peak body	
<ul style="list-style-type: none"> Continuing the development of an innovative, relevant and sustainable palliative care peak body. 	<ul style="list-style-type: none"> Continuing to develop a positive, proactive and professional identify within the community and palliative and aged-care sectors; Growing our individual and organisational membership base and other strategic partnerships; Continuing to develop strong board governance processes including succession planning and a risk-management profile; Securing a service agreement with State Government and continuously exploring other funding and sponsorship opportunities; Improving internal processes including establishing and maintaining a branding strategy and implementing a CRM; Develop a Reconciliation Action Plan.

We will prioritise equity and inclusion by recognising and responding to the specific needs of different communities and groups in WA.

Governance



Elissa Campbell – President

Elissa is a geriatrician at Sir Charles Gairdner Hospital. In 2015 she undertook a Research Fellowship in Advance Care Planning at Fiona Stanley Hospital, via the WA Health Cancer and Palliative Care Network. Elissa is Chair of the ANZ Society of Palliative Medicine's Special Interest Group in Palliative Care for Older People and the co-founder of *Palliverse*, an online community of practice for palliative care clinicians, researchers and community members.



Shannon Calvert – Vice President

A passionate advocate for consumers, carers and families, Shannon is a Lived Experience Advisory Consultant and Trainer. Shannon has collaborated with clinicians, researchers and a variety of services, to increase the understanding, insight and perspective on lived experience issues. Shannon currently sits on several boards, committees and working groups, mainly Palliative Care, Mental Health and Eating Disorder Specific. She was on the Oceanic Palliative Care Conference Program Committee 2019.



Hiren Mehta – Treasurer

A highly experienced finance professional, Hiren is an accomplished chartered accountant and holds a Master of Business Administration. His current position is General Manager Group Finance with Silver Chain Group. Hiren has worked in various industries that include audit and consultancy, manufacturing and not for profit during his career. He brings to the Board a wide variety of skills and experience in financial and commercial leadership, corporate governance and strategic thinking.



Yasmin Naglazas – Secretary

Yasmin has a background in nursing and for the last 25 years has held senior positions in the health and aged care environments. She has extensive experience in business restructuring and large-scale organisational reform with a focus on sustainable business growth/diversification as well as ongoing viability and sustainability. Yasmin has a long history of management and planning for services in the palliative care area including as an associate investigator developing the guidelines for palliative care in residential care facilities.



Carmel Markham

Carmel Markham is a funeral director who manages the Subiaco branches of Purslowe and Chipper Funerals and Mareena Purslowe Funerals. Having worked in the funeral industry for over ten years Carmel particularly loves being able to help and care for people who are usually experiencing one of the worst times of their lives. She is the past Western Australian President of the Australian Funerals Directors Association.



Desmond Williams

Desmond Williams is an orthopaedic surgeon, practicing for more than 40 years including service to the Royal Perth Hospital trauma service and specialised arthritis surgery. He is the foundation President of Australia China Business Council WA; member of The Western Australian Farmers Federation; and was a member of the foundation Board for Solaris Cancer Care. Desmond is a champion for advancing the access to, and delivery of, quality palliative care in regional and rural Western Australia.



Moira O'Connor

Moira O'Connor is a senior research fellow in the School of Psychology at Curtin University, working in the area of psychological aspects of cancer, palliative care, bereavement supports and caring. She is a member of the Board of Palliative Care Australia, the Board of Huntington's WA and is co-lead of the WA Palliative Care Research Collaborative, an initiative developed to help local collaboration between researchers and clinicians.



Samar Aoun

A palliative care researcher Samar has a public health approach and a focus on under-served population groups. She is a Professor of Palliative Care at La Trobe University and has previously held the positions of Professor of Palliative Care and Director of the WA Centre for Cancer and Palliative Care, and Associate Dean of Research at Curtin University. Samar is a member of the editorial advisory board of Palliative Medicine journal, and a member of an expert advisory group for the development of best practice guidelines in bereavement care in Europe.



Zoe Clarke

Zoe is the Senior Social Worker in Palliative Care at Fiona Stanley Hospital. Passionate about end-of-life care and advocating for her patients to ensure their voices and wishes are heard, Zoe is an active member of the WA Palliative Care Social Work Practice Group. She provides ongoing training to a broad range of health care professionals as a qualified facilitator for the Cancer Council WA's Cancer Clinician Communication Program, as well as leading quality improvement and research projects to improve the care and experience of people receiving palliative care.



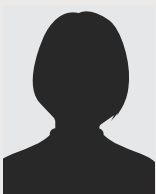
Simon Towler

Simon is a staff specialist in intensive care at Fiona Stanley Hospital. He was a Medical Co-Director during the commissioning of the hospital before being appointed as the Clinical Lead to the Futures Program in the South Metropolitan Health Service. Simon was WA's Chief Medical Officer from 2006 until 2012. He was on the Ministerial Expert Panel for the development of the Voluntary Assisted Dying Legislation in WA, and currently is the Clinical Lead for a project between WA Health and the Australian Digital Health Agency to increase the use of the My Health Record for keeping a range of end-of-life planning documents.



Margherita Nicoletti

Margherita has worked in the field of Palliative Medicine for 25 years, initially in the Australian Capital Territory and for the last 14 years in Western Australia. During that time, she has practised in all settings – community, specialist inpatient and hospital consultation services. She currently works at Rockingham General Hospital. Margherita's passion lies in listening to and honouring informed patient choice. She is a strong supporter of advance care planning.



Tish Morrison

Tish Morrison is the Director of Palliative and End of Life Care for Silver Chain in Perth. Having worked in both the UK and in Australia, Tish has almost 35 years of experience as a professional nurse. She graduated with a BA in Nursing from Queen Margaret College, Edinburgh and has completed a number of post graduate courses including a Master of Science in Palliative Care. Tish has worked in all areas of palliative care and is passionate about service delivery, quality and innovation.



Paul Rogers

Paul heads up the Business Development and Disability Services team at Carers WA. With experience working in the Human and Community Services industry for the last 20 years in both Australia and the UK, Paul has a passion for social change, breaking the systemic barriers to access and inclusion and the importance of a more fair and equitable future. Paul is a member of multiple community engagement networks and is a strong advocate for the wider adoption of 'ownership of voice' within all human service delivery environments.



Our team

Lana Glogowski – CEO

Lana Glogowski is the CEO of Palliative Care WA and has held that position for six years. During this time Lana has chaired the CEO Roundtable on Palliative Care with Health Minister Roger Cook in attendance, has facilitated the Advance Care Planning Consortium and been a member of the WA Government's Expert Panel on Advance Health Directives. Lana also operates a consultancy business undertaking strategic planning and project work in the health and community services sectors.

Jo Micallef – Administration and Events

Jo Micallef joined PCWA in late 2019. She is a sales and administration professional with extensive skills and experience in administration, events management, marketing, sales and business development. She has worked in various roles throughout the corporate sector including retail management, logistics, training, development and executive assistant, as well as running her own small retail businesses.

Helen Greenham – Finance

Helen has worked at PCWA for four years. During this time she has been responsible for the complete accounting function of the organisation including cash flow management; processing fortnightly payroll; preparation of quarterly Business Activity Statements and Superannuation payments; preparation the annual budget and budgets for events; preparation of monthly and annual financial reports; and preparation of grant acquittals. Helen is a Chartered Accountant with many years' experience in public practice and commerce.

Pippa Worthington – Marketing and Communications

When Pippa joined the PCWA team 18 months ago she immediately focussed on managing the roll out and evaluation of *You Only Die Once*, our consumer awareness campaign for advance care planning. Her role includes developing promotional materials for activities and events, engaging our membership base with relevant communications, and external communications including media releases, social media and the website. Pippa also runs a marketing and communications consultancy, assisting not for profit organisations to be able to effectively tell their story.

We would also like to acknowledge Vicki Barry, Business Development and Cait Calcutt, ACP Project Officer who left the PCWA team during 2019/20. Both were long serving team members who made a huge contribution to our organisation and we sincerely thank them for their professionalism, energy and dedication to our mission.

Members and supporters

MEMBERS

Each and every member is important to us and important to the sector as a whole. A diverse and engaged membership strengthens our role as the peak body so we can provide an independent and collective voice for palliative care, continue to positively impact our sector's development, and advocate for equitable access to quality palliative care for all Western Australians.

Our members include palliative care, aged care, home care and community service providers, health professionals and clinicians, researchers, educators, policy makers, carers, students, volunteers and community members.

SUPPORTERS

Our thanks go to these organisations for their generous support over the last year.



Government of **Western Australia**
Department of **Health**

- The Bethanie Group
- Cancer Council WA
- Carers Association of WA Inc
- HBF Health Limited
- Uniting Church Homes

We also gratefully acknowledge the private donations and bequests we received this year from people wishing to remain anonymous.

VALE David Smeeton

We were saddened to hear of the death of long standing Board member and passionate supporter of Palliative Care WA David Smeeton in January 2020. David joined our Board in 2015 because he saw the importance of timely access to quality palliative care and believed he could play a role in improving services and support at end-of-life. He was a highly skilled but very humble man who led a full and varied life. David's huge contribution to Palliative Care WA was honoured at our 2019 AGM, when ill health forced him to step down from the Board.

We will remember his unwavering advocacy for the community, his enthusiastic demeanour, personable approach and passion for the delivery of quality palliative care for all.



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individual members



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

life members

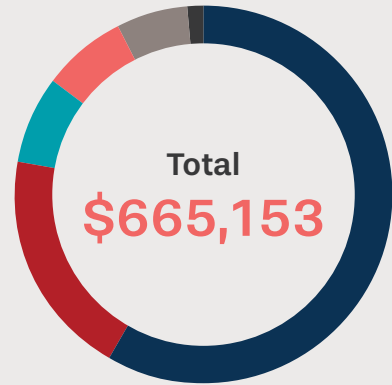






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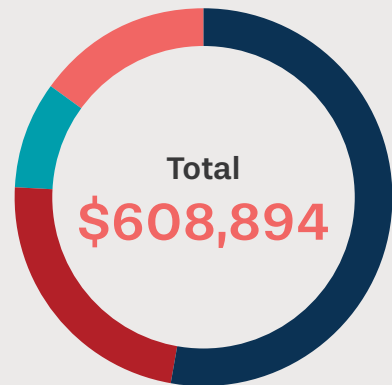
organisational
members

Finances

	Income	\$	%
	Government Grants	389,447	58.5%
	Other Income	129,828	19.5%
	Membership Fees	48,273	7.3%
	Australian Government – Cash Flow Boost Payments	47,658	7.2%
	Donations and Bequests	41,197	6.2%
	Project Sponsorship	8,750	1.3%



	Expenditure	\$	%
	Employee Costs	328,140	53.9%
	Project Costs	194,661	32.0%
	Other Expenses	77,830	12.7%
	Event Costs	8,263	1.4%





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