



MUSCULOSKELETAL
AUSTRALIA

20



Annual Report

Chair and CEO's Report

We are delighted to present the 2019 Annual Report for Musculoskeletal Australia. This year has been successful on so many fronts. Led by the interests and ambitions of our consumers, our Board, staff, and volunteers we have gone about establishing our organisation as the **national voice of musculoskeletal consumers**. To that end, this year, after much planning and reform, we have implemented a **consumer-focused strategy** that has delivered immediate health benefits to our constituency and provided increased support from our partners and wider community.

Our success has been clearly tied to a commitment to truly **empower consumers**. Through adopting a model of **musculoskeletal self-care** we are ensuring we do all we can to provide information, services, programs and products as every individual determines. We are a **trusted health partner** as we adopt an evidence-based approach that strongly believes **consumers own their health**.

Future advocacy and support priorities will be determined through objectively understanding consumer sentiment. Simply, we need to continue to ask consumers what they want and with the oversight of our Consumer Advisory Committee follow the lead of the ever expanding and strong consumer voice.

Join us in 2020 as we expand our reach through an increased range of services, programs and exciting events!



Dipak Sanghvi
Chair



Rob Anderson
CEO

Board of Directors

Chair

Dipak Sanghvi

Director

John McLindon

Director

Bernadette Dennis
(retired April)

Consumer Advisory Committee

Annie McPherson - **Chair**

Vice Chair

Jade Rowarth

Director

Natalie Sirianni

Director

Geoffrey McDonald-Bowll
(retired April)

Tasia Antoniou

Director

Christine Cussen

Director

George Kalomallos
(appointed October)

Maggie Cripps

Wayne Lentsment

Director Arthur
Charlaftis

Director

Erica Traicos
(appointed October)

Emeritus Director

Professor Peter Choong

Beryl Logie

Stephanie Powell

Director

David Charles

Sam Squires

Matthew Sutherland

Nicky Yeomans

CEO

Rob Anderson

What we do

Our mission

To support
people for better
musculoskeletal health

Musculoskeletal Australia is a consumer-driven organisation working to support people for better musculoskeletal health. We are the national voice of more than 7 million Australians living with osteoarthritis, back pain, rheumatoid arthritis, gout, osteoporosis, fibromyalgia and more than 150 different musculoskeletal conditions.

We have a strong commitment to the importance of self-care in the management of people's chronic health conditions.

Our vision

That the quality of life
of people who have, or
are at risk of developing
musculoskeletal
conditions is improved

Musculoskeletal Australia has been supporting people with arthritis and musculoskeletal conditions for 50 years. Our organisation started in 1968, when Dr Leslie Koadlow, a rheumatologist with his secretary Alice Petty and patient Mollie Riches, decided things could be better to support people living with these conditions.



We inform



MSK Help Line 1800 263 265

Our MSK Help Line is an invaluable service for people wanting to speak with a nurse or a trained volunteer about pain, information about musculoskeletal conditions, medications and where to access services. Our nurses and volunteers provide support to help people manage their conditions as well as connecting them to support groups and related social and community services.



1,300 calls to our MSK Help Line – an increase of 22% from 2018

Webinars



5,763
webinar
registrations

Our free consumer webinar series (presented by content experts) continued throughout 2019 covering a range of topics. They provide people living with musculoskeletal conditions, and carers, up-to-date, best practice information to manage their conditions and live well.

Social media

Our online presence continues to grow on various social media platforms.



YouTube
57,708 views

Twitter
1,244
followers



Facebook
5,462
followers



FOUR NEW AND 15 UPDATED
INFORMATION RESOURCES IN
PARTNERSHIP WITH THE BETTER
HEALTH CHANNEL

OVER 1,200 SOCIAL
MEDIA POSTS



FOLLOW US ON INSTAGRAM
@MSKAUST

Website

Our website continues to be our central knowledge hub and is a one-stop shop for information about musculoskeletal conditions, treatment options, pain management, videos, blogs, coming events, research and so much more. Keep up-to-date at www.msk.org.au

105,942
website visits



News from
Around the Joint
6,327 subscribers

Our consumer
information resources
were accessed
83,615 times

We support



MSK Kids

In November we launched **MSK Kids** to support families and children living with juvenile arthritis and other musculoskeletal conditions. As part of the program we've developed a school resource – the Rheum Record – a booklet containing information about musculoskeletal conditions in children and tips on how to effectively manage these conditions.

We've also rolled out **MSK Kids Live** in partnership with the Starlight Foundation. This online portal connects kids with a chronic illness living anywhere in Australia and New Zealand.

Peer Support Groups

We acknowledge and appreciate the work of our 50 peer-led support groups. Groups cover various conditions including those supporting parents and carers. The key element is making a connection with other people who have had similar experiences by sharing information and providing emotional support.



We're building capacity

Musculoskeletal Australia received a grant from the Australian government through the Sport Australia 'Move it AUS-Better Ageing' initiative, to implement the **Active Neighbourhoods for Older Australians (ANOA)** project.

The ANOA project aims to



Enhance older people's understanding of the benefits of regular physical activity

Improve access to physical activity amongst older people – especially those who are socially isolated and disadvantaged and currently not engaged in physical activity

Improve the knowledge and skills of Neighbourhood House staff and volunteers involved in planning and delivering age-appropriate physical activity to older people

As part of the program



Fifty-one neighbourhood houses have commenced their individual programs

134 new physical activity programs created across Australia

A further fifty three **commencing in 2020**



The final year of the **Victorian Active Ageing Partnership (VAAP)** was completed in 2019. Working in collaboration with Monash University, Fitness Australia and Vicsport, Musculoskeletal Australia has led the VAAP Coordination Team to develop and implement various initiatives to build the capacity and inclusiveness of organisations who offer physical activity to older adults. A key outcome of this project was an increase in the availability, access and quality of physical activity opportunities for older people.



Getting to know our consumers

This year has been one of foundation laying and systems development as we embarked on a radical digital transformation of our organisation.

Key success and achievements

Developed a long-term vision and roadmap to make better and more efficient use of technology to ensure Musculoskeletal Australia remains relevant and sustainable

Moved from an ageing network system to a web-based environment ensuring security and data-preservation

Implemented a range of new technology-based productivity and coordination systems and CRM management

Implementation of a leading edge and innovative consumer data collection, synthesis and dissemination system based on the principle of 'consumers owning and controlling their own data'

Events



arrotex
— PHARMACEUTICALS

Gala Dinner

A big thank you to our sponsor Arrotex Pharmaceuticals, guests, donors and guest speakers who joined us at this glittering event to support kids with juvenile arthritis and other musculoskeletal conditions. A special thanks to our young ambassador Thalia Salt who shared with us the story of her amazing journey of what it's like to have hip replacement surgery at 12 years old.

Golf Day

Together with our charity partner Comfort Feet we played host to our annual charity golf day. More than 50 keen golfers did their best to take home the trophy! We thank all who took part for their generosity and support.



 **Comfort Feet**
Foundation®





Thank you!

We are grateful to the many people, organisations and businesses who share our vision of supporting people for better musculoskeletal health, thank you.

Everything we do is made possible by the generosity of our supporters.

The support we receive from our donors, volunteers, trusts, foundations, corporate partners, state and federal governments, allows us to deliver on our vision and mission. Thank you for helping us improve the lives of people living with a musculoskeletal condition in Australia.

Donors and fundraisers

We are always touched by the generous people who donate to our organisation. We wish to thank everyone who has given to Musculoskeletal Australia through our regular giving program, appeals, becoming a Friend of MSK or through one of our fundraising activities.

Bequests

It is with respect and gratitude that we recognise those who left a lasting gift to Musculoskeletal Australia via a gift in their Will. Their kindness will help to shape a better future for Australians with musculoskeletal conditions in need of our support.

Volunteers

We value and appreciate the support of our committed volunteers and sincerely thank them for giving their time, skills and energy so generously throughout the year.



Major giving

With sincere thanks, we acknowledge the contributions of our major donors, philanthropists, trusts and foundations in helping us achieve our mission.

Corporate and government partners

Our relationships with our partners help us to improve the lives of the many Australians living with musculoskeletal conditions.

Major donors

All Souls Opportunity Shop
Geoffrey Baker
Nick Baker
John & Jennifer Barke
Paul Barnett
Ainslie Cummins
Janine Dyer
Greg Shalit & Miriam Faine
Catherine Gray
Kay Hill
SM Lindsell
Craig Mayo
Norma Minney
Harold Mower
Dennis & Fairlie Nassau
Dianne Shakespeare
June Smith
RW & BL Squire
Jenny Tatchell
Graeme Thomson
Elizabeth Turnbull
Ralph & Barbara Ward-Ambler
Lee White

Trusts and foundations

Bruce McDonald Charitable Trust
Gandel Philanthropy
Hopetoun Fund
JM Harrison Charitable Trust
Joe White Bequest
Lord Mayor's Charitable Foundation
Marion Popplewell Charitable Trust
The Iorine and Hugh Demmer Charitable Trust
The Russell Foundation
The William Angliss (Victoria) Charitable Fund
Will & Dorothy Bailey Trust

Bequests

Lindsay James Baldy
Patrick Corbett
John Henry Liddle
George Findon Miller
Leigh Arthur Ottrey
Edith Dawn Picton
Charlotte Edith Tooke
John Roberts Woodley

We would like to thank all our partners for their on-going commitment to Musculoskeletal Australia.



Kingfisher Capital Investments



Financial overview

MSK reports an operating profit in 2019*.

This result (\$5k operating profit) is a significant turnaround from 2018 (\$657k operating loss) and highlights the considerable progress made towards prioritising strong financial management while delivering our strategic goals.

Key contributors to our result:

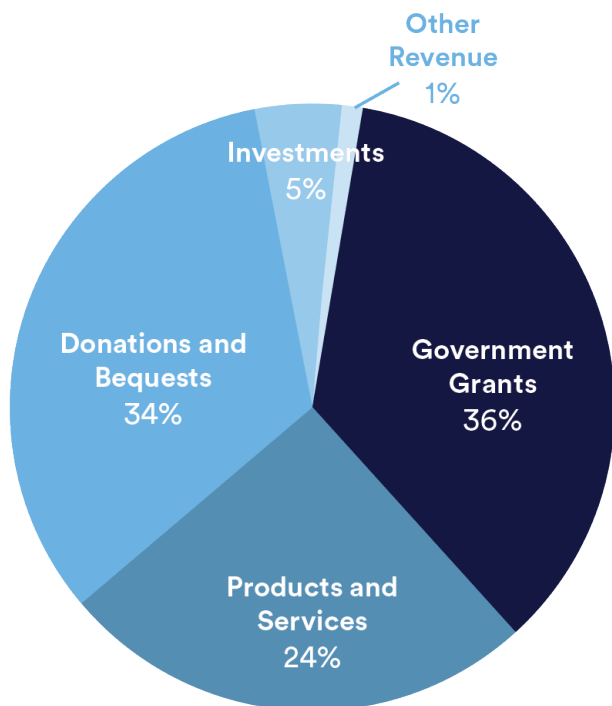
Federal Government grant funding (\$1.8m Sport Australia)

Consistent donation & bequest income levels

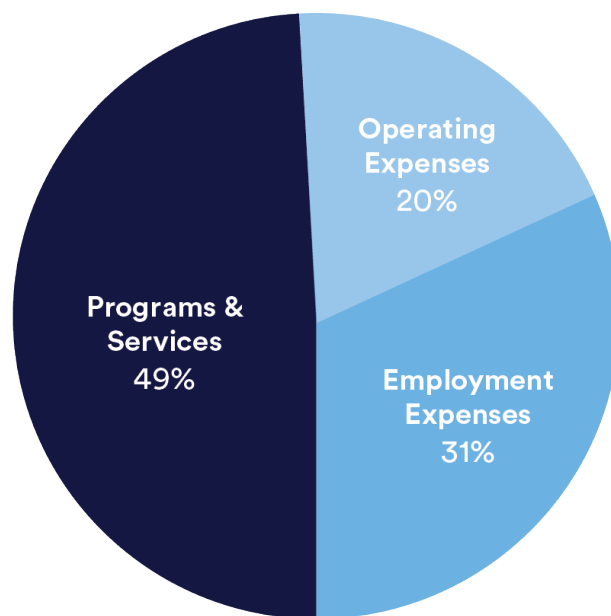
Operating expense savings achieved by including the use of in-kind donations and skilled volunteer recruitment

In 2020 we are focusing on organisational future-proofing and sustainability. This includes sound financial strategies alongside a strong focus on a positive work environment, support for our staff and volunteers, and meeting best practice standards.

2019 Income



2019 Expenses



*Our financial year is 1 January to 31 December

*Please refer to the 2019 financial statements for further information

If you'd like to help us help the many
Australians living with a musculoskeletal
condition please make a donation at
msk.org.au or call **1800 263 265**

For information on partnering opportunities
please contact Anne-Marie Maher
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