



Annual Report 2008/09



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Welcome

At the very heart of Helping Hand Aged Care are the people we care for. Those we strive everyday to assist in living an independent life, a fulfilled life, a comfortable life, a dignified life, and importantly, a happy life.

They are our motivation.

We take this journey, side by side with them and their families, offering care, support, security, encouragement and comfort.

Our promise: to provide the best possible care through all we do.

Our Story

At a Glance

Helping Hand Aged Care is committed to providing innovative solutions that maintain people's wellbeing and independence.

We believe that choice of service, independence and dignity are the right of all older Australian's and essential in meeting the challenges of the future.

We are

- » A not for profit organisation, established in 1953, that provides community and residential services to more than 7,000 older people in metro and regional South Australia;
- » Supported by more than 1,200 staff and 600 volunteers;
- Recognised as leaders in the field and are well known for innovation in rehabilitation, hospital avoidance, mental health and social support services for older people;
- » Leaders in the sector. We built and piloted the first "ageing in place" care facility in Australia and play a crucial role in influencing policy makers;
- » Not limited by boundaries, geographical or otherwise. We are the largest provider of services in regional South Australia and actively engage with other sectors to create links with the acute, disability and mental health;
- » Always looking for ways to enhance our care services, including the investigation of consumer directed care models in 2009/2010.

We Offer Residential Care

Helping Hand Aged Care owns seven fully accredited Residential Care facilities providing quality high and low care, respite and secure dementia specific services. Locations include:

- » Ingle Farm
- » Mawson Lakes
- » North Adelaide
- » Parafield Gardens
- » Clare
- » Port Pirie
- » Jamestown

Independent Living

One, two and three bedroom units are available at:

- » Belair
- » Jamestown
- » North Adelaide
- » Prospect
- » Clare
- » Port Pirie

Health and Community Services

Community Care Packages are available for low, medium and high care needs. Services include:

- » Personal care
- » Domestic support
- » Nursing support
- » Disability services
- » Therapy and rehabilitation services
- » Respite services
- » Mental health support
- » Carer support and counselling
- » Hospital to home transition care
- » Support Groups
- » Dementia Services

Who We Are

Our Mission

To provide an innovative and broad range of residential and community based services to older people which enables them to have the best feasible quality of life.

Our Mission

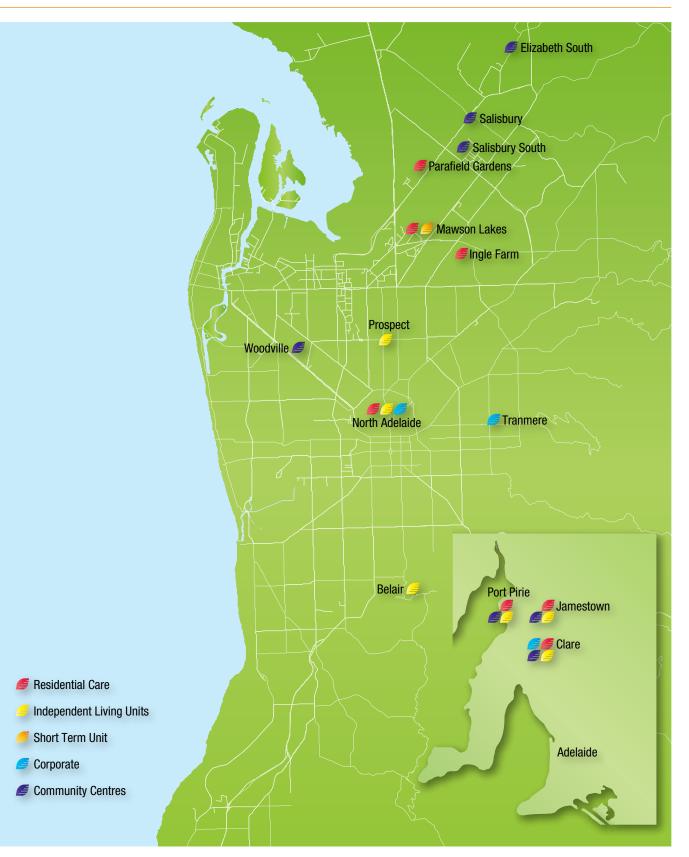
We will assist older people to achieve:

- » Independence and wellness
- » Dignity of living
- » Optimum feasible quality of life
- » Choice of services

Our Philosophy of Care

- » We will promote choice for older people;
- » Our operations and service delivery will reflect best practice in the industry, based on research and other available evidence;
- » We will explore opportunities and provide new services in new ways to older people. We will provide services through collaboration with other organisations where this will lead to better outcomes for older people;
- » The nature of services will be designed directly in response to the needs of older people. Market needs will be the primary determinant of the size of the organisation and the relative volume of services delivered;
- » The nature and range of services will be based on the optimum returns for the greatest number of people;
- We will use cross-subsidisation as a mechanism for the effective delivery of a range of services;
- » We will not limit delivery of services by geographic boundaries. We will undertake our work in line with sound commercial and organisational principles, including a commitment to financial viability;
- » Services will be provided to those most in need of care irrespective of financial means.

Where We Are





Our Locations and Services

Housing

Helping Hand Aged Care recognises a sense of home is intrinsic to the wellbeing of all people. Our services have developed and expanded to support people in their own homes for as long as possible.

Our professional staff ensure all residents receive individualised care and access to many services to make living at Helping Hand a lifestyle choice. We support independence in maintaining living skills, however, as increased help is required, our caring staff will assist by tailoring services specific to individual needs, ensuring dignity, privacy and respect.

We listen to and understand individual needs, ensuring older people have choices in how they live their lives. To provide the utmost flexibility in lifestyle, our services are not limited to independent and residential care. We also offer temporary, transitional and respite care as well as extra services to satisfy the diverse needs of those we care for.

We offer 160 independent living units throughout the metropolitan and country areas including North Adelaide, Prospect, Belair, Port Pirie, Jamestown and Clare. Short term units are available in Mawson Lakes and supported residential facilities are offered in Glenelg.

Our continued expansion will ensure our care of older people is not geographically limited.

Help in Your Home

In 2008/2009 Helping Hand Aged Care continued to expand its range of programs and services, increasing the flexibility and choices of older people who wish to remain in their homes longer. These services include:

On-Going In-Home Support

- » Domestic assistance
- » Nursing care
- » Social visits
- » Disability support programs
- » Transition and rehabilitation programs
- » Carer support programs
- » Allied health services
- » Counselling support
- » Support to overcome social isolation

In Home Support is a quality service which works with other services to support older people to retain or regain their highest level of independence whilst living in their own homes.

Northern Areas Community Care (NACC) Program

Helping Hand continues to expand services into the Mid North and Yorke Peninsula regions of South Australia through the NACC program. The program is funded by Commonwealth and State Governments to provide a range of care packages that are flexible and individually tailored, enabling older people to remain in their homes and communities longer. Specific care packages are also tailored for older Indigenous people.

Corporate Objective

We will create a culture of rehabilitation in all services, to maximise the potential of every client to lead the lifestyle of their choice.



Help for Carers

Respite

Respite and carer support is a Helping Hand Aged Care initiative that is primarily funded by the Australian Government through the National Respite for Carers Program. Respite services offer individual social and recreational activities, as well as 'time out' for carers.

Care can be either in-home, in the community or centre-based. Needs based programs and activities are developed with clients and carers to enhance quality of life and provide opportunities for social and community contact. Respite services are generally planned, however emergency services are available in some areas.

Helping Hand offers respite services for carers of people with dementia or a disability, people of all ages as well as support services for older people from Cambodia, Vietnam and the Philippines.

Grandparents as Parents Project Funding Secured

Jenny Macklin, Minister for Families, Housing, Community Services and Indigenous Affairs acknowledged the important support provided by agencies like Helping Hand to grandparents providing primary care services for grandchildren. In August 2008 the Honourable Jenny Macklin visited Helping Hand Aged Care to advise an increase in funding of \$95k. In June 2009 a further \$95k was provided to secure the program in its fourth year of operation.

The purpose of the project is to support and resource grandparents who are full time carers of their grandchildren. Key aims of the program include building effective parenting and relationship skills, to strengthen support to families and community and reduce isolation of grandparents.

In Australia, approximately 22,000 families are made up of grandparents caring for children younger than 17 years of age. The initial project was held with a client base of 60 grandparents, who cared for 71 grandchildren. Of the families approximately 50% were single grandparent families.



Health and Wellbeing

Helping Hand Aged Care's Health and Wellbeing service provides a range of individually tailored services which support socio-emotional wellbeing by maximising the individual's own strengths to develop coping and self-management skills. Services include counselling, health coaching, social isolation support, mental health support, grandparents as parents support, and training and education. Key programs that have operated throughout 2008/2009 include:

Veteran's Assistance

Helping Hand Aged Care provides assistance through the Department of Veterans' Affairs, Home Care Program, enabling Veterans and war widow/ers to maintain their health and wellbeing while living independently.

Service Integration

Commencing in 2007, the Transitional Care program is an innovative approach to the delivery of care for older people who may be having difficulty with everyday tasks. The packages offer rehabilitation support to build and maintain people's skills, enabling older and frail people to live independently for as long as possible. Residential beds are located in our Mawson Lakes facility, in addition to a range of community packages which offer services to clients within their own homes.

Moving Ahead with Your Health

Launched in March 2009, the program aims to help Baby Boomers live a healthier lifestyle. This initiative aims to facilitate long-term behavioural and lifestyle changes using a Health Coaching Model for 60 people identified as at risk for poor health outcomes due to weight management issues. The program specifically targeted people within the Northern and Western Metropolitan areas of Adelaide. With the support of the Department of Health and Ageing, this innovative program delivered significant benefits to participants including reducing the impact of ageing, support strategies for improving health and wellbeing, and facilitating positive ageing experiences.

Mental Health Programs

Our Mental Health and Wellbeing Program is funded by the State Government, Department of Health and provides services for people aged 60 years and over, who are suffering from a mental illness and are living at home. The program covers older persons who may be suffering from dementia, with associated challenging behaviours or people with long-standing mental illness or those who have developed functional illnesses such as depression, later in life.

Helping Hand Aged Care is continually looking at the provision of services for those who are in need. One of the unique mental health programs offered in 2008/2009 by Helping Hand Aged Care is Filling the Gap. This program provides services to ensure vulnerable people, aged over 40 years that are homeless or living in unstable accommodation and who have complex care needs are safe and have access to appropriate care and support.

Successful Ageing

This program aims to assist older people in adapting to life transition changes, enhance mental wellbeing and acquire new skills in achieving greater independence.

It provides confidential counselling by experienced professionals in the client's home on a one to one basis, to assist with support, encouragement, concerns and issues that the client may be facing.

Corporate Objective

We will refine our quality systems across the organisation, to ensure clients receive services of the highest quality.

Year in Review

Funding

Helping Hand Aged Care has had many key achievements over 2008/2009, including securing future funding worth more than \$1m. This will be used for:

- » Domestic assistance;
- » Expansion of Community Transition Program (CTP) in Metro East to deliver domestic assistance;
- » Expansion of Diverse Home Care Support to cover the upper Yorke Peninsula area;
- Continuation of Asian Partners in Aged Care for a further 12 months;
- Retained and expanded mental health packages and group programs;
- New project focusing on supporting people from culturally and linguistically diverse backgrounds with chronic health conditions;
- Arts program for people with dementia at Mawson Lakes residential facility;
- » Funding for staff training through a partnership with Helping Hand and the Registered Training Organisation (RTO). This will focus on care workers, enrolled nurses, registered nurses and leadership development.

Research and Development

Residents Have Their Say

In July 2009 Harrison Research, on behalf of Helping Hand, completed an extensive research project to better understand the needs and expectations of our residents and older South Australians who use aged care services.

Research data was collected using a phone survey of more than 800 individuals, in-depth focus groups and one-on-one interviews. People surveyed included current residents and clients, family members and future consumers.

We were pleased to note that Helping Hand maintains its position as a market leader in Aged Care in South Australia and is well known for the professionalism and friendliness of its staff, high standards in care, and its respectful and dignified treatment of residents and clients.

These research findings will be used to inform future growth in services, care opportunities and communication strategies to ensure older South Australians are better informed regarding their options when choosing aged care services.

We thank all those who participated in the survey. What you have shared with us will allow us to develop our vision for the future.

Alone in a Crowd

For the past two years, with the support of an Australian Research Council Linkage Grant, Helping Hand has been researching loneliness from the perspective of older people. This research will assist in the development and adaptation of existing services to better support older people feeling isolated within the community.



Social Networking Pilot Project

In 2009 Helping Hand Aged Care, in partnership with the University of South Australia, completed a unique three month pilot project that evaluated whether the utilisation of internet technology could sustainably reduce loneliness for older persons.

The project involved installing computers into the homes of six older persons and tutoring them – one-on-one – on how to use a social networking site and the internet in general.

The aim of the pilot study was to assess if introducing older persons to appropriate social sites like www.aboutmyage.com.au, would reduce social isolation.

The benefits of the use of technology are that a person can interact with others in the community without leaving home.

The findings of the pilot project show that the implementation of this type of technology into a person's home did reduce loneliness levels. While each experience was individual, feedback was positive overall.

Those who participated in the study stated that they felt more connected with the community outside their immediate environment and enjoyed making contact with other older people. It was also found that the wellbeing of several of the participants improved dramatically.

One of our community clients, for instance, reported feeling far more individually empowered and socially confident.

Although this was only a small pilot project, the findings suggest that there is greater potential to utilise this kind of technology for older persons living in the community.

Omega Three Study

In 2009 Helping Hand Aged Care committed to the support of an initiative driven by the Nutritional Physiology Research Centre, based at the University of South Australia. The Research Centre is researching the effectiveness of omega three fatty acids on improving individual memory for older persons over the age of 65 years. The study aims to investigate whether the additive benefits of omega three and exercise is beneficial for individual memory with ageing. Residents and clients of Helping Hand Aged Care have been invited to participate in the study, with the results anticipated to have significant benefits for older South Australians.

Services and Facilities

Services

Enquiries and Information Made Easier

The aged care sector has changed and grown dramatically over the last ten years and will continue to do so. Helping Hand Aged Care is committed to ensuring we respond to resident and client demands.

With this in mind we are entering into a new phase of client care with the recent appointment of the role of Client Liaison Coordinator to answer the organisation's central enquiry line (1300 653 600).

The role is responsible for managing an individual's relationship with Helping Hand Aged Care when they first contact our organisation, to ensure that they access the right services for their individual needs.

The aged care industry can be confusing and daunting at times, and for people who are investigating options available, it can end up being stressful. By centralising this information we can offer a better range of choices when it comes to providing help and support to people.

Our central enquiry line will allow us to monitor and analyse the types of enquiries we receive. This supports us to grow as an organisation, and focus on developing and providing the type of care and services that people want.

Services in the Mid North

Since commencing operation in the Mid North in 2000, Northern Areas Community Care (NACC) has continued each year to expand its range and reach of services to assist the frail elderly to remain living in their own homes and communities as along as possible. Funded by Commonwealth and State Government, the flexible and individualised packages now include:

Community Aged Care (CACP)

This package provides planned, coordinated and flexible support to enable clients assessed as requiring low level care to remain in their own homes. It includes specific care packages for older Indigenous people.

Extended Aged Care At Home (EACHP)

Similar to the CACP, this package enables clients living the Mid North, Lower North, Yorke Peninsula and Barossa Valley regions, requiring a high level of care, to continue living in their own homes longer and includes nursing care.

Extended Aged Care At Home, Dementia (EACHD)

This service supports clients in the Mid North with dementia. With a specific focus on behavioural management, the services are planned, coordinated and flexible, including nursing care to enable client to remain in their own home.

Diverse Home Care

Designed for clients who do not require the same intensity of support as required for the CACP. These clients will not require Aged Care Assessment Team (ACAT) approval.

In addition, Helping Hand Aged Care is also piloting a new Country Men Out and About social support and respite service in the Mid North, designed for carers of male farmers and grazers.

In 2008/2009 the NACC services expanded further into the Yorke Peninsula and Barossa Valley regions, and new NACC offices opened in Clare and Port Pirie. With the support of further funding, future growth is envisaged through an expansion of services in the Lower North, Yorke Peninsula and Barossa regions, extending our reach and services further into regional areas.

Health and Wellbeing

There is growing recognition both nationally and internationally that 'wellbeing' is more than just a physical state and the absence of disease. Most people experience some ups and downs in their lives, and their coping ability can be impacted by a range of things including access to family, community and support networks, grief and loss, health and medical issues, and skills in managing change.



Helping Hand Aged Care's Health and Wellbeing service continues to grow and evolve to meet the needs of the community.

2008/2009 achievements include:

- » Securing continued funding for Grandparents as Parents project;
- » Growth of social isolation support services;
- » Funding for innovative pilot project on Health Coaching;
- » Collaborative partnership with City of Playford to address older mens health and isolation issues;
- Commencement of three new groups to address social isolation in the North, North East and Western areas of Adelaide;
- » Establishment of a Vietnamese Women's group;
- Delivery of a series of interactive presentations to older community members on ageing well, lifestyle, memory and change;
- Continuation of intergenerational program Joining Hands which links seniors with girls at risk, supported by Enfield Community Health;
- Ongoing counselling referrals assisting over 200 clients in their own homes;
- » Participation in Gawler, Playford, Salisbury and Tea Tree Gully's Future Ageing Strategy.

Support In-Home and Out

In-Home Support continues to expand its successful programs, providing 79,039 hours of service to clients in the 2008/2009 year.

In 2009 the program added a new perspective to its services, uniting with the City of Burnside Council to run a program called the 3Rs (Respite, Recreation, Revitalisation) program. This is a centre and community based program funded by Home and Community Care (HACC) which provides support to socially isolated older people, people with memory loss and younger people with disability. The 3Rs program assists these people to reconnect with their community and enjoy activities of their choice while providing respite and support for their carers. Helping Hand care workers work with other organisations to provide activities and support to the clients in group settings rather than in their homes. This is an excellent opportunity for social interaction for the clients and for Helping Hand Aged Care to share joint ventures with other organisations in the community.

Helping Baby Boomers to Move Ahead With Their Health

Helping Hand Aged Care launched the new Moving Ahead With Your Health program in Adelaide in March 2009, encouraging Baby Boomers live healthier lifestyles.

The program aims to facilitate long-term behavioural and lifestyle changes using a Health Coaching Model for 60 people identified as at risk for poor health outcomes due to weight management issues. The program will specifically target people within the Northern and Western Metropolitan areas of Adelaide.

Federal funding for this innovative project is set at \$200,000 and is provided until January 2010 by the Department of Health and Ageing.

The broader project aims are to reduce the impact of ageing, support strategies for improved health and wellbeing, and facilitate the experience of positive ageing. It is anticipated that participants will benefit significantly from the interventions due to the health benefits of being in touch with others socially and emotionally. A Health Coaching Model will be utilised throughout the project. All participants will receive individual coaching with a trained Health Coach.

This approach is self driven, supporting a commitment to self-management of care and includes a focus on solutions, goal setting, addressing barriers and supporting motivation to change.

Spark of Life

Helping Hand Aged Care is focused on progressive interactive aged care. With this in mind, Helping Hand secured leading international Dementia care experts Jane Verity and Hilary Lee to present their innovative Spark of Life workshops to their Care Workers and others in the industry in December 2008.

The person-centred Spark of Life approach is a toolbox of ideas and processes to spark new life into the world of people with Dementia via colour, art and memory. It provides a deep insight into people with dementia that changes both perceptions and attitudes, and influenced positively the lives of people living with Dementia and the people who work with them.

Workforce

Leading the Way

In 2009 Helping Hand Aged Care successfully negotiated a Health Professional Collective Workplace Agreement CWA for nurses and allied health professions. This new agreement provided additional benefits in parental leave, a 12% pay increase over three years, incentives for further study and education and efficiencies in allowances and penalties. This will ensure that Helping Hand Aged Care remains competitive in the sector and can offer incentives for recruitment and retention of workforce.

Continuing Professional Development Program

Helping Hand Aged Care is committed to assisting all employees to develop their skills and expertise. The development of knowledge and skills is important for the continued growth of Helping Hand and also on a personal level to expand experience, enable flexibility in the work environment and fulfil career aspirations.

The program is an excellent investment in the future for employees, allowing them to develop their own training experience, earn recognition for their effort and meet professional body requirements.

Uniforms

In 2008 Helping Hand Aged Care embarked on a project to introduce a standard uniform across all sites and services within Helping Hand Aged Care. The

appearance of our staff reflects on the image of Helping Hand Aged Care and has a significant impact on the way we are viewed by our clients, employees and the general public. Uniforms also provide an opportunity to introduce a consistent professional image across all sites and services.

The objectives were to provide a uniform which is comfortable, professional, easily recognised and practical.

In June 2009 the uniform roll out commenced. The feedback has overall been very positive. Family members and residents have commented on the professionalism of the uniform, the attractiveness of the vibrant colours and the ease in which that can clearly identify staff members. Similarly staff have commented on the pride they feel when they wear the uniform, how 'smart' it looks and the easiness of maintaining the garments.

An Engaging New System

Mid 2009 saw the launch of a new IT system project known as "Ngage" (pronounced 'engage'). The project is designed to provide Helping Hand Aged Care with improved business systems so that we can more efficiently provide services to our residents and clients. The scope will specifically cover the areas of people management, including rosters, payroll, training and development as well as clinical care and finance. It is anticipated the project will be completed by 2012.

Capital

Essington Mews, Clare

Stage one of the Essington Mews retirement village, located in Clare, was completed in February 2009. The independent living units complement the range of residential and community services already offered by Helping Hand in regional South Australia. The village offers opportunities for older persons living in the region to move into more manageable accommodation and maintain independence and care in their home for as long as possible.



Clare presents an excellent long term market opportunity, as the population ages and smaller dwellings and land are in demand. Units are currently on the market and it is anticipated that Stage two of the development will commence in 2010.

Stretching Our Hand Out Into the North

Helping Hand Aged Care is pleased to announce the development of a new multi million dollar, two-storey, 110 bed residential care facility in Northgate by 2013. The new residential care site complements Helping Hand's current suite of residential care facilities and community services in Northern metropolitan Adelaide and supports the growth of services further into the Northern areas of regional South Australia.

The development of the new multi story residential site reflects Helping Hand's strong commitment to older South Australians and ensuring quality and professional care is delivered in a safe and inviting surrounding, where residents can live the lifestyle of their choice.

The design of the site offers a good sense of balance between personal and public spaces for residents and encourages community and social engagement. A range of green initiatives that work in harmony with our service delivery, to ensure that our client and environmental responsibilities are both met.

This multi million dollar development will be completed by the year 2013 as part of Helping Hand Aged Care's capital development plan.

A Fresh Face

Helping Hand Aged Care will also be undertaking extensive capital works on three of its existing residential care sites over the next couple of years. The Board has committed to the expansion of the Mawson Lakes site, where an additional 13 rooms will be added. Refurbishments are also currently under design for the Parafield Gardens and Jamestown sites.

Achievements

Churchill Fellowship Awarded to our Chief Executive

Ian Hardy, Chief Executive was awarded the coveted Churchill Fellowship by the Churchill Trust in July 2008. Established in 1965, the aim of the fellowship is to give opportunity, through the provision of financial support, to selected Australians who desire to further their search for excellence, in their nominated field, overseas.

The Churchill Fellowship permitted Ian to travel abroad to further research Consumer Directed Aged Care policy and programs in the UK, Germany, Austria and Japan. The fellowship was an enormous privilege and provided Ian the opportunity to study alternative management for aged services in Australia with the chance to see and experience first hand, the benefits and challenges of a consumer directed approach to aged care.

Upon his return lan observed that while there are some significant emerging challenges for the future, Australia has, by world standards, a good system of aged care. However, consumer demand for greater choice will see big changes in the way Australia presently manages the billions of dollars spent annually on aged services. Many other countries now give that money – as cash, or an entitlement – to the individual, who can then 'go shopping' for their support services. In Germany, a voucher is given which can be used to fund care in a nursing home, care at home by family members (who are paid) or care at home by professional agencies. In the UK, some older people now receive a cash payment each month to allow them to employ the services they choose.

Ian is engaging with policy makers and fellow aged care organisations to discuss how Australia might take up some of these exciting ideas.

Employee Award for Excellence

In September 2008 Sandra Morgan was awarded the prestigious Employee Award for Excellence at the Aged and Community Services Australia (ACSA) National Conference which was held in Adelaide. Sandra was nominated by Helping Hand Aged Care in recognition of the impact she makes to the quality of day to day lives of older people, people with disabilities and their carers in her role as Client Liaison Officer and Transitional Care Package Coordinator.

Australia Day Awards Recognises Importance of Aged Care

Susan Emerson, Director Care Environments and Service Strategy at Helping Hand Aged Care was recognised by the City of Salisbury at the annual Australia Day Awards ceremony on Monday 26 January 2009.

The award recognised her contribution to making the lives better for those less fortunate. For more than a decade she has committed herself to enhancing the lives of others by forming partnerships with students and older Australians. Susan has been responsible for the commissioning of unique dementia facilities at Mawson Lakes and Parafield Gardens and her influence secured the Prime Minister's Award for Community Business Partnerships – twice.

South Australian Nursing and Midwifery Excellence Awards

Congratulations to Susan Emerson and Alison Ballantyne who both were finalists at the 2009 South Australian Nursing and Midwifery Excellence Awards.

Susan was nominated under the Nursing Leader category and Alison for Excellence in Research category. Given the large number of nominations in both categories, Helping Hand was proud to have two staff members short listed as finalists.

The Awards recognise and acknowledges the significant contribution that nurses and midwives make to the community and their professions through their practice.

Working in our Community

Christmas in Port Pirie

The much anticipated Port Pirie Christmas Tree Festival signals the start of the Christmas season and is enjoyed by people of all ages. The 51st Christmas Tree Festival Spectacular, held in early December 2009, was placed into the capable care of the local Helping Hands Aged Care team and volunteers who will do their utmost to continue the festival in the tradition of the previous 50 years.

Glenelg House

During 2008 Lifelinks and Apex generously donated the beautifully landscaped courtyard area outside Glenelg House. The completion of this project provided a platform for a partnership with St. Mary's Memorial school to undertake a feature mosaic wall on the premises. The project was such a positive experience for both the residents and school children that the school asked to establish a regular connection to do a project each year.

Every Generation at Mawson Lakes

October was quite a busy month at Mawson Lakes. Year 10 students from Endeavour College visited residents and ran group activities over 10 weeks. In total 80 year 10 students participated in the project, each assisting for a minimum of two hours. This was so successful, that the College will continue this project next year. Our Lifestyle Coordinator was successful in receiving a small grant from the Council of the Ageing, to help subsidise an intergenerational afternoon tea with 'old brains versus young brains' in a trivia quiz and an exchange of favourite music and dancing between the residents and students.

Forging Ahead

Can-do Campaign

In April 2009 Helping Hand Aged Care proudly committed to become a National Partner in the Aged and Community Services Australia (ACSA) national Cando Campaign.

The image campaign, launched in September 2009, is designed to enhance the industry's image and reinforce the vital role we play in the lives of older Australians and their families. The campaign will target all sectors of the community – the general public, older people themselves, our own workers and Government.

Its main message will be that 'aged care professionals' are 'can-do' people whom we can't do without.

Governance

With the introduction of a new role, Director Care Governance, in 2009 Helping Hand Aged Care has reinforced it's position as a leading care provider in South Australia. The area's primary responsibility will be for the development of clinical standards and systems which support the quality of care delivered to residents and community clients. The care governance program will include strategies to:

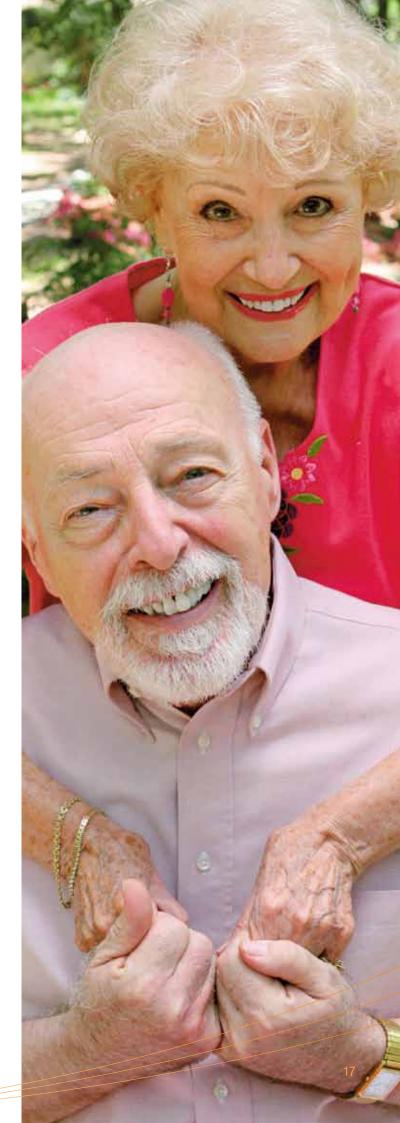
- » Ensure all staff understand their role and responsibility in providing safe high quality care;
- » Ensure staff are supported and educated to undertake their role;
- » Manage clinical and care risk;
- » Monitor and evaluate care;
- » Ensure the development of appropriate policy and procedure.

Industry Partners

Helping Hand Aged Care proudly supported two key conference for Aged Care in 2008/2009.

At the 2009 International Conference of Community Health Nursing Research, Helping Hand was recognised as a Trade Sponsor. The conference brought together a range of health professionals from around the world, to share community health research and practice experiences, focusing on the health of individuals, their families and communities in transition.

Helping Hand Aged Care also sponsored the South Australian Association of Gerontology (SAGe) conference on Regenerating the Ageing Debate – talking about our generations. The conference focus was on expanding knowledge on ageing, specifically across; culture and community, planning and technology, health and wellbeing, social and workplace and policy and the politics of ageing.

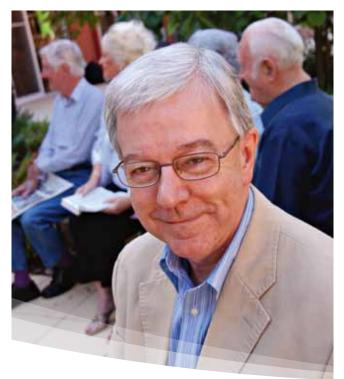


Report from the Chairman and Chief Executive

Helping Hand Aged Care continues to expand its health and aged care services within the community. We are proud of our achievements in supporting our clients to lead the lifestyle of their choice.



Peter Murchland Chairman



Ian Hardy Chief Executive

We have achieved a remarkable commercial milestone, in 2008/2009 our assets have grown by more than 43% since 2003.

Our strong financial performance ensures our longterm role in aged care and provides us with a unique opportunity to expand out services to meet growing needs. Helping Hand Aged Care has committed to the redevelopment and expansion of key sites within regional and metropolitan South Australia in 2010/2011. These significant capital investments, together with our ever expanding community program, will ensure we remain a leader within Aged Care services.

In July 2009 a major report on the future of health and aged care was released by the National Health and Hospitals Reform Commission in Canberra. The Report makes many proposals for the planning and funding of aged care services, and emphasises that future consumers should have more choice about whether they would prefer to stay at home or move to a residential care service. The Report also suggests more consumer choice in the range and flexibility of services provided to people at home is required.

Through the awarding of the Churchill Fellowship, Ian Hardy, our Chief Executive, was able to investigate "consumer directed" policy and practice in Japan, the UK, Germany and Austria in 2009. The common element in all four of these countries is a national policy approach which attempts to give older people the capacity to choose and purchase the mix of services most suitable to their needs and preferences.

One striking characteristic common to all four countries is that care policies which are set by the national government are implemented at local levels – frequently resulting in varying approaches and inconsistent client outcomes.

While we know that the Australian aged care system is very good by world standards, it could be better. Older people often experience a long wait to receive services. Sometimes they would prefer home care but have to move into a residential facility (or vice versa) and aged care providers are finding that funding is insufficient to meet the demand for care services and facilities.

Over the next three years, Helping Hand is to make a substantial investment in several new care and housing developments and redevelop three of our older residential care facilities.

The Helping Hand Board has committed the necessary funds to extend the Mawson Lakes care facility by the addition of a further 13 rooms, with work beginning in January 2010.

Our older residential care facilities at Jamestown and Parafield Gardens are to be significantly redeveloped to upgrade common areas and improve bathrooms. We are also reviewing the Doreen Bond House high care accommodation at North Adelaide with a view to redevelopment in the next two years.

A partnership with Wheelchair Homes will see the construction next year of 20 "wheelchair friendly" houses on vacant land on the western side of Helping Hand's Ingle Farm site, and a new village of about 15 homes, including affordable housing, is planned for Para Hills.

In November 2009 we successfully bided and were awarded an additional 76 new bed licences by the Commonwealth Government. This allocation will provide us with a unique opportunity to expand out services further within the north, with the development of a new 110 place residential facility at Northgate. The new residential care site complements Helping Hand's current suite of residential care facilities and community services in northern metropolitan Adelaide.

In all, Helping Hand Aged Care is commencing a substantial development program which will ensure that we continue to provide high quality accommodation and services which are responsive to community needs.

We currently offer seven residential facilities within metropolitan and regional South Australia, offering a total of 653 beds. We offer 168 Independent Living Units and have expanded our Independent Living facilities with the building of Essington Mews, Clare Valley Retirement Village. Our community service programs have increased significantly and now equate to approximately 30% of our annual operational income.

2008/2009 has been a year full of achievement. We congratulate our staff for their commitment and drive. More that \$1m worth of additional funding was secured for the delivery of key services and programs in the areas of mental health, cultural diversity, dementia, transition services and rural services. Our Social Networking Project received international and national recognition, as we delved into the benefits of digital technology for older people who are isolated or lonely.

Congratulations to Susan Emerson, Director Care Environments and Service Strategy who was awarded the City of Salisbury's Citizen of the Year award at the 2009 Australia Day Ceremony in recognition of her contribution to making the lives better of those less fortunate. Congratulations also are extended to Sandra Morgan, Client Liaison Officer and Transition Care Coordinator, who was awarded the prestigious Employee Award for Excellence at the Aged and Community Services Australia (ACSA) National Conference in September 2008.

The quality of life of our residents and clients is enhanced each day by the work and commitment of many. Thanks and acknowledgements are given to our key supporters and funders, including the Commonwealth and State Government, Board members, staff, volunteers and donors.

Peter Murchland Chairman

lan Hardy CEO

Our Board and Executive Team

Our success does not come without significant effort and contribution from many people; our management and staff, volunteers, residents and clients of services as well as our industry partners and authorities.

Meet the Board

Mr Peter Murchland

Chair since January 2004

Peter is a self-employed Strategic Consultant working with organisations to align business and ICT strategies while enhancing ICT investment outcomes. He has held a number of governance and community positions, including being a member of the Uniting Care Commission, Deputy Chair of ARA Jobs and Chair of Vivasa Indicators Advisory Committee.

Mr Len Frankham

Deputy Chair since March 2004

Recently retired, Len was the Commercial Manager of Channel 7 Adelaide. His expertise is in the areas of finance and business administration.

Mr Ian Hardy

Chief Executive Officer

As CEO Ian has built numerous new residential facilities as well as lead extensive growth of community and residential care services in metropolitan Adelaide as well as high need areas of regional South Australia. Current memberships include the board of Adelaide Northern Division of General Practice and Chair of Co-Opera (SA based touring Opera Company) board.

Board of Management

The Board and CEO provide corporate governance as well as manage and assist the furthering of the organisation's strategic direction and coordinating the quality improvement approach.

The objective of the Helping Hand Board is to give an independent view of governance. Members ensure operations including finances, acquisitions; clinical governance and corporate identity demonstrate high performance while meeting the needs of our clients. The Board consists of nine members who volunteer their time.

Dr Pauline Payne

Member since February 2001

Pauline's has a background in social work and is an author, social historian and academic, with a particular interest in landscape architecture. Pauline is the historian/author of "History of Helping Hand — 1953–2003".

Ms Irene Gibbons

Member since 2005

Formerly in the position of Seniors Information Service Manager she is now working on short term contracts and undertaking overseas travel. Prior to this, Irene was the Chief Executive Officer of Carers Australia for seven years. Irene is a member of the National Dementia Health Priority Health Taskforce and is the President of Parkinson's SA.

Ms Ellen Kerrins

Member since 2005

Ellen has a nursing background and following her move to Adelaide after specialising in Cancer Care at the Peter MacCallum Cancer Institute in Melbourne she accepted a role in cancer control at the Cancer Council of South Australia. Recently she has joined the Southern Division of General Practice managing the population health programs.

The Helping Hand Board: Front row L–R: Ellen Kerrins, Dr Pauline Payne, Irene Gibbons, Len Frankham (Deputy Chair). Back row L–R: Rev Gayle McClimont, Kim Leane, Dr David Filby PSM, Peter Murchland (Chair), Ian Hardy (CEO). Inset: Dr Craig Whitehead

Dr David Filby PSM Member since July 2007

As well as being a member of the Finance and Property sub-committee, David has been the Executive Director of Policy and Inter-government Relations within the SA Department of Health since August 2002. He has previously held various executive positions in the SA Health Commission and the SA Department of Human services. David is an active member of the Rosefield Uniting Church, and is a member of Church Council.

Mr Kim Leane

Member since 2006

Kim has a strong project management and facilities management background and is currently the Administration Manager at Consolidated Power Projects Australia Pty Ltd.

Rev Gayle McClimont

Co-ordinating Chaplain and member since 2002

Gayle has been a Uniting Church Minister since 1997 and was previously the minister of the Flinders Congregations in the mid-north of South Australia. Gayle served on the Mt. View Homes Board while in the mid-north and has represented the church on the Department of Human Services Ethics Committee since 2003.

Dr Craig Whitehead Member since January 2008

Craig is a Helping Hand staff specialist in geriatric medicine and a member of the Client Care sub-committee. He is also a member of the Flinders University Department of Rehabilitation and Aged Care and an active clinician in both public and private practice. He has research interests in falls, residential aged care and health services for older patients.

Executive Management Team

Helping Hand is managed by an Executive Management Team who:

- » Facilitate the development, implementation, monitoring and evaluation of the Organisational Plan;
- Take a leadership role in actioning and progressing the goals of the Organisational Plan objectives;
- » Generate and discuss new ideas related to the future directions of the organisation and growth in service areas;
- » Utilise the intellectual capacity of the leadership group to develop innovative ways to respond to care and service delivery;
- Develop an identity within the organisation to promote organisational pride and cooperation;
- » Establish and actively utilise communication and feedback mechanisms to communicate with all levels of the organisation.

Members of the Executive Management Team in 2008/2009 were as follows:

- » Ian Hardy, Chief Executive;
- » Meg Klecko, Metro North Division General Manager Retired 31 January 2009;
- » Mary Ryan, Country Division General Manager;
- » Darren Young, Metro Central Division General Manager, Care Environments and Service Strategy Director;
- » Adrian Ware, Chief Financial Officer;
- » Megan Corlis, Development Unit, Executive Officer;
- » Julie Goods, Corporate Support Manager;
- » Susan Emerson;
- » Syd Farrell Commenced 2 March 2009;
- » Meg Phythian Commenced 6 April 2009.



lan Hardy Chief Executive



Meg Klecko Metro North Division General Manager



Mary Ryan Country Division General Manager



Darren Young Metro Central Division General Manager

Management Structure

In September 2008 Helping Hand Aged Care's management structure was changed to better reflect the business needs moving forward. The main changes to the structure included the amalgamation of two metropolitan divisions into one and the creation of three Director roles; Director Care Governance, Director Care Environments and Service Strategy and Director Research and Development.

The previous restructure, completed in 2006, was focused on aligning our management model to the future direction of aged care – that all residential and community services are seamlessly available to clients, and that our planning, staffing, data and client entry processes should be heading in that direction.

Enhanced integration of services across community and residential care was achieved and in 2009 the decision was made to further refine the structure so that common clinical and quality system approaches could be achieved across the organisation. The new structure also supported Helping Hand's commitment to ensuring good "lifestyle" practice and "spirituality" objectives are met for each resident and client and that the design of our residential facilities enhance the life of our residents and are consistent across all sites.

Corporate Objective

We will refine our quality systems across the organisation, to ensure clients receive services of the highest quality.



Adrian Ware Chief Financial Officer

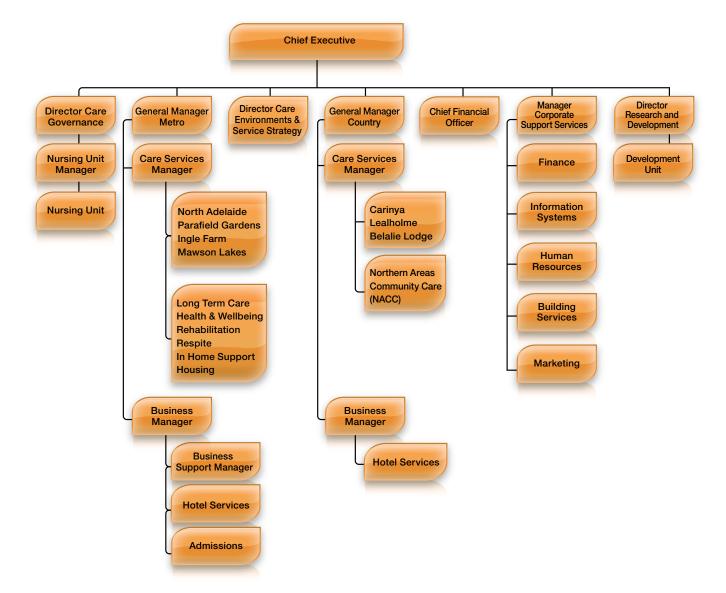


Megan Corlis Development Unit, Executive Officer



Julie Goods Corporate Support





Corporate Objective

We will refine ways in which information flows throughout the organisation to ensure commonality of understanding and to draw on the knowledge and creativity of all staff and volunteers.

Organisational Plan

Key Result Area 1 – Developing our Organisation

2010 OUTCOMES

- 1.1 We will have a clearly-defined and well communicated statement of our core business and of our core approach to providing services.
- 1.2 We will have consistent, principle based processes for making decisions about organisational change and growth.
- 1.3 We will have both a paid and a volunteer workforce with the capacity as well as the skills and attributes necessary to meet the changing needs of our consumers.
- 1.4 Our business systems will be simpler, more reliable and more efficient as well as adapting to meet contemporary corporate governance requirements.

Key Result Area 2 – Meeting Community Needs

2010 OUTCOMES

- 2.1 We will have a culture that encourages and supports our "communities of interest" to be involved in changing and improving how services are delivered.
- 2.2 Our service development strategy will be based on research and analysis, with identifiable influence by current and potential consumers.
- 2.3 We will have introduced a simpler and more unified entry process which helps consumers to make more informed choices.
- 2.4 We will have generated new and/or improved responses in the areas of dementia care, mental health and housing options.
- 2.5 We will have implemented a range of initiatives that have demonstrably addressed the spiritual and "quality of life" needs of our consumers.
- 2.6 We will be flexibly positioned to respond to any changes in the way services are funded, including changes which affect our business relationship with consumers.

Key Result Area 3 – Leading the Sector

2010 OUTCOMES

- 3.1 We will have participated in research and in the trial of new and innovative approaches to service delivery.
- 3.2 We will have built and sustained strategic alliances which optimise our individual and collective contributions, with demonstrable benefits for consumers.
- 3.3 We will have had an identifiable influence on aged care policy development at all levels.

Our Staff

Helping Hand employs approximately 1,200 staff members located across South Australia. Labour costs are the most significant cost in our organisation and absorb approximately 70% of every dollar of income we earn.

Working at Helping Hand is a rewarding and challenging experience. We seek a workforce that is committed to the values of the organisation: choice, high quality, client focused and committed. We deliver our services in both the client's home and our home. The majority of our workforce is part-time and work in roles such as nursing, catering, personal care, project management, information technology, management, administration and domestic services.

Employees and volunteers at Helping Hand come from broad social, cultural and educational backgrounds. As each member of the team makes a unique contribution, it is important that we work together effectively and efficiently to ensure the individual needs of the residents and clients are always our first priority.

Helping Hand is committed to being a caring and equitable employer, supportive of diversity, continuous learning and recognising the importance of a balance between work and daily living activities.



Corporate Objective

We will increase efforts in training to ensure that we realise the full potential of our workforce, including volunteers.

Volunteers

For more than 50 years, volunteers have played a crucial role in our success and have contributed to our recognition as one Australia's leading aged care providers. The thousands of hours provided each year by volunteers assists us to maintain an excellent service and improve the quality of life for many of the 7,000 South Australians who receive our services.

National Volunteer Week provided an opportunity for Helping Hand Aged Care to thank our volunteers for their hard work.

Helping Hand Aged Care residents, community clients and staff are thankful to all volunteers who donate their time to our organisation. For more than 55 years, volunteers have played a crucial role in the success of Helping Hand Aged Care.

The thousands of hours they provide each year supports us in maintaining a high standard of care and improving quality of life.

Services provided by our volunteers include assisting with activities and social functions at our residential sites, support for community based clients by providing transportation to external activities and appointments, and participation in fundraising initiatives by becoming auxiliary members.

A great example of volunteering is Fay Stroud, volunteer and now resident at Ingle Farm. To honour her unique contribution over two decades the Helping Hand Aged Care Ingle Farm Auxiliary awarded Fay life membership at a special ceremony on June 9 2009.

Getting to know our volunteers

I have been volunteering for about sixty years, since I was in my twenties. My Young Women's Fellowship group used to volunteer once a month with concerts and help at mealtimes at Father Strange's Westering Mission, which later became Helping Hand Aged Care in North Adelaide.

I have been on the Ingle Farm Auxiliary since its inception, and have been a Helping Hand resident for over twelve years. I love people, so to volunteer is very rewarding. What you give, you get back in different ways.

I love everybody at Ingle Farm, so it is easy to mix with them and to be there for anyone who wants a hand.

Fay Stroud

Ingle Farm Resident and Retired Volunteer



Financial Reports

Helping Hand Aged Care total revenue increased by more than 4% during the year, as we move towards the milestone mark of \$55M. Over half of our income relates to subsidies and other recurrent funding received from both the Commonwealth and State governments.

These funds are used to subsidise the operations of our residential care facilities and the many Community programmes where we deliver targeted services to clients in their homes or for specific care purposes.

This increase in revenue is a reflection of the diverse and continually increasing range of aged care related services offered by Helping Hand and is particularly reflective of the significant effort we have put into understanding the needs of older South Australians as well as the innovative and strategic ideas utilised when applying for funding to assist in the delivery of our care services.

Notwithstanding this increase in funding, it nevertheless remains a constant that the costs of delivering care to residents and clients continues to grow at a pace which out strips our income expansion. This consistently places our ability to deliver the highest levels of service, under financial strain. Helping Hand never loses sight of the importance of the delivery of high quality, consistent and reliable services – not only in respect of the thousands of older South Australians who rely on us but also our staff who provide the quality of care for which we are renown.

As a result of prudent management our organisation has been able to develop and maintain a very strong and healthy cash position.

As Helping Hand further refines its operational and capital plans for the future these funds will be utilised to assist with a number of projects of major significance.

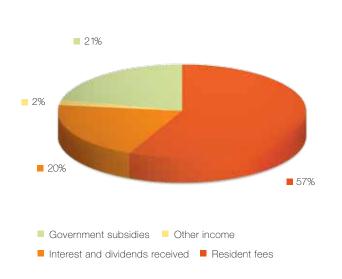
The most important of these is the construction of a new residential facility at Northgate. Conceptual plans are being developed for a facility comprising 110 places with the added ability to offer a wide range of ancillary services. In addition Helping Hand is also assessing opportunities to upgrade its Jamestown aged care facility located in the mid north of South Australia as well as Doreen Bond House at North Adelaide and Helping Hand's residential care facility at Parafield Gardens. This follows the substantial and very successful upgrade undertaken at Rotary House North Adelaide which was completed in late 2007. In addition to these major building infrastructure works, we are also embarking on a project to enhance and replace all of its IT based systems. This will provide both greater flexibility as well as substantial operating efficiencies throughout the organisation.

Our result for the year was a reported loss of \$3.1m. This was adversely impacted upon by fair value revaluations of our investment portfolio and Accommodation Bond holdings. The worldwide financial crisis and rapidly falling interest rates have combined to result in a charge against our results totalling \$1.417m for these components. In addition the impact of major capital expenditure is reflected in higher depreciation charges which increased by more than 30% in the year under review. As our refurbishment and development programmes continue further increases in depreciation costs are predicted.

Given our strong financial position and the strategic growth planned for the coming years, we look forward to continue to being able to provide innovative and quality services to the aged in South Australia, whether it be in a Helping Hand facility or in an individual's home.

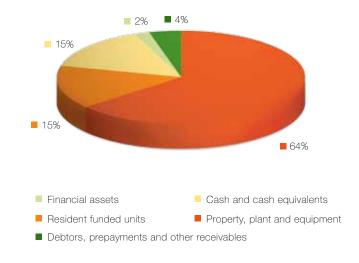
Corporate Objective

We will implement a new approach to the provision of housing to ensure that clients' needs for accommodation are met in a way which fosters independence.

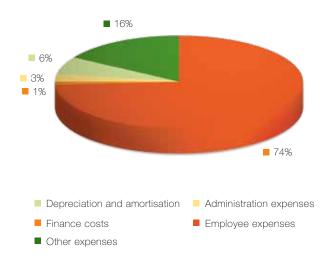


Revenue

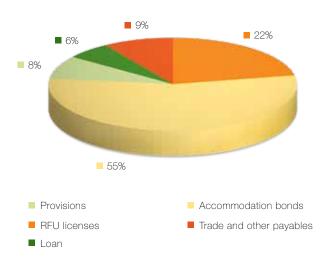




Expenditure



Liabilities



Income Statement

for the year ended 30 June 2009

	2009	2008
	\$'000	\$'000
RATING INCOME		
Government subsidies	31,402	28,288
Resident fees	8,824	9,529
Community care services fees	2,040	1,627
Interest and dividends received	940	1,283
Non operating income	5,419	4,565
Other income	6,322	7,399
Total operating income	6,322 54,947	7,399 52,691
Total operating income		
Total operating income	54,947	52,691
Total operating income RATING EXPENDITURE Employee expenses	54,947 42,883	52,691 39,107
Total operating income RATING EXPENDITURE Employee expenses Finance costs	54,947 42,883 516	52,691 39,107 445
Total operating income RATING EXPENDITURE Employee expenses Finance costs Administration expenses	54,947 42,883 516 1,899	52,691 39,107 445 1,897
Total operating income RATING EXPENDITURE Employee expenses Finance costs Administration expenses Depreciation and amortisation	54,947 42,883 516 1,899 3,364	52,691 39,107 445 1,897 2,575

Balance Sheet

for the year ended 30 June 2009

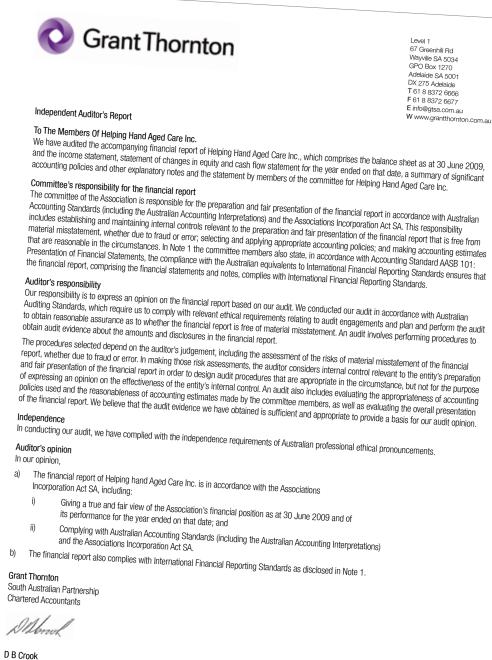
	2009	2008
	\$'000	\$'000
CURRENT ASSETS		
Cash and cash equivalents	15,959	15,413
Trade and other receivables	2,686	1,902
Accommodation bonds due	898	6,353
Inventories	44	39
Prepayments	152	135
	19,739	23,842
NON-CURRENT ASSETS		
Financial assets	2,430	2,336
Property, plant and equipment	67,969	67,193
Resident funded units	16,507	15,694
Loans secured	25	25
	86,931	85,248
Total assets	106,670	109,090
CURRENT LIABILITIES		
Trade and other payables	3,192	4,581
RFU licenses	933	521
Accommodation bonds	7,791	8,086
Provisions	4,679	4,718
Loan	460	460
	17,055	18,366
NON CURRENT LIABILITIES		
Trade and other payables	2,535	508
RFU licenses	12,825	12,051
Accommodation bonds	27,388	27,627
Provisions	337	361
Loan	3,097	3,557
	46,182	44,104
Total liabilities	63,237	62,470
		10.000
NET ASSETS	43,433	46,620
EQUITY		
Accumulated funds	23,388	26,488
Accumulated lunos Asset Revaluation Reserve	708	708
Trust and ID funds	2,440	2,440
Capital Grants Reserve		
Equalisation Reserve	13,651	13,651
•	3,246	3,333
Total equity	43,433	46,620

Statement of Cash Flows

for the year ended 30 June 2009		
	2009	2008
	\$'000	\$'000
CASH FLOW FROM OPERATING ACTIVITIES		
Receipts from operating activities	53,173	49,159
Interest and dividends received	833	1,281
Bequests, donations and fundraising	798	1,620
Payments to suppliers	(55,641)	(49,122)
Interest paid	(516)	(315)
Net Cash (Used in) / Provided by Operating Activities	(1,353)	2,623
CASH FLOW FROM INVESTING ACTIVITIES		
Proceeds from sale of property, plant and equipment	317	215
Payments for purchases of property, plant and equipment	(2,363)	(4,643)
Proceeds from sale of shares	524	1,607
Payments for purchase of shares	(1,040)	(852)
Net Cash (Used in) / Provided by Investing Activities	(2,562)	(3,673)
CASH FLOW FROM FINANCING ACTIVITIES		
Increase / (decrease) in bonds	3,906	9,985
Increase / (decrease) in RFU licenses	1,015	449
Proceeds from borrowings	0	507
Payments for borrowings	(460)	(460)
Net Cash (Used In) / Provided by Financing Activities	4,461	10,481
Net Increase / (Decrease) In Cash Held	546	9,431
Cash and Cash Equivalents at the Beginning of the Year	15,413	5,982
CASH AND CASH EQUIVALENTS AT THE END OF THE YEAR	15,959	15,413

Auditor's Report

Auditor's Report



Partner

Signed at Wayville on this 30^{th} day of September 2009

Helping Hand Aged Care Inc. Financial Statements for the Year Ended 30 June 2009



Our Special Thanks

Our success does not come without significant effort and contribution from many people; our management and staff, volunteers, residents and clients of services as well as our industry partners and authorities.

Helping Hand is supported by both State and Commonwealth Government for the provision of a range of core services and facilities. Special thanks must go to all those who so kindly recognise the services provided by Helping Hand and its staff.

Our Volunteers

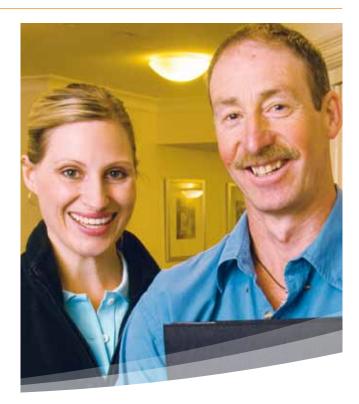
For more than 50 years, volunteers have played a crucial role in our success and have contributed to our recognition as one of Australia's leading aged care providers. The thousands of hours provided each year by volunteers assists us to maintain an excellent service and improve the quality of life for many of the 7,000 South Australians who receive our services. Helping Hand and our many residents and community clients are indebted to each and every volunteer who donates their time.

Our Auxiliaries

Our wonderful auxiliaries who continue to support us and fundraise on our behalf. Auxiliaries are currently in operation in North Adelaide, Jamestown, Clare and Ingle Farm and have raised a total of \$29,500 in 2008/2009.

Our Generous Donors

Fundraising gives us an opportunity to add value to people's lives by offering additional services, opportunities and experiences. This may be in the form of new equipment, excursions, education to our clients and their carers or research into new services and care. These 'extras' make a difference to the quality of life of our residents and clients and is only made possible by



the generosity of our supporters and patrons. We would like to take this opportunity to thank the many people who supported us in 2008/2009 through fundraising activities, donations and volunteering their time.

How You Can Lend a Helping Hand

There are many ways that you can support Helping Hand deliver the services and care.

- » Volunteer your time to one of our many programs;
- » Participating in an Auxiliary;
- » Making a donation;
- » Considering us with an In Memoriam;
- » Bequests.

Your contributions help us make a big difference. If you would like to find out more please contact us on 1300 653 600.







Head Office

34 Molesworth Street North Adelaide SA 5006 PO Box 66 North Adelaide SA 5006 Client enquiries 1300 653 600 www.helpinghand.org.au