



## Chair's Report 2013-14

### **Mission**

Improving people's lives through better sleep

### **Vision**

The leading national advocate for sleep health

### **Sleep Health Foundation Board 2013-14**

Siobhan Banks  
Dorothy Bruck  
Peter Cistulli  
Graham Gourd  
Matthew Harris  
David Hillman, Chair  
Craig Hukins  
Doug McEvoy  
Joseph Soda

It is my pleasure to present the Annual Report of the Sleep Health Foundation (the "Foundation") for the 2013-2014 Financial year. The Foundation is a national organisation devoted to educating the community about sleep health, delivering a consistent sleep health message to the community and its leaders through the media, social media and website resources and direct dialogue, building partnerships with organisations to promote sleep health, encouraging best practice standards and supporting research into sleep and its disorders.

This year we have welcomed Siobhan Banks as one of the ASA representatives on the Board and we have farewelled Matt Harris who has left to concentrate on other commitments.

Over the past year the Foundation has achieved a number of milestones and undertaken a range of activities. Highlights include:

- **June 2013** – A **unanimously passed Senate motion** concerning sleep health, and noting the role and aims of the Sleep Health Foundation and the findings of the economic evaluation of the cost of sleep disorders commissioned by the Foundation – Re-Awakening Australia.
- **June 2013** - As part of the Foundations' social media plan for 2013 14 we saw the launch of the Sleep Health Foundation Facebook page that provides easy to digest snippets of information on sleep health.
- **July 2013** – The Sleep Health Foundation fact sheets were made available for purchase in a trifold format for the reception areas in sleep clinics, dental surgeries, GPs, pharmacies and other health areas. As well the SHF website **information library** now offers **over 70 fact**

**sheets** on sleep disorders for patients and the public to access **free** directly from the Foundation website.

- **October 2013** – The publication of a **Medical Journal of Australia supplement on Sleep Disorders** co-authored by SHF and ASA members.
- **October 2013** – The Chair of the Foundation, Prof David Hillman, receives the ASA Distinguished Achievement Award in recognition of his contributions to the fields of sleep medicine, sleep science and sleep health in Australia and internationally.
- **October 2013** – A partnership in the **Commonwealth Research Centre (CRC) for Alertness, Safety and Productivity** initiative with the SHF taking the lead role in advocacy and communication for the CRC.
- **February 2014** – A H Beard and Australian Aged Care Supplies became Silver sponsors and A H Beard, a leading Australian mattress manufacturer, took up a position on the Foundation Business Council.
- **March 2014** – A World Sleep Day partnership with the ASA and run by Sarah Biggs, attracts media attention with over 70 articles appearing Australia wide in the various media, as well as television, radio, newspapers, magazines and social media.
- **March 2014** – The Foundation delivered a seminar to the politicians in Parliament House Canberra on the importance of sleep in partnership with the ASA.
- **May 2014** – The Foundation is on Twitter to help to engage with a wider range of people who have an interest in sleep and sleep health.
- **May 2014** – The launch of the Sleep Health Foundation Code of Practice for Suppliers of CPAP Sleep Therapies. The Foundation is receiving a steady stream of applicants and approvals are progressing well. Thank you to our volunteer reviewers, Craig Hukins and Peter Cistulli for the work they are putting into this process.
- **May 2014** – The Sleep Health Foundation partners with **Happy Body at Work**.
- **June 2014** – SHF Facebook page gets over 660+ 'likes' and hits on the Foundation website continue to increase as it engages media interest with a variety of television, radio and print news items.

## Partners

The Foundation continues to work with the **Australasian Sleep Association** particularly in our approaches to government. The Foundation appreciates the support of the Board of the ASA. This support is an essential ingredient in our accomplishments.

We continue to work with **Sleep Disorders Australia**, and look forward to continuing this relationship.

Lucy Williams continues to provide the Foundation with opportunities for recognition with an impressive stream of press, radio and television articles about sleep throughout the year.

The Sleep Health Foundation recently partnered with **Happy Body at Work** – an 8 week multimedia workplace wellness Program focused on the four key lifestyle areas of sitting, moving, stress and sleep. It is also a strategic education platform, which allows you to leverage and invigorate existing wellness initiatives. It has been structured into three phases to maximise its impact and effectiveness.

The partnership with **the Cooperative Research Centre for Alertness, Safety and Productivity** is ramping up as we jointly seek the services of a Communication and Stakeholder Relations Manager to develop and implement an integrated communication and stakeholder relations strategy to: effectively translate advances in alertness management; deliver a focused and evidence based sleep health message to industry and the community; raise sleep health awareness; build partnerships

within government and industry to the promote of sleep health; and, improve the alertness, safety and productivity of all Australians.

Ongoing support and input from our **Business Council**, continues to provide a business view to our organisation and allows us to refine ideas to better align professional principles with commercial realities as we seek to improve sleep health and sleep health practices.

### **Supporting Research**

The Foundation continues, with the ResMed Foundation, to sponsor the **“ResMed Foundation/Sleep Health Foundation Research Entry Scholarship”**. This scholarship, which is administered by the Royal Australasian College of Physicians, addresses an important need to encourage young sleep physicians or physician trainees to engage in research in sleep medicine.

### **Membership**

The Foundation’s membership is relatively static and we would like to see it grow further. There are two basic membership categories:

***Individual Member \$75+gst***

***Life Member \$3000+gst***

These fees are tax deductible.

Membership at the end of June 2014 was 156. We also have 590+friends signed up who receive the Foundation e-newsletters updates.

### **Acknowledging the Support of Donors, Sponsors and Members**

Without the ongoing support and commitment of our major donors, **Philips Home Healthcare Solutions, Resmed Limited, Fisher & Paykel Healthcare, Air Liquide, BioCSL, A H Beard and Australian Aged Care Services**, the Foundation would not be able to develop or provide the resources that are currently available for members and the public to freely access and download.

**We are working to grow our sponsor base in an environment that is currently not friendly to the not-for-profit and charity sector, but it is important to retain the support of our industry sponsors as well as encourage a more diverse new group of supporters.** The employment of a Communication and Stakeholder Relations Manager provides an opportunity for the Foundation to engage more with these potential sponsors and to seek funding from a variety of other sources.

The Foundation needs resources to continue to fund important activities such as regular media to raise awareness of the importance of sleep health, develop website resources for the community, engage with political leaders and undertake special projects such as last year’s ***sleep edition of the Medical Journal of Australia***.

**A strong professional membership of the Foundation is needed** to prove that it is important to the sleep community as well as the public. Prospective sponsors look for this.

### **The Year Ahead**

Our activities this year have built once more on the previous years. We continue to fight the low profile sleep health has in the minds of our national leadership and are now developing the public profile which will allow us to make progress in this regard. We know we have important messages

to convey. Our aim is to make healthy sleep a key objective in the national preventive health agenda.

It is an ongoing challenge to balance our ambitions to expand our activities, and the encouragement we get to do so, with financial reality. Lobbying government takes a long term commitment in time and money. To be effective the Foundation needs to maintain the relationships that it has painstakingly built over the last 3 years. Bipartisan support is fundamental to this.

I would like to conclude by acknowledging the great work of our Board, our tireless executive secretary, Helen Burdette, and our very effective media coordinator, Lucy Williams. I would also like to thank our Business Council and members for their strong support.

A handwritten signature in black ink, appearing to read 'David Hillman', with a long horizontal flourish extending to the right.

David Hillman  
Chair, Sleep Health Foundation