

ANNUAL REPORT 2020



AUSTRALIAN
PAIN MANAGEMENT
ASSOCIATION

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OUR IMPACT

A summary of the Australian Pain Management Association's impact figures:



Supported 37 local communities across Australia



We responded to 8 crisis calls (suicidal ideation) across Queensland and Victoria. We took a further 1160 calls from people seeking help.



We represented and supported over 200 members



1500 people engaged with our Pain Support Group assistance program



We assisted more than 3000 people affected by chronic pain across Australia



499 people requested to volunteer with APMA



Twelve years ago, in 2009, after a consumer's personal experience with chronic pain, APMA was formed - and Australia's first consumer organisation was established to help the millions of people suffering from chronic pain.

Shaun Conroy, Chair APMA

In this new growth phase for APMA, we can look at all the ways the world of chronic pain has changed in less than two decades, but one thing is just as startling true now as it was 12 years ago; our work to support people living with chronic pain and champion their voice has never been more important.

In the midst of the global pandemic, the need for APMA and the work we do is paramount, and I congratulate all of our team who have responded to this crisis by being adaptable and forward-thinking, ensuring that APMA can continue its vital service offerings. Our board worked together to develop a refreshed strategic plan and I encourage you to review this brilliant document and invite you to support us in paving the way forward as a community.

APMA is a proud and active member across several networks and committees working to improve the lives of people living with chronic pain. Our team advocates for the voices and stories shared within this organisation which help to inform programs and pathways amongst the clinical world.

I am pleased to welcome our new Chief Executive Officer, Jessica Taylor, who has already led APMA through a period like we've never seen before, and helped the organisation emerge with a bold new focus. I also thank Jessica's predecessor and founder of APMA, Elizabeth Carrigan, for her tireless work and drive to push the agenda forward.

I am also pleased to take the position of Chair of APMA after David Winter's time in the position drew to a close late 2020. We are deeply appreciative of David for his strong leadership and huge personal commitment to the organisation.

Our board remains committed to adapting and changing to ensure we can best support the whole organisation in pursuit of its vision and missions, and I foresee a bright future, working with Jessica and the APMA team and all of our supporters to achieve our vision of a society of untreated pain.



I am thrilled to have joined APMA in 2020 as the Chief Executive Officer. I am looking forward to the opportunity and the challenge of building on APMA's foundations, and the legacy created by Elizabeth Carrigan.

I will start by thanking our incredible volunteers who enable the lifesaving work that APMA undertakes - it is your generosity that leads to the achievements of the organisation you will see in these pages. I would also like to thank the broader APMA team and community who have not only welcomed me, but also adapted incredibly well to some unprecedented circumstances this past year.



In what has been a turbulent year for the world, Australian's have faced some serious challenges including months of raging bushfires and recently the COVID-19 pandemic. Our community was faced with additional system changes with the introduction of the Opioid Reform in June 2020 and we have since witnessed the impact this decision has made on those living with chronic pain. Organisations like APMA who seek to support and assist people living with chronic pain, vulnerability and injustice have had to think differently about our work. Indeed while we have been adapting to worrying trends - with an increasing frequency of intensity and disaster of cases deepening inequality and injustice - the need to continually adapt has never been more pressing.

APMA sees this as an opportunity to solidify our commitment to consumer voices and ensure we are proactively adapting to changing circumstances, driven by real issues in real time. This will help ensure APMA not only continues to be effective in the present, but leads the way in anticipating, prepare for and responding to future challenges.

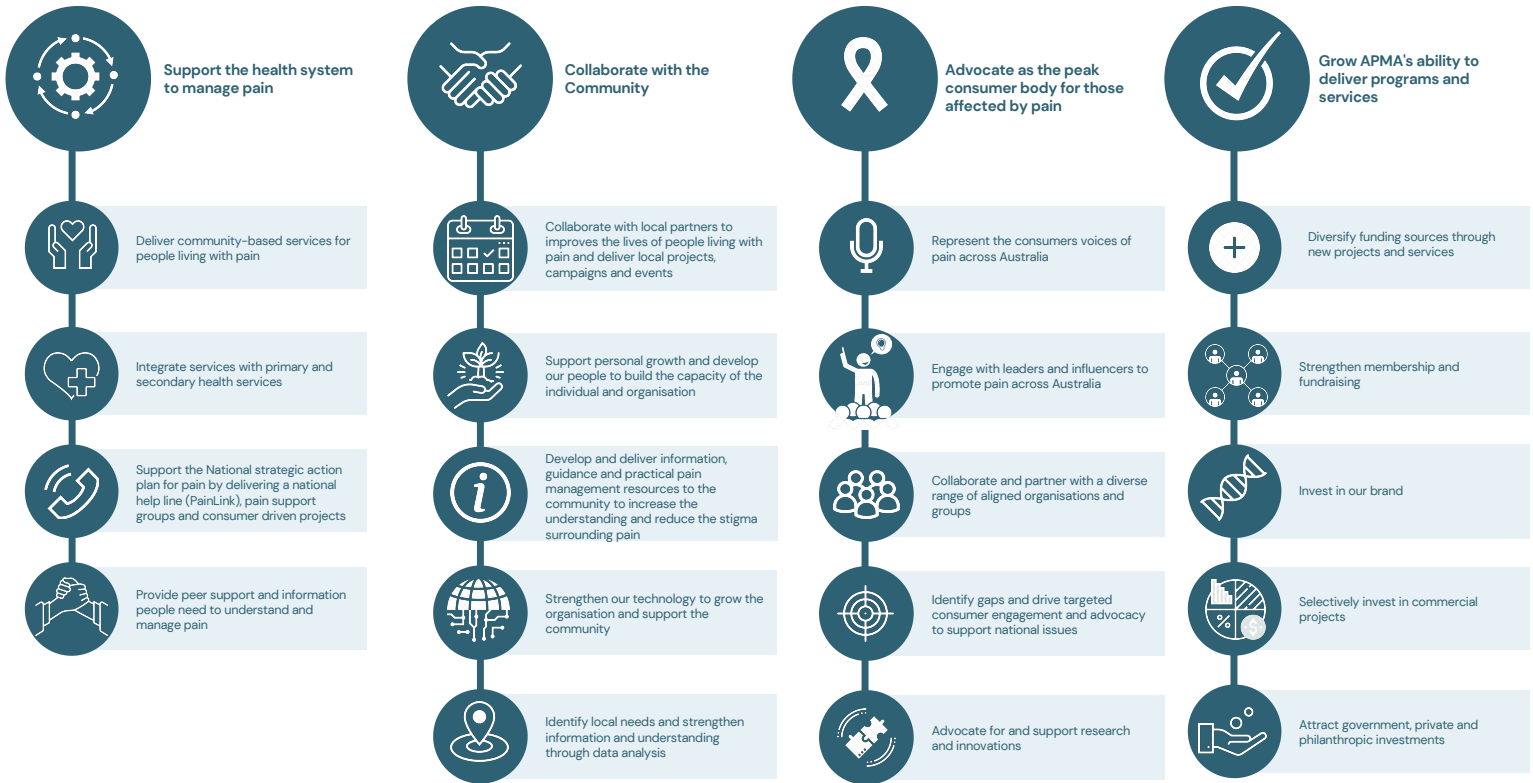
In line with this, I am really excited how we - the incredible APMA team - have seized the opportunity to look at our future and our strategy. We have designed a new path forward driven by people affected by chronic pain, and their needs of support and education. With a desire for better options for people affected by chronic pain at our core, APMA collectively has decades of experience and is dedicated to ensuring that, as the world changes around us, we continue to be agents of positive change - achieving real and lasting impact for some of the most vulnerable in our community.

I am excited for what lies ahead; thank you for your going support.

*Jessica Taylor
Chief Executive Officer*



OUR STRATEGIC PLAN 2021 - 2023



Our Purpose

Deliver and advocate for evidence based services that empower people to self-manage their pain

Our Vision

A society free of untreated pain

Our Values

Empathy, Reliability, Transparency, Honesty and Empowerment



OUR ACHIEVEMENTS - SUMMARY

Together we supported thousands of Australia's affected by chronic pain.

3000+

Australian's supported last year



This was achieved through:

89

Dedicated volunteers

26

Pain Support Groups

9,100

Supporters

1,160

Calls to PainLink

31

Networks & Partnerships

200+

Members

CONSUMER VOICES

"I could not see a reason to continue. APMA was my lifeline when I needed it the most"-
Member

OUR ACHIEVEMENTS

In late 2020, the Board and Management reviewed our strategic plan. At its core, our focus was reviewing how we support and push the agenda on chronic pain in Australia. As we move forward, driven by the values and ambitions of APMA, our commitment to this community remains steadfast. Our refreshed strategy, driven by locally-led initiatives, will deliver an even more focused, impactful approach in leading the chronic pain consumer community.

While our strategic plan has been refreshed, we present some of our most significant accomplishments from the past 12 months.

- APMA recognised the financial impact on our members due to COVID-19 and chose to offer consumers and volunteers complimentary memberships;
- We presented to the residents of aged care homes to share and educate them on pain management options;
- 60 new volunteers and local partners were trained to strengthen their capacity to provide support and education;
- We deepened our relationships with Pain Australia and Chronic Pain Australia by collaborating on a joint letter to Federal Health Minister, Greg Hunt seeking urgent support and services for people living with chronic pain;
- PainTalks was launched to provide education by experts on self-management strategies led by experts for consumers to implement in their own home; and
- We were inspired by the level of support from volunteers and community partners which enables our organisation to review and improve our operations;



CONSUMER VOICES

"Thanks to APMA, I now feel motivated to get my pain under control. Thank you."

- Sue

OUR ACHIEVEMENTS



- We embedded a focus on people and culture into the whole organisation, and all team are encouraged and empowered to be part of this movement, as we know that empowered people are best placed to make a difference in pursuit of our mission;
- APMA supported the development of the Queensland Persistent Pain Management Service report “Pain is Everybody’s Business” to advocate for services totalling to \$30 million, aiming to reach metropolitan and regional areas across the state;
- We actively supported the National Action Plan for Pain Management through the delivery our Pain Support Groups and national PainLink helpline;
- APMA successfully continued the delivery of our essential services and programs by instituting a variety of remote working arrangement to protect the health and safety of our volunteers in response to the COVID-19 pandemic;
- APMA's governance framework, including risk management, privacy, health and wellbeing and management policies for staff, partners and volunteers was strengthened;
- APMA developed the RISE (**R**ecruit | **I**nvest | **S**upport | **E**mpower) program to professionally develop our volunteers to build capacity and develop their skills, even during the pandemic.

CONSUMER VOICES

"Pain is isolating.
APMA helps to reduce my isolation"
- Consumer

ONLINE ENGAGEMENT

In 2020 3.6 billion people were active on social media. Online is where people discover new information and seek support, but it takes effective strategy and messaging to build an audience. To elevate APMA's brand across social channels and encourage interaction, we combined our messaging with visually engaging media. This resulted in higher engagement compared to 2019.

190%

Increase in online member engagement

200

Social Media Activations

500

New Subscribers

60

New Training Sessions to Locals

12

Consumer Voice Campaigns

37%

Growth in Social Media Engagement



CONSUMER VOICES

"I am so impressed and grateful,
thank you for sharing my story "
- Amy

OUR STAFF, VOLUNTEERS & MEMBERS

Our volunteers & staff are central to achieving APMA's mission and bring compassion & skill to our work. APMA supported 81 volunteers who represent pain consumers in their own local communities.

LOCATION	NUMBER OF VOLUNTEERS
Queensland	35
Victoria	36
South Australia	3
New South Wales	10
Tasmania	2
Northern Territory	1
Western Australia	2
Total Volunteers	89



MEMBERS

Category	2020	2019	2018	2017
Ordinary members	97	90	81	81
Concession members	147	136	124	122
Professional members	26	22	38	32
Organisational members (small)	7	6	8	13
Organisational members (large)	8	6	6	6
Total Members	285	260	257	254



OUR 2020 BOARD MEMBERS

As a community organisation, APMA is governed by a board elected by its members. The 2020 Board of Directors helped shape the new strategy and lead the organisation through a challenging year.



Shaun Conroy
Chair



Georgie Ibbott
Secretary



David Winter
Former Chair



Alexander Leombruni
Treasurer



Paul Murdoch
Deputy Chair



David Masters
Director



Robyn Antill
Director



INCOMING & OUTGOING BOARD MEMBERS

As a community organisation, APMA is governed by a board elected by its members. We are pleased to share that several individuals will be joining the APMA Board of Directors. Their addition to the board will help to continue to position the organisation as a critical leader.



Brad Weldon



Catherine Harvey



Heather Johnson



Ken Donald

We are grateful to the following outgoing Directors who have volunteered their time to lead APMA's strategic growth and development, and ensure we are a sustainable and well-governed organisation.

- Georgie Ibbott
- Alexander Leombruni
- David Masters
- Paul Murdoch
- David Winter

In particular we thank and acknowledge the contribution of Paul Murdoch.

Paul was one of the founding Members of APMA and has been an active Volunteer & Director since our establishment in June 2009. He played a key role in developing APMA's governance foundations in the organisation's first years and since then has led the adaption of our governance and compliance frameworks to ensure APMA was a contemporary and well-managed national organisation.

Paul is passionate about APMA's primary role as a membership-based health consumer organisation and helped build an accountable and transparent organisation that has the needs of consumers as its central focus. Paul helped to establish a vibrant and financially sustainable organisation and his leadership and legacy will see APMA continue to be a national leader in the support of people living with chronic pain.

The teamwork, commitment and leadership of our founders has positioned APMA for a bright future that will be fulfilled by our national network of dedicated Volunteers, Staff and Directors.



OUR CLINICAL ADVISORY COMMITTEE



ASSOCIATE PROFESSOR LEIGH ATKINSON

Director, Chronic Pain Management Clinic, Wesley Hospital 2003; former Visiting Medical Officer, Persistent Pain Clinic, Princess Alexandra Hospital and Multi-Disciplinary Pain Clinic, Princess Alexandra Hospital.



DR PENNY BRISCOE MBBS, FFARACS, FANZCA, FFPMANZCA

Deputy Director, Pain Management Unit, Royal Adelaide Hospital.
Clinical Lecturer - University of Adelaide
Previous Position: Dean Faculty of Pain Medicine, ANZCA



DR KATHLEEN COOKE

Anaesthetist and Pain Medicine Specialist, Royal Children's Hospital, Brisbane and in private practice. After completing Anaesthetic training she then did a Pain Medicine Fellowship at the Multidisciplinary Pain Centre, Royal Brisbane and Women's Hospital before practicing in the UK, 2007 and further specialising in Paediatric Pain at Seattle Children's Hospital, USA in 2008/2009. Currently practicing and advocating for multidisciplinary paediatric persistent pain management.



DR STEPHANIE DAVIES

Dr Stephanie Davies is the Head of Service, Pain Medicine Unit, Fremantle Hospital, Perth WA. She also has a private practice based at Bethesda Hospital. Her interests are in combining self-management options with medical options. She worked with the team at Fremantle to introduce the Self-Training Educative Pain Sessions (STEPS), an 8 hour pre-clinic patient group educative program that aims to increase the patient's knowledge and skills of a broad range of pain management strategies. She has developed interactive web-based technologies to access evidence at the point-of-care (www.MyLibrary.net.au) and to enable real-time analysis of patient outcomes by health professionals & researchers (www.ResearchAustralia.net.au).



PROFESSOR JULIE HIDES PHD FACP

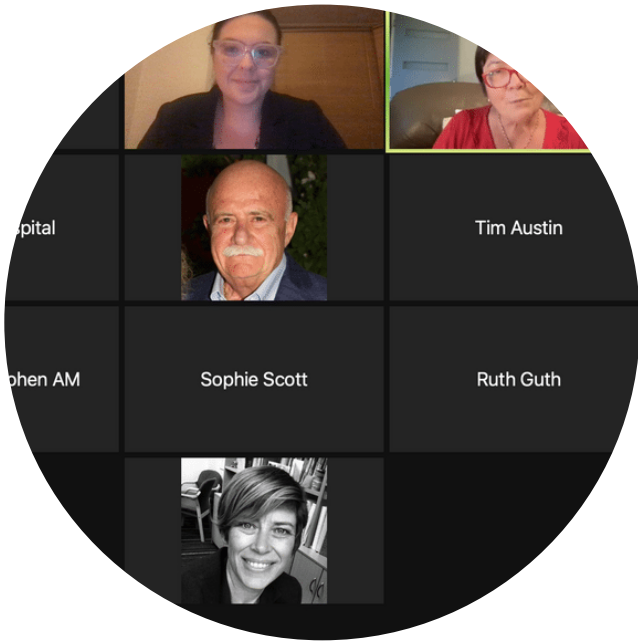
Professor Julie Hides is Deputy Head of the School of Allied Health Sciences – Nathan – at Griffith University and the Clinical Director of the Back Stability Clinic at the Mater Hospital, Brisbane. Current research interests include the use of real-time ultrasound imaging in rehabilitation and assessing the effects of motor control based intervention programs on LBP using MRI and ultrasound imaging. Julie was a collaborative scientist for the 2nd Berlin Bedrest Study, conducted by the European Space Agency, and recently was a member of a European Space Agency Topical Team on reconditioning of astronauts post spaceflight.



DR LISA NISSEN

As a highly skilled senior leader with global experience; Robyn brings strong international expertise to the APMA board in the areas of project management, strategic planning and governance. With a key focus on delivery excellence, stakeholder alignment and value outcomes. Now back in Australia, Robyn is applying her strong business and financial acumen to serve not-for-profit and member-based organisations to reach their goals.





OUR SUPPORTERS

Thank you to our community of over 10,000 people across Australia

APMA thanks the generous individuals and organisations who supported us. Together we seek a world of inclusion and service where chronic pain is better managed and all people live with dignity and access to pain management services.



TRANSPARENCY & ACCOUNTABILITY

The communities we work with, our staff, our donors and other stakeholders can trust us to act ethically and wisely, and maximise funds for our vital programming.

Privacy is a priority

Protection of our donors' data and privacy is a priority for APMA. There were no breaches of privacy in 2019/20. APMA is committed to protecting the personal information of its donors and beneficiaries, and our Operations team and CEO supports maintenance of privacy practices in line with APMA's Privacy Policy.

An accredited and registered not-for-profit

An accredited and registered not-for-profit APMA is a charity registered with the Australian Charities and Not-For-Profit Commission. APMA has the ACNC Registered Charity Tick.

We have endorsement by the Australian Taxation Office as a Deductible Gift Recipient and an income tax exempt charity.

Auditors

APMA is externally audited every year by Allen & Wolfe Auditors and supported by Successful Alliances accounting firm.



ABOUT APMA

The consumer voice for those affected by chronic pain

The Australian Pain Management Association Ltd. (APMA) is a health charity which was established in 2009 because there weren't any community services for the more than 3.2 million Australians living with pain. APMA is the consumer health organisation for all Australians who live with pain. APMA is your voice.



We aim to enhance the well being of all Australians living with chronic pain through guided pain management, involving your pain team. This is reflected in the goals of the National Pain Strategy which APMA actively supports. APMA is reliant on its funding from memberships, donations and sponsorships to meet the enormous needs of people living with chronic pain.

APMA provides a telephone helpline service, pain support groups, develops resources, delivers training and champions improvements in pain health and community care.

Funding

The Queensland Government, Department of Health, Community Grant provides valuable funding to APMA each year. We thank them for this valuable support and the impact we can make in the chronic pain community.



THE YEAR AHEAD

APMA is ready and energised to build on our foundations to deliver new initiatives and support the consumer voices of those living with chronic pain.

- Review our current Pain Support Group model and offer accredited Facilitator training.
- Review our current membership model and consider new opportunities to strengthen our value proposition.
- Strengthen our technology to grow the organisation and support the community and ensure our digital infrastructure is fit for purpose.
- Strengthen PainNet, professional networking events to bring clinicians and researchers working in the chronic pain space together.
- Launch peer to peer mentoring support program for isolated members of our community.
- Seek additional funding to grow and deliver our services to impact more people.
- Partner with pain management clinics to activate social prescribing as part of discharge planning and step up our models of care.
- Host consumer forums online and in person at major pain management clinics.
- Partner with key consumer groups and reinvigorate our role as the Peak Consumer Body for Pain.
- Extend the PainLink services to offer accredited mental health guides as a community resource.

The Apma Team



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