



brainwave.org.au

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OUR VISION

Our vision is to reduce the impact of paediatric neurological conditions on children and their families.

OUR MISSION

Our mission is to provide practical assistance and emotional support to children with neurological conditions as well as their families and carers to positively impact their quality of life.

OUR VALUES

Core values are the guiding principles that dictate the behaviour and action of Brainwave, these values are at the heart of everything we do. Brainwave's values are:

Be respectful: We will treat all people with dignity, fairness, compassion and respect.

Be caring: We will ensure that we approach people and issues with sensitivity, confidentiality and care.

Be inclusive: We are welcoming to all and offer assistance without prejudice.

Be positive: We have a positive and uplifting approach and seek to engender a sense of hope and purpose in all we meet.

Be community minded: We will foster cooperative relationships in the community to deliver on our promise to Brainwave families.

DAVID BLACKLEY CHAIRMAN

The 2015/2016 year at Brainwave was one of significant growth and consolidation.

Of course, we do not chase growth for growth's sake - increased revenues mean that we can support more children with brain illnesses and acquired brain injuries, and their families. In 2015/16, 178 new families joined Brainwave.

Brainwave's support services fall in to two main areas. The first is practical assistance, and this focuses on rehabilitation equipment such as motorised wheelchairs, standing frames and bathing aids.

The second, and equally important, is the area of emotional support - events designed to help overcome the huge social isolation issues that come with the 24/7 nature of the problem. These events include three-day family camps, parent support dinners, zoo experiences and Christmas parties at Luna Park.

In order to assist these growing numbers, Brainwave generated over \$860,000 in revenue this year, a record, and an increase of over \$200,000 on the prior financial year.

These revenues are derived from our major fundraising events (such as our gala dinners in Sydney and Melbourne), our generous corporate partners, charitable trusts and foundations - and private donations. I would particularly like to recognise the support we receive from our principal corporate partner Mercedes-Benz Australia/Pacific, from the QBE Foundation, Ferrero, Channel 7 Network and Virgin Australia.

Finally, I would also like to pay tribute to the small, dedicated Brainwave staff. Ably led by Caroline Scully our General Manager, the Brainwave team makes a real difference to the lives of so many with special needs.



Brainwave would like to acknowledge the generous support it receives for Blueprint for all its printing throughout the year. They are a long-term partner and we couldn't do the work we do without them.





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While a lot is different in terms of how we run today, what hasn't changed – because it's central to everything we do at Brainwave is our passion for this important cause.

CAROLINE SCULLY GENERAL MANAGER

Reflecting on my fourth year at Brainwave, I am so proud of what we have been able to achieve as a team. When I first joined the organisation in 2012, we worked out of a tiny office space in Port Melbourne and it was a team of four part-timers. Each had been with Brainwave for many years and had dabbled in every role there was, in the interests of getting the job done. While a lot is different in terms of how we run today, what hasn't changed – because it's central to everything we do at Brainwave -- is our passion for this important cause.

Today we have a dedicated team who bring professional skills to enhance our work and each holds an unwavering commitment to making a difference to the children and families that Brainwave supports. One of the best things about this job is that every day we are privileged to meet and interact with inspirational people who despite the many challenges that exist for them, they keep moving forward with hope and positivity. It's impossible in our business to ignore the significance of these challenges.

Our success in 2015/16 must be shared. It has long been understood that the strength of our work lies in the valuable partnerships we have created over our 22 year history. Put simply, we could not do the work that we do to support children and their families without the generous assistance we receive, year on year, from our supporters. This support includes our registered families, corporate partners, event sponsors, patrons and ambassadors, suppliers and loyal donors.

As we close off another financial year, sincere thanks to the board of directors and staff who work tirelessly behind the scenes to make an impact. My sincere thanks to each and every one of you for the role you played in making this such a great year for Brainwave and the children and families we support.

LAM ONLY ONE, BUT I AM ONE. I CANNOT DO EVERYTHING, BUT I CAN DO SOMETHING. AND I WILL NOT LET WHAT I CANNOT DO **INTERFERE WITH** WHAT I CAN DO. **Edward Everett Hale**

oliver

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BRAINWAVE PROGRAMS

Brainwave's programs provide practical assistance and emotional support to children with neurological conditions as well as their families and carers to positively impact their quality of life. On average, FOUR children are admitted to the neurology wards at paediatric hospitals in Victoria and New South Wales EVERY DAY.

For children up to the age of 18 diagnosed with a neurological condition, Brainwave support translates into the following programs . . .

speech therapy has been beyond our wildest expectations. Thanks to

Candice, mother of Luca - aged 6

REHABILITATION EQUIPMENT AND THERAPIES PROGRAM

This program supports children on their road to recovery. In many cases, children are unable to be discharged from hospital until they have the necessary support in place at home. Requests and demand, far exceed what can currently be funded.

The following are examples of typical support provided:

- Tara has Dravet's Syndrome; Brainwave funded \$4662 (wheelchair hoist for their family car)
- (for bathroom modifications)
- (for a school readiness assessment and follow-up course)

FAMILY EVENTS PROGRAM

Social isolation is a major factor for many of the families Brainwave supports. Often their situation is forced upon them overnight, their lives are changed

Brainwave runs free events for children and their families to promote social

New South Wales. Events include family zoo days, school holiday program activities with siblings, Camp Brainwave, parents' support evenings and

FINANCIAL/HOSPITAL ASSISTANCE PROGRAM

Based on outcomes from focus groups and interviews conducted in 2014, attend hospital throughout their child's prolonged stay.

The ongoing cost of petrol, accommodation, hospital car parking fees and meals whilst range from \$10 to \$25 per visit and there is limited subsidised accommodation available.

BRAINWAVE BEAR ESSENTIALS PACK

An emergency admission onto the paediatric neurology ward throws a family into a panic and the ability to think rationally is often secondary to the paramount concern for the sick child. Basic hygiene needs such as a necessities such as a notebook to record during this crisis.

The Brainwave Bear Essentials Pack addresses the immediate needs of and basic hygiene needs to help ease the trauma of families when a child is suddenly admitted to hospital.

The Pack contains:

- Brainwave bag

- Coffee mug with lid as required
- Journal to record notes from
- Toothbrush and toothpaste

- Quality tea.

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NEVER WORRY About numbers. HELP ONE PERSON AT A TIME, AND **ALWAYS START** WITH THE PERSON NEAREST YOU.

Mother Teresa

WANTING TO **GET INVOLVED?**

THINKING YOU WOULD LIKE TO GET INVOLVED. THERE **ARE A NUMBER OF WAYS YOU CAN HELP BRAINWAVE**

There are a number of ways you can get involved to help Brainwave continue providing support, when and where it is needed most.

PARTNERSHIP AND SPONSORSHIP

We've demonstrated our commitment to developing strong relationships with the corporate sector over the last 22 years and we're always on the lookout for new opportunities; partners with synergies, sponsors with an idea—financial or in-kind support, we're keen to explore all options to make this work, together.

REGULAR DONATIONS

Any financial support will make a real difference to the lives of the children and families Brainwave supports. Donations of any size will make a positive difference to a little life.

FOUNDATION 40

A sustainability fund set up by Brainwave to raise a capital base for the organisation of \$1,000,000. We are seeking 40 supporters to offer ongoing financial support via the pledge of an annual fully tax deductible donation of \$5,000 for five years. The funds will be held in a trust account to ensure that Brainwave can continue its important work. Foundation 40 donors to date include; Ferrero Australia, First Samuel Limited, Clemenger Group, Mercedes-Benz Australia-Pacific, Mercedes-Benz Berwick and a number of private benefactors.

FUNDRAISE FOR US

There is no end to the list of possibilities here; you might like to involve your school, involve your sports club, hold your own event or participate in a challenge event.

Let us know if we can help you turn your idea into a reality all the while helping Brainwave.

To learn more about supporting Brainwave and what it would mean for our programs, please call 03 9536 5600 or contact caroline.scully@ brainwave.org.au and we will be more than happy to discuss options with you and make some plans.

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HIGHLIGHTS 2015-2016

The hard work of many enabled Brainwave to support a record number of children and their families impacted by neurological conditions in 2015/16. The highlights for the year include:

MAY 2016

300 GUE5T5 raised \$100,317

Brainwave Fundraising Gala - Sydney

The Sydney Brainwave Fundraising Gala, held at the Sofitel Sydney Wentworth was a roaring success; judged not only by all of those who attended but by the phenomenal funds raised to continue Brainwave's great work - over 300 guests helped to raise a record \$100,317 for children in need.

JANUARY 2016

QBE Foundation announces charity partners Brainwave Australia is thrilled to be announced as one of the QBE Foundation Charity Partners for 2016. Brainwave will sit alongside Camp Quality, The Big Issue as well as their longterm partners Guide Dogs Australia and The Kids Cancer Project.

DECEMBER 2015



Burberry staff spread Christmas cheer

Thanks to our partner Burberry, 147 gifts were delivered to children across Victoria and New South Wales just in time for Christmas. It was a wonderful experience for all involved with many letters of thanks from the families selected to receive gifts.

DECEMBER 2015



Luna Park Christmas Party, NSW

Brainwave NSW families were treated to a spectacular Christmas celebration at Luna Park in Sydney! What a location– overlooking the Sydney harbour; the place came alive with roving entertainment and oodles of people to enjoy all that was on offer. Families were treated to all day rides, game tokens, ice-cream, refreshments and an endless supply of delicious Ferrero Kinder Santa's.

NOVEMBER 2015



Luna Park Christmas Party, Victoria

On Sunday 15 November, Brainwave held its annual Christmas Party at iconic Luna Park in St Kilda. What a great morning it turned out to be. Families started queueing early to beat the crowds and the City2Sea traffic and by 9.00am they were bursting through the turnstiles. A record attendance of 500 people this year —if the feedback is anything to go by, families were not disappointed.

OCTOBER 2015



Pint sized pedal cars driving funds for Brainwave

As a wonderful way to launch the Sydney Fashion Festival, our Principal Partner, Mercedes-Benz Australia/Pacific created a very exciting and unique project to help raise funds for Brainwave. Enlisting ten designers, influencers and friends of their brand, they created one-off pedal cars to auction online via eBay. The mini versions of the brands classic 300 SL model raised a total of \$10,015 for children living with neurological conditions.



"Our son Ace had the most amazing time and it is a special day that we will remember forever. The excitement on our little boy's face and the squeals as he rode the mini roller coaster and the merry go round were priceless. Our focus is to make beautiful memories which is exactly what we did thanks to Brainwave. It was a special day that will hold a place in our hearts forever". **Bianca, mother of Ace - aged 5**

OCTOBER 2015

TATION INFORMATION INFORMATICA INFORMATIC

Kids N Sibs School Holiday Event

38 children joined Brainwave at the 'Kids N Sibs' September School Holiday Event at Kids In Motion, Port Melbourne for a morning of fun and entertainment with activities ranging from swinging on rings, trampolining, rolling, jumping, climbing the rock wall blindfolded and flying through the air into foam pits.

It is wonderful to see children testing their limits and trying new things in a safe environment.

"Kirra would never have tried anything like this before coming to this event, she surprised me today with what she was willing to do". **Kylie, mother of Kirra - aged 9**

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Camp Brainwave – Rubicon Valley, Victoria

15 Brainwave families travelled to Camp Jungai in the Rubicon Valley to experience a weekend of much needed respite and fun. For Brainwave's Program Manager, Laurence Hennessy, Camp Brainwave is an annual highlight that aims to bring families together and to foster long lasting friendships among registered families. Laurence says, "we put a lot of effort in to the location and the activities and how we organise our groups. We really focus on creating a memorable experience for our families, we appreciate how precious the weekends are and want them to leave having had a great time. We know we've done our job when it comes time to leave, we see that friendships have formed and siblings have made new buddies. It's a very heart-warming and humbling experience".

SEPTEMBER 2015



Family Day at historic Belgenny Farm

Brainwave Australia held its annual Family Day at historic Belgenny Farm in Camden South, New South Wales for 149 Brainwave children and their families.

"I never get tired of the beaming smiles on the faces of the children that Brainwave supports as they arrive at our events which are designed to foster a sense of belonging and inclusion for our families. It's about familiar faces and relatable situations that put our families at ease and allow them to escape, albeit for a day". Caroline Scully, General Manager, Brainwave.



The Burrows family at Camp Jungai. Picture: Alison McWhirter.

Brainwave at Jungai

CHILDREN'S neurological support organ-isation Brainwave sent 15 families to Camp Jungai on Friday, October 23 for a weekend of respite and fun. For the Burrows family from Melbourne,

it was the third time they had been away to-gether as a family since Brodie's birth. Brodie, 5, was born with an undiagno neurometabolic disorder that rendered him physically and intellectually disabled. Over the weekend, the family participated

in canoeing, high ropes, a photo rally and an Aboriginal cultural session. As all the activities were inclusive, Brodie was able to take part in all of them. Volunteers gave Brodie's sibling Kye

plenty of attention too, and mother Dear loved meeting other families and shar their unique stories over a campfire

Brainwave Australia supports families who have a child living with a neurological condition through practical support that im-

roves their quality of life. This includes weekend family camps, family days, equipment and therapy fund-ing, school holiday programs and an online social forum

Brainwave supports a broad range of con-ditions including brain tumours, autism, muscular dystrophy, epilepsy, strokes, child-hood MS and acquired brain injuries. To find out more about Brainwave, call 1300 766 819 or visit brainwave.org.au.

SEPTEMBER 2015



Bank of Melbourne helping children in need

The Bank of Melbourne's Neighbourhood Fund donated \$20,000 to Brainwave to help us continue our important practical support work with children who need us most by funding equipment and ongoing therapies.

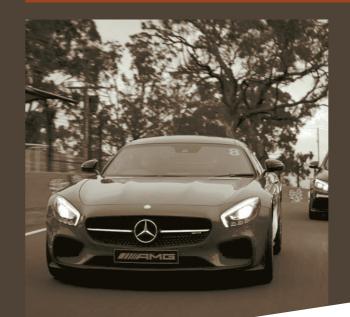
AUGUST 2015

474 dile5T5 raised \$181,000

Brainwave Gala - Melbourne

The annual Fundraising Gala, held at the spectacular Peninsula on the Central Pier at Docklands, was declared a roaring success; judged not only by all of those who attended but by the phenomenal funds raised to continue Brainwave's great work—a record number of guests helped to raise record funds for children in need. Master of Ceremonies, Daniel MacPherson kept proceedings on track with 474 guests in attendance raising over \$181,000 for children in need.

AUGUST 2015



JULY 2015



Kids N Sibs School Holiday Workshop

You can't stop Brainwave from having a good time!! Eighteen families travelled across arterial routes to join in the fun at Kids In Motion.

The Brainwave Kids N Sibs School Holiday Workshop aims to bring the Brainwave child and their siblings together to experience fun challenges together.



Kings of the Mountain Track Event

Mercedes-Benz Australia hosted a week-long AMG track event at the home of Australian motor racing, Bathurst. This turned out to be a racing event and fundraiser at Mount Panorama like no other thanks to a little help from their friends (Virgin Australia, Shane Delia and Bernd Schneider) raising \$49,250 for Brainwave.

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We see first-hand the challenges these children face from a health perspective and have made it our mission at Brainwave to ensure that no child is further disadvantaged due to their financial circumstances.

Thank you for funding an assistant for Austin's weekly hydrotherapy he absolutely loves being in the water. We can do so much more with an assistant, like give Austin some independence in his neck ring. He loves it when people at the pool come over to talk to him and now that we are there regularly, lots of people are getting to know him. Thank you again for your generosity – it has made a great difference to Austin's life. Kathleen, mother of Austin - aged 4

EQUIPMENT AND THERAPIES PROGRAM

Children with debilitating neurological conditions require specialised medical equipment and in many cases ongoing physical therapies to improve their outcomes.

leading paediatric hospitals in Victoria and New South Wales to identify children in need of additional support.

Hospital medical teams will not discharge a child from their care until they are children recover best. This program has been run successfully for 16 years and has tangible and the benefits are far reaching and long-term.

We see first-hand the challenges these children face from a health perspective and have made it our mission at Brainwave to ensure that no child is further disadvantaged due to their financial circumstances. We believe each child has a right to 'thrive' not just 'survive'. Through our equipment and therapies program, we are able to ensure that this vision is achieved, that these children have their lives enhanced as a result of access to life changing equipment and therapies they need.

MOLLY **AGED 11**

Dear Laurence and everyone at Brainwave,

Thank you so much for funding the Second Skin Body Splint for Molly.

It hasn't arrived yet, but we know (as this is her third suit) that this postural support garment will provide Molly with the trunk strength and stability she needs to be able to enjoy the physical activities that she so loves to participate in.

Without the suit Molly would be unable to strengthen her legs in her standing frame, move about independently in her Hart Walker, zoom along on her specialised bicycle or would not have the stamina to focus all day at school.

The suit also allows her to participate in the thrilling 'harnessed' activities at Camp Brainwave - rock climbing, flying fox and giant swing. As parents it is fantastic to see her out of her wheelchair and giving these things a go, just like her sisters.

Molly & her family





Molly's Second Skin **Body Splint helps** to strengthen her legs in her standing frame which means she can move about independently in her Hart Walker and zoom along on her specialised bicycle.



MEET OUR BOARD OF DIRECTORS







DAVID BLACKLEY. CHAIRMAN

Retired Chairman of Clemenger BBDO, Melbourne

David was with the Clemenger Group of marketing communications companies for 36 years, and was a member of the Worldwide Creative Board of BBDO New York, representing BBDO's interests throughout Australia, New Zealand and Asia on that Board. David has been involved with Brainwave since its inception in 1994 and joined the Board in 2008.

JOSEPHINE NICHOLLS, FOUNDER

Director, Corporate Business Productions, Melbourne

Josephine began her career in advertising and marketing thirty years ago and was at the forefront of event production and management as it began to boom in Australia. She founded Brainwave Australia after experiencing firsthand the reality of a child with a neurological disorder when her eldest son was diagnosed with a brain tumour at the age of six.

Brainwave grew and evolved from what was to be a one-off fundraiser. Josephine has worked passionately and tirelessly over the years driving fundraising initiatives, facilitating the provision of equipment and services to children in need and spearheading the development of the family events program—a calendar of events that brings together families to enjoy some respite, socialising and fun.

Josephine is a Director of Corporate Business Productions, managing business events, and is currently studying Nutritional Medicine.

SARA JAMES. DIRECTOR

Sara is an Emmy-award winning journalist, author and broadcaster covering Australasia for NBC News, filing reports for The Today Show, Dateline, and NBC Nightly News. Sara is also an accomplished public speaker who has addressed a wide range of audiences in the U.S. and Australia. Sara is also a longstanding Brainwave parent who is passionate about our cause.

PETER DOYLE. DIRECTOR & COMPANY SECRETARY

Retired Financial Director, Clemenger Communications, Melbourne

Peter was a former Director and Company Secretary of Clemenger BBDO Melbourne (1979 - 2002) retiring from that position in 2002. He was also Company Secretary of the holding company of the Clemenger Group, Clemenger Communications Limited, from 1989 to 2002.

Peter is a member of the Australian Society of CPAs, the Institute of Chartered Secretaries and Administrators, the Australian Institute of Company Directors and the Taxation Institute of Australia.

JASMINE DOAK, DIRECTOR

Group Counsel - Employee and Industrial Relations; AGL Energy, Jasmine has been a Brainwave Director since 2012. Jasmine comes to Brainwave with a legal and human resources background and has previously worked with Minter Ellison Lawyers, Mazda Australia and Linfox.

PETER HORGAN. DIRECTOR

CEO, Omnicom Media Group Australia and New Zealand

Peter's 20 years media experience spans the UK and Australia. As CEO Peter leads over 450 staff nationally, and has built a best in market team of specialists across Australia that deliver OMD clients end to end media solutions.

Peter's background covers account management and negotiations, he is the Lead Negotiator across all Omnicom assets, and has been appointed Chairman of the Media Federation of Australia. It's Peter's commitment to specialisation and sustainable growth that maintains OMD as a perennial standout for people development and client solutions.

Ranked among the most Powerful People in Media and Advertising for the last 4 years, Peter was recently awarded the 2014 Campaign Asia Agency Head of The ear Award.







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I WONDERED WHY SOMEBODY DIDN'T DO SOMETHING. THEN I REALISED, I AM SOMEBODY.

Author Unknown

DOING THE SUMS

SUMMARY OF RESULTS FOR YEAR ENDED 30TH JUNE 2016

Fundraising expenses Program and service expenditure

ALLOCATION OF FUNDS RAISED 2015 - 2016

45%	Programs
22%	
19%	Pro
14%	A

Brainwave's revenue has grown significantly over the last four financial years — 2105/16 represented a 33 per cent increase in revenue raised from the previous financial year.

Program and service expenses relate to the cost of delivery of our support services to children and includes equipment and therapies, hospital liaison, family care program activities and an interactive website for Brainwave family use.

\$152,000 \$303,000

is and Services

Fundraising

oject Reserves

Administration

Each year, Brainwave prepares a full set of accounts which are independently audited by ShineWing Australia located at Level 10, 530 Collins Street, Melbourne, Victoria and lodged with the Australian Securities and Investments Commission.

Our statutory accounts are available and narrative financial information can be viewed in our annual reports at https://brainwave.org.au/ about-us/annual-reports/



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DONATIONS AND SUPPORTERS

Additional revenue was generated from a number of generous corporates and philanthropic trusts including:

Annie Danks Trust

ANZ Staff Foundation

Bank of Melbourne Neighbourhood Fund

Barr Foundation

Bing Boys

Burberry

Chain Reaction Challenge Foundation

Clemenger Group Coffs Harbour Pink Silks

Ferrero Australia

G Brothers Mercedes-Benz Goodridge Foundation Grill'd South Melbourne Guardian Medical

InLine Couriers Jack Brockhoff Foundation

Mercedes-Benz Australia/ Pacific

Mercedes-Benz Berwick

Mercedes-Benz Hornsby Mercedes-Benz Melbourne and Airport Express

Mercedes-Benz Parramatta

Moorabbin Golf Club Ladies

Pierce Armstrong Foundation

QBE Foundation

Qlik ROMEL

Susan Blackley Trust The Marian & E.H. Flack Trust

Virgin Australia William Angliss Charitable Fund

PATRONS

Shawn Cosgrove George Gregan AM Michael Klim DAM Sir Gustav Nossal AC, CBE

AMBASSADORS

Jason Hodges Lindy Klim

JUNIOR Ambassador

Tiffany Wasnig

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Principal Partner



Major Supporting Partner



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