



## Hospice New Zealand | 2011 Annual Review





# Welcome FROM THE CEO

This year's Annual Review highlights the work we have undertaken in the past year, the projects and partnerships that have an impact on the people we strive to support – our members and the people and families they care for.

When I look back on 2011 there are several things that stand out for me:

## **Hospice NZ Standards for palliative care project**

What we aim to do with this project is to develop a set of standards that will improve the quality and equity of palliative care services available in New Zealand regardless of the care setting - wherever palliative care is needed and delivered.

A great deal of work has gone into the Standards during 2011 with eight member hospices piloting the draft Standards and providing valuable feedback – a sincere thank you to those members you who took part in this pilot.

Publication of the Standards is expected to take place in the first half of 2012 and I am very excited that we are almost at the point of publishing these standards.

Once published and launched it is proposed that hospices will take part in a self review process at least every two years (however these can be timed to inform Ministry certification and/or audit self assessment requirements), with peer review input and support occurring between self review cycles.

## **Fundamentals of Palliative Care project**

Our aim with this project was to develop a palliative care education programme that could be delivered to health care workers in a range of settings. During 2011 the team did extremely well to meet all of the key project milestones and release a quality, well tested education resource for members to work with.

I am happy to report that we now have 170 educators trained to deliver the Fundamentals and hospices have started working with residential aged care facilities, delivering selected packages to their staff. The feedback I have received from hospice educators has been very positive so far. Thank you to those who have been so willing to work with us to bring this resource to fruition.

## **Study Tour of UK and Ireland hospices**

During 2011 I was fortunate to spend some time with my peers in similar national organisations in the UK and Ireland. The highlight was spending time developing relationships that will enable us to collaborate internationally and enabling me to reflect on what we do well here in New Zealand. I very much enjoyed and learned a great deal from the sharing and exchange that took place on this study tour.

The hospice environment in the UK is similar to New Zealand, particularly their national organisations. The UK and Ireland, like New Zealand are facing a huge challenge over the next 20 years



with an aging population resulting in an increasing demand for hospice and end of life care. We expect that this will tax both resources and the way in which care is delivered not only by hospice services but also in aged residential care. This sits within the wider context of significant economic and political pressures on health resources and funding across the board.

Part of planning for these challenges means learning from other country's experiences and looking at best practice in models of care so that we in New Zealand are prepared and informed to deal with increasing demands on services and funding pressures - the need to provide more using less or similar levels of resources.

The trip also sparked some ideas on new potential areas of focus for Hospice NZ and confirmed for me that some things are the same the world over!

Thank you to the Hospice NZ team, our partners, supporters and our Board members – for all your hard work, commitment and continued belief in the hospice vision. And thank you to our members who strive on a daily basis to ensure all New Zealanders have the very best care at the end of their lives.

Mary Schumacher  
Chief Executive, Hospice NZ

## FROM THE PATRON

### OUR AMBASSADOR JO SEAGAR

It has been another busy year and an interesting one to be in Canterbury. My husband Ross uses the phrase "Acceptance is the answer" and this pertains to the work the hospices do with patients and families as well as for those of us now living with shaky ground.

For me, business has kept up its busy pace. Putting together my new cook book "Italia" with my great friend photographer Jae Frew has been a highlight. It reflects the love affair I have developed with the small town of Eggi in Umbria where I have been fortunate enough to be able to take the Cook School each year. These trips are organised through our major sponsor, House of Travel and a donation to Hospice is made by each participant. I have been lucky to have always worked, whether as a nurse or in my current roll as cook school owner, at things that I am passionate about. The trips to Umbria, while I tell Ross they are all "work" are a great joy and inspiration.

This year has also seen the arrival of my first grandchild – Leroy. What a wonderful experience to be able to welcome a new member into the family. Certainly everything I have been told about the joys of grandparenthood is true. I guess it is the privilege of being able to spend focused time with him. When he visits us all the everyday things we get so busy doing are put aside and I can concentrate fully on him.

My continued involvement with Hospice New Zealand is another wonderful part of my life. It is certainly humbling to visit hospices around the country and to see the wonderful work being done by professional staff members and the myriad of volunteers. While there is an element of "grind" in the continued need to fundraise, I also see the great joy that is the reward for service to others. This has been a lesson from the Christchurch quakes – the delight in the Student Army I think comes from seeing young people learn the lesson that it is "better to give than to receive". For the voluntary sector it must be reassuring that the younger generation can demonstrate that they too have that ability to give to others expecting no reward.



To all the staff of hospice, to each of the national partners, and to all of those wonderful people who donate their time, energy and love – thank you!

A handwritten signature in black ink that reads "Jo Seagar". The signature is fluid and cursive, with a period at the end.

Jo Seagar

# OUR STORY

## Our vision

Anyone who is dying has the opportunity to celebrate their life with the help of hospice

## Our values

**Patients come first** – every decision we make is based on this belief

**Caring** – we genuinely care about our people, patients and their families' needs

**Respectful** – we demonstrate respect in all our dealings with patients and their families, recognising diversity

**Professional** – in all instances we will act professionally and with compassion

**Determined** – we are driven to work in partnership with our members and communities as guardians of the hospice philosophy

## Our mission

Hospice NZ aims to be the recognised leader of the hospice movement and support our members by:

1. Enhancing quality and consistency in the delivery of hospice care
2. Supporting a high performing hospice/palliative care workforce
3. Advocating for the provision of hospice/palliative care for all New Zealanders and providing central leadership and direction
4. Increasing awareness of hospice in New Zealand
5. Maintaining a highly effective, well resourced and well managed national organisation

# 2011 SNAPSHOT

- Approximately 14,000 people received care and support from hospice,
- Over 155,000 visits were made to people in their homes by hospice teams,
- The volunteer workforce gave over 584,000 hours to hospice. Many of the services that hospices provide would not be possible without the support of our huge volunteer team.



# STRATEGIC GOAL 1

To enhance quality and consistency in the delivery of hospice care

## ORGANISATIONAL NEED

- a single set of standards across all hospices

## INITIATIVES:

### Hospice NZ Standards for palliative care

Hospice New Zealand's vision is that all people in New Zealand have equitable access to the best possible care as they approach the end of their life and die. The overarching aim of this project is to develop a set of standards that are applicable in a wide variety of settings where hospice care is needed and delivered.

We are well on the way to producing the revised Hospice NZ Standards and creating a self and peer review framework that will ensure more people receive quality palliative care, from the right service at the right time.

The 'pilot version' of the national standards document incorporated both the feedback from the 2010 regional workshops and the results of advice from the governance group.

The pilot was undertaken from July to September, and completed by eight hospice sites - North Haven Hospice, Mercy Hospice, Hospice West Auckland, Hospice Waikato, Lake

Taupo Hospice, Te Omanga Hospice, Hospice Marlborough and Hospice Southland.

Karen Talbot, Director of Clinical Services at West Auckland Hospice and pilot participant said she sees the development of the standards as a step forward.

*"It will be good to see it come to fruition so it becomes an effective tool."*

Suzie Kuper, Clinical Team Leader at Lake Taupo Hospice, said *"We were able to capture in more detail what we do. It gave us a really clear snapshot of what we want to achieve and, as a small hospice, who we might need to collaborate with to ensure we are in line with best practice."*

Final publication of the standards documentation is expected during the first half of 2012.

It is proposed that hospices will take part in a self review process at least every two years - these can be timed to inform Ministry certification and/or audit self assessment requirements, with peer review input and support occurring between self review cycles.

### Benchmarking project

Hospice NZ continues to support its members with a hospice benchmarking programme. This programme aims to compare best practice across many aspects of hospice services provided for patients and families. Currently, 25 out of 28 full member hospices are involved in the programme run by QPS Benchmarking Australia.

During 2011, participating hospices and Hospice NZ had the opportunity to review the process, indicators and results of the programme to date with QPS. Hospice NZ has also formed an expert benchmarking steering group that will provide guidance around the next steps in the programme.



## STRATEGIC GOAL 2

To support a high performing hospice/palliative care workforce

### ORGANISATIONAL NEED

– continued development of education and training programmes, support and resources for hospice

### INITIATIVES:

#### Hospice NZ Fundamentals of Palliative Care project

The aim of this project is to develop an education programme that can be delivered to health care workers in a range of settings where residents or patients would benefit from a palliative approach.

During 2011 we achieved all key project milestones and released a jointly developed and well tested education resource for hospice members to now work with.

Five pilot sites tested the resource in numerous aged care facilities in May, June and July. The hospices who piloted the draft resource for us were North Haven Hospice, Hospice Wanganui, Arohanui Hospice, Mary Potter Hospice and Otago Community Hospice.

*"I feel I will be more aware of the uniqueness/individuality of each person and their specific problem and pain process. I will ask myself what type of pain is this person suffering - physical, psychological, spiritual?"*  
Registered Nurse from Dannevirke Hospital.

Once published, trainer training took place in eight regional locations throughout September with the aim of ensuring high quality delivery of the education to community based palliative care providers – with very favourable feedback from many of the hospice educators.

After the trainer workshops were completed 38 hospice educators were responsible for trainer materials and more than 170 educators are now trained to deliver the Fundamentals.

From October onwards hospices started working with local residential aged care facilities, delivering selected packages to staff within the facilities.

*"As the programme becomes established into the aged care sector the care and quality of living and dying of the older person with life limiting illness should be improved."*

#### **Anne Morgan**

Practice Advisor, Hospice New Zealand

The palliative care sector is starting to consider the implementation of the new resource and how to achieve the best impact.

#### BNI Palliative Care Scholarship Programme



Thanks to our National Partners BNI, we were able to offer 11 BNI Palliative Care Scholarships to people working for hospice in a wide range of disciplines.

Now in its fifth year, the BNI Scholarship Programme benefits not only the recipients but the wider palliative care community and provides an important and unique opportunity for the hospice workforce to continue in their professional development.

*"Every step of my studies has had an impact on my practice and will continue to do so. I am gaining knowledge about the wider palliative care community both nationally and internationally. I can see the 'bigger picture' outside of my immediate workplace and I am able to share some of this learning with my colleagues. In my current education and quality role I feel this makes me a more valuable employee".*

#### **Christine McDonald**

Hospice Waikato

#### Hospice NZ Education Courses



In 2011 hospice staff members throughout New Zealand taught the two Hospice NZ education packages to healthcare professionals in their community. 682 people completed the Syringe Driver Competency Training and 452 people attended the Care Assistants Training Programme.

With the support of Craigs Investment Partners, Hospice New Zealand has reviewed and updated the Syringe Driver Competency Programme and has begun work on reviewing the Palliative Care Education for Care Assistants resource – both essential training resources that have been taught by hospice educators since 2005.

## 👉 Genesis Oncology Trust Palliative Care Lecture Series



For the eighth year Genesis Oncology Trust kindly funded the Palliative Care Lecture Series. An impressive 3,900 people tuned in to the 11 lectures run throughout the year, at 70 sites. We are extremely grateful for the financial support we receive to ensure the lecture series remains free of charge to participants, and a huge thank you to all site coordinators who spend their time and energy publicising the lectures every month.

We saw a 25% increase in people accessing the lectures with around a third of all attendees coming from outside of the 'host' organisations – meaning the lectures are being widely accessed by people working in palliative care in a range of different settings.

*"The breakfast lectures have provided an added valuable learning opportunity over what we provide to our staff on site. The topics may not have always been specifically related to aged care however I believe there has never been a session when those attending have not acknowledged we can relate our new found knowledge to our work place. An added bonus is the sessions are FREE, we don't have to travel, we get to have breakfast together, and we get to meet with colleagues from other rest homes in our area.....great collegial support."*

### **Raewyn Healey**

Facility Manager, Oceania Group, Gore

## 👉 Hospice NZ workshops and forums

During 2011, we provided a range of learning and networking forums for a range of groups within the hospice membership. These forums aim to:

- Enable participants to engage collectively in discussing current issues/ areas of practice
- Provide and facilitate opportunities to update on national issues and information
- Build awareness of available resources and provide opportunities for sharing information efficiently
- Improve professional practice and therefore patient outcomes

The following forums took place during 2011:

- Quality Network - 21 people, representing 19 hospices attended a two day forum held in Wellington in June.
- Family Support Network – 26 people representing 22 hospices attended a two day workshop in Wellington

*"What an amazing opportunity to be together as a group once again. Shaken up and certainly stirred! Well planned event. Fundamentals of privacy and recent research are solid tools from which to base our work. Professional inclusive 2 days."*

### **Anne Griffiths**

Family Support Co-ordinator, Hospice Marlborough.





- Manager of Volunteer Services Network - 26 attendees representing 25 hospices attended a two day workshop in Wellington

*"I felt this workshop was incredibly valuable – everything about the workshop was so practical and useful – so applicable in our day to day roles. This workshop is an absolute must-do for all hospice MVS to have in their annual calendars. Putting faces to names, developing relationships, utilizing each other as resources and all the fantastic presentations and the information that came out of these – all invaluable! This is our best chance of the year to develop ourselves and increase our pool of knowledge."*

**Karyn Teddy**

Manager Volunteer Services, Cranford Hospice

- Nurse Leaders Workshop - 24 attendees, representing 29 hospices at two locations (Auckland and Wellington) attended the Blanchard Core Leadership Skills course in November 2011. Thanks to Blanchard International who generously donated their time and expertise.
- Hospice Fundraisers Workshop – 22 people from 14 hospices attended the member led Hospice Fundraiser's Workshop hosted by Otago in August 2011. The two-day event covered a wide range of topics, including social media, strategy, corporate partnerships, growing your database and bequests.

*"We received good feedback from those who attended and as always after a conference, felt re-energized and inspired to put new ideas to practise."*

**Kelda Hunter**

PR & Communications Advisor, Otago Community Hospice

- CEO & Trustee forum – 55 people attended this forum representing 28 hospices.

*"A great 2 days. Well worth the investment of time for both myself and Chairperson. Excellent mix of management and governance issues. The anchoring in the hospice values is vital as we hold to the point of difference that hospices as leaders of specialist palliative care in NZ, navigate the challenge/opportunities going forward with clear direction from MOH to collaborate/integrate/regionalize."*

**Helen Blaxland**

General Manager, Cranford Hospice

## STRATEGIC GOAL 3

To advocate for the provision of hospice/palliative care for all New Zealanders by providing central leadership and direction

### ORGANISATIONAL NEED

- to maintain and enhance the collective representation of members at every opportunity and at all levels

### INITIATIVES:

#### Ensuring hospices interests are represented at a Ministry level

*"The development and imminent roll out of the Hospice NZ Standards is a stand-out example of where Hospice NZ has provided central leadership and direction to achieve this outcome. Without doubt the standards will provide a solid platform to support the provision of hospice/palliative care for all New Zealanders as well as ensuring the range of services provided by all hospices are of consistent standard and high quality."*

#### **Kevin Nielsen**

CEO Hospice Taranaki

Hospice NZ has an ongoing, collaborative and positive relationship with the Ministry of Health, ensuring member

hospices interests are represented.

*"In 2011 the Ministry of Health worked with the palliative care sector to develop a resource and capability framework which describes the different roles of palliative care services around the country. This framework will help us plan sustainable services and ensure all New Zealanders have access to quality palliative care."*

*Hospice New Zealand has played a significant role in this project by working with its member hospices throughout the country to provide a detailed picture of the range of services they provide to their local communities.*

*It helped us identify gaps in palliative care services and to better understand how they should be configured for the future. This is particularly important given the rapidly increasing demand for services that is linked to our ageing population.*

*We know that the number of people needing palliative care services is predicted to increase by nearly 25 percent over the next 15 years, and to nearly double by 2061.*

*HNZ's central leadership and strong links with the sector can help us build better palliative care services for all New Zealanders."*

#### **Deborah Woodley**

National Programme Manager, Cancer, Ministry of Health

#### **Boost funding**

Hospice New Zealand together with the team at the Ministry of Health worked on the allocation of the "boost funding" for 2011-2012 and 2012-2013. We also worked on the allocation of the "Access to Care Pressures" funding and supported a number of member hospices on how this funding could be applied.





## STRATEGIC GOAL 4

Increased awareness of hospice in New Zealand

### ORGANISATIONAL NEED

– a high number of New Zealanders are unaware of the unique care and services offered by hospice

### INITIATIVES:

- 👉 The Review Magazine – Two issues of The Review were published online in July and November 2011.
- 👉 One Brand – During 2011 Hospice NZ were pleased to support Hospice North Shore through brand transition. This brings the total using the Living Every Moment hospice brand to 19 out of 29 members.
- 👉 Redesign/redevelopment of the Hospice NZ website – A complete redesign of the Hospice NZ website was completed prior to the Awareness Campaign in May 2011.

The developments include a member's intranet feature that more than 400 individual hospice staff members have joined along with functionality to easily and efficiently produce and distribute our communications such as 'In the Loop' and 'The Kowhai' to members and supporters.

#### 👉 Living Every Moment

- Working with Wellington based Acumen Republic we ran a PR campaign that generated approximately \$300,000 of equivalent advertising value during the campaign.
- For the third year we ran an e-moments campaign through our website, allowing people to create and send free e-moments (like an e-card). We were very grateful to our friends at Dilmah for once again making a donation to support this campaign that was advertised online at sites such as TVNZ On demand, ZM and The Edge and through our Facebook page.
- We further developed the Living Every Moment area of our website to include a video message from our Patron and Ambassador Jo Seagar and four video clips of people sharing their experiences of hospice care.

## STRATEGIC GOAL 5

A highly effective well resourced and well managed national organisation

### ORGANISATIONAL NEED

– maintain leadership and be a source of quality information

*“Hospice New Zealand sets the way with a set of national standards, education resources and a high level of advocacy. We don’t have to waste time trying to invent the wheel that has already been invented – they provide what we need.*

*They have created a great point of reference and they facilitate the coming together of other general managers and staff from each hospice where appropriate that may be dealing with the similar topics or issues.*

*Hospice New Zealand provides a high level of support to general managers, and particularly to me as a new general manager. They helped me to integrate into the sector and the support that was provided enabled me to lead my team strongly and with additional knowledge.”*

**Peter Bassett**

General Manager, North Haven Hospice, Whangarei.

### ORGANISATIONAL NEED

– link and collaborate with national health and community organisations

Hospice NZ has nominated representation in:

- Palliative Care Council
- CANGO
- ANZSPM
- Palliative Care Advisory Group
- Palliative Care Nurses NZ

*“Hospice New Zealand is a valued member of CANGO, a group of Cancer NGO’s that meet on a regular basis to discuss common objectives, issues, and solutions, provide a forum for receiving information from and informing the Ministry of Health and Cancer Control New Zealand on relevant activities and topics with a focus on reducing the incidence and impact of cancer for all New Zealanders.*

*Mary is able to bring the issues of end of life care to the table and both inform the group as well as contribute to the work of CANGO. In 2011 this work involved collaborating to develop and launch a pre-election manifesto that called on the incoming Government to address such issues as: the cancer workforce, cost and access issues that may delay screening, diagnosis, treatment and palliative care and the need for a broad and visionary cancer research strategy.”*

**Dr Jan Pearson**

Deputy Chief Executive, Cancer Society of New Zealand & CANGO Secretariat

### ORGANISATIONAL NEED

– work with all national partners, sponsors, grant makers who support our work and that of our members

During 2011 we continued to work with and build on our national partnerships with House of Travel, Craigs Investment Partners and BNI.

Our sincere thanks go to everyone who made a contribution during 2011 to assist our work supporting hospices nationally.

In 2011 we continued to receive funding from a number of long term supporters. Our thanks to:



**Dilmah New Zealand** – Dilmah has been a supporter of hospices throughout New Zealand for the past 12 years, each year donating around \$30,000 worth of tea (400,000 tea bags) to hospices around the country as well as providing a donation to Hospice NZ to support awareness raising projects. In addition to this, in 2011 Dilmah donated 40,000 hand crafted pottery pendants and tea bag holders as part of the Mankada project – these are available for sale at hospice shops throughout the country. Thanks to Dilmah for this generous donation that continues to generate funds to support hospice services across New Zealand.



**Mundipharma** – became Hospice NZ Forum Partner in 2011, generously donating \$25,000 to support the CEO & Trustee forum, Family Services Network, Quality Care Network, Nurse Leaders and Research Collaborative.



**Genesis Oncology Trust** – a grant of \$25,520 enabled us to fund the Palliative Care Lecture Series in 2011. More than 3,900 people took part in the series of 11 lectures held monthly during the year.

**NZ Lottery Grants Board** – again assisted us with operational funding of \$30,000.

**VMD Collier Charitable Trust** – the Trust made a donation of \$50,000 to support our work, in addition to their ongoing financial support of the Guide for Carers publication.

**Pub Charity** – supported the upgrade of the Hospice New Zealand website with a grant of \$9,050.

**Phoenix Trading Ltd** – traders again supported our member hospices with donations from Butterfly Tea Parties held across the country raising over \$5,000 for members. The Sydney based head office donated \$4,732 to Hospice NZ.

**Donations via hospice.org.nz** – we provide an online donation facility for anyone wanting to donate to our member hospices. 100% of all donations made via our website are passed directly to the chosen hospice. In 2011, more than \$30,000 was passed onto member hospices. Hospice NZ was very grateful to be the recipient of \$5,777 worth of donations made via our website.



A national partner since 2008, last year saw Craigs Investment Partners become Education Partner of Hospice New Zealand.

Over the coming years Craigs Investment Partners will help support the development and delivery of a number of Hospice NZ Education Programmes, which aim to ensure a high standard of care and support is available to anyone living with a life limiting illness regardless of care setting.

In addition to ongoing support at a national level as Hospice NZ Education Partner, Craigs Investment Partners branches

have also been involved with a wide range of fundraising and volunteering efforts in their local communities, contributing towards raising over \$220,000 last year.

It should also be noted that several Craigs Investment Partners staff sit on hospice boards in a voluntary capacity contributing their time, financial expertise and business acumen.

This selection of highlights illustrates the many varied ways Craigs Investment Partners work with hospices across the country:

### **Kerikeri**

The Kerikeri branch is actively involved in Hospice and sponsored a variety of activities throughout 2011 including the Hospice Christmas Float.

### **Whangarei**

The Whangarei branch once again participated in a very successful golf tournament raising \$5,000 for North Haven Hospice.

### **Auckland**

As well as the Auckland team getting right involved with street collections during Hospice Awareness Week 2011 (raising \$4,100), they also assisted with Strawberry Festival (which raised \$30,000) and raised more funds through their participation in the Auckland Marathon.

### **Tauranga**

The Tauranga branch provides ongoing sponsorship of the print and distribution of the Waipuna Hospice newsletter. Trish Rae, Fundraising Manager at Waipuna says "Their support allows us to produce a full colour newsletter, four times a year. It is an immense help to our fundraising endeavours. Currently 7,000 copies are printed each edition which enables us to connect with our community to raise awareness of our services and promote fundraising events". The team also supports Waipuna Hospice through volunteering and working bee initiatives and continue to encourage clients to support hospice with donations via their myStart service.

### **Rotorua**

Another successful golf tournament was run by the Rotorua branch raising \$6,850 for the Rotorua Community Hospice.

### **Gisborne**

The Gisborne branch was the principal sponsor of the Gisborne Palliative Care Auction raising a record \$34,500. They also organised the Hospice Charity Golf Tournament raising almost \$1,000.

### **New Plymouth**

New Plymouth branch sponsored the Hospice newsletter to help ensure ongoing communication with the community.

### **Palmerston North**

In 2011 the Palmerston North branch was again the principal sponsor of the Michael Higgins Memorial Arohanui Hospice Golf Tournament. A field of 33 teams played in the tournament followed by a dinner and charity auction. A total of \$40,000 was raised for Arohanui Hospice.

### **Wellington**

The Wellington team attended a St Patricks Day Breakfast and also volunteered during Annual Appeal Week and Strawberry Festival in support of Mary Potter Hospice.

### **Blenheim**

The Annual Craigs Investment Partners Hospice Golf Tournament in Blenheim raised \$7,000 for Hospice Marlborough. Natalie Lawler, Fundraising and Promotions Co-ordinator at Hospice Marlborough describes the team at Craigs Investment Partners in Blenheim as "great supporters of hospice", and says they are "fun and professional to work with".

### **Dunedin**

The Dunedin team continues to be an active supporter of Hospice and participated in a number of fundraising and volunteering initiatives. The Dunedin branch supported the Otago Hospice Golf Tournament raising \$15,000, the Melbourne Cup Race Day, the Black Tie Gala and the Monarch Boat Cruise.



## HOUSE OF TRAVEL

Since 2005, and the creation of our very first national partnership - House of Travel and Hospice New Zealand have worked hard to ensure an ongoing and successful relationship.

Each year support is given at a national level, with funds in 2011 utilised towards the Fundraisers Forum and the Managers of Volunteers Services workshop.

In addition to this, House of Travel outlets throughout the country partner with their local hospices to work together in raising awareness and funds.

Each year, in recognition of the work that outlets do in this respect, Hospice NZ awards one outlet an Embrace award.

The Embrace award is given to the House of Travel outlet that has integrated their local hospice into every aspect of the business. In 2011, the winners of this award were Tauranga House of Travel, nominated by Waipuna Hospice.

Tauranga House of Travel started cruise ship tours as a fundraising activity for Waipuna Hospice, in 2007. Over the last four years, the Tauranga team have raised \$33,365 for Waipuna Hospice from the cruise ship tours alone.

In recent years the cruise ships have limited the number of tours they have been able to hold, so this year the team organised a new fundraising activity - a dance party for over 30's.

Over 270 people attended the High Flyers Dance Party, held in an aircraft hangar.

Trish Rae, fundraising manager for Waipuna Hospice, said the party raised \$9,500 and was a fantastic way to raise awareness with a section of the community that may not have had a lot of exposure to hospice.

Shane Kennedy, owner of Tauranga House of Travel, said his staff were thrilled to receive the award at the House of Travel national conference in June.

He said the partnership with Waipuna Hospice gave the staff some balance.

"For me it's about keeping life real. It's important to have a reminder that there's another purpose to working hard."

"I say to them, if you think you've had a hard day, think about the families sitting around a bed at the hospice because it's harder there."

**OUR SINCERE THANKS GO TO ALL HOUSE OF TRAVEL TEAM MEMBERS ACROSS NEW ZEALAND FOR ALL YOU DO FOR HOSPICE**



In 2011, as in previous years, BNI chapters across New Zealand worked very hard raising funds for their partnered hospice. Nationally, BNI supported the Palliative Care Scholarship program. The combined efforts of local fundraising initiatives and national office support resulted in close to \$94,000 being donated.

Due to such an extensive list of activities from the BNI chapters across the country, we have selected this summary from 2011 which highlights the many varied activities BNI get involved with to support hospice.

## THANKS TO EVERYONE FROM BNI FOR THEIR TIME, ENERGY AND COMMITMENT TO HOSPICE DURING 2011

- Three chapters in Hastings came together to raise \$2,000 for Cranford Hospice via a breakfast forum attended by 160 people.
- Hospice South Auckland received support from six Auckland BNI chapters. Parnell, Business Brunch, Howick, Metro, East Auckland and Bright Stars raised a combined \$22,731 via a steam train excursion, "A Summer Wrap @ Valley de Sol" concert, a golf day and various other donations.
- BNI Gisborne donated web services and web hosting and have worked closely with Gisborne Palliative Care Service to produce a website solution for them.
- In Wellington and Kapiti The Brunch Bunch, Harbour City, Hurricanes and Gold Coast held a quiz and wine tasting, movie showing, ten pin bowling and a Rugby World Cup sweepstake donating \$6,040 to Mary Potter Hospice. Kapiti Coast Chapter supported the Mary Potter Hospice Strawberry Festival which raised almost \$15,000 - many of the activities on the day were organised and manned by BNI members.
- North Haven Hospice received \$2,612 from Northland, Riverside and Whangarei chapters from donations and a Christmas mystery auction.
- BNI Millenium raised \$2,500 for Hospice North Shore with an auction and donations to the hospice shops.
- Nurse Maude in Christchurch received \$2,853 from The Exchange, Kinesis and Alchemists who took part in a golf day, sweepstake, clothing donations and general donations.
- Te Omanga Hospice received a donation from the Hutt based BNI chapters who raised a phenomenal \$30,578 via a dinner and auction. Business Boosters Upper Hutt also supported Te Omanga through Joker Poker and a raffle donation.
- A barn dance and auction run by the Waitakere BNI chapter raised \$2,000 for Hospice West Auckland.

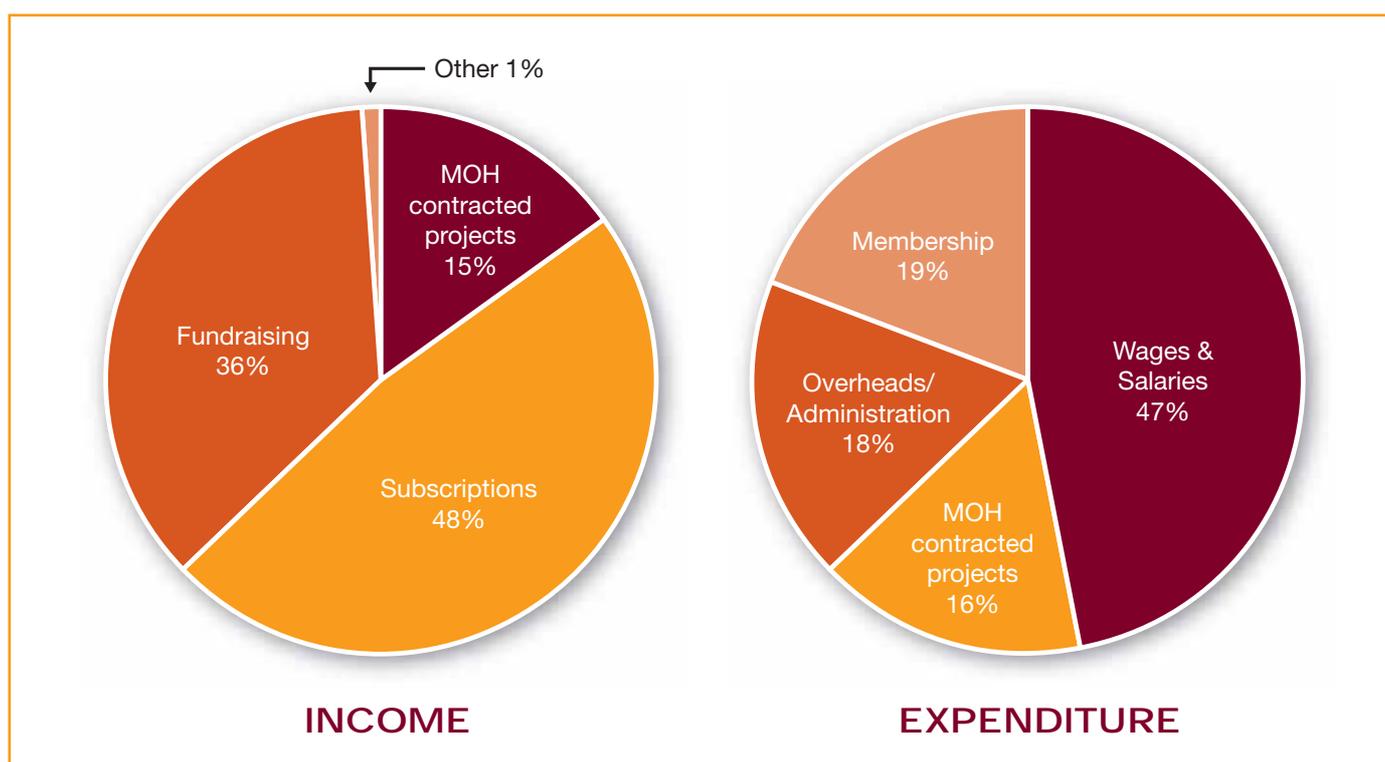


# Financial Information

<b>OPERATIONS</b>	<b>31-Dec-11</b>	<b>31-Dec-10</b>
Subscriptions	401,429	393,593
Conference	0	248,563
MOH contracted projects	130,125	124,000
Other income	16,429	14,963
<b>TOTAL OPERATING INCOME</b>	<b>\$547,983</b>	<b>\$781,119</b>
Wages and salaries	389,186	321,461
Conference costs	0	234,639
MOH contracted projects	130,123	123,835
Membership costs	156,911	182,654
Overheads/administration	146,167	98,328
<b>TOTAL OPERATING EXPENDITURE</b>	<b>\$822,387</b>	<b>\$960,917</b>
Operating surplus/(deficit) before fundraising	<b>(274,404)</b>	<b>(179,798)</b>

## FUNDRAISING INCOME

Donations	22,921	23,956
Grants and sponsorship	279,244	223,733
<b>Net Fundraising Income</b>	<b>\$302,165</b>	<b>\$247,689</b>
<b>NET SURPLUS/(DEFICIT) FOR THE YEAR</b>	<b>\$27,761</b>	<b>\$67,891</b>



# FROM THE CHAIRMAN

During 2011, Hospice NZ staff and Board members have again spent considerable time and energy representing the hospice sector and providing support to our members. It has been a busy and rewarding year with significant progress made in several of our strategic areas of work such as education and standards.

Many members have contributed through governance and working groups and feedback to the many initiatives from Hospice NZ during the year. This input is incredibly important and I would like to acknowledge and thank you all for your involvement.

I would like to acknowledge the work of Mary Schumacher and the team who - like many of you - continue to juggle increasing workloads with limited resources. Mary continues to be sought after for her contribution and advice by member hospices and on national initiatives and projects. All members of the team should be acknowledged for their dedication and commitment to delivering consistently high quality work and for working alongside members to support the important work you do caring for people living with life limiting illnesses.

## LOOKING FORWARD

Contained in this review is a snapshot of some of our key activities from the past year. Looking forward to 2012, some key pieces of work and issues for all hospice members to be aware of will be:

### Collaboration between health providers

This is currently happening at a national level with Hospice NZ, the Ministry of Health and the Palliative Care Council working together. Moving forward we need to work within our regions and collaborate with the palliative care community and locally we need to work together to ensure everyone who needs palliative care gets the support they need at the right time.

### Workforce shortages

With workforce shortages existing and looming even larger - for example Palliative Care medical specialists - we are going to have work in innovative ways supporting our colleagues in primary and aged residential care to ensure people get the care they need irrespective of their setting.

### Hospices broadening their influence to provide more with care - or at least facilitating that

Given the increase in demand for services, hospices will have a role in working alongside other health professionals by providing education and support.

### Strengthening the Hospice brand

We would like to see more hospices adopt the national brand to enable greater influence in our communities and with funders.



### Hospice funding

Hospice NZ negotiated an additional \$15m funding with the Minister of Health which became effective in the 2009-10 year. At the time this "boost" funding in the main brought DHB funding to individual hospices up to approximately 70% of operating expenses based on the 2008-9 year.

In the three years since, this funding has been seriously eroded due to general increased costs and higher patient demands. Some DHB's have "pegged" funding by not passing on the usual CPI adjustment through the Future Funding Track contract adjustment. This cost pressure has been exacerbated by hospices willingly taking on the challenge of providing palliative care education to the aged residential sector as well as continuing to meet award pay rates for nurses and doctors.

Without the contribution of hospice volunteers and community fundraising (approximately \$40m per annum), hospice services would have been curtailed.

Long term funding adequacy is essential to the sustainability and development of hospice and palliative care services throughout New Zealand.

Overseas experience has shown that where more funding is allocated to palliative care, acute care and medical intervention costs can be reduced and patient wellbeing enhanced.

Funding issues will be a focus in the coming year and Hospice NZ will be working with the Ministry of Health to develop a sustainable equitable funding model for our members.

Warm regards

Wilf Marley QSM  
Chairman, Hospice NZ





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