



SUNSHINE COAST HEALTH FOUNDATION

There for you

Sunshine Coast Health Foundation

Annual Report 2013

- 2014

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Public availability

An online version of this report and previous years' annual reports can be found at <http://www.wishlist.org.au/AboutUs/AnnualReportStrategicPlan-143/>

Additional required information for this report is located through the Queensland Government Open Data website (www.qld.gov.au/data)

Information systems and recordkeeping compliance

Information systems, privacy policy and recordkeeping compliance are in accordance with Wishlist's Financial Management Practice Manual that references guidelines of the State of Queensland.

Further information on Wishlist's recordkeeping and storage of personal information is available at <http://www.wishlist.org.au/ContactUs/PrivacyPolicy-123/>

Wishlist complies with the Queensland State Archives *General Retention and Disposal Schedule for Public Records*.

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Chairman's Report

There is an air of anticipation as our community watches the impressive Sunshine Coast Public University Hospital take shape before our very eyes. These are exciting times of growth and change in the Wishlist team, in our local health service and in our very special community.

Much of our \$11million spend on the needs of the Health Service to date has been on new and upgraded medical equipment, the refurbishment of areas such as the Childrens' Ward playground, the Cancer Centre and paediatric unit in Emergency at Nambour Hospital.

As the Health Service shifts up a gear we too have shifted our focus to meet the needs of a health service that now includes an international standard Academic and Research Centre, as we move increasingly closer to opening the doors of its \$1billion tertiary hospital.

This year we've directed more than \$400,000 to initiatives that revitalise services. These include Music and Yoga Therapy, a project to improve the health and wellbeing of families experiencing loss; the donation of three vehicles to enable Child Health nurses to conduct home visits to new mothers; and the growth of our local Child Development Service.

By moving the Child Development Service from the hospital setting and growing the team we will provide a greatly expanded service that will meet the needs of school aged children on the Coast living with developmental or behavioural challenges.

The car park at Nambour Hospital continues to exceed budget projections with a net profit of \$938,569.

Fundraising income was below budget due to the income and subsequent expenditure from a \$230,000 major event, Run Sunshine Coast, falling into next financial year.

Grant distributions were therefore \$182,146 under budget for the year however, \$1,162,853 was directed by Wishlist to the needs of the local Health Service.

Wishlist Coffee House generated profits of \$39,888 this financial year which we've directed to a range of items on our "wish list" for Gympie Hospital. That list continues to grow as do the profits from this social enterprise that is all about supporting the needs of Gympie Hospital.

The Wishlist Marketing team grew this year with the appointment of new Marketing Communications Manager, Jennifer Swaine. The marketing team has developed a range of initiatives to engage with key stakeholders including SCHHS staff, patients, corporate supporters and local families, a key aspect of Wishlist's strategic plan.

Wishlist's corporate supporters play an increasingly important role in the work of our local charity and through our sponsorship arrangements they offer valuable incentives to employees of the SCHHS.

The extraordinary growth of the SCHHS provides valuable opportunities for Wishlist to promote corporate support in the newly developed Welcome to the Sunshine Coast Hospital and Health Service kit, given to all new employees at the point of engagement.

Research will play an unprecedented level of importance in structuring our local health service and positioning it as a world class health provider. Wishlist, through its financial support will continue to make local health services even better for our families. At the start of a new financial year we've increased our commitment to research by 100%.

So 2015 provides new opportunities as we look ahead to a new hospital, new fundraising events and new corporate sponsors keen to forge relationships with both Wishlist and the many local families represented by our rapidly growing Health Service.

I sincerely thank the Wishlist Board for their dedication to the work of Wishlist. Each Director gives generously of their time to Board and sub-committee meetings along with countless events to promote our cause to other generous supporters. I would like to acknowledge the thirteen years' service devoted by Board Secretary, Cathryn Johnson who left us this year. Cath's extensive experience in nursing and the Sunshine Coast Hospital and Health Service greatly assisted our grant distribution assessment process. I thank her for her commitment to our organisation and wish her well in her future endeavours.

I also thank the Nambour Hospital Auxiliary whose support of our work over the past twelve months has seen \$10,000 directed to the needs of the Health Service.

Butler McDermott Lawyers provided generous support to Wishlists' activities yet again this year through the preparation of sponsorship and service contracts and other general advice. Butler McDermott also sponsor a number of our Wishlist events. To say this organisation has been pivotal to our fundraising success over the years is a major understatement and our gratitude to Peter Boyce and his team is beyond measure.

So too is our gratitude to Condon Treasure, pro-bono accountants to Wishlist for many years and we thank Rob Thornthwaite and his team for their continued support.

The Sunshine Coast community is the real star in this story and we concede yet again that our hospital foundation benefits endlessly from the generosity, trust and passion of an exceptionally proactive community.

Thanks to everyone who "Ran Sunshine Coast", gave a dollar, volunteered at a Wishlist event, bought a ticket or donated a gift or service. What we accomplish together will continue to benefit any of our coast families and we hope you feel proud of the part you've played in these achievements.



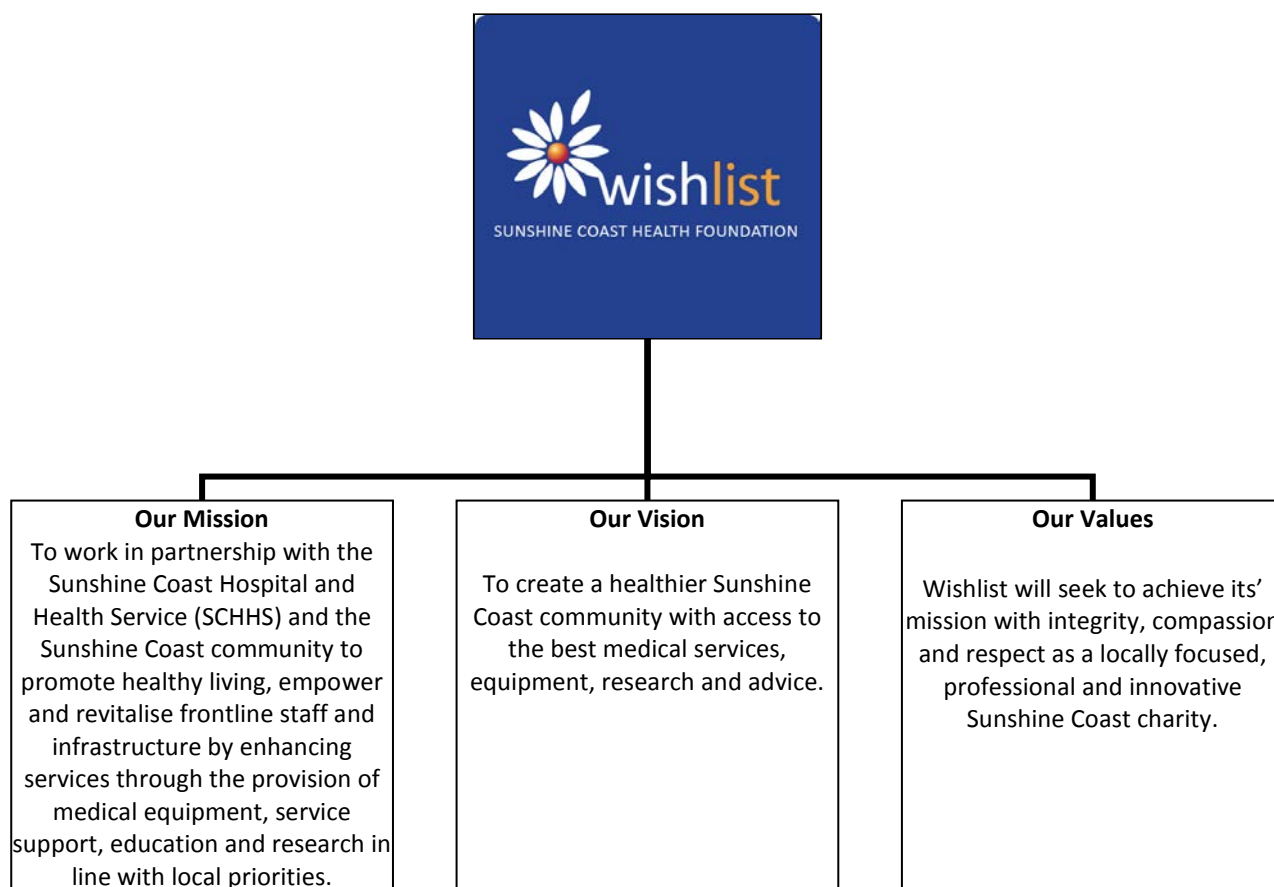
Kym Chomley
A/Chair

About Wishlist

The Sunshine Coast Health Foundation (Wishlist) is a statutory body incorporated under the Hospital Foundations Act 1982 (Qld) on 22 January 1998. Based in a demountable on the Nambour General Hospital campus, the role of Wishlist is to provide fundraising support to Nambour, Caloundra, Maleny and Gympie public hospitals along with local ancillary health services and promote healthy lifestyle initiatives in our community.

As a statutory body Wishlist is subject to the provisions of the Financial Accountability Act 2009 and subordinate legislation. Wishlist is audited annually by external auditors, this year our auditors are Poole Group. In accordance with section 30 A of the Auditor General Act 2009 Wishlist has been approved for exemption from audit by the Auditor General for years ending June 2013-2015.

Wishlist is endorsed by the Australian Taxation Office as a Deductible Gift Recipient (a Health Promotion Charity) and an Income Tax Exempt Charity under the Income Tax Assessment Act 1997. Wishlist is also endorsed for GST (Goods and Services Tax) concessions under a New Tax System (Goods and Services Tax) Act 1999 (Cth) and it is exempted under the Fringe Benefits Tax Assessment Act 1986 (Cth).



Agency Objectives and Performance Indicators

Our vision, expressed in our Strategic Plan for 2014-2018, is to create a healthier Sunshine Coast community with access to the best medical services, equipment, research and advice. To achieve this goal we are working in partnership with the Sunshine Coast Hospital and Health Service and the Sunshine Coast community to promote healthy living and to empower and revitalise frontline staff and infrastructure by enhancing services through the provision of medical equipment, service support, education and research in line with local priorities.

These ambitions are entirely consistent with the Queensland Government's broad objectives for the community and also The Blueprint for better healthcare in Queensland.

Objectives and Performance Indicators Consistent with Wishlist's 2013-2017 Strategic Plan

Wishlist has identified six strategic objectives for the 2013-2017 period:

1. Distribute funds to support equipment, education, services, research & reserve.
2. Diversify revenue streams.
3. Develop Collaborative Partnerships with Key Stakeholders.
4. Identify succession plan for the Board and Wishlist team.
5. Establish Wishlist as the most recognised charity on the Coast and the "charity of choice" and support the SCHHS as an "employer of choice".
6. Engagement and distribution to a relative representation of our community.

1. Distribute funds to support equipment, education, research & support services

Key strategies

i) Each year achieve a minimum \$1million spend on equipment, service support, research and education

KPI - Demonstrate ability to grow commitment to SCHHS by 5% each year

Wishlist works in close partnership with the Sunshine Coast Hospital and Health Service (SCHHS) and the local community to fundraise for priority needs and provide medical equipment, service support, education and research for the benefit of local families.

Promoting healthy living, empowering frontline staff and enhancing infrastructure and services are Wishlist's top priorities. This year Wishlist directed \$1,162,853 to fulfilling this strategic objective by supporting the needs of the SCHHS.

Equipment was the highest spend at \$525,254 followed by \$453,700 on the support of services, \$172,830 on local research projects and \$11,069 on education of staff.

This spend reflects a 7.2% decrease in spend from last year however with surplus revenue of \$184,050 Wishlist was able to demonstrate an ability to grow this commitment by up to 20% this year.

Key items funded this year include:

- The lease of three vehicles for the Extended Midwifery Service. This service conducts home visits to new mothers.
- Upgrading to a \$60,000 Ultrasound with Cardiac Capability for Nambour Hospital's Surgical Suites. This allowed the used ultrasound to be reallocated to the Scenario Based Learning Centre for training purposes. The new equipment has the ability to accurately assess cardiac function which allows a more targeted and safe anaesthetic technique to be adopted and is proving valuable in educating junior staff and giving specialists the tools for further professional development. The purchase of this equipment was supported by the Nambour Hospital Auxiliary who contributed \$34,800.
- \$150,000 of Mix FM's Give Me 5 for Kids proceeds was set aside for the growth of the Child Development Service. Growing the Child Development Service on the Sunshine Coast will help shorten long waiting lists as well as significantly increasing the age group of children who can be seen.
- Two Oxylog 3000+ Paediatric Ventilators for Nambour and Gympie Emergency Units (\$42,038). The Oxylog 3000+ has the capacity to ventilate babies from just 6 kilos up to 20 kilos using a specific paediatric airway circuit and greatly assists the handover to the ambulance or helicopter crew due to the ease of conversion to their equipment. These new ventilators are invaluable in a life support situation involving very young children.

- Two palliative care beds for Gympie Hospital (\$26,494). These beds make patients' stay more comfortable and can tilt a number of ways that helps ease the pressure on the body that often occurs when using a standard bed.
- \$36,579 towards a Regional Integrated Model for the Bereavement Service. Having resources available to carers of chronically ill patients – like knowing who to contact in a time of crisis – is invaluable. The project aims to improve health outcomes and wellbeing for people of all ages on the Coast experiencing bereavement.
- \$115,888 Fluroscan Mini-C imaging device for Medical Imaging at Nambour Hospital: an imaging device used in theatre to image extremities during orthopaedic procedures, such as fracture reductions and wire insertions. As it uses less radiation than conventional equipment it is ideal to use on children, reduces anaesthetic times for patients and improves efficiency.
- \$18,528 IF Microscope and Camera for Anatomical Pathology. This equipment has facilitated onsite reporting of renal biopsies and improved the service to renal patients. It has also improved access and turnaround times and will facilitate onsite reporting of dermatology cases in the future.
- Nine NIKI Pumps (\$23,292) which give cancer and immunology patients the convenience of being able to self-inject immunoglobulin treatment in the comfort of their own home rather than attending the hospital each month. Without immunoglobulin their bodies would be unable to fight infection and disease. Wishlist worked with the SCHHS who in March 2014 introduced a new subcutaneous program treatment option where patients can self-administer the treatment, meaning less stress for patients and their families in getting to the hospital every month and increased bed availability for other patients.
- \$150,000 towards funding Diversional Therapists to attend the Children's Ward for a minimum of two hours per day, five days a week. Music, yoga, play and pet therapists attend the ward, enabling children to develop positive coping strategies to manage anxiety and stress in a clinical setting.

Additionally, four education rounds were available to all employees of the SCHHS wishing to attend relevant professional conferences, seminars and workshops. One round offers financial support for approved applicants to participate in relevant Undergraduate or Post Graduate studies offered through university or the VET sector.

ii) Develop strategies to support research including governance, ethics and expertise

KPI - Show evidence of improvements to strategies for the above each year

Wishlist's annual research round resulted in a \$23,000 increase in last year's research funding, including \$73,000 directed to funding one year of a two year commitment for a Clinical Trials Manager for the SCHHS. This was an opportunity for Wishlist to expand its endeavours more broadly into the research field and assist the SCHHS in developing the foundations on which research will grow in the future.

Wishlist funding an in house PHD will set a precedent for high quality research to be undertaken as completion of our new University Hospital draws nearer and will also help attract high calibre clinicians and scientists to the Sunshine Coast. Wishlist has worked closely with the SCHHS Research Committee throughout the last year to provide governance for the Wishlist Research Grant Scheme that is effective and fair to all SCHHS researchers.

The Wishlist Research Grant Scheme was co-managed by Wishlist and the SCHHS Research Committee. Under this arrangement, the Research Committee was responsible for overseeing the application and review process, providing recommendations relating to potentially successful applications, and managing reporting requirements while Wishlist managed the agreements and payments for successful grants.

The 2013-2014 funding application form, research advice to applicants and reporting forms were reviewed and refined by both the SCHHS Research Committee and Wishlist to ensure a smooth and

consistent process from start to finish. Wishlist was impressed by the quality of research applications received in 2013-2014 and excited about what these projects will deliver to the Sunshine Coast. All successful applicants' projects were required to have a direct relevance to the SCHHS' strategic direction and an impact at a local level on service delivery and patient care.

Wishlist has already committed to doubling our research spend next year to \$300,000 (30% of our \$1million annual funding commitment) and is focusing fundraising efforts on research funding to develop an ongoing culture of learning, attract the most committed specialists to care for local families, and put the Coast on the map as a leading region for innovation.

2. Diversify Revenue Streams

Key strategies

i) Increase general donations along with bequests, corporate and participant support and specific donations towards items on our wish list

KPI - increase money raised from fundraising activity by at least 5% each year

Wishlist achieved an 8.5% increase in donations this year.

The inaugural Run Sunshine Coast provided a valuable new opportunity for Wishlist to establish relationships with new supporters including the University of the Sunshine Coast.

Wishlist currently has established alliance partnerships with Westpac, Telstra and Brokenwood Wines. Sunshine Toyota have committed to a 3 year alliance commencing 1 July 2014.

By working with the community as closely as we do we're empowering local communities to influence the health system available to their families. Donors can direct their donation to the hospital or ward of their choice, or nominate items off our prioritised 'wish list' empowering them with the ability to make a difference in the area of their choosing.

As part of our strategy to increase fundraising revenue, production commenced this year on a specific bequest brochure to actively inform those who may be thinking of leaving a bequest about Wishlist's work. These brochures were developed after broad research into what has worked for other health foundations and the target demographic to ensure the best use of our marketing budget. As part of the bequest strategy put in place this year, a free will service has been provided by our pro-bono law firm Butler McDermott for people wishing to leave a bequest to Wishlist.

ii) Increase numbers committed to Workplace Giving

KPI - 3 new businesses committed to Workplace Giving each year

As part of our face-to-face appointments with corporate contacts this year, we reintroduced or presented the idea of Workplace and Regular Giving Programmes for staff as a way of supporting Wishlist. This is a big part of the strategy for this coming year with a new corporate booklet being developed which outlines and encourages Workplace Giving Programmes.

For those already signed up to Workplace Giving Programmes, we were able to highlight their efforts in the media and communications to our staff and supporter databases as well as inviting those enrolled in Workplace Giving to equipment presentations so they could see the result of their generosity. See page 12 for a great example of this.

iii) Raise profile of Wishlist and Wishlist activities

KPI - Branding audit to show increase in awareness and achieve 50 pieces of new coverage each year

In November 2013 a branding survey was completed for Wishlist by professional market research company Footprints. The objectives of the research were to measure brand awareness of Wishlist,

evaluate understanding of the Foundation's purpose and function and discover the motivations and key influencers to donating amongst residents on the Sunshine Coast.

The survey revealed that while 45% of respondents were aware of Wishlist and 15% were aware of the Sunshine Coast Health Foundation, only 3% were aware that the Sunshine Coast Health Foundation and Wishlist are the same organisation.

The survey revealed that to encourage donations to Wishlist, respondents would like to know more about the organisation - the causes supported, with examples, how to donate and how donations are allocated. There is a need for Sunshine Coast residents to know more about Wishlist before they will consider supporting it.

On the Sunshine Coast, Wishlist has a good starting point, being local and spending donations in local communities – something that is valued amongst residents.

The survey also showed that whilst the original Wishlist TV ad was well branded and left residents feeling good about Wishlist, it needed to work harder in building an understanding of (and support for) our brand. As a result, a new series of TV and radio commercials were produced and aired in May-June 2014 which featured real stories of locals who had benefitted from Wishlist initiatives and/or equipment funded. These "Wishlist was there for me" stories were aimed at increasing not just brand recognition but an overall awareness about what Wishlist does, and who we help.

A total of 37 press releases were sent out to the local media during the year with approximately 85% receiving media coverage. All press releases were also used in newsletters and social media to communicate Wishlist's message to the community.

14 equipment presentations and media opportunities were organised for Nambour, Caloundra and Gympie Hospitals with donors, corporate partners, hospital staff and media invited to attend.

A media session was also organised for the SCHHS Research Day in which Wishlist announced its successful research grant recipients and their projects.

Wishlist established a new communication tool in March 2014 with the help of an updated website which has the ability to stream blog posts on the home page. So far we have found it to be a valuable way of further articulating the benefits of Wishlist's research and equipment funding to a wider audience, and encouraging donations and attendance at our fundraising events.

Our social media is reaching a wider audience with the number of Facebook followers significantly increasing over the last year and the inclusion of Twitter as a social media platform is also serving to ensure we reach a wider audience.

iv) Increase grant income

KPI - Grant income to increase by 5% each year

Grant income for the year increased 31% from last year with a total of \$47,727 received. A total of eight grants were applied for in 2013-2014 with four of these successful. See page 22 for more information.

v) Increase sources of income

KPI - Evidence shown of attempts to secure additional revenue stream each year

• Increase to corporate supporter base

Wishlist currently has established alliance partnerships with Westpac, Telstra Shops Caloundra, Kawana and Maroochydore Business Centre and Brokenwood Wine. In addition, Wishlist's fundraising events introduce the business and corporate sector to the possibilities of working with our organisation. Table ambassadors at both events will often enquire to the sponsorship opportunities presented by Wishlist's relationship with a rapidly growing Health Service.

A range of sponsorship opportunities have been developed this year and packages have been presented to organisations such as Lend Lease/Exemplar and Sunshine Toyota and Expressions of Interest will be called from financial institutions keen to invest in a banking partnership with Wishlist. Westpac's five year contract with Wishlist expires in October and will not be renewed.

- ***Other increases to Wishlist's fundraising income***

Wishlist significantly increased its fundraising capability for the Gympie region with the opening of the Wishlist Coffee House at Gympie Hospital in early 2013. Run by volunteers with the exception of a paid manager, the Coffee House has become an invaluable fundraising resource, and by its first birthday in March 2014 had raised more than \$33,000 which Wishlist directed to the Hospital's priority needs including \$9,711 worth of Rehabilitation Equipment for the Allied Health Department, a Palliative Care Bed worth \$13,248 and a \$5,350 Blood Pressure Monitor for the Specialist Outpatient Department.

Wishlist's fundraising events are a significant investment in time and resources however revenue from our events made up 33.8% of Wishlist's total fundraising income this year. Events included the Wishlist Spring Carnival and Wishlist Row for Cancer along with the Exclusive '300 Club' Melbourne Cup Charity Luncheon. The inaugural Run Sunshine Coast this year provided valuable new opportunity for Wishlist to establish relationships with new supporters including the University of the Sunshine Coast.

3. Develop Collaborative Partnerships with Key Stakeholders

Stakeholders include SCHHS staff, hospital patients, corporate partners, fundraising committees, general donors and the Sunshine Coast community overall

Wishlist's in-house Marketing and Communications team grew this year to include a full-time Manager, a part-time Communications Officer and a part-time Events and Fundraising Coordinator. This team works closely with the Administration Officer and Database Coordinator to ensure effective communication with all stakeholders.

This strategy included weekly e-news to all SCHHS staff informing them of opportunities for funding, fundraising events they could support and healthy lifestyle initiatives they should take advantage of along with programs and equipment funded by Wishlist that would benefit their patients.

Staff throughout the SCHHS were empowered to make improvements in their area of health and patient care by applying for Wishlist funding designed to give them the opportunity to be proactive.

Wishlist worked on engaging with local health staff on a more personal level this year through various projects including an end-of-year music video which featured departments from across the SCHHS lip-synching to "I'm on Top of the World." Not only was the filming process a fun way to interact with staff, it also turned into a real morale booster and showed the health service in a positive light. This video is played at every Executive Leadership Team Meet and Greet to welcome new staff to the SCHHS.

A second video was produced featuring interviews with doctors who spoke about their experiences with Wishlist's funding rounds and how Wishlist had made a difference to their department. This video proved a valuable tool at medical orientation days and when introducing new staff to Wishlist.

All SCHHS departments were invited to schedule a Wishlist representative to attend their next staff meeting or training days to outline how they can take advantage of Wishlist's funding rounds to further their own qualifications, patient care or research projects. These meetings proved worthwhile with approximately 50 invitations accepted and positive feedback.

Wishlist's CEO attended Executive Leadership Team 'Meet and Greet' sessions at SCHHS Welcome Orientation days for new or returning employees and also gave new staff an introduction to Wishlist.

An alliance was formed with the Sunshine Coast Junior Doctors Society (SCJDS) in which Wishlist managed the annual events for the SCJDS. In return, these events raised funds for Wishlist and increased awareness of the Foundation among doctors.

Various items of Wishlist merchandise were produced this year specifically for staff, including Wishlist-branded retractable lanyards (free of charge) and fob watches (sold for \$5 to cover cost).

Hospital patients were reached through newsletters, brochures, flyers and posters placed in wards and departments throughout the local hospitals. Wishlist had a strong presence at the inaugural Run Sunshine Coast with a table set up at the front reception area of Nambour and Caloundra Hospitals to promote the event and take registrations. Patients are also made aware of Wishlist's work through the "Donated by Wishlist" plaques hung in reception areas and placed directly on equipment.

Corporate partners were invited to all Wishlist networking and fundraising events as well as 'Pop-up Shops' which gave them the opportunity to engage with SCHHS staff face-to-face. Corporate partners and major donors were offered a tour of the hospital to see firsthand how their support of Wishlist filters down to better health care for local patients.

Wishlist's fundraising committees who coordinate our biggest annual events are also offered a tour of hospital followed by a thank you function to show our appreciation for their support.

Wishlist reached out to donors and the wider Sunshine Coast community through monthly newsletters, e-news, social media, press releases and subsequent media presence throughout the year.

A new series of TV and radio commercials were produced and aired in May-June 2014 which featured real stories of local people who had benefitted from Wishlist initiatives and/or equipment funded.

Wishlist's commitment to revitalising services for patients includes our ongoing support of Reed Charity House. Built by Wishlist and the Reed Charity Foundation, this 20 room accommodation centre continues to provide affordable accommodation to patients and their families, offering a home away from home to those travelling from regional areas for cancer treatment, elective surgery and specialist diagnostic services.

Key strategies

i) Identify and lobby key stakeholders of the SCPUH project

KPI - Demonstrate activity towards establishing relationship with stakeholders

Wishlist worked with Lend Lease and Exemplar, the consortium building the Sunshine Coast Public University Hospital over many months this year to establish a productive partnership of benefit to contractors working on the hospital, the SCHHS, Exemplar and the Coast community. While plans for a partnership did not develop a verbal commitment was made by Lend Lease to fit-out the Family Room and Parents Retreat within SCPUH as a gift to the community. This would absolve Wishlist of our pledge to commit \$500,000 to this project although at the time of writing no formal commitment has been received by Wishlist.

Wishlist works closely with the SARC team in particular Business Manager Research on refining the application process for Wishlist's annual research round, the funding agreement, the progress reports and disbursement of funds.

Through Wishlist's funding support of the Clinical Trials Manager position and a PhD studentship project in 2015 Wishlist is developing relationships with the SARC and forging connections with USC. Wishlist was also given the opportunity to develop a stronger relationship with the USC through the first Run Sunshine Coast event. As the naming sponsor of this event, Wishlist worked

in collaboration with the USC and the Cotton On Foundation to make the event a success, a liaison which will continue to expand in the future.

ii) **Determine desired outcome from stakeholders**

Foundations across the state play an important role in enabling staff and patients to identify improvements in local health care.

Wishlist's mission is to engage the community in fundraising for the priority needs of our local hospital and health service. Through every Wishlist fundraising event, appeal or project, we work closely with the Sunshine Coast community to raise the funds required for priority medical equipment, service support projects and research that significantly increases the scope and quality of services available to local families.

Wishlist works with the SCHHS Communications team to inform the community of new initiatives, projects and equipment that make a difference to local patients and shows our collective commitment to ensuring every Coast family can access the best possible health care.

Through quarterly funding rounds Wishlist empowers frontline health staff to apply for support of initiatives that help provide the best possible health care for local families.

Event committees and donors can nominate items off our prioritised 'wish list' to fundraise for.

Wishlist's rigorous application process was carefully adhered to in the 2013-2014 financial year in order to ensure all funds spent went to priority needs approved by the Health Service. This process also gave the community reassurance that their donations were directed to items that made the biggest positive impact.

Following written approval from the SCHHS Chief Operating Officer, the Wishlist Project Committee reviewed all approved applications and made recommendations to the Wishlist Board. The Wishlist Board approve all applications for equipment worth more than \$10,000. Applications were assessed and priority given to those meeting the 2013-2014 Forward Focus 'HEAL' (Holistic, Enhanced Experience, Attracting, Leading).

Once approved by the Wishlist Board, Wishlist either funded the item immediately or placed it on the "wish list" in order for a funding source to be identified.

iii) **Effective sponsorship development strategy to grow alliances each year**

KPI - Alliance base to grow by one major sponsor each year

Wishlist's Marketing and Communications team increased its focus on nurturing relationships with local and national companies interested in engaging with the Sunshine Coast community and accessing Wishlist's resources which include our access to 4,500 local health staff. Growing the corporate contacts on our Blackbaud database was also a priority, and this is a goal that will progress even further next year with the restructuring of our administration staff creating a part-time role for a dedicated database administrator.

Vital resources made available to Wishlist this year included:

- Inclusion in the *Welcome to the SCHHS Kit* being distributed to 2,500 new employees of the SCHHS in the next three years. Alliance partners are strongly represented in this document and online resource which has proven to be an extremely valuable resource to corporates.
- Discussions commenced this year with Sunshine Toyota who have agreed to become a Wishlist alliance partner from 1st July 2014.
- Wishlist's alliance with Westpac raised \$23,981 this year from sponsorship dollars, commission on the ATMs at Nambour and Caloundra Hospitals and a commission paid on approved home

loans for SCHHS employees with staff directing the Westpac commission to the hospital of their choice.

- With the advancement of the new Sunshine Coast Public University Hospital and the opportunities it presents for corporates who align themselves with Wishlist, a tender process is currently being established by our marketing team to ensure a fair and profitable outcome when calling for the interests of new alliance partners.
- In February 2014, Westpac staff participated in an inspiring Wishlist project to build an internal garden in the unused space on Block 3 in Nambour Hospital. Approximately 30 staff members of local Westpac branches swapped their suits for work clothes to transform a barren hospital space into a beautiful internal garden, a relaxing retreat for staff and visitors to the hospital and a much-needed time out space for patients and their families, especially those from Antenatal, the Special Care Nursery, Paediatric Outpatients and the Children's Ward.
- The garden was partly funded by Westpac's workplace giving programme, and Wishlist made a big deal of the staff members who are signed up for it which in turn encouraged colleagues to give too. We received wonderful feedback from patients and staff for this project including this email from a Clinical Midwife: "Just wanted to say a big 'thank you' for the internal garden on the second floor just near 2D & ANC. It is a great use of previously dead space and we are so glad to have such a beautiful 'time out' place."

4. Establish Wishlist as the most recognised charity on the Coast and the "charity of choice" and the SCHHS as an employer of choice

Key Strategies

i) Grow Wishlist brand

KPI - Measure our profile and increase in brand awareness of at least 5%

In November 2013 a branding survey was completed for Wishlist by professional market research company Footprints. The objectives of the research were to measure brand awareness of Wishlist, evaluate understanding of the Foundation's purpose and function and discover the motivations and key influencers to donating amongst residents on the Sunshine Coast. Results of this survey are found on page 8.

ii) Develop marketing plan

KPI - Marketing plan to be approved by board each year by presentation of annual budget

A comprehensive marketing plan and budget was prepared and presented to the board with clearly defined strategies for meeting specified targets.

iii) Targeted PR activity including social media

KPI - Annual marketing report to show positive results in awareness and supporter base, achieve 50 pieces of media coverage each year

As a health promotion charity, Wishlist focuses on initiatives that have a well-rounded focus on promoting health and wellbeing and in 2013-2014 we ramped up our communication efforts through regular newsletters, emails and press releases.

These communications heavily promoted Wishlist's two big events with a fitness focus including the annual Wishlist Row for Cancer and the inaugural Run Sunshine Coast which is contracted to take place on the Coast for the next five years.

A weekly communication was also sent out to all SCHHS staff, encouraging them to not only take part in these events but also to rally their friends, family and colleagues and get active.

Wishlist also coordinated ongoing weekly Yoga classes for staff of the SCHHS to encourage physical fitness and mental health through relaxation techniques.

Wishlist invited staff to free Healthy Lifestyle lunches throughout the year where speakers with a health focus enlightened and motivated them. Speakers included Annette Sym, award winning weight loss cookbook author who through a cooking demonstration at Nambour Hospital provided a guide to achieving sustainable weight loss and improving health. World renowned body language expert Alan Pease was invited by Wishlist as part of Men's Health Week, and focussed his presentation on the relationship between a healthy mind and general wellbeing.

The "Bulldogs Breakfast" in February 2014 was a widely promoted event organised by Wishlist in which Bulldogs CEO Raelene Castle, Head Coach Des Hasler, Captain Michael Ennis and Co-Captain Frank Pritchard all came to raise money for local mental illness initiatives through the continuation of Wishlist's SCKoping camp initiative. The event focussed on the need for sporting clubs to support their players' mental health as much as they help heal their physical ailments.

iv) Ensure delivery against promises made to sponsors and partners through annual reporting to sponsors

Regular meetings were held with Alliance Partners to build upon existing relationships and to seek other opportunities that will work for both parties. An example of this was, through regular meetings with Telstra, it was identified that they were keen to provide further sponsorships and fund iPads in areas where, in time, results and outcomes would be published. As a result Wishlist was able to purchase eight new iPads that have been distributed to Mental Health, Gympie and for use in a behavioural mapping trial in stroke patients.

v) Engage SCHHS champions in key areas

KPI - Demonstrate growth in relationships within SCHHS

As detailed on page 9 Wishlist significantly ramped up efforts to grow relationships within the SCHHS in the following ways:

- DVD featuring senior doctors talking about Wishlist aired at Medical Orientation
- Tours of the hospital for corporate sponsors and supporters highlighting where Wishlist funding has made a difference
- Wishlist attendance at Executive Leadership Team 'Meet and Greets' at Welcome Orientation days for new employees. A report released after the Welcome Orientations last year was overwhelmingly positive, with comments such as: "Inspirational – thank you. Wishlist is soooo cool!", and, "I did not previously know of the Wishlist organisation until today and am excited to get involved in the run (Run Sunshine Coast)!"
- End-of-year Christmas video filmed and coordinated by Wishlist featuring staff of the SCHHS
- Wishlist branded retractable lanyards and fob watches for staff
- Face to face meetings at staff get-togethers
- Relationship with Sunshine Coast Academic Research Centre
- Chief Operating Officer and Executive Director Nursing Services represented at Wishlist Board sub-committee meetings

vi) Maximise promotion and exposure to SCHHS

All SCHHS departments were this year invited to schedule a Wishlist representative to attend their next staff meeting or training day to outline how they can take advantage of Wishlist's funding rounds to further their own qualifications, patient care or research projects.

These meetings proved worthwhile with approximately 50 invitations accepted and positive feedback. Staff indicated they appreciated Wishlist taking the time to meet with them and answer any questions they had about our funding processes or Wishlist in general.

Much of the equipment or research funded by Wishlist is promoted to the SCHHS and the wider community as serving a further purpose of attracting specialists to the region.

An example of this is the \$60,000 Ultrasound with Cardiac Capability purchased for Nambour Hospital's Surgical Suites. It's a real win for anaesthetists and patients who are benefitting from the

equipment's ability to accurately assess cardiac function which allows a more targeted and safe anaesthetic technique to be adopted.

The Director of the SCHHS Department of Anaesthetics said the Ultrasound with Cardiac Capability has put the Sunshine Coast "streets ahead" of other regional hospitals and on par with big tertiary institutions and will also prove valuable in educating junior staff, giving doctors the tools for further professional development and attracting specialists to the Coast.

Another great example is Wishlist's \$75,000 commitment to funding an in-house PHD student for a Clinical Trials Manager position for the SCHHS. This will begin a precedent for a high quality research to be undertaken as we move into the new hospital and will also help attract high calibre clinicians and scientists to the Sunshine Coast.

5. Engagement and distribution to a relative representation of our community

Key strategy

i) Build a presence in Gympie

KPI - Show evidence of growth in awareness in the Gympie regions and establish a fundraising committee in Gympie

Wishlist's presence in Gympie grew significantly this year, particularly through the Wishlist Coffee House which gave Wishlist a prominent position at the front of Gympie Hospital and engaged more than 20 volunteers from the local community.

Our communication efforts also grew significantly in the Gympie region with seven press releases issued to local media – six of which were printed in the Gympie Times – and four media opportunities which included presenting \$9,711 worth of equipment for Allied Health and a birthday party in March 2014 to celebrate the Coffee House's first year of operation and acknowledge the hard work of volunteers.

The Wishlist Coffee House welcomed new sponsor Nestle' as well as the Gympie Blue Light Disco Association whose sponsorship contributed to the Kiosk's set-up costs.

Wishlist received a helping hand from the Lions Club of Gympie South Ladies Auxillary, who contributed \$500 towards the Palliative Care unit at Gympie Hospital. We made a big deal of their donation with a media opportunity to help grow this fledgling relationship with an established and well-connected Gympie community group.

Local company Nolan Meats were also engaged through a staff social dress-up day which raised \$1,000 for Wishlist to support paediatric needs at Gympie Hospital.

This year Wishlist supported Gympie-based events including the Winter Ball and Bowls Day which were organised by staff from Gympie Hospital's Emergency Department.

Wishlist has also identified a number of key people in the Gympie region who might assist our fundraising efforts as ambassadors or committee members.

Much of our success in the Gympie region is the result of the Wishlist Coffee House and the regular equipment presentations orchestrated by Wishlist over the past year. Much is also attributed to the efforts of Board Member Cos Schuh who has worked to further engage the Gympie Community in the work of Wishlist. As a well-respected and longstanding resident of Gympie for more than 30 years, Cos is helping Wishlist establish a greater presence and network of corporate supporters in Gympie. A Gympie Wine Symposium is in the works for this coming year to further grow our networks in the region.

6. Identify succession plan for board

Key Strategies

i) **Develop succession plan for the Board**

KPI - Review board constitution against proposed activities annually)

a) **Develop succession plan for the Board**

The Board Member reappointment process in January this year showed that the skillset currently represented on the Wishlist Board of Directors is ideal and required no change. Chairman Mike Kelly, Kym Chomley, Graham Wilkinson, Kevin Hegarty, Jason Ward and Lisa Aitken were all appointed for a further two year term commencing June 2014. The Board sub-committees will develop an effective succession plan for the Board in the next twelve months.

b) **Committee structure to be reviewed and refined to meet needs of organisation in achieving strategic objectives**

Wishlist's sub-committees were reviewed at the February 2014 Strategic Planning day with the scope of each committee identified and ideal candidates nominated to serve on each committee. As a result, a restructuring was undertaken and the Terms of Reference redefined with a view to better governance.

To better streamline our funding and reporting procedures, Wishlist's funding round process was refined and application forms improved for clarity and to be more user-friendly.

In order to ensure the roles of each board sub-committee were operating in the most productive and accountable manner, all sub-committees were reviewed at the February 2014 Strategic Planning day. The scope of each committee including the Finance, Audit and Risk Management Committee was further identified and ideal candidates nominated to serve on each sub-committee, and as a result a restructuring was undertaken and the Terms of Reference redefined with a view to better governance.

To further ensure the board operates in a transparent and accountable manner, key stakeholder attendance at board sub-committee meetings was introduced and will continue as needed. The Executive Director of Clinical Services attended Project and Funding Management Committee meetings to discuss priority needs of the SCHHS.

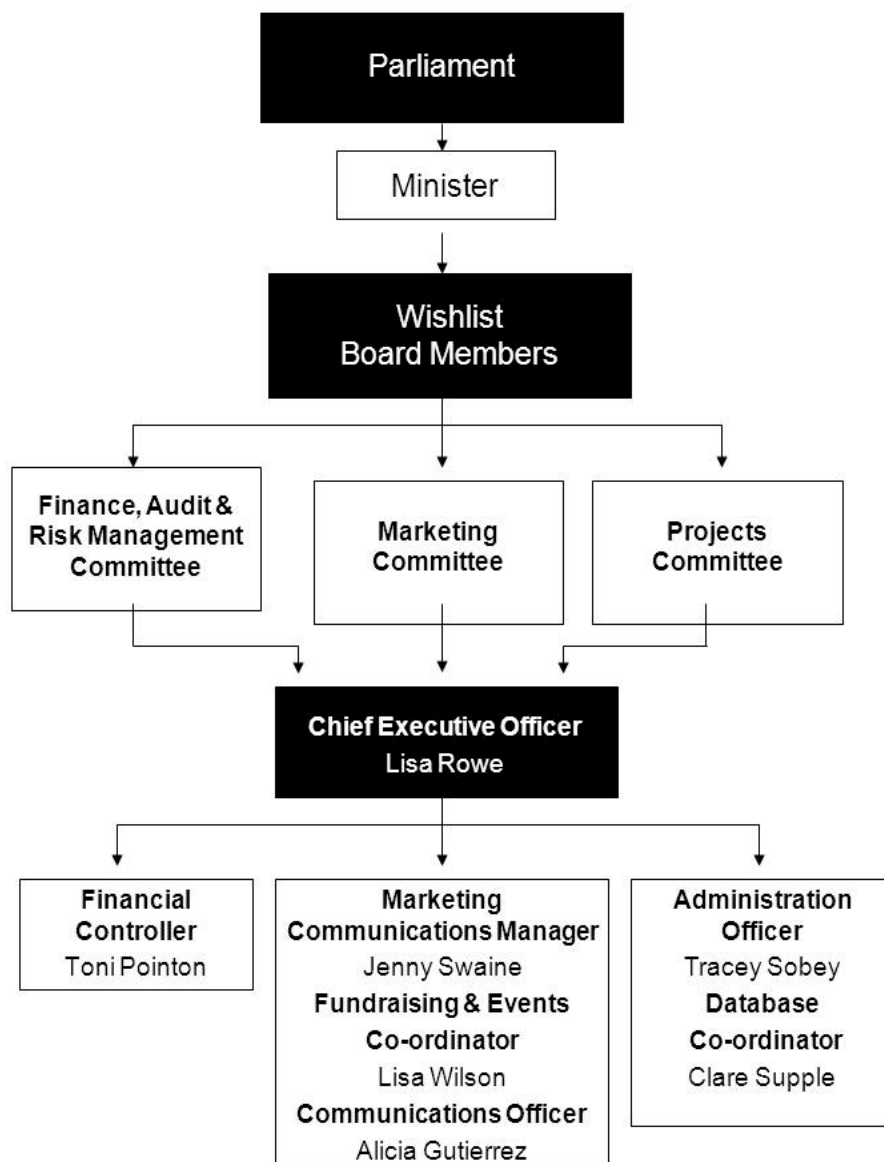
ii) **Workforce planning and performance reviews of staff**

KPI - Performance reviews to be conducted annually according to employment contract terms.)

This year Wishlist committed over \$6,500 to the ongoing training of existing and new staff members and is proud to report a 100% retention rate for all positions.

Wishlist continued to offer flexible work options and a family-friendly environment to cater to the changing needs of staff.

Organisational structure



Our Board of Directors

Name of Director / Board Member	Type of appointment	Date of appointment - Term Expiration	Reason for Appointment
Mike Kelly	Chairman	22/01/99 - 13/06/16	As Chairman of Wishlist since its inception in 1998 Mike's "hands on" approach has driven Wishlist's strategic operations and generated the environment in which the Board operates as an entity in contrast to being a collection of individuals. A tireless worker for many causes Mike was the Principal of the Northpoint Ford dealership in Nambour for 20 years and is a well-respected member of the Sunshine Coast community. His expertise and experience has taken Wishlist from strength to strength and he uses his strong ties in the community to open doors to new fundraising opportunities. Mike is Chair of the Finance, Audit & Risk Management Committee. Mike is currently on extended leave.

Kym Chomley	Deputy Chairman	26/07/07 - 13/06/16	Kym is Director of Quality Lifestyle Alliance Inc and has been Deputy Chairman since 2009, bringing 25 years experience in Accounting, Human Resource and Business Management. As a management executive with broad experience in all aspects of financial management, accounting, IT, training and human resources and experience in a variety of industries including professional services, property development and real estate, Kym provides invaluable advice to the Board through her role on the Projects Committee. Additionally, as a woman she helps the Board address gender composition issues.
Cosmo Schuh	Board Member	23/11/12 - 23/11/16	Having worked as a Public Accountant in the Gympie and South East Queensland area for more than 35 years, Cosmo brings audit, accounting and financial expertise to the team. Cosmo has been involved extensively in property development and syndication, financial management, estate planning and strategic management for small to medium business and his strong business presence and knowledge of the Gympie region is helping Wishlist establish a greater presence and network of corporate supporters in Gympie. Cos is a member of the Finance, Audit & Risk Management Committee.
Caroline Hutchinson	Board Member	22/01/00 - 23/11/16	Caroline Hutchinson offers media expertise, networking skills and knowledge in building corporate relationships through her high profile role as co-host of 92.7 Mix FM's breakfast show and also as an advocate for many local and humanitarian causes. Caroline is a driving force behind Mix FM's annual Give Me 5 For Kids appeal which has raised more than \$2.8m for SCHHS paediatric needs. As a well-established member of the Coast community, Caroline's networking skills and knowledge of media affairs makes her a valuable member of Wishlist's Marketing Committee. Additionally, her role as a radio host provides invaluable publicity and PR opportunities for Wishlist. Additionally, as a woman she helps the Board address gender composition issues.
Greg Fahey	Board Member	22/01/01 - 23/11/16	As a former Maroochy councillor and mayoral contender, Greg Fahey's political experience and contacts has him well-placed to help raise the profile of Wishlist in the community. Greg is also well known in local sporting circles including Sunshine Coast Rugby and as a delegate of the Australian Formula Ford Association. Greg is an active member of many volunteer organisations and he represents Wishlist actively at community and business events. Greg is a member of the Project Committee.
Kevin Hegarty	Board Member	13/04/04 - 13/06/16	Kevin has served in senior positions in Queensland Health since joining the organisation in 1995. Kevin commenced as District Manager of the Sunshine Coast Health Service District in December 2003. Since this time he has been the Chief Executive in a number of iterations of health district structures and now the Sunshine Coast Hospital and Health Service. As Chief Executive, Kevin is accountable for the overall operation of the organisation and has been directly involved in the planning and development of the Sunshine Coast University Hospital. The \$1.8B development will open late 2016. He is an Associate Fellow of the Australian College of Health Service Management and a Member of the Australian Institute of Company Directors. Kevin is a member of the Finance, Audit & Risk Management Committee. He ensures that the relationship between the SCHHS and Wishlist is strong.

Graham Wilkinson	Board Member	07/04/06 – 13/06/16	As the Health Service's Executive Director of Nursing and Midwifery Services, Graham has over 30 years experience working with Queensland Health and brings his high level of knowledge and experience with Nursing and Midwifery Services and Health Management. He has a diverse Résumé of Appointments in numerous Clinical and Management positions. Graham's experience as Adjunct Professor of University of the Sunshine Coast and previous Adjunct Associate Professor appointments at the Faculty of Nursing and Health at Griffith University and University of Queensland has helped Wishlist progress its support for Education, Training and Research.
Lisa Aitken	Board Member	10/06/10 – 13/06/16	As Managing Partner of Aitken Legal, Lisa's experience in general employment law, workplace health and safety and discrimination along with her wealth of experience gained from working for more than 11 years in human resources and industrial relations law means she is perfectly placed to advise Wishlist in the right course of action in complex situations. Lisa is also known for her support of various local charities and tireless efforts within the community. Lisa is a member of the Marketing Committee. Additionally, as a woman she helps the Board address gender composition issues.
Jason Ward	Board Member	10/06/10 – 13/06/16	Jason brings to the Board over 20 years of corporate business experience in general management, strategic business development, sales and marketing, sponsorship management, research, and digital strategy. This expertise and knowledge has been gained working in the advertising, media, internet, property development & signage industries with large national and international organisations. Jason's experience as a local business owner with his experience in the corporate environment and his strong local network of business connections is of great benefit to the Board, particularly to Wishlist's marketing and alliance partner strategy. Jason chairs the Marketing Committee.
Jenny Madden	Board Member	23/11/12 - 23/11/16	Jenny has more than 20 years' experience in the government and community sectors in the areas of education, health promotion and research. With a significant history in community engagement particularly in the areas of drug prevention and public health, Jenny has extensive experience in a range of community services within Australia and SE Asia. In addition to her community development experience, Jenny has undertaken major research projects in the areas of drug prevention and addictive behaviours and is well placed to provide regular informal advice to Wishlist's Board and CEO, particularly in the areas of research and grant writing. Jenny is a member of the Project Committee. Additionally, as a woman she helps the Board address gender composition issues.
Cathryn Johnson	Board Secretary	10/10/01 to 22/01/14	As Service Director Community Integrated & Sub Acute, Cath has a clinical background and an extensive knowledge of SCHHS operations and Queensland Health policy and procedure. Cath provides valuable guidance and advice and effectively operates as a liaison between the SCHHS and Wishlist in matters relating to equipment purchases and relevant policy and procedures pertaining to the Health Service. Cath is a member of the Project Committee. Additionally, as a woman she helps the Board address gender composition issues.

Emeritus Professor Paul Thomas AM	Chair, Sunshine Coast Hospital and Health Board	01/07/12	Emeritus Professor Paul Thomas AM has substantial board experience and well established networks in the Sunshine Coast region. Professor Thomas was successful in establishing the University of the Sunshine Coast (USC) and was the University's founding Vice-Chancellor and President. In 2007 he was awarded an Order of Australia medal for services to higher education and the establishment of the USC. He has well established networks in the region and has served on a number of boards, governing councils and community associations. In 2009 Paul was the recipient of the Asia-Pacific Chief Executive Leadership Award by the Council for the Advancement and Support of Education. Paul is a Fellow of the Australian College of Educators, a recipient of two Rotary International Paul Harris Fellowships and is a member of the National Leadership Institute National Advisory Board. Paul has been the inaugural Chair of the Sunshine Coast Hospital and Health Board since May 2012.
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During the year six (6) meetings of the Board were held.

Name	No. Attended	Name	No. Attended
Mike Kelly *	5	Graham Wilkinson	4
Kym Chomley	4	Jason Ward	6
Kevin Hegarty	4	Lisa Aitken	5
Caroline Hutchinson	3	Jenny Madden	4
Greg Fahey	5	Cosmo Schuh	5
Prof. Paul Thomas	3		

* Our chairman, Mike Kelly, was on leave from 8th May, 2014 and will return in January 2015.

The Role of the Board

Wishlist is governed by a voluntary Board which is responsible for the overall strategic direction of the organisation, overseeing its operations and establishing policies and procedures. The Board and management have been entrusted with the responsibility of ensuring that monies provided by donors, sponsors and the general public are efficiently managed. Board members serve voluntarily and without remuneration. Directors are appointed by the Governor in Council.

The role of the Board includes:

- Maintaining high levels of accountability to our stakeholders and external regulators.
- Monitoring the performance of the CEO.
- Raising awareness of the organisation within the community.
- Ensuring compliance with statutory, financial, social and corporate governance responsibilities.
- Providing strategic direction and developing, assessing and approving strategies, policies, plans and budgets.
- Assessing and approving applications for equipment, education, research and service support as part of our \$1million annual funding commitment to local Queensland Health services.
- Monitoring risk and ensuring the presence of adequate risk management controls and reporting procedures.
- Ensuring Wishlist acts legally, ethically, responsibly and openly.

Management

The Board delegates responsibility for implementing strategies approved by the Board and day-to-day management to the CEO, Lisa Rowe, who in turn reports to the Board at committee meetings and bi-monthly board meetings. The CEO is responsible for managing the operational aspects of Wishlist and ensuring compliance with relevant legislation.

Assisting the CEO is a team of dedicated staff equating to 4.8FTE, consisting:

- a full-time Administration Officer, Tracey Sobey
- a part-time Database Co-ordinator, Clare Supple;
- a full-time Marketing Communications Manager, Jenny Swaine;

- a part-time Fundraising & Events Co-ordinator, Lisa Wilson;
- a casual Communications Manager, Alicia Gutierrez;
- a part-time Financial Controller, Toni Pointon; and
- a full-time Kiosk Manager, Richard Ward (located at Gympie).

Wishlist is an equal opportunity employer offering a workplace free from harassment and discrimination. Workforce planning is undertaken annually as the budget for the ensuing financial year is generated. Wishlist is committed to ensuring that fair and effective procedures and processes are implemented and adhered to for selection and employment of people to meet organisational needs. This includes defining in advance the roles and work required. A written position description and relevant KPI's (if applicable) are prepared prior to advertising, interviewing and the selection process.

By promoting a healthy work-life balance and offering flexible work arrangements for employees, Wishlist have been able retain 100% of full-time employees this year and has seen a significant boost in productivity.

Code of Conduct

Wishlists' Directors, Volunteers and Employees Code of Conduct was endorsed by the Board at the August 2014 Board Meeting for consideration and approval by the Minister for Health. Once approved by the Minister for Health all staff, volunteers and Directors will be given a copy of the Code, and advised of current Wishlist procedures that align with the Public Service Ethics Act (PSEA) and Code of Conduct for the Queensland Public Service. Employment contracts and performance agreements will be congruent with the ethics priorities outlined in the Code and PSEA.

Our Committees

Finance, Audit & Risk Management (FARM) Committee

The purpose of the Finance, Audit and Risk Management Committee is to oversee the financial aspects of Wishlist's operations, ensure compliance with all legislative, legal and audit requirements and manage risk associated with Wishlist's operations.

The committee adheres to the Hospitals Foundation Act 1982, the Financial Accountability Act 2009, the Income Tax Assessment Act 1997.

Scope of the Committee

To contribute to the management and delivery of Wishlist's operations and ensure compliance with all legislative, legal and audit requirements the Finance, Audit and Risk Management Committee undertakes the following:

- Develop Wishlist's strategic plan in accordance with legislative requirements
- Ensure Wishlist's operations are monitored and measured against targets outlined in Wishlist's strategic plan
- Establish annual budget and operational plan
- Identify succession plan for board and team
- Annually review all committees "Terms of References" for endorsement by the appropriate Chair and ensuring board operations continuously improve by monitoring the effective operation of the identified committees.

Internal Audit

The FARM Committee will manage risk via a formal documented process. This is to occur in relation to monies received and accounts payable and subsequent to this being completed a validation of compliance will be initiated.

Membership

Membership is determined by the Wishlist Board and consists of Chair Mike Kelly (Wishlist Chairman and Director), Cos Schuh (Director and Board members SCHHB), Kevin Hegarty (SCHHS CEO and Director), Lisa Rowe (CEO), and Toni Pointon (Financial Controller). The SCHHS Chief Finance Officer or a representative may attend as invited guests when beneficial.

Proxies

- Invited guests are given full participatory rights however the final decision on all matters requiring a vote rests with Directors of Wishlist.
- A proxy is allowed provided they are suitably briefed prior to the meeting.

Project and Funding Management Committee

The purpose of the Project and Funding Management Committee is to provide strategic advice and recommendations to Wishlist on the allocation of Wishlist's annual funding commitment to the needs of the Sunshine Coast Hospital and Health Service (SCHHS). The Project and Funding Management Committee also monitors and guides major projects undertaken by Wishlist. The committee adheres to the strategic and operational plan of Wishlist, and the funding round process which takes into account the priority needs of the SCHHS.

Scope of the Committee

To contribute to the management and delivery of Wishlist's annual funding commitment the Project and Funding Management Committee undertakes the following:

- Establish criteria with the SCHHS in relation to Wishlist's scope of funding
- Determine Wishlist's funding commitment through quarterly funding rounds.
- Provide support with grant identification and stakeholder relationships eg. USC and research
- Manage funding process through to the applicant's final report stage.
- Manage Wishlist's major projects
- Make recommendation to Board on Staff Scholarship and Research Funding Rounds.

Membership

Membership is determined by the Wishlist Board and consists of Chair Greg Fahey (Director), Kym Chomley (Director), Jenny Madden (Director), Executive Director of Clinical Services (SCHHS), Lisa Rowe (CEO), and Jenny Swaine (Marketing and Communications Manager).

In addition, Assoc Professor Nicholas Gray, Chair of the SCHHS Research Committee and Graham Wilkinson, SCHHS Executive Director Nursing Services join the meeting at presentation of Staff Scholarship and Research.

Proxies

- Invited guests are given full participatory rights however the final decision on all matters requiring a vote rests with Directors of Wishlist.
- A proxy is allowed provided they are suitably briefed prior to the meeting.

Marketing and Fundraising Committee

The purpose of the Marketing and Fundraising Committee is to provide strategic advice and recommendations that serve to increase the profile of Wishlist's activities and develop collaborative partnerships with key stakeholders. The committee adheres to the strategic and operational plan of Wishlist.

Scope of the Committee

To contribute to the management and delivery of Wishlist's fundraising and marketing strategy the Marketing and Fundraising Committee undertakes the following:

- Developing and overseeing the fundraising strategy of Wishlist
- Developing and overseeing the marketing strategy of Wishlist which includes promotion of events and Wishlist's annual funding commitment
- Develop and increase the profile of the Wishlist brand
- Marketing of Wishlist's projects

Membership

Membership is determined by the Wishlist Board and consists of Chair Jason Ward (Director), Caroline Hutchinson (Director), Lisa Aitken (Director), Graham Wilkinson (Director), Jenny Swaine (Marketing and Communications Manager), Lisa Wilson (Events Coordinator) and Alicia Gutierrez (Communications Officer).

Proxies

- Invited guests are given full participatory rights however the final decision on all matters requiring a vote rests with Directors of Wishlist.
- A proxy is allowed provided they are suitably briefed prior to the meeting

Research Committee

The Health Service's Research Committee, comprised of representatives of Sunshine Coast Hospital and Health Service and academic representatives from tertiary partners, convenes and assesses the applications against the criteria for each category and the availability of grant funds. Recommendations made by the committee are sent to the Wishlist Project and Funding Management Committee for Board approval once a year. This year the Research Committee approved projects totalling just short of \$173,000.

External Scrutiny

There have been no external agency reviews or audits conducted on Wishlist during the reporting period, apart from the financial audit which is disclosed in the attached statutory accounts for 2013.

Machinery of Government Changes

There has been no machinery of government changes which have affected Wishlist during the reporting period.

Open Data

Wishlist has not incurred expenditure for overseas travel and/or consultancies during the reporting period.

Events

- **Wishlist Row for Cancer 2013** - \$19,896 raised for the needs of the Sunshine Coast Cancer Centre and Reed Charity House
- **Wishlist Spring Carnival 2013** - \$149,575 raised for Diversional Therapy in the Children's Ward
- **Exclusive '300 Club' Melbourne Cup Charity Luncheon** - Hosted by BOQ Mooloolaba and Chancellor Park and My Weekly Preview, this event raised \$27,916 which assisted in the purchase of a Cardiopulmonary Exercise Testing Unit.
- **Mix FM's Give Me 5 for Kids** – Each year in June, the community digs deep to answer Mix FM's Give Me 5 For Kids (GM5FK) radio appeal which raised \$280,381 in 2013. These funds were directed to growing the local Child Development Service, TV rental in the Children's Ward, sofa beds and other paediatric emergency equipment.

Grants Received

Grants received this financial year include \$27,500 from the Children's Hospital Foundation to fund the purchase of a Fluoroscanner Mini C-arm Imaging Device for Paediatric Ward Nambour thanks to Woolworths, \$17,000 from the Honda Foundation and \$8,000 from the Children's Hospital Foundation (raised by Baker's Delight) which helped fund the purchase of a Paediatric Ventilator for Gympie.

Bequests

A bequest totalling \$25,000 was received this financial year. At the request of the estate, funds received from this bequest are to be directed to the needs of the Palliative Care Unit.

Thank you to donors

Wishlist sincerely thanks all donors for their continued support of our local health services. We are humbled and grateful for the widespread support we receive from this community.

Grant & Fund Distribution

As part of our ongoing commitment to the support of local health services, \$1,162,665 was spent on local health needs in four areas; equipment, service support, education and research.

Major Equipment Purchases included

2 Palliative Care Beds with accessories for Palliative Care Gympie	\$26,498
M7 stretcher for Outpatients Departments Gympie Hospital	\$22,000
CO2 Monitor for Nambour Children's Ward	\$23,500
SARA Plus - Active Standing Hoist	\$12,540
Glidescope for Emergency at Caloundra Hospital	\$9,995
Cardiopulmonary Exercise Testing Unit	\$55,897
Babylog ventilator for Nambour Emergency Department (Demo model)	\$14,607
Multipurpose Rehabilitation Chair for ICU	\$28,000
Babylog ventilator for Gympie Emergency Department	\$30,174
9 Subcutaneous "Niki" pumps for Cancer Centre	\$25,621
Fluroscan Insight - Mini C Arm System	\$115,888
Fluorescence Microscope & Cooled Colour Camera for the Renal Department	\$18,528

Mix FM's Give Me 5 for Kids Equipment

Paediatric Emergency Equipment	\$28,519
I-stat Machine for Special Care Nursery	\$8,351
I-stat Machine for Birth Suite	\$8,351
	\$428,469

Service Support

Major areas of Service Support funded this year included:

Description	Cost
Diabetes Camps	\$84,512
Diversional Therapy – Children's Ward	\$64,801
SCKoping Camps	\$29,399
Child Development Service (Give Me 5 for Kids)	\$150,000
	\$328,712

Education of local health staff

\$36,446* was spent this year on the education of local health staff from all streams including \$5,000 which was presented to the winner of this year's Mike Kelly Scholarship, Sandie Pott. (*\$25,000 of funding was returned as one of the developmental programs approved last year did not go ahead)

Research Funding

Research projects funded by Wishlist help pave the way for innovation that serves to create a more efficient and productive health service. This year's research spend of \$172,830 was made up of funding for the following research projects:

Description	Cost
Cultures of Prescribing Antibiotics	\$48,762
TIA Assessment & Treatment	\$49,291
Phase 1 Trial Acute Stroke Unit	\$10,000
Identification and Outcomes of Transient Ischaemic Attack Mimics	\$7,300
Funding of a Clinical Trials Manager (50% paid this year)	\$73,000

Research money helps draw specialists and academics to work on the Sunshine Coast which is particularly important given the ramp up of services at Nambour Hospital in the lead up to the opening of the Sunshine Coast University Hospital in 2016.

Operations

Car park

For over ten years the profits of parking at Nambour Hospital have sustained the operations of Wishlist, enabling us to work with local businesses and the community to spend more than three times the net profit on the needs of our local hospitals. As the Coast's own hospital foundation we have a duty to ensure that all money donated to and raised by Wishlist is managed and spent on initiatives that achieve the maximum public benefit.

Volunteers

Wishlist could not achieve what it does without the help of our many volunteers who are essential to the work we do. Through our many events, community and business partnerships we engage with the community, recruiting volunteers and supporters to assist with the needs of the health community, either through financial support or by volunteering their time.

Our volunteers include all of Wishlist's board members and those on the organising committees responsible for our largest events. They are all business people committed to making a difference in their local communities. Wishlist would like to acknowledge the hardworking volunteers who run the Wishlist Coffee House and have helped it become such a profitable fundraiser for Gympie Hospital.

A big thank you to the Sunshiners, Nambour Hospital's volunteer team, who are the friendly faces at the hospital reception helping in any way they can from directing people around the hospital corridors to distributing trauma teddies to the wards. Wishlist supports the Sunshiners by funding an annual Christmas function and the uniforms worn by volunteers across the SCHHS. Our gratitude also extends to the beautiful ladies who volunteer hours of their time to knit, sew and create the loveable trauma teddies, blankets and newborn baby sets for the emergency and children's wards at the hospital.

Glossary

SCPUH – Sunshine Coast Public University Hospital

SCHHS – Sunshine Coast Hospital and Health Service

SC-Koping – Sunshine Coast Koping Network

GM5FK – Mix FM's Give Me 5 for Kids

PSEA – Public Service Ethics Act

Summary of Financial Performance

	This Year	Last Year	Notes
Operating Income			
Car Park Revenue	1,089,799	\$931,314	Net profit from car parking showed an increase of 12.77% on last year's figures attributed to effective management of the staff to visitors ratio. Expenses increased to include Fire Services, Lift Maintenance & Pest Control.
Less: Car Park Expenses	\$151,230	\$115,084	
Net Profit from Car Park	\$938,569	\$835,464	
Other Income	\$89,323	\$95,150	Other income was lower than last year predominantly due to lower interest rates on our investments.
Total Operating Income	\$1,027,892	\$930,614	
Less: Employment Exp	\$357,975	\$309,126	Operating expenses increased largely due to an increased advertising & marketing spend approved by the board this year, additional staffing requirements and introduction of a donor thank you function.
Dep'n & Amort	\$124,742	\$138,447	
Other Operating Exp	\$226,134	\$149,956	
Operating Profit/(Loss)	\$319,041	\$292,918	
Fundraising Income			
Fundraising Income	\$1,225,220	\$1,387,000	This year's fundraising income does not include a major campaign/appeal. Our major campaign, Run Sunshine Coast, was held in late June with proceeds to be received in July 2014.
Sponsorship & Grants	\$73,610	\$57,995	
Less: Fundraising Exp	\$411,798	\$423,003	Once again this year our fundraising expenses will be covered by the profit from our operations allowing us to dedicate 100% of all donations received to their nominated cause.
Fundraising Profit/(Loss)	\$887,032	\$1,021,992	
Total Profit	\$1,206,073	\$1,314,910	
Grant Distribution	\$1,162,853	\$1,252,560	
Net Profit/(Loss)	\$43,220	\$62,350	

