



Alzheimers NZ 2024 Annual Report

Aotearoa, he aro nui ki te hunga mate wareware
A dementia friendly New Zealand



A message from our team

There are many different ways we could describe 2024. From a financial perspective, it was a tough year across all sectors and we know many other charities have been feeling the increasing pressure as well.

But this hasn't put a stop to the amazing work by Alzheimers NZ. One of the many highlights of 2024 is the development of our new strategy. Led by our Board Member Celia Patrick, we worked with our partners and friends to cultivate our new vision for the years ahead. We've put the voice of lived experience at the heart of our new strategy, and we're excited to bring this to life over the next five years.

On the advocacy front, securing a commitment from Government to implement and fund the [Dementia Mate Wareware Action Plan](#) continues to drive our engagement. We were pleased to meet with Associate Minister of Health Hon Casey Costello on a regular basis, alongside Dementia NZ, and that she could join some of our events.

The final two Repositioning Dementia events – which wraps up our series – provided an opportunity for the sector as a whole to progress the Action Plan. This is alongside the kaupapa of human rights and the lived experience and research! The success of these events has far exceeded our expectations, and we wouldn't have been able to pull them off without our friends and partners.

We couldn't do our work without the input of our Lived Experience Advisory Group. This group provides valuable input to ensure lived experience is central to everything we do – we appreciate you sharing so generously with us.

We also want to acknowledge the incredible work Alzheimers Members provide day-to-day for their communities. We know your work is appreciated by people living with dementia mate wareware and their whānau.

Of course, we couldn't do any of this without the sheer determination of the Alzheimers NZ Board, staff and volunteers. Thank you for the work you do – here's to another great year ahead.

Ngā mihi nui,

Clare Hynd and Catherine Hall, Chair and Chief Executive

Our current [strategy](#) guides our mahi (work) towards a Dementia Friendly Aotearoa New Zealand, and this is the last year that we will be reporting using our existing strategy. Our 2025 report will be based on our new strategy.

Influencing

Influencing decision-makers to inspire and shape external change and lift the quality of support and care available

Some of our achievements include:

- Influencing Government through our strong programme of advocacy, including engagement with Ministers, with officials including through the [Aged Care Review](#), our submission to the [Health Select Committee Inquiry into the aged care sector](#), recommendations for [Budget 2025](#) and with the Parliamentary Cross-Party Friends of Dementia Group (including an [Educational Dementia Immersive Experience \(EDIE\)](#) session)
- We've actively supported the first ever [national prevalence study of dementia mate wareware](#) and are contributing to this important kaupapa
- The launch of the [World Alzheimers Report 2024](#) on global attitudes to dementia mate wareware with responses from more than 500 people in Aotearoa New Zealand
- Launching groundbreaking research into the [influence of people living with dementia mate wareware in the planning and delivery of their services](#) and the [impact of peer support groups](#)
- Breakthroughs in mainstream media like [NZ Herald](#), [RNZ](#) and [Stuff](#) among others
- The Kings Honours List – congratulations to Board Member Alister Roberston who received his [Queen's Service Medal \(QSM\) for services to dementia mate wareware](#)
- Organisations recognised through our Dementia Friendly Recognition Programme – well done!
- We welcomed [Dementia Learning Centre Director Caroline Bartle](#) to build/drive innovative approaches to dementia mate wareware education

Strengthening

Strengthening the collective of Alzheimers NZ and Members so all are successful and working collaboratively to achieve our shared mission – A Dementia Friendly Aotearoa New Zealand

We were delighted to:

- Revitalise our strategy through a wide consultation process with friends and partners for 2025!
- Work with local Alzheimers organisations and Dementia NZ to start progressively implementing our joint [service delivery model](#) at a local level and bring the national data set to life – thanks to everybody involved
- Contribute an impressive \$357,000 to frontline and national services through our longstanding National Donor Programme



Chair Clare Hynd supports the strategy discussion



Alzheimers NZ team and Members at the November meeting

“The beauty of having the national data set, is it provides us ‘the bigger picture’ enabling us to tell the story of not only a local level, but also a national level, which is invaluable in things like funding negotiations, raising community awareness, education delivery and advocacy.”

Rosie Chambers Alzheimers South Canterbury

Strategic framework 2025 - 2030

Vision | In Aotearoa New Zealand, people living with dementia mate wareware are heard, valued and supported

Purpose | To provide quality and accessible support for people living with dementia mate wareware so they can live their best possible lives

Strategic pillars

Voice

Amplify the lived experience **voice**

Access

Support people living with dementia mate wareware to **access** community-based support to meet their needs

Impact

Increase our **impact** and influence by engaging with partners and sector colleagues

Strengthen

Strengthen Alzheimers NZ and its Members

Key outcomes

People living with dementia mate wareware are shaping our decisions and influencing our work

People living with dementia mate wareware experience less stigma and are welcomed and included as part of society

The service delivery model is appropriately funded and implemented consistently across the country

Data underpins local and national decisions and informs our advocacy activities

More people get earlier access to local community-based support in a way that meets their needs

Gaps in services across the dementia mate wareware journey are reduced

Improved wellbeing of people living with dementia mate wareware

Alzheimers NZ and its Members are flourishing, can demonstrate the value we add, and are recognised as experts and leaders

Alzheimers NZ and its Members are united in our efforts to deliver on our purpose

Anga rautaki 2025 - 2030

Te Matakite | I Aotearoa ka rangona, ka whakanuia, ka tautokona hoki te hunga kua pāngia e te mate wareware, me ō rātou whānau

Te Whāinga | Kia horaina he tautoko kounga tiketike, wātea ki te katoa o te hunga kua pāngia e te mate wareware me ō rātou whānau, kia eke tō rātou noho ki tōna tino teitei

Ngā pou rautaki

Te Reo

Me whakarahi te kaha o **te reo** o te hunga whai wheako

Te Uru

Me tautoko i te hunga kua pāngia e te mate wareware kia **uru** ki ngā tautoko i te hāpori hei whakatutuki i ō rātou hiahia

Te Pānga

Me whakapiki i te **pānga** me tō tātou kawē i te tangata mā te mahi tahi me ō tātou hoa kōtui me ō tātou hoa mahi i te rāngai

Te Whakapakari

Me whakapakari a Alzheimers NZ me ōna Mema

Ngā putanga matua

E tārei ana te hunga e pāngia nei e te mate wareware i ā tātou whakatau, ā, e ārahi ana i ā tātou mahi

He iti iho te whakamā ka tau ki runga i te hunga e pāngia nei e te mate wareware, ā, ka atawhaitia, ka whakaurungia ki tō tātou porihanga

He tika te whāngai pūtea ki te tauira hora ratonga, ā, he tōkeke te whakatinana puta noa i te motu

E noho ana te raraunga i raro i ā tātou whakatau ā-rohe, ā-motu hoki, ā, ka noho hei kahupapa mō ā tātou mahi āwhina

He maha kē atu te hunga ka uru ki ngā tautoko ā-hāpori, mā ngā ara pai mō ō rātou hiahia

E whakahekea ana ngā āputa i roto i ngā ratonga mō te hunga i te ao mate wareware

Kua piki te toiora o te hunga e pāngia nei e te mate wareware

E tino hauora ana a Alzheimers NZ me ōna Mema, ā, ka taea e tātou te whakakite ngā painga o ā tātou mahi, otirā, e tirohia mai ana hei mātanga, hei kaihautū

E tū tahi ana a Alzheimers NZ me ōna Mema i roto i ā tātou mahi whakatutuki i tā tātou kaupapa

Partnering

Partnering and collaborating within and beyond the dementia mate wareware sector to lift the quality of support and care, and build resources, readiness and capability

It was amazing to wrap-up our Repositioning Dementia one-day events series with our final two events: [Seeking solutions](#) and [What's next?](#). It was wonderful to have so many friends and partners join us, and we're looking forward to what's in store for 2025! As part of the way we work, Alzheimers NZ also:

- [Amplifies the voice](#) of lived experience through governance, advocacy, research, media and events
- Partners with the kaitiaki of the [Dementia Mate Wareware Action Plan](#) – including [Dementia NZ](#), the Mate Wareware Advisory Rōpū and [NZ Dementia Foundation](#) – as we advocate to get the plan fully funded and implemented by Government – and other organisations in aged and community sectors
- Is a proud to be active Members and partners of [Alzheimer's Disease International](#), [NZ Carers Alliance](#), [The Neurological Alliance](#), [Health Coalition Aotearoa](#), [Primary and Community Health Aotearoa](#), [Let's End Loneliness](#) and the [Younger Onset Dementia Aotearoa Trust](#)



354
people joined our
one-day events



23,400+
social media followers



295,300+
website visits



19,795
Dementia Friends



\$357,000
distributed to support
frontline and national
services



620
people experienced Educational
Dementia Immersive Experience
(EDIE) and other training

Acknowledgements

Special thanks to our Patron, Ambassadors for Dementia and advisory groups for your ongoing support of Alzheimers NZ. As well as our Board and Life Members, these people volunteer their time and expertise to support our mission and we appreciate your support. We also want to thank our generous donors for their ongoing support.

Sponsors and funders

- Lead partner Ryman Healthcare
- Summerset Retirement Villages
- Pub Charity Limited
- Freemasons Foundation
- AFM Group
- Health New Zealand
- Nessbank Charitable Trust
- Audika
- Office for Seniors
- Doc Edge
- The cGP Lab
- thinAir
- Jennian Homes
- H Munter and M Pharazyn Trusts

Board

- Clare Hynd, Chair
- Ngila Bevan (Ngāpuhi), Vice-Chair (until August)
- Teresa Wall (Te Rarawa, Te Aupōuri), Vice Chair
- Alister Robertson QSM
- Celia Patrick ONZM
- Dr Daniel Allan (from May)
- Eileen Basher (from June)
- Michelle Duley (from May)
- Sarah France (until April)
- Sheryl Smail (until April)

Supporters

- Estate of Rob – RP Radovich bequest
- Estate of Jamieson
- Vicki Ammundsen Trust
- Estate R McGrath
- Robin Russell
- Estate Margaret Queenie Dawn Botting
- NP Stevenson Estate
- Estate of J M Rodgers
- Thomson Estate

Patron

- Sir Richard Faull

Ambassadors for Dementia

- Colin Mathura-Jeffree
- Kate De Goldi
- Dame Kerry Prendergast

Special thanks to Paige Hareb for her ongoing support.

We appreciate amazing people who have left a gift in their will in 2024.

Lived Experience Advisory Group

- Adrienne Henderson
- Alister Robertson
- Elizabeth Duke
- Fiona Parrant
- Kay Grant
- Linda Jones
- Sisa Talataina
- Val Pollard
- Vicki Terrell

Clinical and Scientific Advisory Group

- Dr Alison Douglas
- Dr David Kerr
- Professor Grant Gillett
- Dr Kiri Brickell
- Associate Professor Lynette Tippet
- Dr Matthew Croucher
- Professor Maurice Curtis
- Dr Phil Wood
- Associate Professor Yoram Barak

2024 Fellow

- [Dr Campbell Le Heron](#)

Volunteers

- Gordie Kelland
- Dydy Liang (intern)

Thank you to our Legal Advisor Sam Perry, of Brandons, for offering your expertise on a voluntary basis.

Staff

- Chief Executive – Catherine Hall
- Accounts and administration – Gary Miller (until April), Sari Panther (from May), Renee Chadwick (until April)
- Dementia Learning Centre – Dr Kathy Peri (until June), Ellen Bragger, Caroline Bartle (from June)
- Fundraising – Rebecca Scelly, Helen Kelland, Steph Jaspers, Sophie Kim (from October)
- Services and standards – Lyneta Russell, Michelle Dwight (from April)
- Policy and research – Dias Suwido
- Dementia Friendly – Dr Meg Spriggs
- Communications – Daniel Paul, Amie Hickland

Life Members

- Alister Robertson
- Brenda Cromie
- David Ansell
- Diane Nutsford
- Gaynor Duff
- Jan White
- Dr Jean Gilmour
- Jimmy Fisher
- Judy Cooper
- Verna Schofield
- Wendy Fleming
- Wilma Bulman

Member organisations

- [Alzheimers Eastern Bay of Plenty](#)
- [Alzheimers Gisborne/Tairāwhiti](#)
- [Alzheimers Manawatū](#)
- [Alzheimers Marlborough](#)
- [Alzheimers Nelson/Tasman](#)
- [Alzheimers Northland](#)
- [Alzheimers Otago](#)
- [Alzheimers Tauranga/WBOP](#)
- [Alzheimers Taranaki](#)
- [Alzheimers Wairarapa](#)
- [Alzheimers Whanganui](#)
- [Alzheimers South Canterbury](#)
- [Alzheimers Southland](#)

Financial reports available on request via admin@alzheimers.org.nz.



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Charity registration number CC 21026

Alzheimers NZ is a proud member of Alzheimer's Disease International,
the umbrella group of 104 Alzheimers disease organisations