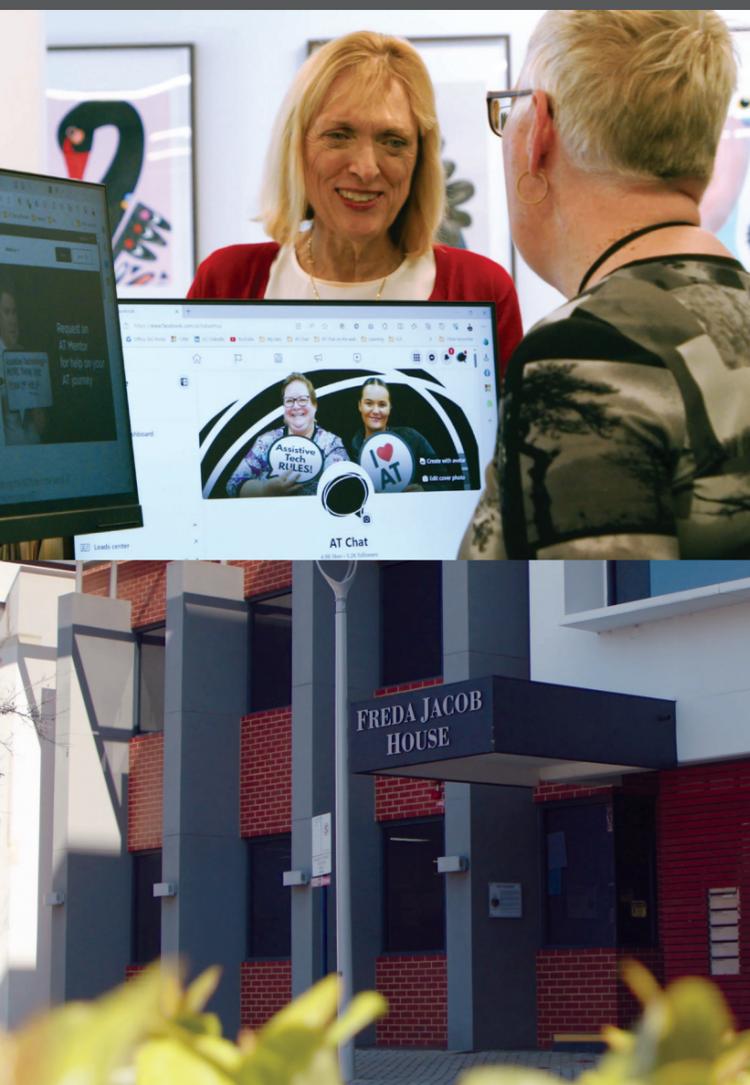


# 2022-2023 ANNUAL REPORT





iLA acknowledges the Traditional Custodians of the lands, skies and waters throughout Australia and the Torres Strait where we live and work. We pay our respects to all Aboriginal and Torres Strait Islander people and communities across Australia, and their Elders past and present. We specifically acknowledge the Whadjuk people of the Noongar nation, the Traditional Custodians of the lands on which our head office is located, in Boorloo/Perth, Western Australia (Noongar Boodja).

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# Message from our Chairman and CEO

The 2022/23 financial year has played a crucial role in advancing the strategic objectives of the iLA Board, effectively building upon the foundation laid in the preceding two years. iLA remains steadfast in its commitment to changing the way society views ageing through our Rethink Ageing services and initiatives. This mission underscores the synergy between our services and the organisation's dedication to improving the lives of older people.

Our Regional Assessment Service witnessed a notable increase in both the volume of assessments and Support Plan Reviews when compared to the previous year. Additionally, we actively participated in various pilot and trial activities aimed at influencing client outcomes as part of the Single In-Home Assessment reform further illustrating iLA's commitment to staying at the forefront of industry changes and improvements.

Across Australia, the 12 Village Hubs continued to solidify their presence within their respective communities, guided and supported by the iLA team. The team conducted site visits, organised monthly online Community of Practice sessions, and successfully executed a nationwide marketing campaign.

LiveUp continued to enhance its offerings by improving website functionality, significantly growing the range of local activities to over 5000 and expanding the Navigator service. LiveUp continued to exceed expectations with over 300,000 users to the website, accumulating 800,000 page views, and experiencing increased call volumes with our Navigators. In recognition of the effectiveness and impact of LiveUp, the Department of



Health & Aged Care awarded an additional two-year contract.

KeepAble further cemented its position as Australia's lead Wellness and Reablement support hub. The team continued to produce innovative, evidence-based resources and training. KeepAble's excellence led to its selection as the moderator of the Sector Support and Development (SSD) Community of Practice, as well as its nomination as the WA representative in the National SSD Alliance.

iLA's peer-led disability initiative, AT Chat, successfully launched the first Assistive Technology (AT) Mentor service in Australia. This groundbreaking service is redefining how individuals access impartial information about the technology they require.

We would like to acknowledge iLA's achievements for the 2022/23 financial year and the dedication and alignment of everyone involved, from the Board to Management, and Staff. This unity of purpose has been instrumental in realising the organisation's goals of creating a community where individuals can make informed decisions about living independently.

**Wes Smith**  
Chairperson

**Steve Glew**  
Chief Executive Officer



## About us

**Enhancing health and wellbeing by connecting the community with trusted knowledge and expertise.**

iLA was established in January 2020, when the Independent Living Centre WA transitioned into two organisations, iLA and Indigo Australasia Incorporated.

The Independent Living Centre WA was founded in 1977 by Ms Freda Jacob. It was originally a not-for-profit information and advisory service for assistive equipment and technology. The organisation has evolved and expanded over time, becoming more customer centric in its service delivery and operation.

iLA continues on from Ms Jacob's legacy by helping the community to make genuine and informed decisions through the provision of independent information, navigation, and capacity building initiatives.

iLA's initiatives include LiveUp, AT Chat, KeepAble, Regional Assessment Services, Village Hubs Grants, NDIA Participant Engagement Panel and Sector Support and Development.

## Our vision, our purpose, our values

The focus of iLA is to support the community to make genuine and informed decisions through the provision of independent information, navigation, and capacity building initiatives.

Our services support people with disability, older people, carers, health professionals and the aged care sector.

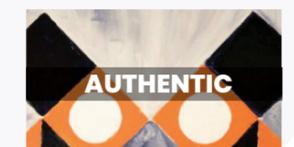
### Our Vision

To support all Australians in making genuine and informed choices on how to live independently in their community.

### Our Purpose

To provide nationally competitive and individualised supports, knowledge and tools that enable and enhance living well in the community.

### Our Values



# Our year in review

iLA continues to grow and exceed expectations. During the financial year 2022-23, performance measures and program deliverables continued to be met, and in most cases, surpassed. Here are just a few of the highlights.

**Over 2 million views** of our videos on the iLA Youtube channels



**15% of our staff** work remotely across 5 states in Australia - Vic, NSW, WA, SA, QLD

LiveUp was nominated and **selected as a finalist in the Innovaging National Awards** - Realising Wellness and Reablement category.



Our Community Engagement Professionals attended **over 30 expos**. That's **one expo every 12 days**

**90.8%** Customer satisfaction rating  
Acknowledged by Department of Health for RAS continuously exceeding performance measures set by the Commonwealth.

At Chat **AT Mentor Service** launched nationally.



**9.6+ million** people reached on social media

Across all iLA channels our social media reach grew exponentially again this year.

**12 abstracts** accepted for conference presentations

**247,848** facebook engagements of the social isolation and loneliness campaign for village hubs



Our Community Engagement Professionals **presented to over 200 groups** during the year. An average of **1 group every 1.8 days**.



Over 300,000 unique **USERS** visited the LiveUp website

**excellence in innovation**  
**WA Disability support awards finalist**  
AT Chat was proudly nominated and shortlisted as one of the three finalists.



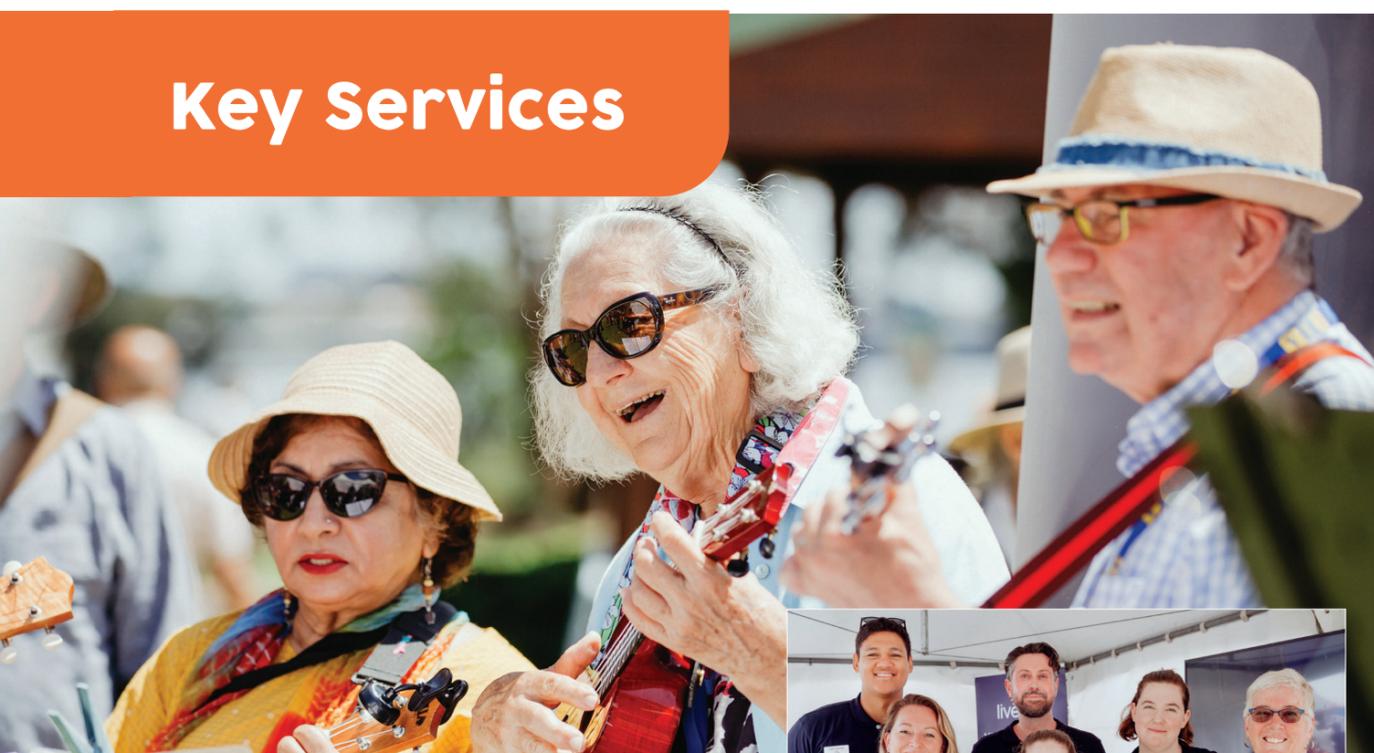
Passed **1,000,000** page views on the LiveUp website since launch



Joined the **National SSD Alliance** as the nominated WA Sector Support and Development (SSD) representative.

Over **600** B2B LinkedIn followers  
KeepAble passed this milestone and still continue to grow their follower base.

# Key Services



## LiveUp

**The 2022-23 financial year was one of growth and transformation for LiveUp. Our vision to provide access to quality information and digital tools aims to empower people to make choices that improve or maintain their independence.**

We've encouraged older people living in Australia to take control of their healthy ageing journey by developing and enhancing our platform, strengthening community engagement, and forging meaningful partnerships.

Boasting quarter-on-quarter growth, LiveUp's user base flourished to a significant 304,438 unique users, resulting in 839,572 page views. Recognising the need for continuous digital development, several new functionalities were rolled out. The interactive map and improvements in user experience took centre stage. However, the journey was not without challenges. Delays in digital development meant we pivoted, bringing development in-house through our Digital Services team. This transition was supported by our new partnership with a digital agency, which strengthened our focus on user experience. Furthermore, our commitment



to useful evidence-based content was amplified by the addition of two members to our content team, allowing for more frequent updates.

Community remains at the heart of LiveUp. This year saw 241 community engagements resulting in 7,777 face-to-face conversations. Our outreach extended to regional Australia, notably with our first attendance at a major National Field Day event in Borenore, NSW. This regional focus led to the establishment of important partnerships with rural organisations and provided us with a deeper understanding of the unique challenges faced by older people living in Australia's remote areas.

The Growth and Innovation team remained dedicated to inclusivity and tailored engagement. Through extensive research and co-design activities, strategies for effective engagement with Aboriginal and Torres Strait Islander and Multicultural communities were established. Moreover, targeted research and reports were



undertaken for our prospective male and veteran audiences, acknowledging the complexities in engaging these traditionally hard-to-reach segments.

Throughout the year, the LiveUp Navigation team refined its offering and developed the Healthy Ageing Map. This tailored document captures and shares recommendations for customers engaged via the service. Client feedback on this initiative has been overwhelmingly positive.

On the promotional front, LiveUp's reach grew and messaging matured. Our social media reach exceeded 4 million for the year, and our marketing approach transitioned from brand awareness campaigns to more nuanced informational campaigns. This strategic shift emphasises educating our audience and prompting tangible action.

A moment of celebration and reflection was taken upon LiveUp's first anniversary in February 2023. The occasion was marked by a gathering in Perth, uniting all remote

workers for brainstorming workshops and a celebration of our journey.

In June we held meetings with ADL Smartcare's Founder and CEO, Peter Gore, in Perth. With a shared vision, we're on track to integrate the LifeCurve™ tool into LiveUp's user experience, addressing and overcoming previously identified usability challenges.

The year culminated with a highlight! LiveUp featured on Channel 9 News Queensland, where our community engagement lead, Kerry Foss, provided insights into the assistive product suggestions on our platform. This led to our largest daily audience on record, and the strongest engagement metrics the site has ever experienced.

In summary, this financial year has been one of maturation and growth. Through agile processes, innovative approaches, and hard work, LiveUp has started to cement its position as Australia's leading digital-first resource to help older people living in Australia improve or maintain their independence, and take control of their healthy ageing journey.

# Key Services



## KeepAble

**KeepAble online hub continues to build the capacity of Commonwealth Home Support Program (CHSP) providers to embed Wellness and Reablement strategies into their practice and service delivery.**

Over the last year the team engaged with a number of key stakeholders in the sector to understand the current and future operational challenges faced by CHSP providers in WA, particularly in relation to the upcoming support at home reform.

The insights from these in-depth conversations have helped identify opportunities and initiatives for iLA and the Sector Support and Development (SSD) team to support providers into the future. A new Reform Hub section was added to the KeepAble website to help disseminate key information and consultation opportunities for CHSP providers on the reform.

“ ... further enhancing our position as leaders in the wellness and reablement space.

In 2022, iLA was selected as a moderator for the Department’s new Communities of Practice (CoP) for SSD providers. The CoP has been an extremely successful and welcomed initiative allowing for the first time, SSD providers to collaborate and form special interest working groups to best meet the needs of CHSP providers in their area.

iLA also became State Representatives of SSD providers nationwide, further enhancing our position as leaders in the Wellness and Reablement space.

Over the last year, work was undertaken to develop a new member portal for the KeepAble website. CHSP providers are now able to register to the portal and save their progress on the interactive roadmap as well as bookmark favourite resources. Work will continue in 2023-2024 to further enhance the user experience of KeepAble and continue to add value for its users.

## Village Hubs

iLA was appointed the National Grant Manager for the administration of the Village Hub Program as part of the Australian Government Senior Connected Program in March 2021.

iLA has since established 12 community Village Hubs around Australia, and together we are working towards reducing the impact of loneliness and social isolation amongst older people through co-designed, community-led, national Village Hubs initiative.



Over the last year, iLA has completed site visits to all 12 Village Hubs providing us with the opportunity to understand first-hand the various environments in which they are operating and the communities they support.

The Communities of Practice established by iLA in the first year of funding has continued to go from strength to strength, with monthly meetings allowing for greater collaboration between the Village Hubs as well as formal presentations and workshops to support them to become sustainable post funding. Topics have included funding and volunteer management training, social media, collecting qualitative feedback and referral pathways.

“ The campaign performed incredibly well with a total reach of over 79,000 people on Facebook

In May 2023, iLA’s marketing team launched a social isolation and loneliness campaign to raise awareness of the current challenges older people are facing and to bring forth awareness of the Village Hubs project and the important work the hubs are doing to alleviate isolation and loneliness. A marketing video as well as an infographic that could be personalised to each hub was created and distributed to display in and around their communities. The campaign performed incredibly well with a total reach of over 79,000 people of Facebook.

## Regional Assessment Service (RAS)

The year has been a busy one for iLA's RAS. The team have maintained a tireless focus on delivering in-home support assessments and support plan reviews to clients as part of business as usual, and have exceeded all performance indicators for the period. This achievement by the team has been made, whilst also being simultaneously engaged in a number of other activities designed to optimise client outcomes as well as support the Department of Health and Aged Care progress the Single In Home Assessment reform agenda.

The iLA RAS Team successfully participated in the Department's trial of the Integrated Assessment Tool (IAT). This saw RAS Assessors apply the new IAT instrument with clients within home assessments and incorporate data gathered from this tool into client Support Plans. The trial required a high level of co-ordination and engagement between all stakeholders and the iLA RAS Team successfully met the trial quota allocated.

“ They were extremely helpful and friendly. Their referral for supports will help me stay independent at home. They listened to my needs and explained everything in terms for me to easily understand.

*Quote from a RAS client*

Another key activity was the RAS Independence intervention which saw RAS Assessors lead reablement strategies for clients to support them retain as much independence as possible and to slow functional decline, whilst they have limited availability to CHSP services.



The impact of this initiative, as well as the value of reablement and aging well information imparted by Assessors to clients during assessments has been extremely positive, and has been able to be captured with the introduction of a service impact and outcome survey for clients.

iLA is proud of the positive impact and outcome feedback received from clients who have participated in this survey. The data indicates significant value in a reablement focus being integrated within a RAS assessment and the positive impact this has on client knowledge, confidence, and application of knowledge to promote their own independence and wellbeing.

## AT Chat

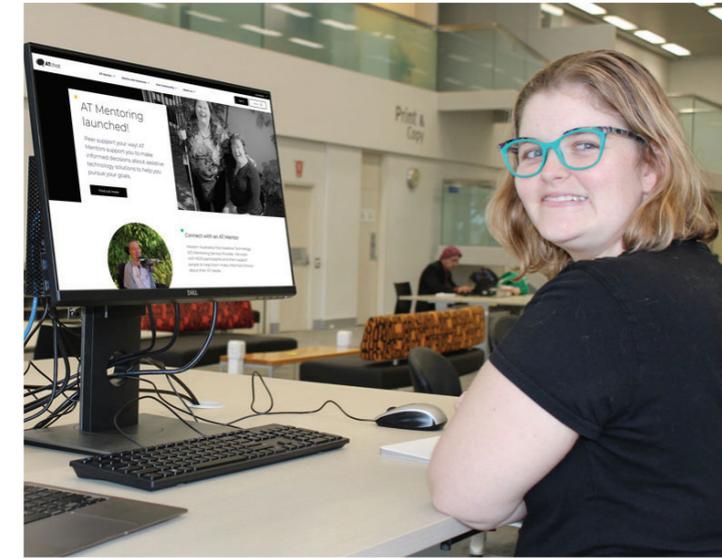
The AT Mentor Service was launched nationally, employing AT Mentors to deliver peer-support to people looking for advice, access and evidence of assistive technology (AT) that enables them to pursue their goals.

Since its launch, the AT Mentoring Service has had a steady stream of clients who have accessed the service to assist them in their AT journey.

We presented Markets and Insight on the AT Mentor Service to representatives from NDIS and DSS and continue to advocate for the role of AT Mentors in Australia.

AT Chat was well received at the Assistive Technology Suppliers Australia (ATSA) Expo that was held in Perth, with many AT users, clinicians and stakeholders visiting our booth, and requesting information about the program, particularly the AT Mentoring Service.

We presented there to a full-house on the value of AT Mentoring and how AT Chat supports people to make decisions about assistive technologies that enable them to Live Play Work!



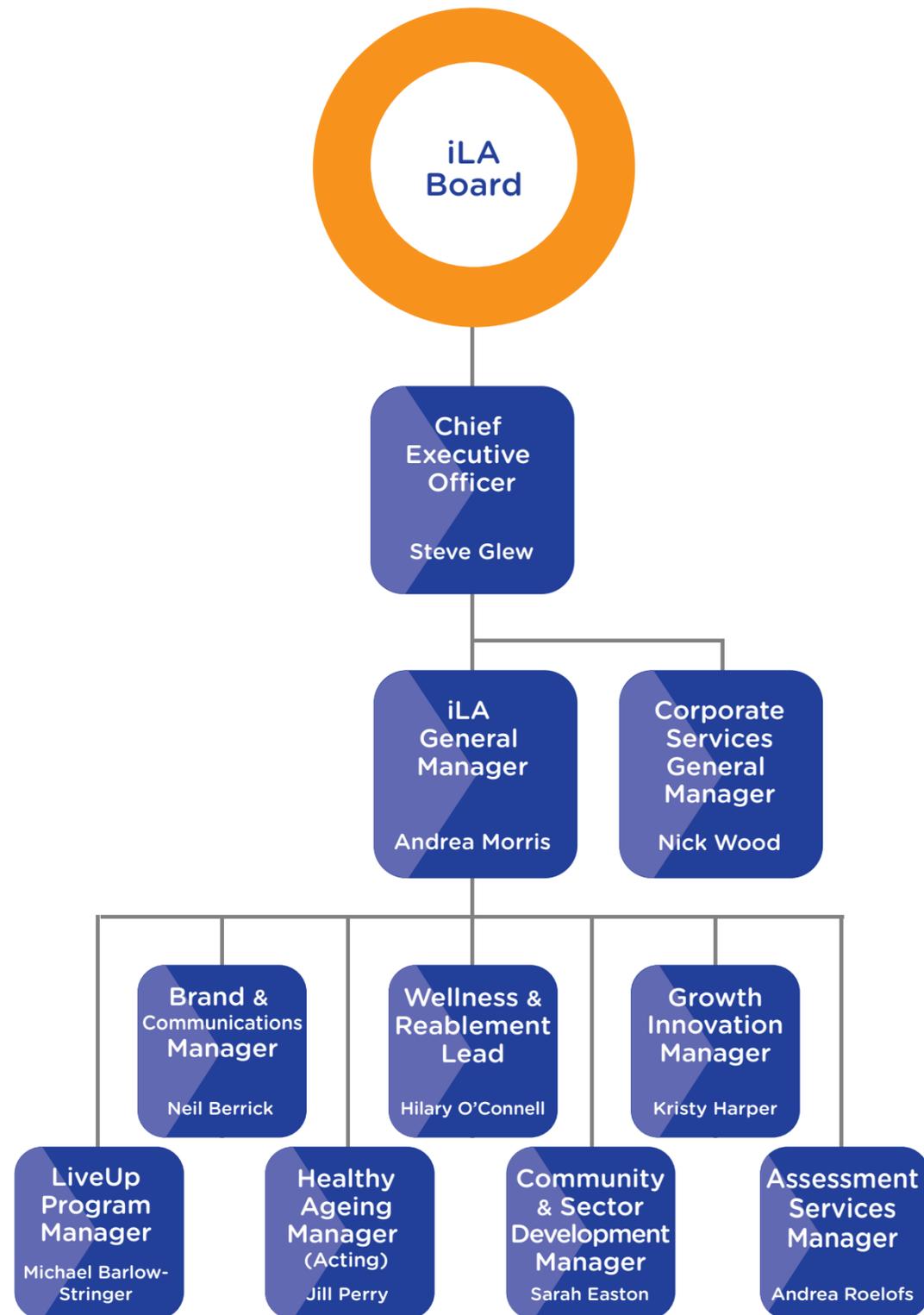
“ It's a unique service & greatly needed for people navigating various disabilities and AT challenges.

The AT Chat community told us they mostly 'agree' or 'strongly agree' that they feel their AT knowledge of information, supports, and services has improved following interaction with our peer-led content.

AT Chat continues to co-design AT information resources with our community to provide peer-led AT information. 'Self-Advocacy Supports Assistive Technology (AT) Choice and Control' is a great example of a resource that has been co-designed with AT Chat's now AT Mentor, Nerine Williams. In this resource, Nerine shares her passion, strategies, and tools to help her peers self-advocate for an AT solution of their choosing.

This year has also seen At Chat nominated by AT Chatter Melanie Hawkes for the National Disability Service's (NDS) WA Disability Support Awards - 'Excellence in Innovation' category. The AT Chat team were delighted and proud to stand beside other finalists to receive recognition for the peer-led AT capacity-building supports we have co-designed with our community of AT Chatters.

# Organisational Structure



# Our Executive Team

People are at the heart of our business. The role of our Executive Team is to provide leadership, direction, and support to enable our people to perform at their very best. Led by our CEO, Steve Glew, our Executive meet fortnightly to review operations, monitor performance, identify new opportunities, and to plan for the future.



## Chief Executive Officer Steve Glew

Steve joined the Independent Living Centre WA as the Chief Executive Officer in 2018.

Steve has a wealth of experience having worked in senior executive positions for more than 15 years.

Steve's significant experience and strong leadership skills have him well placed to lead iLA into the future as the disability, aged and community care sectors undergo significant changes to funding models.



## General Manager - iLA Andrea Morris

Andrea has more than 30 years' experience working within the community service sector, focused on carer, disability, aged care and mental health service delivery and leadership.

An experienced leader with qualifications in nursing, business and community engagement, Andrea has particular interest in developing new services and collaborating with teams to successfully navigate change.



## General Manager - Corporate Services Nick Wood

Nick is an experienced senior executive, having most recently been the Chief Operating Officer and Chief Financial Officer with the Telethon Kids Institute for more than seven years as well as leading Corporate Services and Business Services with the Western Australian Local Government Association for ten years. He also previously held a senior role with the State Government for four years.

# Our Board

iLA's Board members are required to attend a minimum of eight meetings per year. They provide significant contributions where they offer expertise in decision making and ensure they align with the strategic plan of the organisation, governance practices, financial position, and legal obligations.

Our valued Board members have guided the organisation through a period of intense change and growth with their strategic stewardship being significant for shaping iLA's future and our next phase of evolution.



**Chairperson**  
**Wes Smith**  
Chief Financial Officer,  
Capricorn Society Ltd



**Deputy Chairperson**  
**Irene Mooney**  
Chief Executive Officer,  
MYVISTA



**Secretary**  
**Kunal Malhotra**  
Assistant Director,  
College of Law



**Wayne Belcher**  
OAM



**Wayne Stone**  
General Manager,  
Integrity HBF



**Dr. Claire Cooke**  
Business Manager,  
Telethon Kids Institute



**Treasurer**  
**Evan Salt**  
Founder and  
Managing Director,  
Your Choice Disability  
Plan Management



**Ralph Gore**  
Chief Executive Officer,  
TAPSS Community  
Care Inc.  
*(Resigned 2022)*



**Cate Thomas**  
Manager, Performance  
Improvement,  
St John of God  
Health Care  
*(Resigned 2022)*

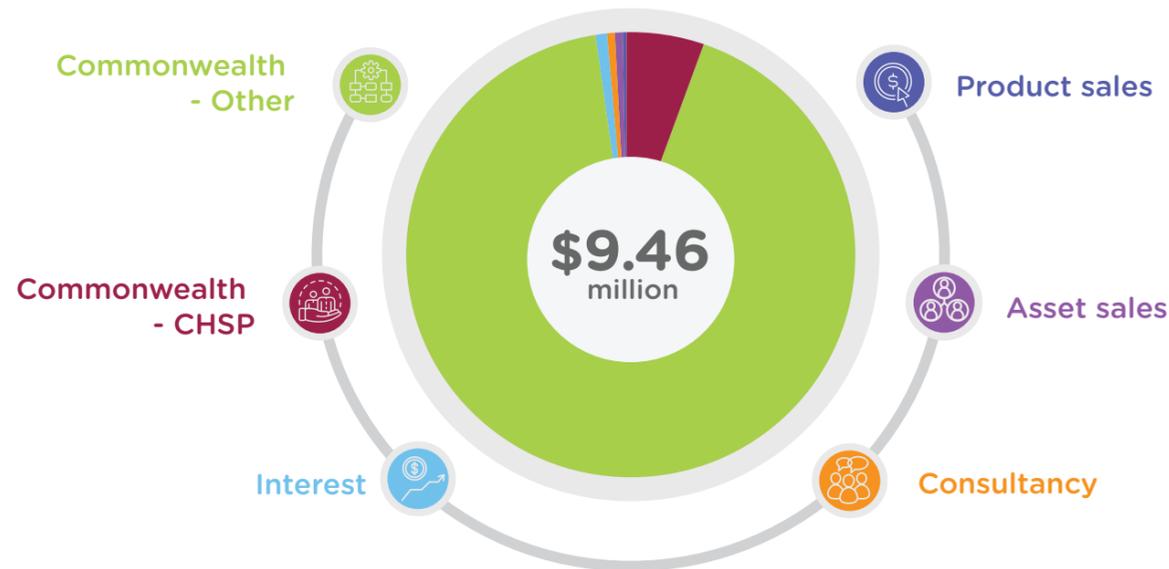
## Board Finance and Risk Committee

- Evan Salt
- Dr. Claire Cooke
- Wayne Belcher
- Steve Glew
- Nick Wood

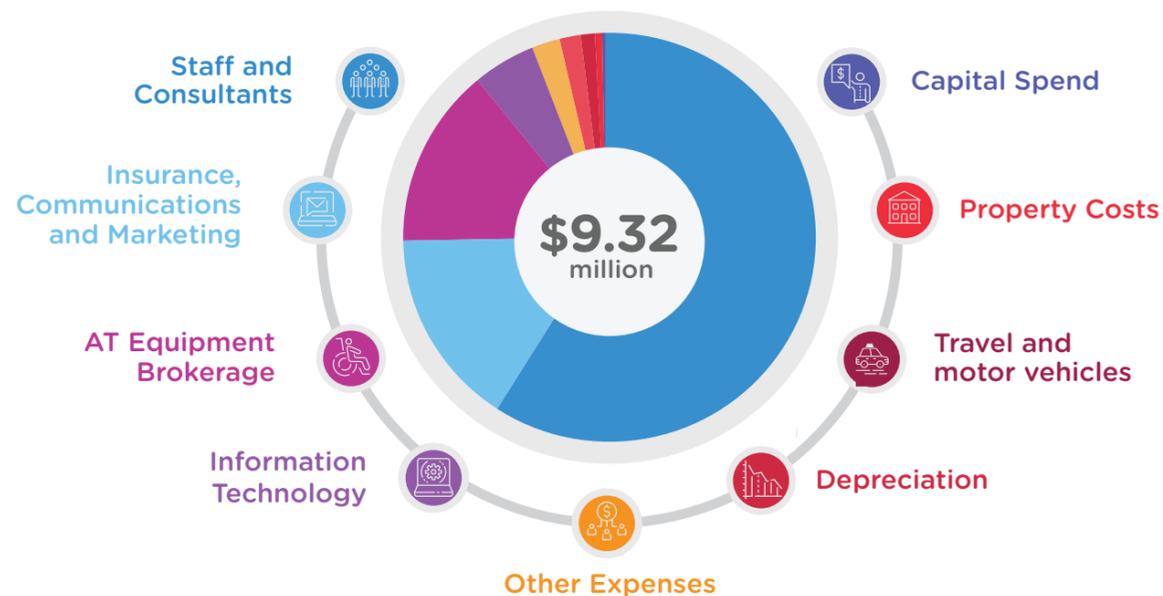


# Financial summary

## Income



## Expenditure



# Key supporters

iLA is proud of what we achieved over the past year, and none of it would have been possible without our supporters, partners, and collaborators.



We acknowledge the contribution that ADL Smartcare, Alchemy One, CultureLink, Anthologie, Faster Horses, Global Centre of Modern Ageing, Growth Advisors, Legal Insite, Monash University, Tango IT, The Shannon Company, Aspire4Life and Think HQ made to our achievements over the past year.

We would also like to recognise the work Bolton Clarke, COTA SA, GRAI, Gurehlgam Corporation, Huon Valley Council, Macedon Ranges Shire Council, Pingelly Somerset Alliance Inc, Synapse, Sydney North Health Network, The Pear – Neighbourhood Node and Umbrella Multicultural Community Care Services Inc do through the Village Hubs Program.

# Our Reconciliation Action Plan journey

**The goal of a Reconciliation Action Plan (RAP) is to make meaningful and sustainable change towards reconciliation and to strengthen relationships between Aboriginal and Torres Strait Islander communities and non-Indigenous, through all areas of an organisation.**

Reconciliation gives us the opportunity to nurture understanding, mutual respect, and greater connection with Aboriginal and Torres Strait Islander people and communities. In striving to create meaningful partnerships built on trust and respect, we've committed to ongoing active engagement.

This financial year we established a Reconciliation Action Plan committee to begin creating and delivering a plan for this important work through Reconciliation Australia.

In 2022, we engaged Professor Shane Hearn from First Nations Media Australia to present three Cultural Awareness Training sessions to staff, as well as an online session to Board members. Staff rated the training 4/5 and reported that their awareness of Aboriginal

and Torres Strait Islander cultures rose from 58% to 74%. 94% of staff also reported that they'll be able to apply what they've learnt in future.

In 2023, we celebrated NAIDOC Week by sharing the purpose and history behind this celebration, and how to get involved with staff. We included resources on some of the wonderful Aboriginal and Torres Strait Islander books, TV, film, and music available, and sourced lanyards for each staff member that depicted beautiful, traditional artwork.

Towards the end of the financial year, we submitted our inaugural 'Reflect' Reconciliation Action Plan to Reconciliation Australia for formal approval.

We continue to build on the success of these positive steps as we move forward.

## Connect with us

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