



2023-2024 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 specifically acknowledge the Whadjuk Noongar people as the Traditional Custodians of the lands on which our head office sits, in Boorloo/Perth, Western Australia (Noongar Boodja). We pay our respects to all Aboriginal and Torres Strait Islander peoples and communities across Australia, and their Elders past and present.

We are committed to walking together to develop culturally safe information and initiatives that enable people to make informed choices and connections, and support strong, self-determining communities.

Artwork Credit: Eulalia Martin (Bunuba/Gija), 'Growth' for iLA by Eulalia Martin Nawajarri Designs 2022.

@eulalia_nawajarri_designs

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Message from our Chairman and CEO

The 2023/24 financial year has seen consistent progress for iLA across many of our services and initiatives.

Our focus on innovation and adaptability has positioned us strongly in order to navigate the evolving landscape of the aged care and disability sectors, allowing us to seize new opportunities to the future.

Our inclusion in the Australian Department of Health and Aged Care's Digital and Data Strategy is one of the year's most notable achievements. As one of only two non-government organisations selected to help deliver phase one, iLA received additional funding to expand the scope, reach, and content of our programs, LiveUp and Keep Able. This funding will also allow us to explore transformative opportunities, including groundbreaking pilot projects in AI, AR and VR, which have the potential to reshape the aged care sector.

This achievement is an acknowledgement of the great work being done across both LiveUp and Keep Able. This financial year, LiveUp saw substantial growth, with over 450,000 users visiting the website and 20,500 people directly engaged at events and expos. Keep Able, meanwhile, hosted its inaugural Rethink Reablement National Forum, further solidifying its position as the national leader in wellness and reablement. With the new funding secured through the Digital and Data Strategy, both programs are poised to venture into new

territory, driving innovation and creating an even greater impact for the community and the sector.

Another milestone this year was iLA's successful bid to manage the Community Aids and Equipment Program (CAEP) Plus Grant Program through the Western Australian Government Department of Health. Launching next financial year, this program will help people access funding for essential assistive technology not already addressed by CAEP, allowing iLA to further support the WA community and ensure access to necessary AT.

Our Regional Assessment Service continued to meet key performance indicators this year. In preparation for the Single Assessment System, we focused on training assessors in the new Integrated Assessment Tool (IAT) to ensure a smooth transition. These efforts reflect iLA's commitment to staying ahead of industry changes and delivering high-quality services to ageing Australians.

As we bid farewell to the Village Hubs Grant program, we celebrate its impressive success in reducing loneliness and social isolation within communities. The program's positive outcomes highlight the power of community-driven initiatives in fostering meaningful social connections.

Looking ahead, we are excited to see our new initiatives take shape and continue building on the success of our existing programs. The Board and leadership team have worked closely to shape the 2024-2027 strategic plan, ensuring strong alignment between governance and management. With the commitment and passion of our Board, Management, and staff, iLA is well-positioned to navigate sector changes, thrive in the coming year, and continue driving meaningful, positive change for the community.

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, purpose, and 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.

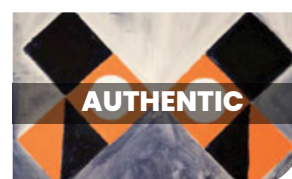
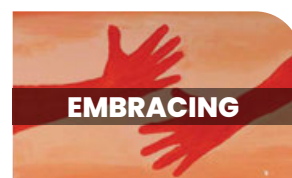
Our Vision

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.

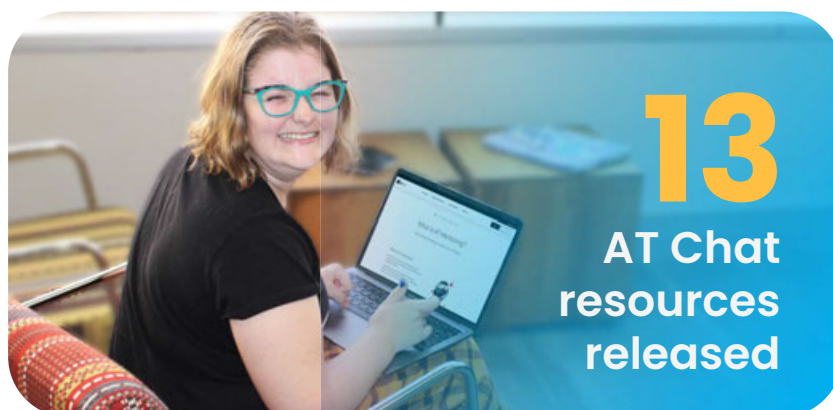
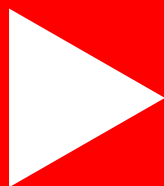
Our Values



Our year in review

iLA continues to grow and exceed expectations. During the financial year 2023–24, performance measures and program deliverables continued to be met, and in most cases, surpassed. Here are just a few of the highlights.

Over
2.19 million
people reached on
iLA's YouTube channels



13
AT Chat
resources
released



8.9
culture score
CISCA Survey 2023



11,182
people directly engaged
by the LiveUp Community
Engagement team with
presentations, or at expos
and events



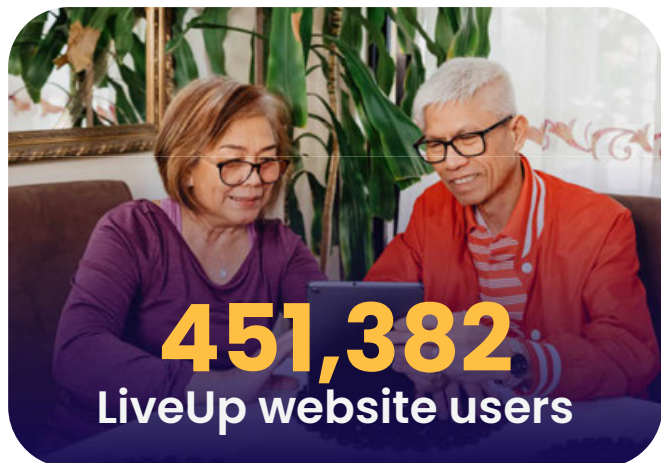
rethink
reablement
webinar
registrations



Over
35,000
engagements
on Facebook



56 expos and
events
attended



451,382
LiveUp website users

85%

Regional Assessment
Service customer
satisfaction score



The LiveUp
Better Practice
Guide for
culturally safe
information
about assistive
products was
released

Over **1,100** LinkedIn
followers for
Keep Able



LiveUp

LiveUp provides access to quality information and digital tools that empower people to make choices to improve or maintain their independence and take control of their healthy ageing journey. In 2023–24, LiveUp marked its second anniversary, a period characterised by consolidation, strategic positioning, and growth.

Key Achievements

- ▶ **User Growth:** LiveUp saw a 47% increase in user engagement, with 451,382 visitors over the year viewing almost 1.2 million pages of healthy ageing content. User engagement metrics improved significantly over the course of the year.
- ▶ **Funding Success:** Through close collaboration with the department, LiveUp secured expansion funding that equates to 56% of its current funding, allowing for significant outreach to new audiences and the expansion of healthy ageing domains.
- ▶ **Platform Enhancements:** A comprehensive user experience (UX) review was conducted, leading to an audit of the product database, enhancements to the information architecture, and improvements to quiz personalisation. The platform also transitioned to a new web development provider.
- ▶ **Marketing Expansion:** Digital marketing efforts were brought in-house, leading to improved efficiency of marketing spend. Three major creative campaigns were launched, and the program achieved broad media exposure, including features on Better Homes and Gardens, The Morning Show, A Current Affair, ABC Radio, and The Australian.
- ▶ **Referral Service:** A referral service pilot for the Navigation team was highly successful, leading to plans for a business-as-usual referral service. A consumer reference group, named the Ageing Well Advisory Group was established, and the online peer community, ConnectUp, expanded to over 1,000 members.
- ▶ **Growth and Innovation:** Several research reports on healthy ageing were published, focusing on priority communities. Research on culturally safe introductions of assistive products for older First Nations Australians was presented at national conferences.





Community Engagement and Activation:

The Friends of LiveUp initiative was launched, with the first organisations coming on board this collaboration and resource sharing partnership.

LiveUp participated in 380 events nationwide, reaching nearly 12,000 individuals in person.

The Making Choices, Finding Solutions guide was translated into 11 languages, and introduced to communities via trials with multicultural organisations.

Nationwide consultations were conducted with Carers' Associations and Gateways, resulting in tailored resources.

LiveUp also launched its first Community Activation Hub in Orange, NSW, leveraging local infrastructure to deliver face-to-face access to resources.

Looking Forward

With the newly secured expansion funding, 2024-25 is set to be a year of substantial growth. LiveUp will broaden its reach into new healthy ageing domains, targeting a more diverse audience.

The program will continue to expand its digital presence and enhance in-person engagement, building an evidence base to inform ongoing and future decisions.

Key services



Keep Able

In the 2023–24 financial year, Keep Able has solidified its position as a leading digital platform dedicated to supporting community aged care providers and the aged care support sector in general, through innovative, and evidence-based resources.

A standout achievement this year was the hosting of the 'Rethink Reablement' forum, which attracted over 600 registrants and featured distinguished keynote speakers from within and around the sector. The event received outstanding feedback, demonstrating its impact in promoting best practices in wellness and reablement.

The launch of Keep Able's new eLearning Learning Management System (LMS) has been a major milestone, with registrations for our free modules increasing by over 200%. This platform expansion reflects our commitment to providing accessible, evidence-based education to the sector. Additionally, the website has also undergone a significant refresh, boasting enhanced user experience (UX) and user interface (UI) for easier navigation and engagement.

Our updated value proposition has clarified Keep Able's role in promoting and educating wellness and reablement, while our social

media presence has flourished, surpassing 1,000 LinkedIn followers and nearing 200 'Count Me In' dedicated group registrations. And our posts have reached an impressive audience of almost 350,000, further extending our impact.

Keep Able has also introduced a variety of free resources, including the Reablement Essentials, an Evidence Hub, the LifeCurve and its significance to clients and providers, and a selection of Reablement Examples animations as told in part from excerpts from Hilary O'Connell's Reablement conversations. These tools are designed to support aged care providers in delivering superior client outcomes.

Significantly, Keep Able contributed to the Australian Government Community of Practice by hosting meetings with specialists, practitioners, and leaders, fostering collaboration and problem-solving within the sector.

As we look ahead, Keep Able is poised for continued growth, with plans for more evidence-based resources and pilot projects on the horizon. The team's dedication to advancing wellness and reablement remains unwavering, promising an even more impactful year ahead.

AT Chat

AT Chat continued to grow its community this year, with over 1,400 Chatterbox members and 5,324 followers supported through our peer-led information and AT Mentor support.

In November 2023, a national survey of community members showed that 81% of respondents strongly agreed that their co-design contributions and feedback were valued. Additionally, over 92% agreed that AT Chat's information improved their understanding of assistive technology (AT) and how it could meet their needs. The survey also highlighted that 84% found the information valuable, and 66.7% felt empowered to advocate for the AT they require to support their goals.

After launching the AT Mentoring service last year, we have consolidated our approach, refining the peer support model to better meet the needs of NDIS participants seeking tailored AT advice and support. Our qualified mentors continue to use their lived experience and expertise to guide participants in finding the best AT solutions to achieve their goals.

Throughout the year, AT Chat remained committed to sharing co-designed AT resources and support. This included ongoing engagement with the Stroke Foundation, whose resources were featured on their EnableMe platform and email newsletter, reaching over 7,000 subscribers. AT Chat also published 13 AT information products, reaching a total of 186,700 people.



Being a part of the AT Chatterbox group has been amazing. Having suffered an acquired brain injury at the age of 29, I had no idea of how to live independently as a paralysed young woman.

Being part of this group has been very helpful with creating connections and sharing stories about all the AT that is out there that can allow people with disabilities live fulfilling and meaningful lives. I'm superiorly grateful of being a part of the group.

Thank you to the members for allowing me to be here and sharing your stories with no prejudice and allowing me to share back too

Quote from a co-designer of the 'AT for the Kitchen – Show and Tell' resource





Regional Assessment Service (RAS)

The Commonwealth Government's agenda of reform in the aged care sector has required iLA's RAS team to focus on several initiatives within the year, alongside business as usual.

These have included:

- ▶ Conclusion of the trial of the Integrated Assessment Tool (IAT).
- ▶ Training in use of the IAT and supporting supplementary assessments, and
- ▶ Completion of IAT Transition Training developed by the Department of Health and Aged Care, to ensure all Assessors have requisite knowledge and skills to apply the IAT at launch.

The trial of the IAT formally commenced in May 2023 and concluded in July 2023. The trial required iLA's Assessor Team to conduct an allocation of assessments with clients using the IAT tool applying new assessment methods and software.

Further to the trial the Department of Health and Aged Care introduced new My Aged Care Learning modules and transition training in early 2024. All iLA Assessors successfully participated in and completed the required training in June 2024 to support of the governments formal launch of the IAT on 1 July 2024.

My Aged Care assessment and support plan review referral volumes received by iLA's RAS Assessment Service continued an upward trend throughout the 2023/24 year. Staff within our Assessor and Intake teams have worked diligently during peak periods continuing to deliver to all program KPIs and deliver assessment services to clients in a professional, caring and timely manner.

iLA are proud of the professionalism of its skilled and experience Assessor Team and their ability to maintain an effective and timely client centric service during this busy time.

Client survey feedback continues to indicate that assessment services provided by the team are delivered with care, compassion and thorough knowledge of the My Aged Care system and services available to clients.



Village Hubs

The National Village Hub Program continued to meet the key objectives of reducing loneliness and isolation in older people over 55.

Some of the overall achievements of the program include:

- ▶ 94% of reduction in loneliness and social isolation
- ▶ 93% increased social connectedness
- ▶ 92% improved sense of community support and inclusion
- ▶ 89% improved mental health and wellbeing
- ▶ 83% improved physical health and wellbeing
- ▶ 95 % satisfaction with the program

“ I used to be a stay-at-home person that never mixed, now I’m never home. I’ve made a lot of friends.

Quote from a Hub member

From inception there have been over 5,712 people who have benefited from attending a Village Hub activity.

As the National Grant Manager for the Village Hub program ILA exceeded key deliverables by:

- ▶ Increasing the required establishment of 10 Village Hubs to 12 Village Hubs nationally
- ▶ Increasing the required two Communities of Practice yearly to twelve per year
- ▶ Supporting Hubs through face-to-face site visits.
- ▶ Developing two video campaigns including “Loneliness awareness” and ‘What the Hub Means to Me.”

A particular focus for the year was identifying ways to remain sustainable post government funding ceasing in June 2024. This included building the capacity of Hubs to know how and where to apply for alternative funding, formalise partnerships and increase peer lead initiatives.

Emphasis was also placed on developing a robust qualitative and quantitative outcomes measurement framework to ensure Hubs could demonstrate the impact their Hub had on members.

The Village Hub Program has demonstrated there is no one- size-fits-all approach to reducing loneliness. Instead, there are patterns and principles that can be applied in different ways with different people. All Hubs were co-designed to meet the specific needs of their community. The four main models implement include:

- ▶ Social prescription and linkage
- ▶ Facilitated social programs
- ▶ Member led social programs
- ▶ Peer to peer support

ILA is proud of the achievements and positive impact the Village Hub program has had on members and the wider community.



Reconciliation Action Plan

iLA and Indigo RAP Committee have implemented initiatives to help staff understand and engage with Aboriginal Torres Strait Islander events of significance, such as National Reconciliation Week.

An Acknowledgement of Country Card with example acknowledgement and internal events like the Reconciliation Film Club, aimed to build awareness and encourage staff participation.

We've been working to empower Aboriginal Torres Strait Islander businesses through procurement. Executive approved Kulbardi as the preferred provider for Stationery and Office Supplies. Kulbardi is a Certified National Supplier of Supply Nation, Australia's largest national directory of Indigenous businesses.

The Growth and Innovation Team at iLA have been working with VAHS and VACCHO, two Aboriginal Community Controlled Health Organisations, to develop an AT toolkit tailored to older Aboriginal Torres Strait Islander people, as well as working with the Content Team to pilot a capacity building content project with Indigenous creative consultancy, Campfire X, who have worked with Facebook, Google, and Tourism Australia in the past.

The Better Practice Guide, focused on developing culturally safe information about AT for Aboriginal Torres Strait Islander people, was well received by industry, and a research paper focused on culturally safe AT service provision under the new Aged Care Act is being reworked as a paper for publication.

People and Culture have been working on best practice in areas of race relations and anti-discrimination and ensuring that processes are culturally sensitive, as well as understanding First Nations employment on an organisational level. We've had advice from James Cripp from Converge, as well as working with At Work Australia who help with First Nations employment.

For NAIDOC Week staff enjoyed a catered bushtucker inspired morning tea and online chat with Dr Robert Isaacs, a prominent Aboriginal Elder who has dedicated his life to breaking down cultural barriers and improving the lives of disadvantaged people.

Next steps include submitting the first stage, 'Reflect', of the RAP process, and planning the next stage, 'Innovate', with RA at the beginning of 2025.

Marketing

This year, the Marketing and Communication team focused on enhancing internal capabilities and refining strategies, delivering outstanding results across brands.

A key highlight was the 50% increase in traffic to the LiveUp website, soaring from 300,000 visitors last year to 450,000—a testament to our targeted creative and effective digital strategies.

Our public relations campaign was a success, garnering widespread coverage across top platforms. LiveUp featured on The Morning Show, Studio 10, A Current Affair, and Better Homes & Gardens, alongside national news outlets such as The Daily Telegraph and The Courier Mail. Radio programs, including House of Wellness, amplified our message to a broad audience.

Additionally, our collaboration with the LiveUp Community Engagement team through Local Area Marketing (LAM) expanded the visibility and reach of our efforts. Through LAM, the Marketing team delivered targeted organic and paid campaigns for over 15 expos and events.

With a limited marketing budget, the Keep Able forum surpassed all expectations with over 600 registrations from professionals eager to engage with the latest in reablement knowledge. The team leveraged this success to further boost website traffic in the final quarter.

The marketing team showcased its video production skills through the 'What the Hubs Mean to Me' video, highlighting the positive impact of the Village Hubs program. Additionally, the iLA Employer of Choice and prospectus videos helped drive recruitment by emphasising what makes iLA such a unique organisation.

Our approach to bring digital paid marketing in-house, enhanced our agility and responsiveness, which resulted in exceeding all KPIs whilst reducing our reliance on external vendors. Simultaneously, we invested in upskilling the team through self-guided workshops, further developing our versatile and skilled team. These efforts have bolstered our capabilities, ensuring we continue to deliver impactful results in the future.

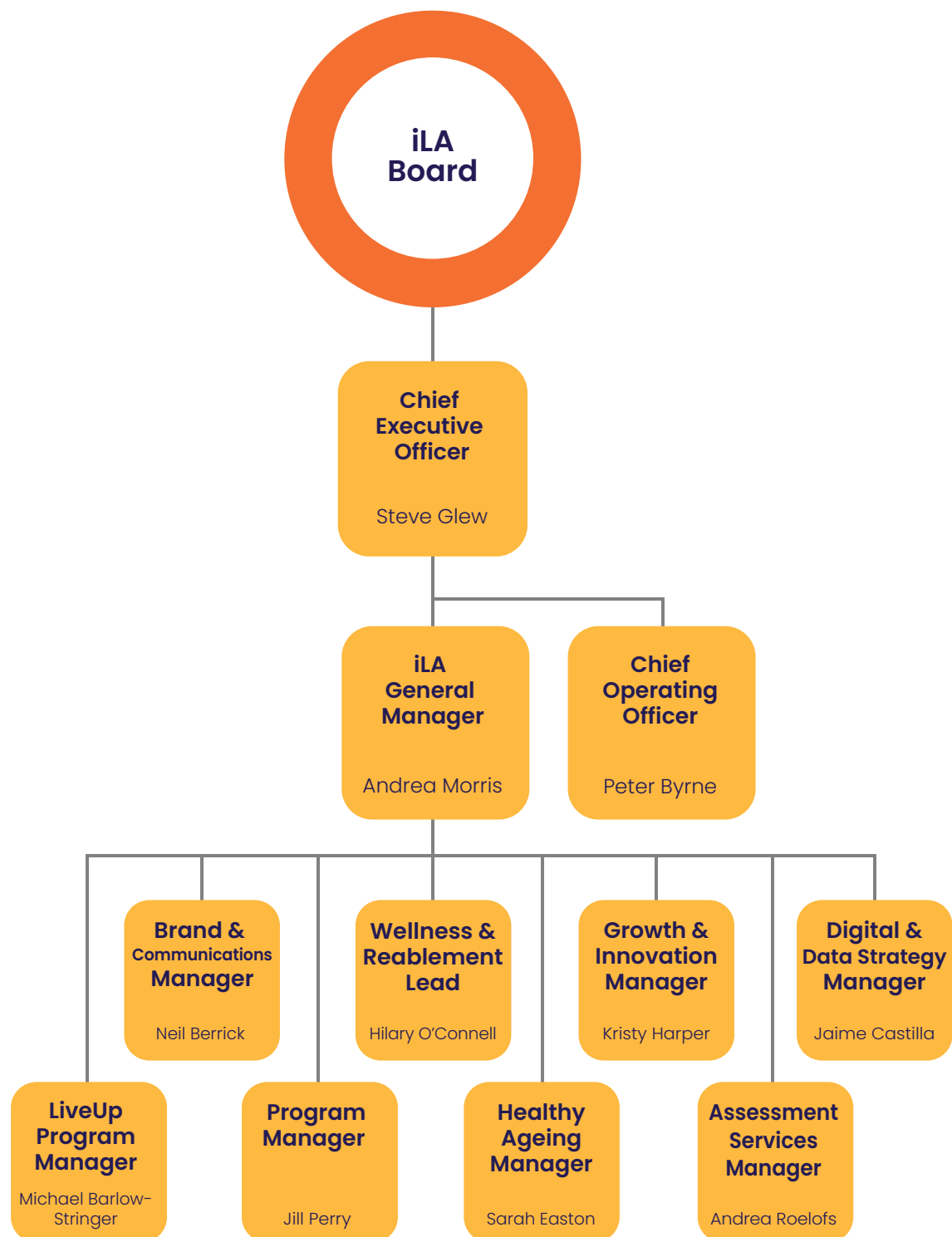
Growth and Innovation

Growth and Innovation helped LiveUp diversify and establish influence in new areas.

With a renewed focus on research that supports sector and organisational growth, we consulted with First Nations and multicultural audiences on culturally safe AT-service and information provision. The LiveUp Better Practice Guide for Culturally Safe Information about Assistive Products was publicly launched. This ignited important activities for the sector to share in research benefits, including work with Monash University's RAIL, acceptance to AAG, ARATA and The Research Society conferences, and co-design partnerships to create materials exclusively for First Nations and Italian audiences.



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.

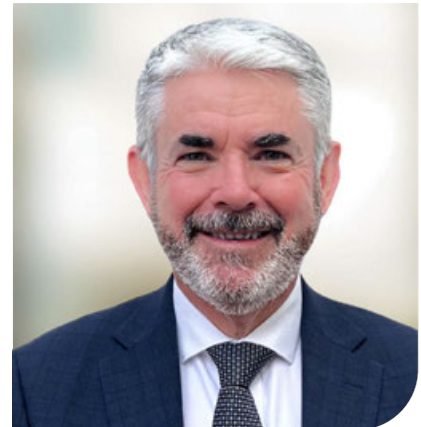
Steve's significant experience and strong leadership skills have him well placed to lead iLA into the future as the disability, aged and community care sectors undergo significant changes to funding models.



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.



Chief Operating Officer
Peter Byrne

Peter has over 20 years of public sector experience, holding Senior Executive roles in Finance, Corporate Services, and IT across various WA government departments.

He has expertise in financial management, corporate governance, and public policy, leading service delivery in child protection, remote Aboriginal communities, and emergency welfare response. Peter holds an MBA, is a CPA, and is a member of the Australian Institute of Company Directors.

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

Group Chief Financial Officer,
St John of God Health Care



Deputy Chairperson
Irene Mooney

Chief Executive Officer,
MYVISTA



Secretary
Kunal Malhotra

Consultant



Treasurer
Evan Salt

Co-founder/Advisor,
Acorn Plan Navigation



Wayne Belcher

OAM



Wayne Stone

General Manager WA,
Medical and Emergency
Services, MSS Security



Dr. Claire Cooke

Assistant Director,
NDIS Quality and
Safeguards Commission

Board Finance and Risk Committee

Evan Salt

Dr. Claire Cooke

Wayne Belcher

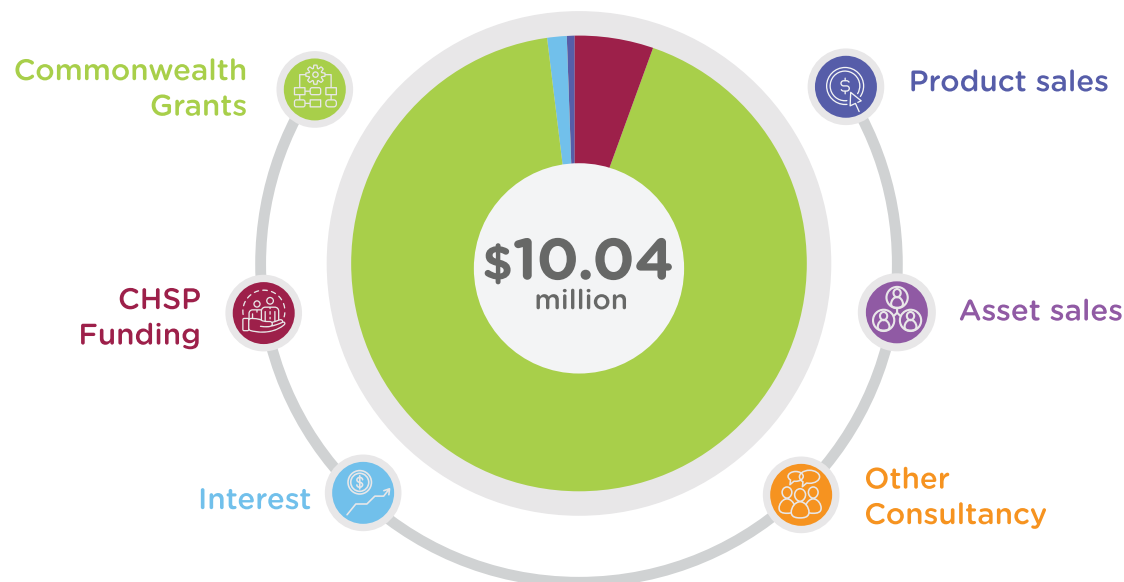
Steve Glew

Nick Wood (*resigned February 2024*)

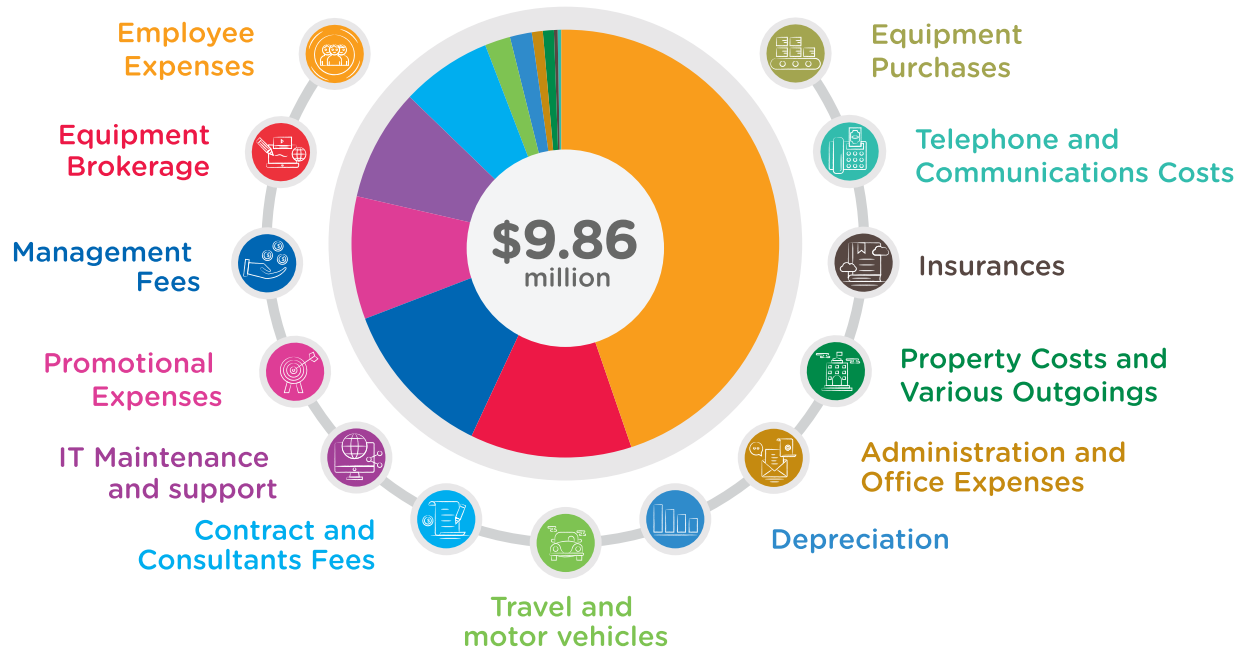
Peter Byrne (*commenced February 2024*)

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, Anthologie, Growth Advisors, Little Rocket, Campfire x, Legal Insite, Monash University, Tango IT, The Shannon Company, Aspire4Life, Alchemy One, 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 have done through the Village Hubs Program.





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