



**OSTEOPOROSIS**  
NEW ZEALAND  
*Building a stronger future*



Annual Report | **2011**

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## Report from the Chair

**Love your bones - optimise calcium in your diet, undertake weight bearing exercise and get a sensible dose of daily sunshine - the focus for our awareness campaign in 2011, has enabled us to educate our community on how to maintain healthy bones.**



Jennifer Button

This is the thirteenth year of operation in which Osteoporosis New Zealand has pursued its mission, 'To reduce the incidence of osteoporosis, and ensure the best possible outcomes for those with osteoporosis in New Zealand.'

We would like to thank all our sponsors, partners, project sponsors, and all who have assisted us in our initiatives: our foundation partner, Merck, Sharp and Dohme, The Nielsen Company, and we are delighted that Fonterra have renewed their support of us in 2011 for three years. We very much look forward to working with them. The assistance of the TG Macarthy and the Arthur N Button Trusts has been much appreciated during what has been another financially challenging year. The ongoing support and work of Network Communication has been greatly valued by us all. We are also grateful to Medtronic, Hologic, the Pacific Radiology Group and Nestlé and Fonterra for their project support. We should like to especially thank all our private donors. As we do not receive any government funding we are grateful for all their continuing assistance.

This year we have welcomed the partnership of Ryman Healthcare and it is exciting to be the recipient of their fundraising efforts for 2011. We have enjoyed visiting the Ryman villages and getting to know their residents while helping them understand what they and their families need to know about osteoporosis.

The first notable highlight of the year was the very successful third ANZBMS bone densitometry training course in May in Wellington run by Julia Gallagher with the input of Dr Mike Nowitz, resulting in a significant number of bone density technicians and physicians being trained in the operation of bone scanning machines. During Better Bones Week this year, a further highlight was the Ryman Family Fun Day held in October in partnership with Ryman Healthcare at Sir Edmund Hillary Village in Remuera, Auckland, involving younger family members building lifetime habits to ensure good bone health. It was a very successful week of awareness-raising for Osteoporosis New Zealand owing to the wonderful work of Network Communication and board member, Jane Dodd, and her assistant, Jess Miller. A huge thank-you to them.

I thank Lady Young, our patron, for her active support in visiting Ryman villages, also Mrs Claire Mackintosh, Chair, The Osteoporosis New Zealand Endowment Trust, and

other members of the board. Thank you to all board members for their wonderful talents and skills and great commitment through 2011. We are most fortunate to have such a strong team. I should like to acknowledge the hard work of our executive team: Vice Chairs, Mrs Janet Williams, until May and then Dr Elizabeth Spellacy, and Subcommittee chairs, Mrs Jane Dodd, and Dr Mike Nowitz.

We were sorry to farewell two board members this year. We thank Mrs Janet Williams for the major contribution she has made in her ten years on the board. Her strategic planning and administration skills, institutional knowledge, wisdom and sound judgement have been invaluable, particularly as Vice Chair and on the many committees on which she has served. We also thank Dr Mike Nowitz for his considerable achievements, his professional leadership and expertise, particularly in chairing the Scientific and Clinical Committee.

This has been a year of change in the office. We thank departed staff members, Madeleine Leydon, Administration Assistant and Julia Gallagher, Executive Director. On behalf of the board I would like to publically acknowledge Julia for her commitment and hard work and significant contribution over ten years with Osteoporosis New Zealand. Our thanks go to Liz McKissock for all she has so efficiently accomplished since July managing the office part time.

Osteoporosis is often called the silent epidemic because its effects are not seen until it is too late. So build bone health when young and maintain your bone density at all ages, monitor your risk, and if necessary have a bone scan and talk to your doctor about the treatments available. You are at higher risk of having another fracture if you have had one already so seek advice and make sure this one is your last.

**Jennifer Button**

*Chair, Osteoporosis New Zealand*

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## Business Manager's Report

2011 has been another busy year for Osteoporosis New Zealand. With staff and board member changes it has been important to stay focused on our long term strategic goals, key objectives and to deliver value to all our stakeholders. Like many New Zealand charities and businesses we have felt the ongoing effects of the global financial crisis, and the need to run a tight operation whilst continuing to provide support, education and advocacy for better access to diagnosis of and medications for osteoporosis. Our organisation is driven to develop a culture of valuing bone health for all of the community for all of their life.

We continue to invest in providing current evidence based information from our scientific and clinical committee, for our partners and external stakeholders. This year with the support of Creative Marketing we have published a newsletter and developed our website. It now has a significant range of information and tools to measure the risks of developing osteoporosis and provide nutritional guidelines. [www.bones.org.nz](http://www.bones.org.nz)

Our primary resource pamphlet, Osteoporosis and You, has been distributed to thousands of members of our community and health professionals. This very useful publication helps to educate those at risk or who are suffering from osteoporosis. Our media campaign developed and managed by Network Communication during Osteoporosis Awareness Week was also very successful in targeting a wider demographic of our community.

We are very grateful to all our partners for their support and our combined efforts this year have assisted us to reach out to all New Zealanders. Ryman Healthcare has chosen Osteoporosis New Zealand as their official charity of 2011/2012. Our board members have travelled around the country educating the Ryman community on risk, prevention and care of osteoporosis. Likewise the Ryman Villages have also been working hard to raise money for Osteoporosis New Zealand during the year for which we are extremely grateful.

We are delighted to welcome Fonterra as a sponsor for the next three years and our bone button will appear on their CalciPlus milk product. Like them, we are passionate about helping New Zealanders establish life long habits that include a calcium rich diet. We are looking forward to building an enduring partnership and delivering our key messages with Fonterra's support. Our key projects and activities for the year would have been impossible without the support of our partners and those that have worked tirelessly with our organisation over the years.

2011 has been a very challenging financial year, requiring focus on reducing operating expenditure and strengthening our future finances by building stronger and lasting relationships with our partners and sponsors. Income at \$126,092 is slightly reduced from previous years, coming from our sponsors, grants and donations. The national fiscal challenges for the year regrettably had us unsuccessful with previous long-term grants. The total expenditure for the year was \$129,261. With careful management our operating expenditure has been reduced from the previous year by \$30,000; this has come from a reduction in office rental, salaries and wages, general office expenses and governance costs. Without doubt Osteoporosis New Zealand's success is enabled by the investment of time and value from its Board Members. Their diversity and depth of expertise is key to the organisation's future. I thank them personally for supporting me this year while also sharing their passion for helping New Zealanders build better bones.

**Liz McKissock**  
*Business Manager*

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## Scientific & Clinical Committee Report



Dr Michael Nowitz

This has been another busy and eventful year for Osteoporosis New Zealand. In May together with The Australia and New Zealand Bone and Mineral Society we held the bone densitometry course for bone density technicians and physicians. This intense weekend program conducted by a combined Australian and New Zealand faculty provided training in all aspects of densitometry.

In addition to the standard course, a novel feature was the introduction of an afternoon session of 'Hot Topics' reflecting current issues in osteoporosis. The feedback from attendees was overwhelmingly positive and we look forward to involvement in future courses.

Provisional data from our research project into DEXA in New Zealand was presented at the National Bone Forum in Rotorua; it suggests significant inequities in the provision and funding of DEXA services in New Zealand. We hope to aim for equitable access to government funded diagnosis of osteoporosis.

This year saw new (and improved) funding criteria and an improved range of funded drugs has been made available for osteoporosis treatment. The bisphosphonate funding has been extended to include intravenous zoledronate (Zometa) in addition to the currently funded oral alendronate. In addition, two other drugs have been funded for treatment of osteoporosis; oral raloxifene (Evista) and injectable teriparatide (Forteo). The Scientific and Clinical Committee of Osteoporosis New Zealand in conjunction with other interested parties have been active in lobbying for improved access to these medications.

We would like to welcome Paul Mitchell to the Committee in 2012; he has international expertise in the development of protocols for the prevention of osteoporotic fractures. Members of the committee have been involved in presentations to Ryman Healthcare facilities in the North Island and continue to attend international conferences.

I wish to thank the members of the Scientific and Clinical Committee for the expert guidance they have provided and the generous way in which they have given their time and energy to furthering the goals of Osteoporosis New Zealand and improving awareness, understanding and management of this condition.

**Dr. Michael Nowitz**

***Chair, Scientific and Clinical Committee***

## Finance, Funding, Communications and Policy Committee Report

This year Osteoporosis New Zealand has remained committed to our strategic plan, focusing on maximised growth and development opportunities. The next decade will see an increasingly ageing population, and the need for heightened support and engagement with our key stakeholders. The Finance, Funding, Communications and Policy Committee has extended our reach within specific groups, through targeted communications and fostering valuable relationships as we move forward.



Jane Dodd

One of the highlights of our fundraising year was the partnership between Ryman Healthcare and Osteoporosis New Zealand. Chosen by Ryman as their charity partner for the year, their extensive networks of villages across New Zealand have allowed our organisation a wide reaching platform to deliver our messages. Representatives from Osteoporosis New Zealand presented at each village to officially announce the partnership, and share valuable information and resources. Ongoing collaborative work has also taken place. Long-time supporter of Osteoporosis NZ, Nestlé's MILO contributed to the development of a summer newsletter to key stakeholders, including members, GPs, and Radiologists. This provided a year-end update of our activity for the year, and sustained our engagement with these crucial audiences. A new long term partnership was also forged with Fonterra Brands, paving the way to improve the communication around nutrition and bone health. Our annual communication campaign, Better Bones Week, saw the production of 20,000 milk bottle tags with our logo and message produced on Anchor's CalciPlus milk.

2011 saw a strategic repositioning of Osteoporosis Awareness Week to 'Better Bones Week', with a strong focus on continued efforts in raising awareness among all New Zealanders, no matter what their age or stage of life. The week generated national media coverage, and involved support from Ryman Healthcare and Nestlé's MILO. An educational afternoon tea held at one of Ryman Healthcare's biggest retirement villages, with guest presenter Nestlé's Hottest Home Baker, Paula Midgley, provided a valuable focal point. Paula treated guests to a baking demonstration and highlighted ways residents can easily gain enough calcium in their diet, and samples of MILO and CalciPlus milk were provided as gifts.

Our focus for the year ahead is to build on the relationships and opportunities of 2011, widening our reach in raising awareness. Our corporate contributors supplemented by grants from public and philanthropic trusts will provide the crucial support for our continued outreach and much-needed development of education tools and programmes.

**Jane Dodd**

***Chair, Finance, Funding, Communications and Policy Committee***

## **Our Vice Regal Patrons**

Their Excellencies, Lieutenant General The Right Honourable Sir Jerry Mateparae, and Lady Janine Mateparae

### **Patrons**

Sir William and Lady Young

## **BOARD MEMBERS**

### **Chair**

Miss Jennifer Button MA (Hons)  
*Former Principal*  
*Samuel Marsden Collegiate School*  
*Wellington*

### **Vice Chair (until May 2011)**

Ms Janet Williams  
*Capital and Coast Health DHB*  
*Wellington*

### **Vice Chair (from May 2011)**

Dr Elizabeth Spellacy MB BS MRCP  
*Physician*  
*Bay of Plenty DHB*  
*Tauranga*

### **Chair, Finance, Funding, Communications and Policy Committee**

Ms Jane Dodd  
*Director*  
*Network Communications*  
*Auckland*

### **Chair, Scientific and Clinical Committee**

Dr Michael Nowitz MB BCH FFRad(D) (until  
October 2011)  
*Radiologist*  
*Pacific Radiology*  
*Wellington*

Ms Wendy Barker  
*Coordinator - Cancer Society Volunteer*  
*Driving Service/Fundraising & Events*  
*Management Practitioner*  
*Christchurch*

Prof Jill Cornish PhD  
*Scientist*  
*Bone Research Group*  
*Auckland*

Dr Stella Milsom MB ChB Dip Obst FRACP  
(Endo)  
*Endocrinologist*  
*Fertility Associates and Auckland DHB*  
*Auckland*

Ms Sarah Thomson MA (Hons)  
*Chief Executive Officer*  
*Child Cancer Foundation*  
*Auckland*

Julia Gallagher (until July 2011)  
*Executive Director*  
*Osteoporosis New Zealand*



# Summary of Financial Information

## Statement of Financial Performance

(Year ended 31 December 2011)

	2011	2010
<b>INCOME</b>		
Sponsorships	62,744	76,226
Grants and Donations	11,734	60,651
Projects and Promotions	34,718	19,978
Interest	16,896	18,196
<b>Total operating income</b>	<b>126,092</b>	<b>175,051</b>
<b>EXPENDITURE</b>		
Personnel and Administration costs	88,284	122,607
Compliance and Governance	13,177	25,289
Projects and Promotions	27,800	11,885
Depreciation	1,296	2,137
Loss on disposals		236
<b>Total expenditure</b>	<b>130,557</b>	<b>162,154</b>
<b>NET SURPLUS/(DEFICIT)</b>	<b>-4,465</b>	<b>12,897</b>

## Statement of Financial Position

(as at 31 December 2011)

	2011	2010
<b>CURRENT ASSETS</b>		
Bank Accounts	91,127	71,804
Receivables	731	4,469
Prepayments	3,025	2,654
Fixed Assets	2,138	3,434
Investments	319,963	347,997
<b>TOTAL ASSETS</b>	<b>416,984</b>	<b>430,358</b>
<b>CURRENT LIABILITIES</b>		
Accounts Payable	12,766	21,675
<b>Accumulated Funds</b>	<b>404,218</b>	<b>408,683</b>
<b>TOTAL FUNDS</b>	<b>416,984</b>	<b>430,358</b>

*Basis of preparation: These summary accounts are taken from the audited 2011 accounts of Osteoporosis New Zealand. The summary accounts may not contain enough information for a full understanding of the financial affairs of Osteoporosis New Zealand. A full set of accounts may be obtained on request from the office of Osteoporosis New Zealand.*

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# Audit Report

To the Trustees of Osteoporosis New Zealand Trust,

I have audited the summary financial report of Osteoporosis New Zealand Trust for the year ended 31 December 2011 as set out to the left of this report in accordance with New Zealand Auditing Standards. In my opinion, the information reported in the summary financial report is consistent with the financial report from which it is derived and upon which I expressed an unqualified audit opinion in my report to the members dated 29th March 2012. For a better understanding of the scope of our audit, this report should be read in conjunction with my audit report on the financial report. I completed my work for the purposes of this report on 29th March 2012.



**Peter Drew**  
*Drew Audit and Accounting Services*



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## **Osteoporosis New Zealand acknowledges with appreciation those who have provided financial support in 2011.**

TG Macarthy Trust            \$3,000

We acknowledge and are deeply grateful for the support of our corporate partners in 2011.

- Merck Sharp and Dohme (NZ) Ltd
- Fonterra Brands New Zealand
- The Nielsen Company

Our projects this year were supported by:

- Pacific Radiology
- Hologic (Australia) Pty Ltd
- Medtronic Pty Ltd

Osteoporosis Awareness Week sponsors and supporters for 2011 were:

- Nutrition New Zealand
- Fonterra Brands New Zealand
- Nestlé New Zealand Ltd

## We thank all of those who have supported us

### Benefactors

Mrs J Abercrombie	Ms L Goodger	Ms J Robertson
Arthur N Button	Prof A Goulding	Mrs M Smart
Charitable Trust	Mrs L Hicks	Ms Sandrine Smith
Mr Duane Ashworth	Mrs FA Holland	Dr. Elizabeth Spellacy
Mr Terry Bartlett	Hope & Sons Ltd	Mrs J Struthers
Mr S Blow	Mrs L-C Y Huang	Anonymous
Miss J Button	Mr G Jedlicka	Ms FM Sutton
Mr R Catto	Mr and Mrs B Jensen	Mr and Mrs H Taylor
Mr and Mrs W Childs	Mr and Mrs P Johnston	Ms Sarah Thomson
Mrs K Clarke	Mrs J Lorimer	Dr T Turnbull
Mrs V Drew	Mr and Mrs C McQuaid	Mr S Whiteley
Ms Jane Dodd	Mrs AC Mackintosh	Mr N Willis
Mr and Mrs B Everitt	Dr J Medicott	Mrs Susan Wong
Mrs F Fay	Dr Stella Milsom	Mrs S Van der Veeken
Mr and Mrs P Friar	Mrs Z Mitchell	Mrs G Virtue
Mrs JA Gallagher	Dr. Michael Nowitz	

### Sponsors

Nestlé NZ Limited	Medtronic Australasia Pty Limited	Hologic (Australia) Pty Limited
Merck Sharp and Dohme (NZ) Limited	Fonterra Brands NZ	
The Nielsen Company	Pacific Radiology	

### Supporters and Partners

Nutrition New Zealand	Creative Marketing
Ryman Healthcare	Network Communications Ltd



*Julia Gallagher, Osteoporosis New Zealand, and Simon Challies, Ryman Healthcare, celebrate the charity partnership, June 2011.*

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## Sponsors



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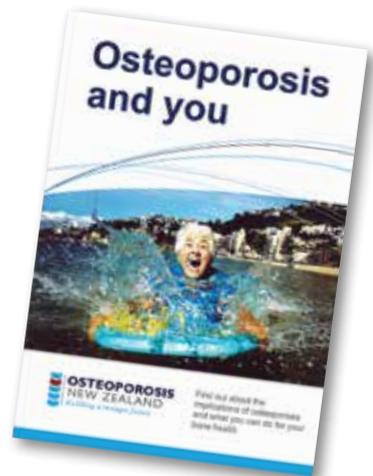
## Supporters



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## Osteoporosis and You

Our booklet 'Osteoporosis and You' contains information on how osteoporosis develops, how common it is and risk factors. You can find out the recommended daily intake of calcium, the amount of calcium in food and also about the diagnostic test for osteoporosis - the DEXA scan. Find out what you can do to prevent osteoporosis. To order either phone us on 04 499 4862 or order online on our website [www.bones.org.nz](http://www.bones.org.nz)



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## MISSION STATEMENT:

*'To reduce the incidence of osteoporosis,  
and ensure the best possible outcomes for those  
with osteoporosis in New Zealand.'*

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