



HeR Heart

Annual Report
2020



The facts matter



Heart disease in women

Over **500,000** women are affected by cardiovascular disease (CVD)

1 in 3 women will die from CVD

CVD caused more female deaths than any other disease group in 2019



Cost to Australia

In 2019 CVD cost Australia **\$10.4 billion**

1 in 3 of total prescriptions are for CVD medicines

19% loss of full time employment is due to coronary heart disease



Lifestyle

In 2017-2018 in women diagnosed with CVD:

89% did not eat recommended daily serve of vegetables

59% did not meet the Australian guidelines for physical activity

44% did not eat the recommended daily serve of fruit

60% were overweight or obese



Aboriginal and Torres Strait Islander (ATSI)

ATSI women are **X2** as likely as non-indigenous women to have CVD

ATSI women are **X4** times as likely as non-indigenous women to have CVD related hospitalisations

References

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3. AIHW (2019b). Cardiovascular disease, accessed 4th November 2020 from www.aihw.gov.au/reports/heart-stroke-vascular-diseases/cardiovascular-health-compendium/contents/how-many-australians-have-cardiovascular-disease
4. AIHW (2017). Medicines for cardiovascular disease, accessed 5th November 2020 from www.aihw.gov.au/getmedia/e84e445a-b4f0-4eac-96ee-b4cbf4e5639a/aihw-cvd-80.pdf
5. AIHW (2009). Chronic disease and participation in work, accessed 5th November 2020 from www.aihw.gov.au/reports/chronic-disease/chronic-disease-participation-work/contents/summary

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About Her Heart

Her Heart is Australia's only not-for-profit (NFP) focused on the prevention of women's heart disease. Established in 2015, Her Heart raises awareness and educates women on the risks of heart disease and empowers them to make important lifestyle changes.

Mission

Improve the heart health of Australian women with long-lasting impact.

To be the 'go-to' place for women to access accurate information.

To make women's heart health a top priority in the health, government, business and community sectors.

Vision

Her Heart's vision is to fight heart disease in women. Starting in Australia, we aim to decrease deaths from heart disease by 50% by 2025 and engage the broader Australian community to support Her Heart's initiatives to deliver long-lasting heart health prevention.

Values

Inclusive and respectful

Evidence-based practice

Community minded

Passion for excellence



Her Heart Founder & Director

Dr. Linda Worrall-Carter is a recognised world leader in the field of women's heart health. Prior to establishing Her Heart, she worked as a clinician, and spent many years nursing women in the acute stage and post heart attack as well as in rehabilitation with heart disease. She became aware of the different symptoms for women, that they were often under diagnosed and under treated leading her to investigate this further. After decades of research she felt compelled to leave her position as Professor of Cardiac Nursing to establish Australia's only NFP around women's heart health so that more women could be made aware of their risks and know what to do about it. She felt passionate that research alone would not save women's lives, nor drive changes in health attitudes and behaviours. A key cornerstone of Her Heart is to drive change through creating awareness of heart disease, with a view to empowering women with knowledge so they can learn more about how to initiate change. In a relatively short period of time, Her Heart has created a groundswell of interest, harnessed support from women all over the world as well as local and national interest and funding. The community has also expanded to involve key Australian groups and cardiologists. Her Heart is committed to the women of Australia, our subscribers, partners, sponsors and supporters locally and across the globe.

Letter from The Chair

It is with great delight that I present this report. As we all know 2020 was a year of enormous change due to a global Pandemic that also considerably affected those working in the NFP space. The Her Heart team have done a tremendous job in pulling together a report, showcasing programs that have been able to continue as well as expanded upon during a very difficult year.

There has also been change within our Executive and our Founder Dr Linda Worrall-Carter is now in a position to dedicate herself more fully to strategic and Board matters while handing over the reins of CEO. Linda created Her Heart back in 2015 and has since then established Her Heart as a key player in the heart health NFP space. During this time she has created a Board and an International Advisory group, a number of significant partnerships with professional groups, sponsors, as well as working with government for crucial funding. There has been important (and significant) outcomes, many showcased in past annual reports and creating a team of staff and volunteers. She has also been recognised with awards for her work, as a Telstra Business Award winner in 2019 and previous Female Entrepreneur Award winner.

As we move forward we are thrilled to have Prof Karen-leigh Edward join us as Acting CEO. Karen-leigh comes to us with enormous experience as a clinician, researcher with a strong track record in leadership and leading teams as well as a passion for women's health.



I would also like to thank our outgoing Chair, Ms Cassandra Kelly AM and Director (& Founding member) Mr James Hutton. We are thrilled that they have agreed to continue as part of our International Advisory team. This will be incredibly important as we move forward, given that James was a Founding member and integral to Her Heart for the past five years and Cassandra had significant input in the early days of establishing Her Heart and navigated us through what have been extraordinary times.

Finally, we hope that this Annual Report brings you up to date with some of the things we have been working on, and hopefully inspires you to continue to support the work that we do as we continue to make a difference.

Angela Wheelton



I am pleased to write this report this year having recently joined the Her Heart team. This year has been a challenging year with a global pandemic and the unique experiences we shared with COVID-19 community restrictions. Collectively we have seen changes to the way people access healthcare and healthcare information for example, an Australian women's health survey this year indicated that nearly 70% of women preferred to access their health information via the web.

As a predominantly digital organisation, we have focused on providing evidenced based information on our website and other media platforms for women and others to access. Her Heart has prevention and promoting self-care as part of our core values and mission, and we are pleased with the level of access we had with our community during 2020 with an increase in people accessing our website and reacting to our regular messages on social media.

This year, we launched our educational videos about heart disease in Aboriginal and Torres Strait Islander women which was a fantastic outcome of our collaborations with Hitnet,

an organisation that has been working with Australian Indigenous people for over 15 years. We have developed new professional relationships to extend our reach to the Australian and international communities to continue the great achievements of Her Heart.

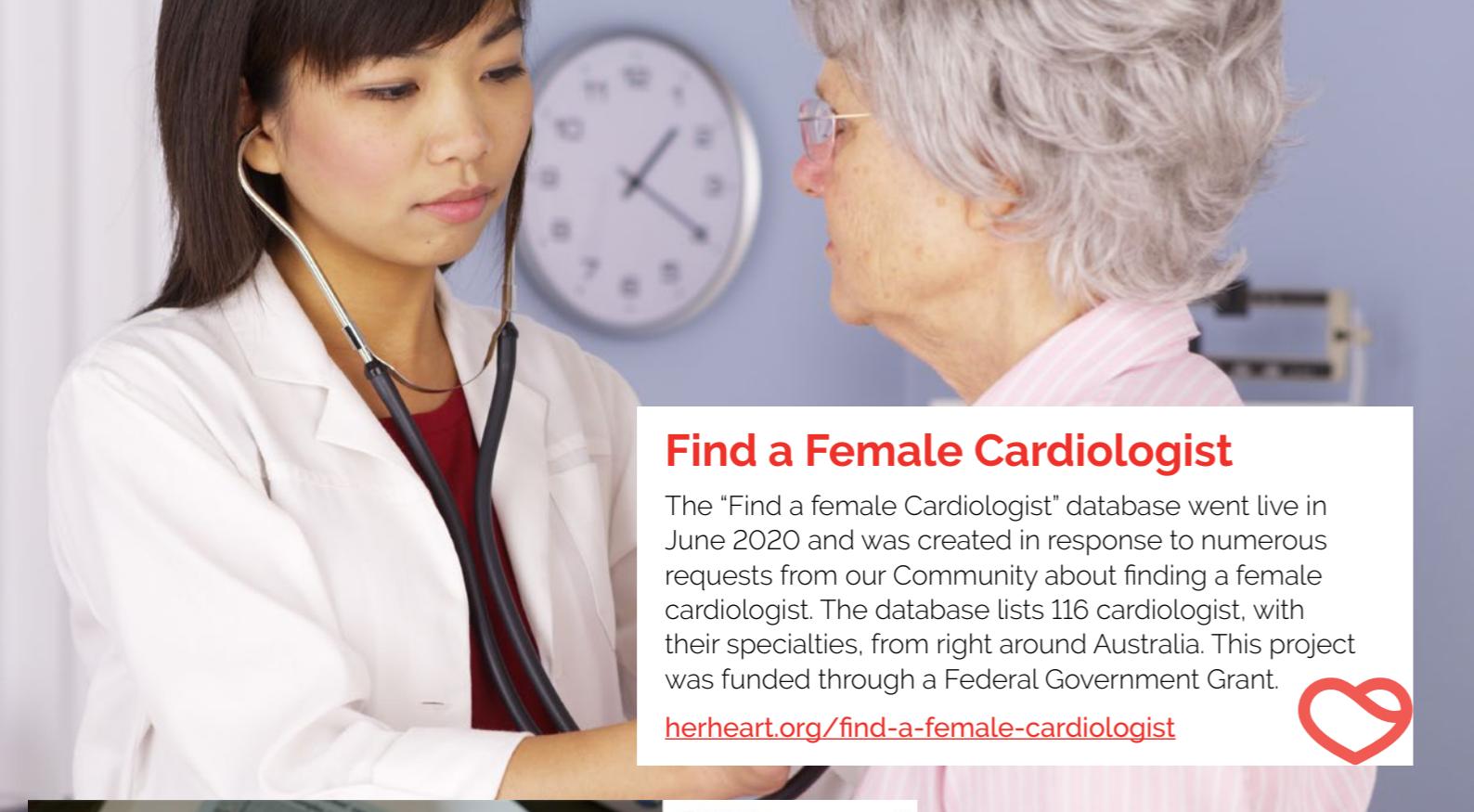
I would like to thank our Board, as we welcome a new Board Chair Angela Wheelton OAM DSJ a global philanthropist and Board member since 2017. I would like to thank our dedicated team of volunteers and advisors, in particular, Ms Krystal Barter, Ms Tina Manolitsas, Ms Sally Brooks, Mr Tom Lam, Ms Esther Lam and Ms Michelle Clancy. Importantly, I would like to acknowledge the tireless commitment of Her Heart founder, Dr Linda Worrall-Carter who brings knowledge and passion to the Her Heart prevention effort.

We hope you find this annual report informative and inspires you to help us make a difference to the lives of the many women who experience cardiovascular disease and their families.

Best wishes

Karen-leigh

Adjunct Prof Karen-leigh Edward (Acting CEO)



Find a Female Cardiologist

The "Find a female Cardiologist" database went live in June 2020 and was created in response to numerous requests from our Community about finding a female cardiologist. The database lists 116 cardiologists, with their specialties, from right around Australia. This project was funded through a Federal Government Grant.

herheart.org/find-a-female-cardiologist



Her Heart Medical Ambassador

Dr Monique Watts



66

It is important to realise that being a young woman doesn't mean you can't have heart disease.

**DR MONIQUE WATTS -
CARDIOLOGIST & HER
HEART MEDICAL
AMBASSADOR**



Highlights

New Chair Appointment

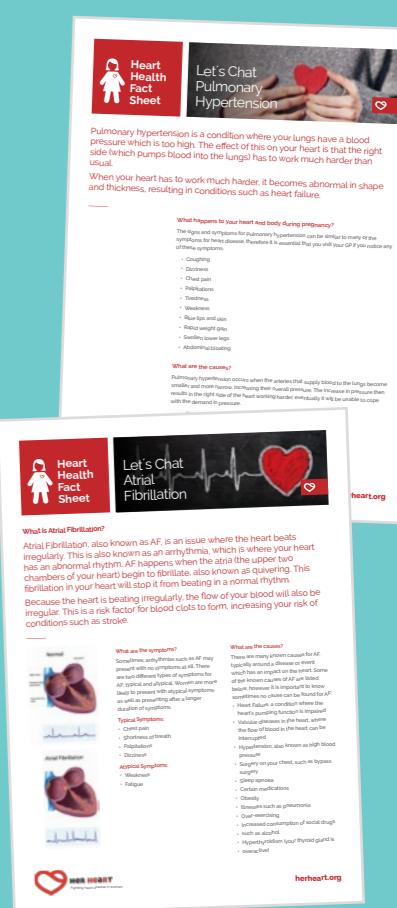
Angela Wheelton OAM DSJ is Director at Wheelton Social Impact, a Foundation that focuses on Women and girls in the Health and the Education space. She is also Director of the Bali Children Foundation Ltd which has a very strong focus on the education of young girls. Her Heart Executive is thrilled that she has been appointed as Chair of the Board. Angela brings extensive Philanthropic, leadership and Executive skills (as former CEO of an Australian based Swiss company). She has also held former NFP Board positions including Life Education Victoria, Guide Dogs Victoria and the Evident Foundation.





Resources for experts

We created a number of Q & A sheets with experts in their fields as additional resources.



Our Board



**Angela
Wheelton,
OAM DSJ**

Director and Chair

Angela Wheelton OAM DSJ is a former CEO of an Australian based Swiss company is Chair of the Board at Her Heart. Angela is also a Director at Wheelton Social Impact which focuses on Women and girls in the Health and the Education space and Director of the Bali Children Foundation Ltd, based in Kerobokan, Bali which has a very strong focus on the education of young girls. Former NFP Board positions held include Life Education Victoria, Guide Dogs Victoria, and Evident Foundation.



Sally Brooks

Company Secretary/Snr. Administrator

Sally Brooks has 30 years' experience in the tertiary education sector including leading and managing teams involved in graduate career development & employment, student volunteering & leadership, large scale event and online service delivery. As Vice-President of her Professional Association, NAGCAS, Sally also brings to Her Heart experience in the Governance of a "Not for Profit" organisation.



**Dr. Linda
Worrall
Carter**

Founder and Director

Dr. Linda Worrall-Carter is a recognised world leader in the field of women's heart health. Prior to establishing Her Heart she held academic positions and was the Inaugural Director of 3 research centres. During that time she was successful with over 8 million dollars in government funding and authored more than 100 publications. However, Linda felt strongly that research alone would not save women's lives, reduce the economic and societal burden on the Australian healthcare system, nor drive changes in attitude and behaviour. Linda instead, recognised that a different approach was needed. She established Her Heart in order to drive change through creating awareness of heart disease, with a view to empowering women with knowledge so they can learn more about how to initiate change. There has been enormous progress in a relatively short period of time as Her Heart collaborates with key stakeholders and works with Government in order to make change.



**Assoc. Prof.
Deanne
Riddington**

Director

A/Professor (Clinical) Deanne Riddington has extensive experience as a senior manager and education specialist creating and leading high-performing teams and projects in the healthcare sector including General Manager of Education & Learning at St Vincent's Hospital. Deanne is a passionate advocate for health workforce education and for public health, with a career spanning 30 years as a Registered Nurse in Victoria. Her career has transitioned from clinical practice to education and leadership. She is an honorary Clinical Associate Professor with the Australian Catholic University. Deanne led the development of Victoria's first Aboriginal Graduate Nurse Program and was awarded a Fellowship from the Winston Churchill Memorial Trust in 2015 for her work in this field. Deanne is currently the President Elect of the Churchill Fellows Association of Victoria.



**Prof.
Karen-leigh
Edward**

Acting CEO

Prof. Karen-leigh Edward has degrees in nursing and psychology, with a PhD in Health Science. She has focused her research on physical and mental comorbidity, implementing and testing resilience and self-righting models that inform care practices for better clinical outcomes. She has expertise in women's health and chronic conditions (including CVD, diabetes, and mental illness).

Prof. Edward holds adjunct Professor positions at Swinburne University of Technology (Australia) and the University of Huddersfield (United Kingdom) where she continues to conduct research and research training in health. Prof Edward is internationally recognised for her work in the clinical care of people with cardiac conditions, resilience and mindfulness, and self-management. Prof Edward is globally recognised for her work in health and has authored over 160 publications, including scientific journal articles, 4 books and 16 book chapters and 12 media releases.

Our Advisors



Cassandra Kelly, AM

Advisor and former Chair & Director

Cassandra Kelly AM is a global thought leader, speaker and coach to corporate and political leaders and Chair of the Treasury Corporation of Victoria. She previously co-founded The Glass Elevator, an initiative that connects, engages and inspires women in industry and government. Cassandra was awarded the Member of the *Order of Australia* (AM) in the 2019 Queen's Birthday Honours List. Cassandra has previously held the position as Chair of the Her Heart Board (2019–20), was a Director and Board member (2017–2020) and an Advisor since 2016.



James Hutton

Advisor and former Director and Deputy Chair

James Hutton is a partner with MinterEllison and has practiced for over 25 years in corporate and commercial law. MinterEllison provides Her Heart with pro bono legal advice and assistance under its partnerships program and as part of its purpose to create lasting impacts with its clients, people and communities. James was an Inaugural Board member & Director from 2015–2020 and held the position as Deputy Chair from 2019–2020.



Dr. Susan Alberti, AC

Appointed 2017

Dr. Alberti is one of Australia's pre-eminent philanthropists, having donated millions of dollars to medical research and other charitable causes over her successful business career. She is a role model and mentor to many young women and recognised for her long and outstanding contribution to medical research institutions. In 2016, Susan was awarded the Companion of the Order of Australia, Melburnian of the Year in 2017 and Victorian of the Year in 2018 in recognition of her eminent service.



Dr. Noel Bairey-Merz, MD

Appointed 2015

Dr. Bairey-Merz is Professor of Medicine and holds the Women's Guild Chair in Women's Health. She is also the director of both the Barbra Streisand Women's Heart Center and the Preventive and Rehabilitative Cardiac Center at Cedars-Sinai's Heart Institute in Los Angeles. She is a pioneer in the study of women's heart health and preventive cardiology, and a global authority on women's heart health.



Dr. Mukesh Haikerwal, AC

Appointed 2015

Dr. Haikerwal is a general medical practitioner in Melbourne's West. He is a Director of Cirqit Health which has been the innovation agent and implementation partner of the Altona North GP Respiratory Clinic. He is a former president of the Australian Medical Association, former Chair of the World Medical Association and AIHW and has led numerous health innovations. He has also received many notable awards and was made a Companion of the Order of Australia (AC) for his distinguished service to medical administration, to education and the not-for-profit sector, and promotion of public health.



Dr. Deepak Haikerwal, MBBS, PhD

Appointed 2015

Dr. Haikerwal is Director of Cardiology at Western Health and is a founding partner of Heartwest, one of the largest private cardiology services in the western suburbs of Melbourne. Dr. Haikerwal is on a number of committees and is a passionate supporter of philanthropy.



Andrew Morello

Appointed 2016

Andrew is Head of Business Development at Yellow Brick Road, and he provides important business advice and support to Her Heart. Andrew was the winner of the first season of *The Apprentice Australia* and is a passionate philanthropist and supporter of a number of charities.

Our Team

**Linda Worrall-Carter | Founder**

Linda Worrall-Carter is Founder & Director of Her Heart, she established Her Heart and has been the CEO up until late 2020. She is now looking forward to working on strategic and Board matters.

**Karen-leigh Edward | Acting CEO**

Prof Karen-leigh Edward is the Acting CEO for Her Heart. She is a passionate supporter of women, an expert in chronic conditions and has recently worked on developing a suite of reports on Australian women and heart disease.

**Sally Brooks | Company Secretary/Snr. Administrator**

Sally Brooks is the Company Secretary for Her Heart but also volunteers support to Her Heart through taking on a range of projects and tasks as Snr. Administrator.

**Tina Manolitsas | Strategic Marketing**

Tina Manolitsas is Director, Future Focus Marketing Group, strategic marketing advisors and consultants. She is also Director at The Leaders Mentor, an executive mentoring and advisory practice. Tina has given dedicated support to Her Heart since 2016.

**Esther Lam | Social Media**

Esther Lam's background is in marketing agency account management, specialising in merchandise product development and affiliate marketing. Esther provided social media and content support.

**Tom Lam | Social Media/Marketing**

Tom Lam comes from a background of strategic communication, media production and copywriting. Tom supported Her Heart's comms and social media.

**Michelle Clancy | Graphic Design**

Michelle has been in the Corporate Design industry for over 20 years and joined the Her Heart team in early 2020, providing Graphic Design support plus designing Her Heart branded graphics.

**Kereni White | IT support**

Kereni is the Creative Director of White Sites Website Development and has over 15 years' experience specialising in web development and maintenance. Kereni supports Her Heart with website and IT support and has done since 2015.

Our Network

Her Heart's professional network facilitates the important connections between different professional communities which showcases the latest research and creates targeted awareness and prevention programs to our community of women.

- Australasian Cardiovascular Nursing College (ACNC)
- Australian Cardiovascular Health and Rehabilitation Association (ACRA)
- Heart Support Australia
- Hitnet
- Global Heart Hub
- Sleep Health Foundation
- Susan Alberti Medical Research Foundation (SAMRF)
- Heart Health NSW

Supporters

We thank our supporters who generously provide resources and services to help raise awareness of Her Heart and women's heart health.

MinterEllison Lawyers	MinterEllison
OneLedger Accountants	
Redback Solutions	
White Sites Website Development	
National Australia Bank (NAB)	
Glass Elevator	
Team Women Australia	
Yellow Brick Road Wealth Management	
(YBR) YBR	

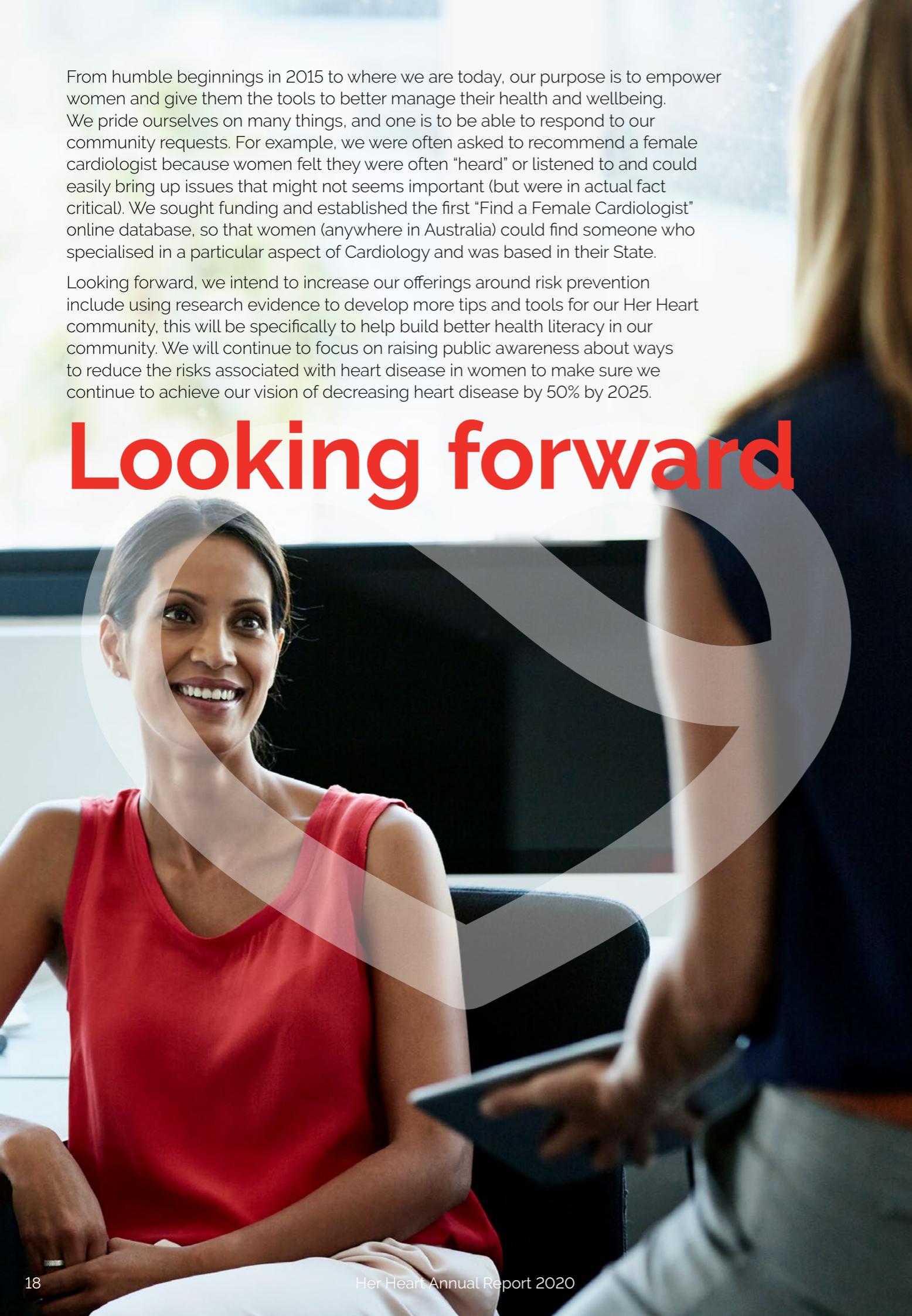


Sponsors

Funding

Her Heart has received funding support from both the Federal and Victorian Governments.

Australian Government	
Victorian Government	
Sanofi	



From humble beginnings in 2015 to where we are today, our purpose is to empower women and give them the tools to better manage their health and wellbeing. We pride ourselves on many things, and one is to be able to respond to our community requests. For example, we were often asked to recommend a female cardiologist because women felt they were often "heard" or listened to and could easily bring up issues that might not seem important (but were in actual fact critical). We sought funding and established the first "Find a Female Cardiologist" online database, so that women (anywhere in Australia) could find someone who specialised in a particular aspect of Cardiology and was based in their State.

Looking forward, we intend to increase our offerings around risk prevention include using research evidence to develop more tips and tools for our Her Heart community, this will be specifically to help build better health literacy in our community. We will continue to focus on raising public awareness about ways to reduce the risks associated with heart disease in women to make sure we continue to achieve our vision of decreasing heart disease by 50% by 2025.

Looking forward

Get involved

To continue Her Heart's work, there are a number of ways you can contribute.

Spread the word



Connect with us and spread the word through sharing, subscribing to our social channels, mentioning us in your workplace, or starting a conversation with your friends and family about the importance of heart health.

Giving Program



You can raise awareness and support Her Heart by inviting your staff to be part of a giving program. With an opt-in giving program, staff can donate a few dollars each month from their pay to a worthy cause. This will make your organisation socially responsible, help inform women, and prevent heart disease.

Share your story



Are you or a loved one living with heart disease? Are you a carer or health professional with a story to tell? We would love to speak with you and hear your story. Every story is precious and can help save lives.

Partner/Sponsor us



Let's collaborate and together we can dream big and get results. If you're looking to expand your social responsibility or would like to explore sponsorship opportunities, we want to hear from you. Contact us to receive our Sponsorship Pack and begin making a difference.

Sponsor a program



We understand that not everyone can give an ongoing monetary donation. We have a range of individual initiatives that require funding support. These range from programs and campaigns to initiatives that help make our organisation more robust.

Donate



Make a heartfelt donation and help make a long-lasting impact on women's heart health. Encourage others to help spread the word or to pledge a charitable monetary gift.

**With your support,
your time,
your donations,
together we can
prevent the death of
one woman an hour.**



HeR HEART

Her Heart Limited
GPO Box 2525, Melbourne, Victoria, Australia, 3001
hello@herheart.org

herheart.org

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