



HER HEART



ANNUAL REPORT 2022

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ABOUT

Her Heart is Australia's Peak Body for Women & Heart Disease and the only Not for Profit (NFP) dedicated to the Prevention of Cardiovascular Disease in Women. Established in 2015, Her Heart raises awareness and educates women on the risks of heart disease and empowers them to make important lifestyle changes.

HER

HEART

The Four Key Pillars Of Prevention

Advocacy:

National action on women and heart disease, advocacy, and policy

Awareness

Raising awareness of heart disease in women of all ages

Research

Educating women around the prevalence, risk factors and symptoms of heart disease in women as well as supporting health professionals

Education

Completing research around specific topics that relate to Women & CVDS, including further research around attitudes, behaviours, and uptake on prevention

LETTER FROM THE CHAIR

I am thrilled to join as the new Chair of the Board, as a champion of female leaders I care passionately about diversity, equality, and innovation. When I first met Dr. Linda Worrall-Carter, I was staggered to hear about the statistics and medical misogyny. Heart disease is the #1 killer of women, losing one woman every hour, yet few of us know about it. This needless loss of women underscores the importance of the work we do at Her Heart, and we are actively spreading the word to women and leaders who are in a position to protect them. We are educating women about the warning signs - which are not the same as for men. We are urging leaders, including politicians, to provide more support to the women who go under-diagnosed, under-treated and therefore have statistically worse outcomes. It is time to correct misconceptions or inadequate information about heart disease in women and save lives.

We need to encourage funding and sponsorship from all levels, and I am thrilled that we are in a position at Stella to support Her Heart. It is impossible to capture in these pages the passion and dedication of the Her Heart team, including our wonderful volunteers. I would also like to express my gratitude to our Founder and CEO, Dr. Linda Worrall-Carter, for her unwavering commitment to the cause of women's heart health. Her leadership has been instrumental in securing significant government funding and forging key partnerships with various professional and community groups.

Together, we can make a difference in the lives of women and improve heart health outcomes for all. Thank you for your continued support of Her Heart.



Sam White, Non Executive Director & Chair

LETTER FROM THE FOUNDER & CEO

I am delighted to present to you Her Heart's Annual Report for the year ending 2022. It has been a dynamic and fruitful year for our organization, and we are pleased to share our progress with you. Firstly, I would like to extend a warm welcome to Sam White, our new Chair of the Board. Sam is a champion of female leaders and is passionate about diversity, equality, and innovation. We are delighted to have her on board and look forward to the guidance and insight she will bring to our organization.

Over the past year, Her Heart has continued to work with key groups around projects. One of our most significant achievements this year was the launch of the world's first Heart Risk Assessment tool for women, which has helped countless women understand their heart health better. Additionally, we developed a new membership platform to provide our subscribers with even more resources and support.



Prevention is at the heart of everything we do, and we have enjoyed collaborating with the general business community and health professional bodies to build greater support for our work in heart disease prevention. We remain committed to the women of Australia, our partners, sponsors, and supporters globally.

I would like to thank our wonderful team for their hard work and dedication to our cause. We hope that this Annual Report updates you on some of the things we have been working on and inspires you to continue supporting our work as we strive to make a difference.

Prof Linda Worrall-Carter, Founder and CEO

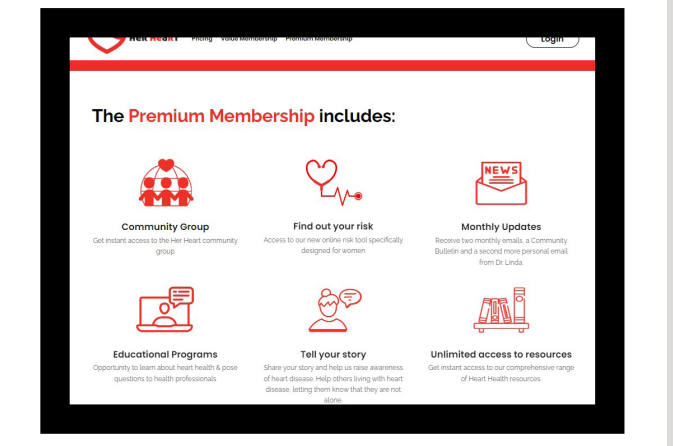
The Project interview - Medical Misogyny

In response to a government announcement by the Assistant Minister for Health and Aged Care Ged Kearney regarding the issue of Medical Misogyny, a National Women's Health Advisory Council was established. Dr. Linda Worrall-Carter, being a key opinion leader, was interviewed on The Project to discuss the gender health gap. During the interview, she highlighted the lack of awareness among some health professionals and the community, leading to under-diagnosis, under-treatment, and poorer outcomes for women compared to men. The discussion shed light on the urgent need for better education, advocacy, and gender-sensitive approaches in healthcare to address the issue of medical misogyny.

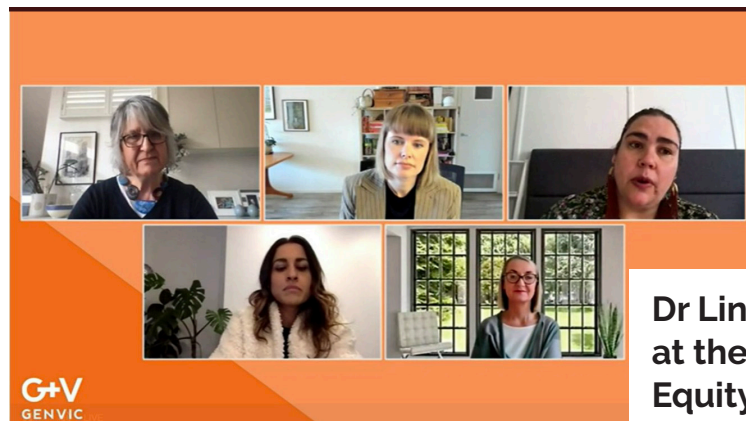


New Membership Drive Membership Portal

In response to our community's desire for high-quality resources, Her Heart developed a new membership portal. The membership options enable women to connect and share their stories through a closed community group, as well as receive support from other members. The portal also provides access to a variety of online and printed resources, where women can learn more about heart health and ask questions of health professionals. We have planned several exciting initiatives for 2023 to continue supporting and empowering women to take charge of their heart health.



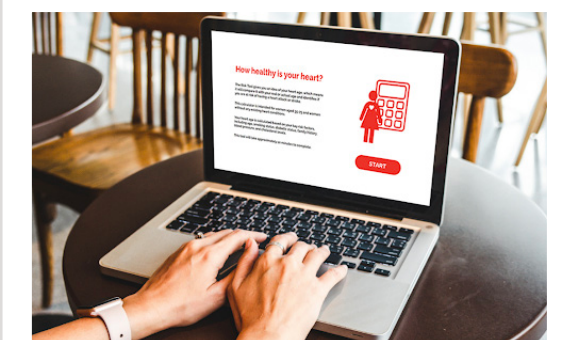
2022 Highlights



Dr Linda Worrall-Carter presented at the GenVic National Defining Equity conference Oct 2022

Her Heart Risk Tool - engineered specifically for women!

In September 2022 Her Heart launched a Risk Tool specifically designed and engineered for women. This tool includes questions and factors unique to women's experiences, enabling women to understand their risk of heart disease better. The Her Heart Risk Tool is available 24/7 and can be accessed through the new Her Heart Premium membership portal.



Stella Partnership

In 2022, Her Heart forged a strategic partnership with Stella Insurance, a company with a strong commitment to making a positive impact on women's lives. Stella's unwavering focus on women is reflected in their motto of being "unapologetically for women," and their business decisions are driven by their purpose to put women "at the heart" of everything they do. At Her Heart, we are thrilled to align ourselves with individuals and organizations that share our vision of driving meaningful and progressive change for women in Australia. As a result of the partnership, Dr. Linda Worrall-Carter was interviewed by Marie Claire and featured in Women's Weekly to discuss

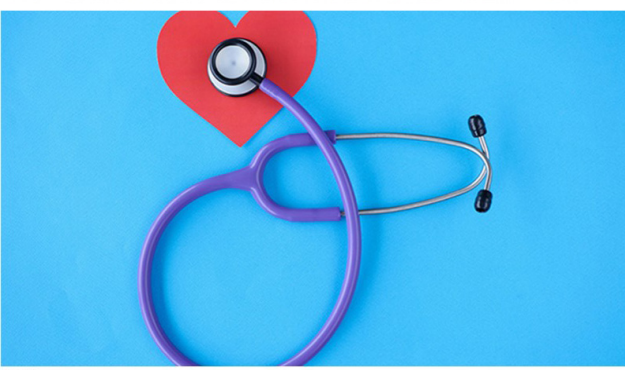


Her Heart was showcased in Prevention Magazine

Dr. Linda was featured in Prevention Magazine's March/April issue, where she was interviewed for an article titled "Is Your Heart Older Than You Are?" This piece highlighted the significance of establishing heart-healthy habits to maintain a youthful and vibrant lifestyle. In addition to her print feature, Dr. Linda was also showcased in an online article.



Surprising Risks For Heart Attack In Women



Eating burgers and being a couch potato are not the only causes of heart disease. It's a startling fact that heart attacks kill more Australian women than any other disease, including breast cancer. And many Aussie women don't know they're at

Susan Alberti Event

Her Heart Team members attending The Susan Alberti Medical Research Foundation 10th Anniversary of the Mother's Day Luncheon.



(From left to right - Claire Ristovski, Dr. Linda Worrall-Carter, Prof. Deanne Riddington, and Sally Brooks)



Key Opinion Leaders Blog

New initiative showcased different topics including Dr Anglea Kucia on Takotsubo Syndrome (Broken Heart Syndrome). Dr Moira Junge CEO, The Sleep Foundation "What is good sleep" and Her Heart Adviser - Dr Monique Watts around Heart disease for women.



Media Attention

Dr Linda was interviewed for various media opportunities including The Project, Channel 9 and others.



Debra

Debra Clare had been experiencing chest pain and felt unwell for over a year. She went to her GP and the hospital multiple times, but neither suspected a heart attack or ordered heart tests, believing her symptoms were caused by anxiety. After finding the Her Heart website (and reading of similar symptoms), she demanded a referral to a cardiac specialist. It took a few months before she got an appointment, underwent a stress test and a coronary angiogram, and was told her coronary artery was completely blocked. She was instructed to wait for medication and surgery, but unfortunately, she had a heart attack two days after her phone call and required two stents in her heart during life saving surgery. Since her diagnosis Debra has made changes to her lifestyle, stopped smoking, and had her sons and other family members screened for heart disease due to hereditary factors.



Keeley

Keeley was diagnosed with high cholesterol (7.1) at 40 and was recommended to start medication to lower it (statins), but she opted for diet and exercise instead. She was able to lower her cholesterol slightly, but unfortunately, five years later, she experienced crushing angina symptoms and had to undergo a triple heart bypass. She eventually started taking statins, but the damage had already



been done. Looking back, she wishes she had taken a statin earlier, and felt that her lack of education about the dangers of high cholesterol resulted in her not taking it as seriously as she should have. Since taking statins, her cholesterol levels have been between 2 and 3, and she's grateful for the ongoing research into the causes of heart disease.

Our Team



Linda Worrall-Carter | Founder

Dr Linda Worrall Carter is Founder & CEO of Her Heart, she is also Director and provides a leadership role to the Her Heart Team.



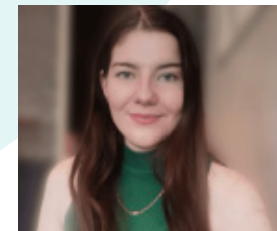
Claire Ristovski | General Manager Operations

Claire joined Her Heart in 2021 and brings extensive senior management and leadership experience in the acute healthcare sector. Claire has a background in Critical Care Nursing, has a Masters of Business Administration and is passionate about improving womens heart health.



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.



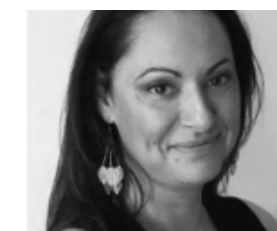
Ailish Barry | Social Media

Ailish Barry is the Social Media Lead and is an enthusiastic and dedicated marketing professional with a background in healthcare administration, marketing and social media.



Hazel Prosser | Graphic Design

Hazel offers Her Heart graphic design and website support, she has a Diploma of Graphic design as well as a Certificate in Web design.



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. Since 2015, Kereni has provided Her Heart with website and IT support.



Dr. Linda Worrall-Carter
Founder and Director

Dr. Linda Worrall-Carter is a recognised world leader in the field of cardiovascular disease in women. 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. Recognising that a different approach was needed, Linda established Her Heart in order to drive change through creating awareness of heart disease, educating and empowering women with knowledge so they can learn more about how to initiate change.



Sam White
Non Executive Director & Chair

Sam White is the Founder and CEO of Stella Insurance in Australia as well as Founder and Chair of Freedom Services, an ever-expanding insurance business including Action 365, Pukka Insure and Freedom Brokers in the UK.

In this capacity she has also had extensive experience as Chair of a Board and as a Managing Director, employing over 190 staff with offices in Cheshire in the UK, and Sydney, Australia with a turnover of over £20 million (34.5 mill AUD). Sam is a multi-award winning business leader, named as winner of the Great British Entrepreneur Awards and the British Small Business Awards.

As an advocate for levelling the playing field for women and championing female leaders within the insurance industry, Sam cares passionately about diversity, equality and innovation.



Assoc. Prof. Deanne Riddington
Director & Deputy Chair

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 as General Manager of Education and Learning at St Vincent's Hospital. Deanne is a passionate advocate for health workforce education and for public health, with a past career spanning 30 years as a Registered Nurse in Victoria. Her career has transitioned from clinical practice to education and leadership. As General Manager of Education & Learning, Deanne was an honorary Clinical Associate Professor



Dr Angela Kucia
Director

Dr. Angela Kucia has worked as a senior academic, clinician and researcher for over 35 years. She has both a National and International profile in cardiac nursing and research. She has also received awards, including being the recipient of the South Australian Nurse of the Year Award in 1997 for her work on creating the role of a chest pain nurse in the Emergency Department. Angela was the Clinical Nurse Consultant in Coronary Care as well in Acute Chest Pain Assessment clinic. She has had a longstanding passion and research interest in Takotsubo syndrome (TTS), a condition that primarily affects women.

Our Advisors

Dr. C. Noel Bairey Merz is a pioneer in the study of women's heart health and preventive cardiology, and the Director of the Women's Heart Center at the Cedars-Sinai Heart Institute in Los Angeles. She is a Foundation member and Adviser since 2015



Dr. Bairey-Merz MD

Professor John Beltrame is Professor of Medicine, University of Adelaide. His research interest is in coronary artery spasm and coronary microvascular dysfunction which primarily affects women. He leads a global collaborative research and clinical group in this area. Appointed to Her Heart in 2021



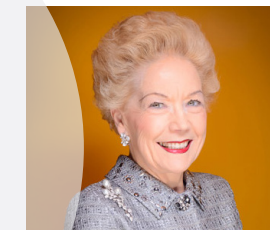
Prof. John Beltrame

A/Prof Monique Watts is a practising cardiologist specialising in women's heart health, advanced heart failure and transplantation. She established Victoria's first Women's Heart Clinic and is an advocate, spokesperson and thought leader in the area of women in Cardiology. Dr Watts has worked with Her Heart since 2021



A/Prof Monique Watts

Dr. Susan Alberti, AC 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 mentorto many young women and is recognised for her long and outstanding contribution to medical research. Her Heart adviser since 2017



Dr. Susan Alberti, AC

Cassandra Kelly AM is a global thought leader, speaker and coach to corporate and political leaders. She previously co-founded The Glass Elevator, an initiative that connects, engages and inspires women in industry and government. Director & Chair of the Board 2017-19, Adviser since 2016.



Cassandra Kelly, AM

James Hutton is a Minter Ellison partner with 25+ years in corporate and commercial law. Minter Ellison offers pro bono legal advice to Her Heart as part of its purpose to create lasting impacts with its clients, people and communities. Foundation member, Director and deputy Chair 2017-19.



James Hutton

Bill is a health economist with 20+ years experience in cardiovascular and public health. He has led campaigns to improve women's cardiovascular health, and along with Dr Linda Worrall-Carter created the world's first women-only cardiovascular risk tool for Her Heart. Appointed in 2021



Bill Stavreski

Our Supporters

- MinterEllison Lawyers
- National Australia Bank (NAB)
- OneLedger Accountants
- Stella Insurance
- White Sites Website Development

MinterEllison



oneledger
Accountants

stella★

WhiteSites
WEBSITE DEVELOPMENT

Our Sponsors

- Wheelton Philanthropy
- AMGEN Australia



Our Funding

- Australian Government



Our Network

- Australasian Cardiovascular Nursing College (ACNC)
- Australian Cardiovascular Health and Rehabilitation Association (ACRA)
- Australian Cardiovascular Alliance
- Global Heart Hub
- Heart Support Australia
- Heart Health NSW
- Susan Alberti Medical Research Foundation (SAMRF)
- Gender Equity Victoria
- Glass Elevator



Get involved

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



Partner/Sponsor us

Let's collaborate and together we can dream big and get results. If as an organisation you are looking to expand your social responsibility or would like to explore sponsorship opportunities, we want to hear from you. Contact us to discuss further and begin making a difference..

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.



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.

Giving Program



You can raise awareness and support Her Heart by inviting your staff 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.



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.

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.

To donate immediately please scan the QR code





HER HEART

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We acknowledge the traditional custodians of the land, waters and knowledge for the places where we gather to collaborate and strengthen communities. In our work, we recognise the importance of Country – not just as a place, but how it also maintains community, family, kin, lore and language.

We pay our respects to Elders past and present. This always was, always will be, Aboriginal land.

We support the Uluru Statement from the Heart.