

ANNUAL REPORT 2024



Her Heart

Championing
women's
heart health



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ABOUT HER HEART

Her Heart is Australia's Peak Body and leading authority on cardiovascular disease in women. As the only not-for-profit organisation dedicated to improving women's heart health, Her Heart provides evidence-based education, supports health professionals, and leads advocacy and research to raise awareness and drive systemic change. We lose almost one woman every hour – or 20 women a day – to heart disease, which remains one of the leading causes of death among Australian women. Her Heart is committed to ensuring every woman has access to life-saving knowledge, quality healthcare, and the support needed to prioritise their heart health.

MISSION

Her Heart's mission is to save women's lives by improving awareness, education, research, and advocacy around heart health, ensuring every woman has access to life-saving knowledge and care.

ADVOCACY

Her Heart advocates for women's heart health as a top priority across multiple sectors. Through collaboration with government, philanthropy, healthcare, and industry partners, we work to improve outcomes for women. In addition to driving change we also support health professionals.

4 KEY PILLARS OF PREVENTION:



AWARENESS: Raising national awareness of heart disease in women of all ages, with a focus on prevention and early detection.



EDUCATION: Providing evidence-based education on the prevalence, risk factors, and symptoms of heart disease in women, while supporting health professionals with tailored resources.

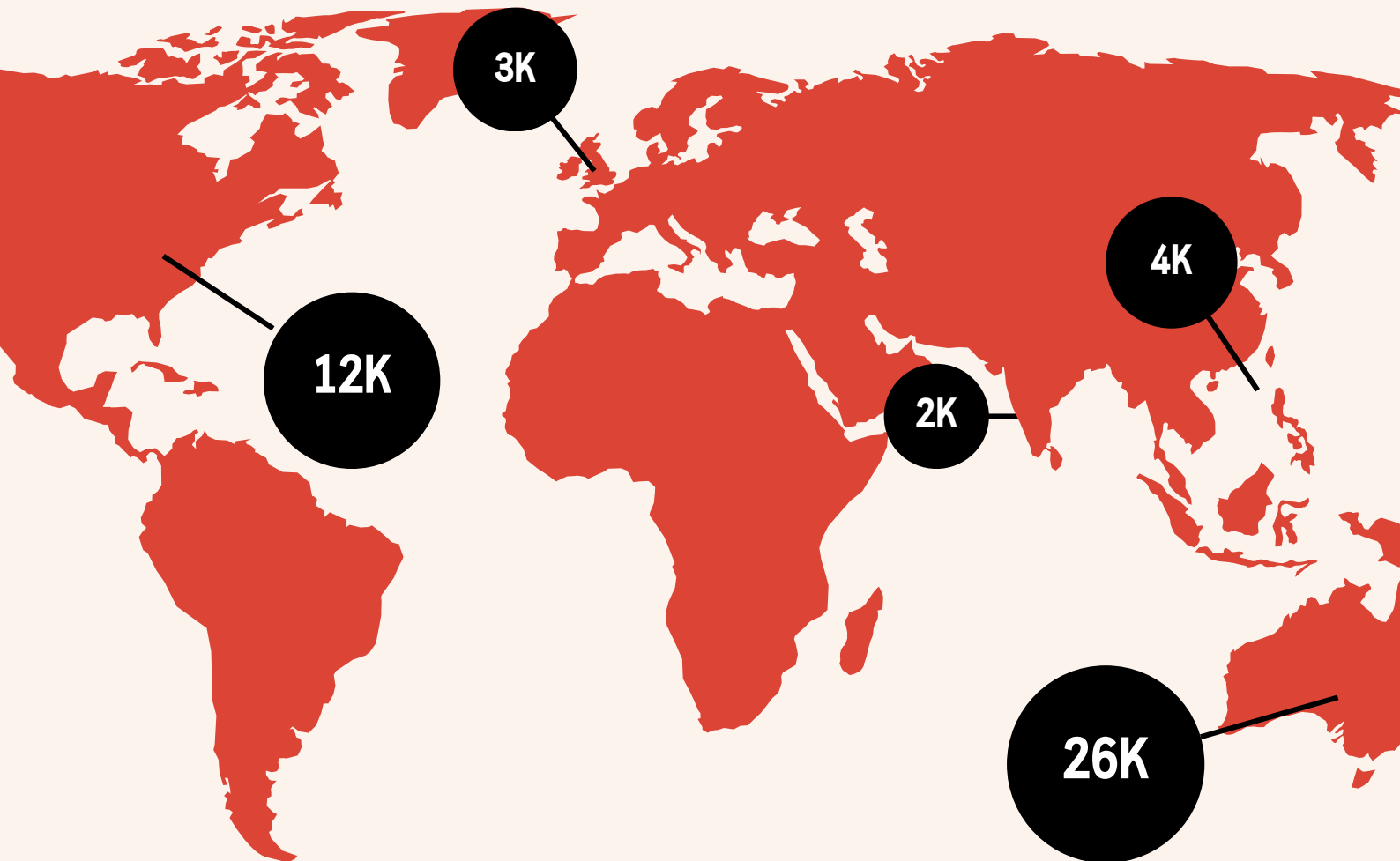


RESEARCH: Leading and partnering on research projects to better understand women's heart health, including attitudes, behaviours, prevention, and treatment gaps.



ADVOCACY: Driving national action on women and heart disease through advocacy, policy engagement, and systemic change initiatives.

GLOBAL REACH



GLOBAL OVERVIEW

The Her Heart Hub has attracted subscribers and engagement from all over the world, reflecting the growing global interest in women's heart health. Leading the way is Australia, with 26K users, followed by the United States (12K users). Other key regions engaging with our content include Hong Kong (4K users), the United Kingdom (3K users), and India (2K users). This global reach highlights the increasing awareness and impact of our work beyond Australian borders.

OUR IMPACT

58K

Over 50,000 users engaged with the Her Heart Hub in 2024, with traffic spanning across every country globally.

63%

Our Her Heart Hub audience is 63% women and 36% men, reflecting the broad interest in our content and resources.

26K

Users accessing the Find a Female Cardiologist resource

100K

Downloads of the Her Heart checklist

60K

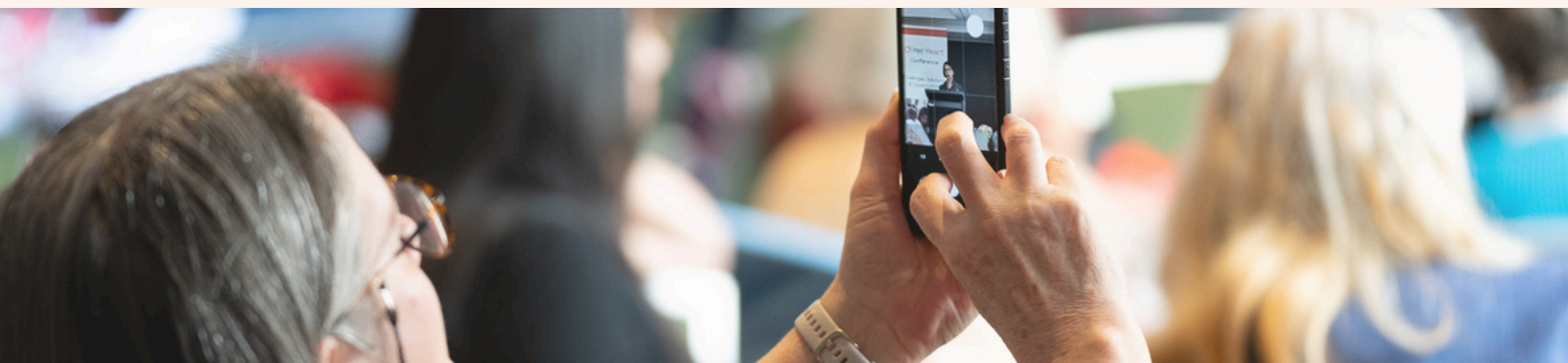
Our social media channels engaged over 60,000 users – sparking conversations, sharing life-saving information, and building awareness around women's heart health.

260+

Our Inaugural Her Heart Conference marked a major milestone—bringing together health professionals, policymakers, consumers, and advocates to advance women's heart health. Of those who attended, 75% were from the medical and health sector, and 25% were consumers.

48%

Our Community Bulletin and EDMs have an average open rate of 48% - well above industry standards.



LETTER FROM THE CHAIR



I am delighted to present this report as we reflect on achievements in 2024, although it is impossible to capture in these pages the passion and dedication of Prof. Linda Worrall-Carter and the Her Heart team. As a global CEO, I am passionate about gender equity, well-being and inclusion, and the disparities in women's heart health are alarming. The fact that we lose 1 woman every hour in Australia to heart disease, to something that is 80% preventable continues to astound me. We need to urgently spread this message to all Australian women. We are also reaching out to key organisations and I would encourage you to support us in any way you can, whether this be through sponsorship and/or events.

Finally, I would like to thank all of you who encourage and support us and the women we seek to protect. To every woman reading this, prioritise your health and schedule that all important heart health check with your GP!

LETTER FROM THE FOUNDER & DIRECTOR

It is my absolute pleasure to present to you the 2024 Annual Report. It has been another remarkable year for us, defined by some key moments that have significantly moved our mission forward.

In terms of our advocacy work, we were thrilled to work with the Deputy Health Minister Ged Kearney and launch the First National Report Card for Women and CVD. We also pride ourselves on innovation and worked hard during the year to bring you our new Her Heart Digital Magazine (which we have had amazing feedback on!). We have appreciated your support through engaging with our awareness campaigns, including the #HerHeartMatters Campaign. Of course, none of this would be possible without our wonderful community, and our small but incredibly committed team whose dedication and hard work have been the driving force behind our progress. I would like to extend my thanks to the Board, as well as a suite of Advisors that work so hard behind the scenes. Lastly, I also need to mention the partners and supporters who we could not do without.

So please enjoy this Annual Report; we have tried to capture snapshots of the year, showing you what we have achieved, and where your important funds have been spent! We are making a tangible difference in the lives of women while at the same time reducing the death toll.



RESEARCH - NATIONAL CARDIAC REGISTRY

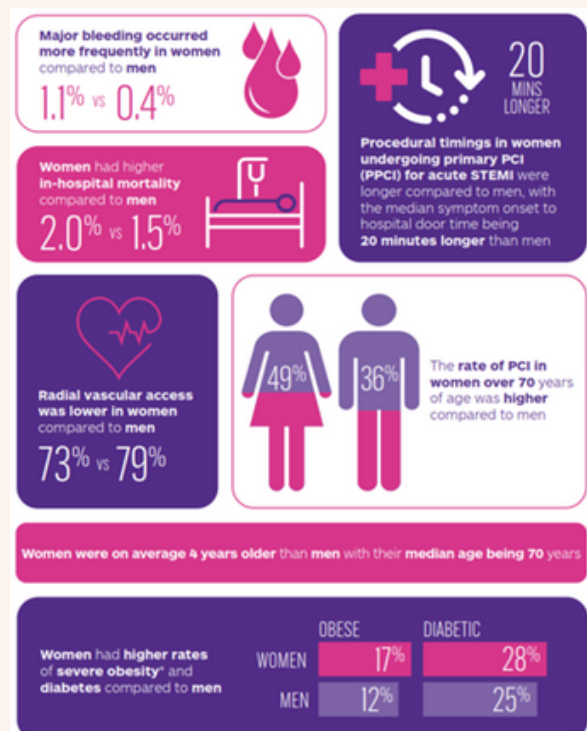
This year, Her Heart partnered with the **National Cardiac Registry** to analyse sex differences in more than 93000 percutaneous coronary intervention PCI procedures across Australia. Women accounted for just 25 percent of the cohort, with 23,072 procedures compared to 68,635 in men



The analysis revealed significant sex based disparities in care and outcomes for women, including:

- **Lower use of radial access in women** at 73 percent compared to 79 percent in men, despite it being the safer option
- **A 20 minute longer delay in symptom onset to hospital** arrival time for women experiencing STEMI
- **Higher rates of major bleeding** and vascular complications
- **Higher in hospital mortality** in women at 2 percent compared to 1.5 percent in men
- **Higher rates of obesity in women** at 17 percent versus 12 percent in men, and diabetes at 28 percent versus 25 percent

These findings highlight the need for sex specific strategies in cardiovascular care. Her Heart will continue working with the NCR to amplify these insights through national conversations, support evidence-based policy development and advocate for improved prevention, diagnosis and treatment outcomes for women.



PARTNERSHIP - SISTERHOOD FOUNDATION



Her Heart is proud to have been selected as a charity partner by the Sisterhood Foundation, an organisation that has raised more than \$10 million over the past 13 years in support of frontline charities.

With a shared commitment to improving women's health and wellbeing, this partnership offers a powerful platform to increase national awareness and drive lasting change for women affected by heart disease.

In November 2024, Her Heart participated in the annual Sisterhood Christmas Market—our first major engagement as a charity partner. The event brought together the Foundation's network of supporters, corporate teams, and fellow charities for a day of community, generosity, and connection. It offered an opportunity to share our mission and resources, including our signature Her Heart wallet cards, while raising funds through the sale of our Ultimate Summer Bags.

We are grateful for the Sisterhood Foundation's support and look forward to the shared impact we can create together.



SNAPSHOT OF HIGHLIGHTS



HER HEART WEEK

'5 Days to a Healthier Heart' Campaign

During National Heart Week, we launched the '5 Days to a Healthier Heart' campaign, promoting daily heart-healthy habits to encourage positive lifestyle changes. We also introduced the Her Heart Wallet Card, a resource highlighting female-specific heart attack symptoms and emergency steps, ensuring more women have access to life-saving information.

HER HEART DAY & HEART MONTH

Wellness Morning in honour of Her Heart Day

Her Heart hosted a Wellness Morning on the Gold Coast, bringing together women of all ages for a heart-healthy day. Highlights included a Pilates class, a fitness session and sound healing experiences promoting movement, connection and wellbeing. By embedding heart health into enjoyable and accessible activities, the event helped foster community support and encouraged preventative action in everyday life.



HIGHLIGHTS

HER HEART DIGITAL MAGAZINE

This year, we evolved our digital magazine into a seasonal publication – an inspiring platform that continues to celebrate the strength and voices of our community. Each edition features powerful stories, expert insights from key opinion leaders who generously share both their knowledge and how they navigate their busy lives, and seasonally relevant articles that highlight critical issues in women's heart health. From heart-healthy recipes to practical lifestyle tips and the much-loved '5 Minutes with Linda' series, our magazine offers fresh perspectives to keep you informed and inspired. Our open rate of nearly 50% is a testament to the value and impact our readers find in every issue.



CHARITY OF THE MONTH

We were grateful to be selected as the charity of the month by Flowers Across as part of their GIVR initiative. With the support of their team and customers, over \$500 was raised for Her Heart. It was a great opportunity to be part of such a thoughtful initiative. To everyone who purchased a Wildflower Posy Box, thank you for your support.



KEYNOTE SPEAKER

Prof. Linda Worrall-Carter delivered the keynote address at Epworth Hospital's Grand Round, highlighting the urgent need to improve the recognition and treatment of heart disease in women. She also shared leading research and evidence-based strategies to advance gender-sensitive approaches in cardiovascular care.



Epworth Hospital Grand Round

Prof. Linda Worrall-Carter
Founder & Director, Her Heart

COMMUNITY

Over 100 women have shared their personal stories with Her Heart – creating a powerful, growing resource that inspires, educates, and supports others. In 2024, even more women courageously contributed their stories to empower others on similar journeys.

DEBRA CLARE, HER HEART COMMUNITY AMBASSADOR, ABC FEATURE



Debra Clare, our Her Heart Community Ambassador, was featured on ABC News (July 2024), sharing her journey of perseverance in the face of healthcare challenges.

After multiple visits to her GP and the hospital without answers, Debra discovered the Her Heart hub, recognised her symptoms, and insisted on a referral to a specialist.

If something doesn't feel right, don't be afraid to speak up. Keep track of your symptoms, seek second opinions, and use resources like the Her Heart website to stay informed. [Read Debra's full story here.](#)

SHARE YOUR STORY SERIES: SUZIE EBERT

We refreshed our 'Share Your Stories' series to highlight real-life journeys of women with heart disease. Suzie's story alone reached over 1,000 people on social media – a powerful reminder of how personal experiences can drive awareness.

At 25, Suzie had no reason to suspect any heart issues. After donating blood, she began experiencing unsettling symptoms that led her to seek medical advice. A visit to the cardiologist revealed she had severe stenosis and regurgitation of her aortic valve, a congenital heart defect she had unknowingly lived with. Suzie is now a mother of two and a passionate advocate for women's heart health. [Read Suzie's full story here.](#)



We also hosted our first-ever Consumer Forum via Zoom, where participants shared valuable feedback on how Her Heart can continue to support the community, meet evolving needs, and develop resources that lead to stronger health outcomes for women.

EVENTS

GLOBAL HEART HUB CONFERENCE

Prof. Linda Worrall-Carter was invited to be part of the Global Heart Hub's Round table on Cardiovascular Disease in Women, held in Madrid. The event brought together representatives from over 15 countries, including patient advocates, clinicians, and public health leaders. Facilitated by Dr. Paula Wray from the University of Oxford, the discussions focused on advancing equity and driving action.



WOMEN'S HEALTH SUMMIT

Prof. Linda Worrall-Carter attended the Women's Health Summit in Canberra, reconnecting with old friends and forging new connections. Among the highlights was meeting with the Hon. Minister Ged Kearney. The summit provided a meaningful platform for discussing advancements in women's health and celebrating shared dedication to improving outcomes. Photo: Prof Linda with Hon. Minister Ged Kearney



WOMENS AGENDA SUMMIT

The Her Heart team was invited to the Women's Agenda Health & Wellbeing Summit, a powerful event dedicated to normalising conversations around women's health. With topics ranging from menopause to neurodiversity, the summit featured an inspiring lineup including Assistant Minister for Health Ged Kearney, Olympic marathon runner Lisa Weightman, and Activist and Australian of the Year in 2021, Grace Tame. Photo: Ailish Barry with Grace Tame



INAUGURAL HER HEART CONFERENCE



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WHAT AN AMAZING CONFERENCE TO BE PART OF. I LOVED EVERY MINUTE OF IT — THE INNOVATION, THE PASSION, AND THE SPEAKERS' KNOWLEDGE.

On Friday, 25 October 2024, Her Heart proudly hosted the inaugural conference, a sold-out event that welcomed over 260 attendees and brought together more than 20 expert speakers from across Australia and internationally. The event was a powerful day of learning, collaboration, and action, dedicated to advancing women's heart health, tackling challenges, and exploring innovative solutions.

The conference opened with an Acknowledgement of Country delivered by **A/Prof Vicki Wade**, who paid respects to the Gadigal people of the Eora Nation. Her Heart Founder, **Professor Linda Worrall-Carter**, followed with an inspiring keynote address, reflecting on the organisation's milestones and impact since its establishment in 2015.

A moving highlight was the story shared by **Debra Clare**, Her Heart Community Ambassador, who offered a personal account of living with heart disease. Her heartfelt testimony underscored the importance of access to support and education, made possible through the Her Heart Hub.

International plenary speaker **Prof. Noel Bairey Merz** captivated attendees with insights from the WISE Study, highlighting gender disparities in the diagnosis and treatment of heart disease. Fellow international speaker **Dr Neil Johnson**, Founder of the Global Heart Hub, presented findings from the Women & CVD Council Global Consensus Statement, reinforcing the importance of united efforts in improving outcomes for women globally.

Among the distinguished speakers was The **Hon. Ged Kearney**, Assistant Minister for Health and Aged Care, who addressed systemic gender biases in healthcare, powerfully noting that "the health system has been developed for a 50-year-old white man from Pennsylvania."

Sessions throughout the day explored a range of gender-specific cardiovascular issues. These included presentations by:

- **Dr Karen Phillips** on atrial fibrillation in women
- **Prof John Beltrame AM** on coronary vasomotor disorders
- **A/Prof Clare Arnott** on HFpEF and heart failure
- **A/Prof Sarah Zaman** on spontaneous coronary artery dissection (SCAD)

HER HEART CONFERENCE HIGHLIGHTS

The afternoon focused on health equity and access. **Prof Patricia Davidson, Dr Jennifer Collier, Prof Charlotte Hespe AM, and Aunty (Dr) Vicki Wade** highlighted the unique cardiovascular challenges faced by women in Indigenous, regional, and remote communities. A powerful statistic was shared: "Two First Nations people die every week from rheumatic heart disease in Australia", emphasising the urgency for culturally appropriate care.

The program also featured insights from **Prof Gita Mishra, Prof Sally Inglis, Dr Sarah White, A/Prof Monique Watts, Dr Esther Davis, Dr Swati Mukherjee, Dr Rohan Poulter, Ms Stacey Matthews, and Kerry Doyle OAM**, who together explored topics such as the role of women's heart clinics, current research initiatives, and national data trends in cardiovascular health.

Sophie Scott OAM, renowned medical journalist and MC for the day, guided the program, engaging the audience with thoughtful commentary and facilitating insightful discussions throughout

We were honoured to have **Ngali**, a multi-award-winning Australian First Nations fashion brand, host a pop-up shop and generously donate one of their stunning scarves as a door prize.

The Her Heart Inaugural Conference would not have been possible without the generous support of our partners: GSK, Heart Foundation, Pfizer, and Novartis. Their contributions, along with the passion of our speakers, attendees, and community, made this first national conference an overwhelming success and a strong foundation for the future.



Aunty (Dr) Vicki Wade speaking about the impact of health inequities on CVD in women, indigenous communities, and the role of GPs



Denni Francisco, Prof. Linda Worrall-Carter, and Emma Wilson from Ngali



Panel discussion with Dr. Sarah White, Prof. Sally Inglis, Prof. Gita Mishra, and Sophie Scott OAM

Conference feedback

"Good to hear from all disciplines - and talks were short, which kept focus tight. A great day."

"What an amazing conference to be part of. I loved every minute of it, the innovation, the passion and the speaker's knowledge."

"Really well organised! Good amount of speakers and breaks, inspiring."

"Excellent presentations and the opportunity to meet some really inspiring speakers."

OUR BOARD



PROF. LINDA WORRALL-CARTER

Founder and Director

Prof. Linda Worrall-Carter is the Founder of Her Heart and is a recognised expert and thought leader in women's heart health. With over 30 years of experience as a clinician, educator, academic, and researcher, Linda has dedicated her career to advancing cardiovascular health for women. She has held academic leadership roles, including as the Inaugural Director of three research centres. During her career she has successfully secured over 10 million dollars in government funding and publishing more than 100 papers.

Driven by the belief that research alone is not enough to save lives or drive change, Prof. Linda established Her Heart to raise awareness of heart disease, educate women, and empower them to take control of their heart health.



SAM WHITE

Non-Executive Director and Chair

Sam White is chair of the Her Heart Board. She is also the Founder and CEO of Stella Insurance in Australia and the 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 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 million 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 and Deputy Chair

Deanne Riddington is a passionate advocate for women, health, workforce education and public health, with a past career spanning 30 years as a Registered Nurse in Victoria. She is the Deputy Chair of Her Heart and has extensive experience as a senior manager and education specialist, creating and leading high-performing teams and projects in the healthcare sector. She has previously worked as General Manager of Education and Learning at St Vincent's Hospital. In this capacity, Deanne was an honorary Clinical Associate Professor with the Australian Catholic University. Her career has transitioned from clinical practice to education and leadership. 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 Immediate past president of Churchill Fellows Association of Victoria.

OUR ADVISORS

MEDICAL/HEALTH ADVISORS



PROF. NOEL-BAIREY MERZ MD

Prof. Bairey-Merz is a Professor of Medicine and holds the Women's Guild Chair in Women's Health. She is also the director of 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. Appointed in 2015



PROF. JOHN BELTRAME

Prof. John Beltrame is a Senior Consultant Cardiologist with clinical, research and teaching roles. He is the Michell Professor in Medicine and the Discipline of Medicine Lead at the University of Adelaide and the Director of Research for the Central Adelaide Local Health Network. He has vital clinical and research interests in coronary heart disease, particularly coronary artery spasms and coronary microvascular dysfunction, which primarily afflicts women. Prof. Beltrame also co-founded and co-chairs COVADIS (Coronary Vasomotion Disorders International Study Group). Appointed in 2021.



DR. MONIQUE WATTS (MBBS BMEDSCI)

Dr. Monique Watts is a Melbourne-based cardiologist trained in advanced heart failure and cardiac transplantation at the Alfred Hospital. Dr Watts became interested in Women's Cardiology after collaborating with international colleagues on complex cases involving conditions that disproportionately affect women. She has worked with the Alfred Cardiology Department to establish Victoria's first Women's Heart Clinic at the Alfred and is a passionate champion of Women's Heart Health. Appointed in 2019



DR. KAREN PHILLIPS

Dr. Karen Phillips is a Brisbane-based Cardiac Electrophysiologist and head of the Brisbane Atrial Fibrillation Clinic at Greenslopes Private Hospital, where she has established one of the largest single-operator Atrial Fibrillation ablation services in Australia. Trained at the Cleveland Clinic under Dr. Andrea Natale, she is a leader in Atrial Fibrillation procedures in Australia, including performing Catheter Ablation for AF and implantation of Left Atrial Appendage Occlusion Devices for stroke prevention. She is also a strong patient advocate for new therapies for atrial fibrillation. Appointed in 2024.

BUSINESS AND OTHER ADVISORS

DR. SUSAN ALBERTI AC

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



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 been Chair of the Her Heart Board and an Advisor since 2016.



JAMES HUTTON ADVISOR AND FORMER DIRECTOR AND DEPUTY CHAIR

James Hutton is a partner with MinterEllison and has practised corporate and commercial law for over 25 years. 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 and Director from 2015 to 2020 and previously held the position of Deputy Chair.



BILL STAVRESKI

Bill is a health economist and has worked in cardiovascular and public health for over 20 years across the private, public, and not-for-profit sectors. Bill's previous roles have included leading medical research funding programs, delivery of clinical and lifestyle programs, clinical and nutrition guidelines, and health and well-being governance programs. For over a decade, Bill has led campaign and research funding programs to improve women's cardiovascular health and eliminate disparities in treatment and health outcomes. Since late 2021, Bill has worked with Her Heart and together with Dr. Worrall-Carter, Bill designed the world's first women-only cardiovascular risk tool. Appointed in 2021.



Get Involved

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

Spread the word



Help us spread the word! Share our content on our digital channels and start conversations with your friends and family.

Become a member



Join our community membership to access additional resources such as webinars and stay connected with others.



Donate



Make a donation for long-lasting impact on women's heart health.



Partner with us



Let's collaborate and explore sponsorship opportunities that make a difference.



Share Your Story



Do you or a loved one have heart disease? Are you a carer or health professional with a story to share? Your story is valuable and could help save lives — we'd love to hear it!

With your support, your time, and your donations, we can save women's lives by preventing heart disease.

For enquiries, contact hello@herheart.org

Supporters

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

OUR FUNDERS



Australian Government
Australian Institute of
Health and Welfare



PARTNERSHIPS



PROFESSIONAL ASSOCIATIONS



OUR SUPPORTERS



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Collective_100



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