




# Epilepsy Tasmania Presidents Report

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tasmania



It gives me great pleasure on behalf of the board of Epilepsy Tasmania to present the 2016/2017 president's report.

I would describe the last 12 months as strategically hectic: a year dominated by change that has promoted us to become the go-to organisation in Tasmania for issues around epilepsy.

Last year I made the comment; "The board is determined to pursue its strategic goals, and I am sure Epilepsy Tasmania will soon be seen as a highly proactive, strategic and innovative service provider. The outcome of this will be the increased provision of services to those who are living with or affected by epilepsy".

I am delighted to say those comments are ringing true. We are now engaging face-to-face with more people than ever. Epilepsy Tasmania is providing a larger range of services to a larger audience than we ever have, more people recognise our brand than ever before, and we have created more partnerships.

This engagement is happening not just with people living with epilepsy, but with those who are or could be affected by epilepsy. Interactions are occurring through a range of communication mediums, activities, events, locations, workplaces, schools and forums, but more importantly, they are occurring not by accident but by strategic desire to increase and improve our services.

Since Wendy has been at the helm, it is so pleasing to see a 10-fold increase in activity. As a board we have seen a huge amount of operational activity behind-the-scenes: partnerships have been created with schools, the University of Tasmania, Government departments, the NDIS, General Practitioners, Primary Health Tasmania and other community sector organisations. We have seen on a weekly basis activities with footy clubs, flower shows, Government House, schools, conferences, tv, radio, and we are in the ear of governments on your behalf.

All of this increased activity does not happen because someone sprinkles fairy dust: it happens because of Wendy's leadership and the dedication and skills of all our staff - a big thank you to you all. Clearly, all our hard work has paid dividends and should help to position Epilepsy Tasmania for the future.

A large focus has been to make sure we communicate a range of messages to specific stakeholders and the general community, through traditional methods and social media. Our public relations strategy driven by Claire Burnet is paying dividends: it is clear our media presence and profile has increased significantly.

Our finances are positive, however with our increased exposure comes an increase in demand, which in turn increases costs to deliver the services. We are now able to measure this demand for the first time through a proper database and collection of data. If we are to continue with an upward trajectory of demand for our services we must significantly increase our core operational funding. Governments cannot expect not-for-profit organisations like Epilepsy Tasmania to deliver on their behalf for nothing.

I am convinced the board has set a strategic path that shows Epilepsy Tasmania has significantly turned the corner and is on track for success. Part of this success can be measured by achieving finalist status in this year's Telstra Business Awards, Launceston Chamber of Commerce and Business Excellence Awards, and the Community Achievement Awards: public recognition that everyone associated with Epilepsy Tasmania can and should be proud of.

We are also fortunate and appreciative to have such a skilled and dedicated board whose contribution and commitment to the organisation is immeasurable: thank you to you all.

Lastly, Epilepsy Tasmania is here for all Tasmanians who are living with or affected by epilepsy: it is your organisation so please make use of the services and support provided.

Kind regards,



IAN SAUER